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SOCIALLY RESPONSIBLE MARKETING: AN GNOSEOLOGICAL APPROACH

СОЦІАЛЬНО-ВІДПОВІДАЛЬНИЙ МАРКЕТИНГ: ГНОСЕОЛОГІЧНИЙ ПІДХІД

***Summary.** In the conditions of globalization changes and transformations, consideration of the issue of the formation of socially responsible marketing, analysis of conceptual views regarding the development of this issue is becoming more and more relevant.*

The dynamism of increasing the role of the open introduction of business is radically changing the dominants of human development. Business is increasingly aware of the relevance of implementing social programs in marketing to achieve its short-term and long-term goals, implements sustainable development marketing measures to increase competitiveness and maintain market positions.

The concept of socially responsible marketing changes the understanding of the role of business as a social institution, forms a new approach to the evaluation of efficiency and its productive activities.

Pure metamorphoses of social valuables and priorities generate changes of well-established practices, providing integrating process and instruments of socially responsible marketing. Increasing social awareness in the future will lead to the minimization of risks, which will make it possible to achieve high productivity and profitability of enterprises. The article examines the problems of formation and development of the concept of "socially responsible marketing"; the gnoseological approaches of socially responsible marketing are characterized.

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Key words: social responsibility, business, socially responsible marketing.

Анотація. В умовах глобалізаційних змін та трансформацій все більш актуальним стає розгляд питання становлення соціально-відповідального маркетингу, аналізу концептуальних поглядів розвитку цього питання.

Динамізм підвищення ролі відкритого введення бізнесу кардинально змінює домінанти розвитку людства. Бізнес все більше усвідомлює актуальність впровадження соціальних програм у маркетинг для досягнення своїх короткострокових та довгострокових цілей, генерує маркетингові заходи сталого розвитку для підвищення конкурентоспроможності та збереження ринкових позицій.

Концепція соціально-відповідального маркетингу змінює розуміння ролі бізнесу як суспільного інституту, формує новий підхід до оцінки ефективності та його результативної діяльності.

Достеменні метаморфози суспільних цінностей та пріоритетів генерують зміни усталених практик управління підприємствами,

забезпечуючи інтегруючі процеси та інструменти соціально-відповідального маркетингу. Збільшення соціальної обізнаності в перспективі призведе до мінімізації ризиків, що дасть змогу досягти високої продуктивності та прибутковості діяльності підприємств.

У статті розглянуто проблематику формування та розвитку поняття «соціально-відповідального маркетингу»; охарактеризовано гносеологічні підходи соціально-відповідального маркетингу.

***Ключові слова:** соціальна відповідальність, бізнес, соціально-відповідальний маркетинг.*

Statement of the issue. In the conditions of integration into the global community, the social responsibility of business is a necessary component and the core of the competitiveness of a successful business. In recent years, interest in socially responsible marketing as a theory and practice of regulation of social processes has increased all over the world. Orientation to the consumer and society, as noted by leading experts and researchers of the problems of sustainable business development, is a distinctive feature of modern marketing. The evolution of the balance between profit and public interest ensured an accelerated transition to the philosophy of socially responsible marketing as a tool for managing business reputation. The essence of the concept of "socially responsible marketing" is determined in the context of the theory of cognition.

The analysis of recent research and publications. The study of the concept of socially responsible marketing, its aspects of implementation in the activities of enterprises is increasingly becoming a topic for discussions at world summits, congresses, and conferences. In particular, the features of the concept of socially responsible marketing are studied in the works of scientists from many countries, namely: F. Kotler [5], M. Drumurait and E. Murphy [9], Laczniak & Shultz [10], D. Fayvishenko [12], O. Zlenko [7], P. Orlov [11], A. Khamidova [8]. Researchers and marketers emphasize the importance of building the study

and concretization of the emergence of the concept of socially responsible marketing.

