

## **CORPORATE SOCIAL RESPONSIBILITY AND MARKETING**

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**Abstract:** In this paper we showed that marketing is responsible for serving the interests of the society. Initially, marketing was condemned for instigating to socially adverse behaviors. Nowadays, the reputation of marketing is restored, as public decision-makers discovered the importance of marketing in generating desirable public behaviors. Marketing techniques can be used successfully to produce the intended outcomes.

**JEL classification: M14, M30**

**Key words: marketing values, marketing ethics, corporate social responsibility, consumer behavior**

### **1. Introduction**

Famous Scottish professor of moral philosophy, Adam Smith, was among the first to be clear and plausible if the moral and honest individuals pursuing their own interests, are working to the benefit society as a whole. Perfection requires a difficult process of creation, also a 'struggle' with the producer of raw materials to facilitate new goods, new services and experiences. Of tobacco products, services, porn, firearms and chemical warfare agents can be both legal and market goods and also profitable, but they are the most dubious social value and also the 'pure' goods or means of de-civilization. The market should systematically respond to requests emanating from the non-economic environment (Ionescu, 2006). Values should govern our personality and actions. Crisis is the symptom of modernity, among others, and moral crisis. Economic development and industrialization have led to a deepening crisis. Marketers are in a position to address the following issues relating to:

Privacy: all information and seek to protect our own existence in the current century in which we are assaulted 24 hours from 24 media outlets, telephones, e / spam, banner ads on the Internet, etc (Bird, 2007).

Debt: we are all encouraged and helped to spend more, we buy luxury products, giving us the conditions (in Romania deceptively...casual payment).

Natural Environment: huge quantities from packaging, especially plastic, acquisition excess product and pollution are a direct consequence of consumerism.

Health: occurrence and risk of obesity epidemic is due to orientation, "Weaknesses" by our confectionery and lipid as well as companies engaged in unreasonably high prices for food nutrients.

Children: advertising that makes some important range of products for children (though knowing that they ... are not solvable) and dissemination in the media of irresponsible images (including some cartoon series).

## **2. The critique of marketing**

In fact, they are basic human needs of today? The essence of moral crisis is diminishing religiosity, and the result (Borza, A, Popa M., Osoian C., 2007): blind obsession for money; Rule of selfishness, lack of sincerity proliferation; Loss family as a social institution; output (manifestations) of sexuality in public, increase discord; Inferior reached, to judge the "superiority of wisdom Ignorance impose limits, replace divine humanity; Replace divine humanity, the Earth has more importance than the sky, today's man is alone and empty, devoid of landmarks, the object manipulation, the illusion of being deceived by false values (Cioran, 1990), World no longer offers authentic values and neither man has nothing to ask of this world (Cioran, 1990), Man is no longer able to work, to define, understand the meaning of complementarities of its origin and the end, Romanian form of life suffers from a lack of dynamism primordial "-" Let us be born of fatigue and tears Romanians Dacians "(Cioran, 1990); anguish despair of modern man is given the absence of any prospects (Cioran, 1990), amplification of conflict- individuals, between individual and society, between social groups, between generations, between different ethnic groups, etc. Democracy is more likely in affluent countries than in poor countries, according to Lipset's thesis.

Morality no longer occupies a prominent place for peace to our souls. Science invent other ways to achieve happiness. The approach to progress and modernity, we changed our habits and perceptions about ourselves and about life. Today, people address various scientific fields such as politics, religion, culture and economy, such as areas distinct "not admitted involvement in a core area to another.

Today, thanks to the explosion of mass media and the Internet, any information about any area can be covered in a record time. Marketing law extends to a unique rhythm. Transparency means that current promises to be respected. Consumers choose one brand or another world more depending on the attitude of social responsibility demonstrated by the company to its employees, rather than depending on other criteria such as price, warranty period (validity), and others, and few companies transnational able to build a seamless image ...

The issue of social responsibility is inherent in society organizations. The company has modern (and have) very large social power to take decisions about people: whom to hire, whom to fire and who to promote. It needs power to establish rules and discipline required to achieve results. Non-profit organizations have much greater power than that of firms. Refusal to admit a student may mean that not allowing him to have a professional life. On the other hand, an untrained student - future specialist can become a burden on the employer and the national economy. Why are there no students who practice a specialty occupation? Why Romanian students migrate abroad after graduation? The power of the organization may be limited by political power (constitutional restrictions) and the courts. Milton Friedman, Nobel laureate, said that a company has only one responsibility: economic efficiency. We agree, judging from the

fact that a firm has a profit at least equal to its cost of capital is not socially responsible. It wastes resources of society (Drucker, 1998).

