

## Marketing as a Socially Responsible Form of Management

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**Abstract:** The article describes socially responsible nature of marketing. While most of articles especially proposed in Russian scientific space simply presents a list of so-called principles, we suggest here, that instead of itemizing inessential aspects and rules of running business, we should try to describe the core essence of marketing. We assume that in a competitive environment and in a rapidly changing market conditions successful marketing technologies are based on a correlation of basic rights of producers and consumers.

**Key words:** Marketing • Social responsibility in management

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### INTRODUCTION

Focus on the consumer as a distinctive feature of the modern marketing corresponds also with its succinct definition as the philosophy of business. This definition highlights the social significance of marketing and social justification of its goals (providing the consumer with all the possible choices, increasing the level of consumption and improving the quality of life, achievement of complete customer satisfaction). The entrepreneur is of course concerned about satisfying the needs of the target market not of altruism.

According to recent scientific surveys “85% of business representatives recognize the need for taking in account the rules of socially responsible relationships while 68% speak in favor of having more information about market participants” [1]. It becomes more evident in the frame of rapid spread of Internet communications which involves more and more people and penetrates into all society spheres. While consumers become more open, more involved, more active, more selective, Internet communications give more possibilities to gather information about consumers behavior. So there appear new ways of marketing based on new information and communication technologies and new ways of collecting personal information about buyers. Entrepreneurial networks realize the necessity of socially oriented strategies [2, 3].

**Main Part:** He or she is forced to do so, because of the awareness of the state of affairs, the desire to survive under the conditions of saturated market, fierce

competition, quickly changing market situation and rising versatile consumer demands. It means that the definition of marketing as a philosophy of business is based on the changes in moral criteria and ethical aspects of modern entrepreneurship. Marketing provides an entrepreneur with economic benefits in exchange for constant care for the others, “one of the driving factors behind the company’s success is the numerous partnerships in the industry” [4]. Thus, the mission of marketing is to achieve consent between manufacturers and their customers, to build a relationship, which is also mutually beneficial.

“In Russia commercial activity based on effective relationship between business and market spheres is only in its infancy” [5].

The essence of modern marketing is “disclosed through principles and rules, that cover both cognitive (market research) and operative (market entry) aspects of a company’s every day activity” [6].

As we have already mention above articles on marketing, especially those written by the Russian authors, are quite often full of long lists of so-called principles. They tend to include also unsubstantial aspects and rules of running business or doing analytical work. They are formulated using figural, foggy or sometimes humorous expressions seemingly in order to add some more clarity and creativity. For example, “there is no place like home”. By using it they try to explain the need to find one’s own market niche for the company to “feel at home”. Some more examples :“Love your customer, but not your product”, “customer is king”, “we won’t feel satisfied, unless you do” (care about one’s customer), “it is not your opinion about your product,

Chart 1: Rights and obligations of buyers and sellers in the system of marketing

Rights of sellers	Rights of buyers	
	Basic	Additional
<ul style="list-style-type: none"> <li>•A right to offer any product, if it is not dangerous to the health or safety of the consumer.</li> <li>•A right to set any price.</li> <li>•A right to spend any money on the product promotion, if it is not connected with unfair competition.</li> <li>•Use any advertisement, unless it is deceptive or is against the law.</li> <li>•Offer any programmes of sales promotion.</li> </ul>	<ul style="list-style-type: none"> <li>•A right not to buy a product.</li> <li>•A right to expect, that the product is safe and will function in full compliance with the claims of the seller</li> </ul>	<ul style="list-style-type: none"> <li>•A right to receive full information about the product.</li> <li>•A right to protect herself from the questionable goods and questionable marketing methods.</li> <li>•A right to influence on goods and marketing methods to ensure bigger input into improvement of the quality of life.</li> </ul>

what matters, but what your customer feels about his or her purchase, how he estimates it (the task of positioning ones product) and so on”. In our opinion the above mentioned examples reflect functions and methods of marketing activities in organization rather than the principles of marketing. History of entrepreneurship can provide us with advice and many recommendations about how one should or should not do his or her business. Most of them can’t be regarded as principles, because they have mainly to do with definite approaches, methods and forms of commercial activity, but not with its substance.

The effectiveness of the entrepreneurial networks can be explained primarily by its corporate strategy aimed at fulfilling promises to their customers, keeping low prices, high quality of goods and quality of service [7]. A broad and flexible range of goods and services should be based on a systematic analysis of individual buyer preferences. This does mean that logistics and carefully thought-out communicative strategy acquire decisive importance [8]. It is getting more important while in a modern communicative sphere customers become full participants. They are connected with new technology and thus marketing professionals have not only to think twice about the kind of strategy for applying [9] but also about the kind of respond they get back. Social respond is much more open in the age of New Information technology so social responsibility of marketing is getting more important.

Let’s have a look at the rights and obligations of buyers and sellers presented in a chart to understand better, how the system of marketing under present conditions looks like.

It becomes evident, that marketing management is closely connected with the product quality management. Marketing is being integrated into all managerial functions in an organization ensuring decision making on:

- Meeting the needs for environmentally friendly and healthy products;
- Innovative technologies in the resource markets that ensure clean production;
- Preparation of production;
- Costs optimization;
- Achieving definite volumes of production and sales, ensuring positive image of a company, market development.

There can now be observed a growing struggle among producers for survival under conditions of changing values and ideals of customers.

### CONCLUSION

Concept of marketing should aim at creating a function of marketing that will be integrated into a complex system of product quality management.

First of all it is necessary to create an information basis, that will meet the demands of modern management system.

Fair and honest communication by means of advertising and PR can be viewed not only as guarantee of success or rational basis of business, but also as a responsible attitude towards market with its demands, hopes and unjustified promises. “Advertising has been usually criticized not only for its essential features but also for that impact that it has on society” [10].

In practice, it's the companies which are honest not only with their business partners (legal entities that affect the stability of a supply and marketing plan, or competitors who are able to influence the market position and revenues), but first of all with their customers, that have a constant target audience, whose loyalty can form even a greater "capital" than that in traditional economical terms-market share and profit figures.

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