The purpose of the article. The aim of the article is to analyze the essence of the concept of "socially responsible marketing" in the context of the gnoseological approach and to improve the interpretation of the existing concept.

The overview of the main material (the results of the researches). Currently, the success of any business depends not only on certain financial indicators, but also on its attitude to the solution of social problems by society, the desire to voluntarily build and help develop the country, region or community. Every enterprise is in the process of continuous changes and finding ways to adapt to them, because otherwise its ability to survive in the external dynamic environment is significantly reduced. Today, in order to be successful on the market in modern socio-economic conditions, it is necessary to form new standards of conducting one's activities, which are based on corporate social responsibility.

In accordance with international standards ISO 26000, social responsibility is the organization's compliance with the impact of its decisions and activities on society and the environment, which is implemented through transparent and ethical behavior that promotes sustainable development and the well-being of society, takes into account the expectations of stakeholders and complies with current legislation. integrated into the activities of the entire organization and consistent with international norms of behavior [1].

In conditions of rapid development of communication exchange, no person can be in an information vacuum. Information becomes an asset of the company and an integral part of the brand portfolio. With this in mind, modern companies monitor their actions, words and other manifestations of business activity every day. At the same time, social responsibility turns into the main element of the modern business environment. In turn, social marketing is an integral part of the corporate culture of business. Combining these factors can testify to the

continuous growth and understanding of the importance of social marketing, which over time has evolved into the concept of socially responsible marketing.

Social marketing was born in ancient times. Methods of application in practice were social reforms and development strategies. For example, anti-slavery campaigns were launched in ancient Greece and Rome; reforms regarding the equality of women's rights to get an education and hold some positions in enterprises, banning child labor. It was these historical events that laid the foundation for the concept of "social marketing".

The first formal definition of social marketing was that offered by Kotler and Zaltman in 1971: «social marketing is the design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product designing, pricing, communication, distribution and Marketing research» [2, p. 5].

In turn, the famous marketer Jean-Jacques Lambin defines marketing as a social phenomenon: "Marketing is a social process aimed at satisfying the needs and desires of people and organizations by ensuring a free competitive exchange of goods and services that represent value for the buyer" [3].

Andreasen defines social Marketing as "the application of commercial Marketing technologies to the analysis' planning, execution and evaluation of programmes designed to influence to voluntary behaviour of target audiences in order to improve their personal welfare and that of their society" [4].

Analysis of the concept of social marketing shows that it is a modified form of traditional marketing and is able to help society solve the following problems:

- reducing the influence of harmful habits;
- improvement of physical health of individuals;
- building a tolerant society;
- gender equality;
- social protection of vulnerable sections of the population;
- building an open society with labor relations;

- reduction of irrational demand.

The transformation of marketing and the need for a concept that would combine taking into account the interests of producers, consumers and society as a whole is due to the devastation of the industrial environment and the formation of a socially oriented market economy. The transition to a new paradigm of socio-economic development allows us to assert the increasing role of social marketing, in particular in the vector of socially responsible marketing. Therefore, the concept of establishing and understanding the basic principles of the concept of "socially responsible marketing" should be based on its definition and correspond to the means of forming a complex conceptual and categorical apparatus of new directions in scientific fields that investigate human relations in the conditions of a modern differentiated market.

As noted by F. Kotler: "The concept of socially responsible marketing proclaims the organization's task of establishing the needs, desires and interests of the target markets and their satisfaction more effectively and productively than those of competitors, in ways that preserve or increase the well-being of both the consumer and society in general" [5, p. 48].

The works of F. Kotler became the foundation for the construction and implementation of research in the direction of the development of socially responsible marketing. Over time, the majority of scientists agreed with his statement: what is good in the long run for society is also good for business [6, p. 39].

At the heart of sustainable development, focusing on the consumer and society, the business demonstrates its achievements thanks to socially responsible marketing. According to O. O. Zlenko, socially responsible marketing is "the process of identifying and satisfying the needs of consumers, taking into account the needs of the entire society as a whole. Socially responsible marketing is a practical expression of the external component of the concept of social responsibility of business" [7, p.118].