In the long term, companies will prevail over the right to not give proof of good character. Firms must differentiate between a person's needs and impact assessment on the person's welfare, but also the welfare of nations. Worldwide public likes to buy from companies with civic character, to whom, they care. " But practice shows that each company has a number of dishonest companies that can create a rogue that domain. For example, smoking a cigarette meets the person's need, but it affects the health and increase public health costs (Kotler, 2006). In Romania, there were many unsuspecting consumers, eager to take part in plans to 'get rich quick "and finally were injured.

In Romania, there were many unsuspecting consumers, eager to take part in plans to 'get rich quick "and were finally deceived. You wake up in the morning to work for a company passionate about making the customers and the community, rather than the mere fact of being profitable. For example, among the following has been taken into account the importance attributed by the evaluation criteria employed by companies in Romania. The most important criteria: the employee who is treated with respect, recognition of merit, the work itself alleged activity; Opportunity to develop specialist skills, wage levels, working atmosphere, feedback from the supervisor, working with top-quality management; Degree invested responsibility, internal career development opportunities. The least important: The compensation of overtime, budget travel in the country or abroad, regular recreational conditions (trips, parties), recreation spaces, regular physical recreation conditions, conditions offered for lunch.

Consciously or not, marketers violate their commitment to consumer confidence. Even some organizations world-wide fall in this sin. The UN experts and the pharmaceutical industry, have been heard in the Committee on Social Affairs, Health and Family of the Council of Europe Parliamentary Assembly. Newspaper, *Le Parisien* "accuses some members of the World Health Organization to work for large corporations and even farmaceutice are paid to maintain a state of hysteria in the swine flu. The organization denied the allegations made by Dr. Wolfgang Wodarg, a renowned epidemiologist German Socialist MEP, along with 14 other MPs from all political parties, said that WHO has exaggerated threats posed by flu, describing it as a 'pandemic "under pressure from pharmaceutical companies. European Health Committee asked the British government's representative, Paul Flynn, to report on this issue and present it to the Council of Europe, which will then adopt a recommendation. Swine H1N1 influenza pandemic killed at least 14,142 people around the world from its appearance, according to a new report by the WHO. , "*Le Parisien*" also presents a list of experts paid by pharmaceutical companies.

One of the charges against current and incisive marketing is that companies convince consumers that they need "of certain goods and materials that will be categorized as 'inferior' if you do not possess. So the question exists, Who controls the market? Businesses or consumers? "The truth is that every day appear new ways to buy, hold and use products and services. The old times of 'marketing king, when firms make the game and decide on what should consumers know or do, are gone forever.

Another accusation is this: "Marketing creates artificial needs?" Marketing is accused of inciting consumers to buy products they do not need. But what is needed? - A basic biological motivation, desire is the way society has taught us to extinguish. For

example, thirst is a biological need, and recommends a product marketers to meet this need.

„ Need not always an obvious relationship with the product. " Why buy a perfume? - "To feel beautiful, confident and seductive ....", that you need there. Marketers consumers to believe they are those set out, buying their products. Thus they will become beautiful and seductive (on this point can be made a criticism) and not that artificial needs are created.

'Advertising and marketing are needed? "Said sociologist Vance Packard for more than four decades," Considerable efforts are often undertaken with impressive results, to channel our habits of not buying guide our decisions and the process of reflection by means of processes from psychiatry and social sciences. "economist John J. Galbraith accuses the media and television are important tools in manipulating the masses. They can issue repetitive communications and incentives aimed at everyone. Many believe that marketing products arbitrarily bound by certain social attributes, resulting in a materialistic society in which we are judged by what we possess.

But the products are designed to existing needs, and advertising is only meant to make us know the existence of such needs and products. From the point of view, "Information Economy", advertising is an important source of information for consumers, the economic cost can rise to the equivalent of finding a product as a solution to a need. In conclusion, advertising is just a service supported by some consumers, in the sense that it reduces their search time.

'Marketing promises miracles? "Advertising leads consumers to believe that the products have magical properties, miraculous, likely to transform their lives. They will become wonderful, will have an influence on the feelings of others, will succeed in life and be relieved of all troubles. From this point of view, advertising works and mythology in primitive society, that is simple and encouraging answers on complex issues. In fact, advertisers do not know enough people to handle. It is already known that the index of new product failure is 40-80% for consumer products. People think that advertisers have an inexhaustible arsenal of magic tours and scientific techniques to manipulate. The reality is that a firm fails when bidding success products (good) and fails when it proposes mediocre products.

### **3. Marketing for the interests of the society**

Concerns for the welfare of consumers goes back to the beginning of twentieth-century.

In many countries contesting against the consumer movement exists. In the U.S., Adbusters association promises a day without shopping, a weekend without TV and parodies of commercials. In Italy, Culture Jammers Manifesto proclaims his opposition to the 'spirit polluters ', the advertisers," On the ruins of the old culture, we must create a new one, possessing a non-commercial spirit. "Researchers involved in formulating or evaluating public policy such as the 'sincerity' product labels, clarity of information presented in advertising or the prohibition of 'exploit' children TV shows that actually are nothing but advertisements for toys. More and more companies choose to protect or improve the natural environment through their work, adopting the so-called green marketing.

Green Marketing is a marketing major section of the firms engaged in the serious situation of environmental problems facing mankind century.

Economic growth of China and India, which together hold more than one third of world population raises serious questions about the planet's ecology. Meadows the 1972 report, the Club of Rome, was hailed by politicians as alarmist and heavily polluting industries by multinationals. Then, China and India were 'dormant'. U.S. are by far the largest emitter of CO<sub>2</sub> in the atmosphere (Friedman, 2007).

Many companies reconsidering their business, addressing a market in full expansion, as the organic products, adopting a long-term optical and an overview of the torque value creation. Some are responsible for marketing and focused efforts to reduce unnecessary packaging, such as Procter & Gamble, which introduced rechargeable bottles of textile fabric.

Separate 70 years, "social marketing" is branch of marketing, called the onset used to influence the behavior of individuals: to reduce tobacco consumption, increase physical activity, improve nutrition, decrease the risk of stroke, the prevent heart attacks, limit the spread of HIV / AIDS, to control diabetes, prevent the spread of communicable diseases, reduce the use of contaminated needles by drug administration, to prevent birth defects, reduce the number of cancer cases, improve oral health, to detect early breast and colon cancer, prevent adolescent pregnancy, etc. Social marketing aimed at issues such as drunk driving, using mobile phone in a responsible manner, drowning, domestic violence, sexual abuse, fire, preparing for contingencies, in safe keeping of weapons, the port by bicycle riders protection safety, pedestrian safety, seatbelt use, suicide, accidents at work, hearing loss, proper use of child seats, quitting school, donating blood, adoption of a pet from a charitable society, adoption of children, vote , etc (Kotler Ph., Nancy L., 2008).

Social marketing use marketing techniques applied to sales of beer or detergent, to encourage positive behaviors such as fight against illiteracy and to cast off negative behaviors, such as driving a vehicle while intoxicated. Despite all the efforts made by researchers. , the regulations and industries involved, the consumer's worst enemy is often himself. Often described as a rational decision maker tries to calm choose products and services for its health and personal welfare, and his family and society. In reality, desires, choices and actions often induce negative impact on consumer in the society. Among the harmful behavior, excess alcohol consumption and tobacco promotes social pressures and cultural value of money encourages actions such as theft or insurance fraud. Dealing with the ideals of beauty and success can cause frustration inaccessible ego's. It is false to assert that in some situations the consumer, like an addict, can not control little or no consumption: whether it be alcohol, cigarettes, chocolate or sweets, coffee or Coca-Cola, and these are examples of products that control consumer.

He who has the impression that the whole bet expense of substance and solicitude can not even be in vain. Belief in luck is expressed in bet rapacious auxiliary momentum. Belief in luck is a sense of fortuitous necessity in the way events are coded. In its various mutations and expressions, it has very important consequences for economic efficiency of any community which makes its presence felt appreciably (Veblen T., 2009).

Moral hazard arises under a contract of insurance (life, health, etc.), where uncertainty leads to a dysfunction of the market supply-demand relationship. This anomaly results from objects of nature - hence the risk be morally acceptable.

Many consumers are not only destructive or damaging behavior in social, but also illegal. Certain types of destructive behavior are due to a rejection of consumption,

which justifies the deliberate disfigurement or mutilation of products. These actions may have some bearing more or less serious, such as weakening or burning a building, an underground frames, the counterfeiting of products, destruction of a chair in the cinema, etc., leading to the dissemination of viruses computer firms posing great difficulty, or declaring a true flu epidemic of swine influenza virus.

Buyers are most limited resource of a firm date. However, there are managers who most of the time, count money, "instead of numbers to customers who have stepped in". Trading on all dimensions globe takes place in an accelerating pace, thanks to communications, transport and financial flows. International trade is in the most intense activity in its history. Brands like Sony, IBM, Ford, Bayer and Indesit boasts a global reputation. Firms address international markets, in a spirit of marketing, because traditional markets do not offer many good opportunities. Termination of communism in Eastern Europe has favored the emergence of growing markets (Kotler, Ph., Armstrong G, 2004). The value of intangible assets (including 'brand value') is growing, representing about 75% of the market value of companies listed in Fortune 500. Today, a company adopt a style of business management and assessment different in assessing the amount of intangible assets, i.e. intellectual property, which will generate income in the future.

#### **4. Conclusions**

In conclusion, we can say that marketing plays a significant in role in ensuring a congruence between buyers and society's interests. Marketing, if used responsible, is capable of protecting the social interests and of developing responsible behavior. If consumers are said to be negatively affected by ads and commercials, the prevalence of social marketing can lead to improved behaviors, in the future.

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