Popularization of non-economic initiatives attracts the attention of society, and correctly carried out information tries to turn members of society into potential consumers of the company's brand.

According to A. Sh. Khamidov, it is necessary to carry out economic activities at the enterprise in such a way as to meet the expectations of society. In other words, working in the interests of society, enterprises reduce their current profits, but in the long term create a favorable social climate, increase trust and loyalty from the public, and therefore change their position on the market [8, p. 38].

If we draw a parallel between the relationship between socially responsible marketing and society and a train and a locomotive. Society is a train that contains an echelon of needs and desires. Without a train, a locomotive (socially responsible marketing) is worthless. And without a locomotive, the train won't even move.

The theses of M. Drumurait and E. Murphy, who claimed that socially responsible marketing is a system of marketing initiatives that includes at least one non-economic goal related to the achievement of public welfare, which involves company resources and/or and partners [9, p. 162].

Laczniak & Shultz defines Social responsible marketing as "Consists of practices and perspectives mandated by an implicit social contract, which requires marketing policies, actions and outcomes to adhere to a corporate ["good"] citizenship that is proactive and non-discretionary" [10, p. 204].

In turn, domestic scientist Petro Orlov identified the main directions of socially responsible marketing and their interaction with customers in different types of markets (pic. 1). He noted that socially responsible marketing is the consistent fulfillment of the requirements of state regulations in the field of ensuring social responsibility in the territory of the country of origin and the countries to which their goods and services are exported; inadmissibility of participation in corruption schemes, inadmissibility of committing fraud; the

inadmissibility of the production and/or sale of products dangerous to property, morals, health, human life, the natural environment and society as a whole, as well as unfair advertising and methods of psychological influence on consumers with the aim of imposing a favorable decision or any - what purchase; manifestation of socially oriented initiatives [11, p. 39].

So, socially responsible marketing is a long-term symbiosis built on taking care of the company's micro- and macro-environment and adapting the company's commercial plans taking into account the social and moral norms of society. Visually, the classification of socially responsible marketing is presented in pic. 1.



Pic. 1. Classification of socially responsible marketing [11]

Society is developing, generating a new vision for solving current problems. Currently, there is a new ethic in the global sense that is related to the tolerant attitude towards racial, gender, or the problems of people with disabilities or the LGBT community. An example can be considered the socially-responsible flash mob action "Me Too" against sexual violence and sexual harassment when the appropriate hashtag is shared on social networks. Thus, when analyzing the activities of socially responsible marketing, it is worth adding the category

"human equality", taking into account the motivational mechanisms for socially responsible behavior and combining the interests of individuals, society, business, and the state.

Human capital and investments should be singled out as the dominant factor. The work of a socially responsible business is not only about building dynamic sales plans, strategies for taking over competitors or conquering the market; and about a person who plays a leading role in the establishment and development of any business.

Business ethicist Donaldson, in *Corporations & Morality*, provides an enlightening and multi-faceted picture of the social contract. Donaldson posits that profit seeking organizations receive recognition in the eyes of the law along with the right to use and own capital resources-land, employees and money – for their individual and comparative advantage. In exchange, citizens (i.e., the collective of society) expect to have certain economics interests satisfied in an efficient and effective manner [13].

Conclusions and perspectives of further exploration. Thus, the latest scientific studies give a reasoned assurance that the role of the concept of socially responsible marketing is constantly growing. With the correct positioning and coverage of information, the concept can become a powerful engine of unique advantages, which in turn become an incentive to attract talented personnel, establish harmonious relations with consumers and stakeholders, strengthen the value of the brand portfolio and increase the capital of the company.

Prospects for further exploration are the systematization of the scientific and methodological foundations of socially responsible marketing and a detailed analysis of the directions for the implementation of social projects, in particular on the example of enterprises in the field of sports.

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