



Socially Responsible Marketing

- Presented By

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Agenda

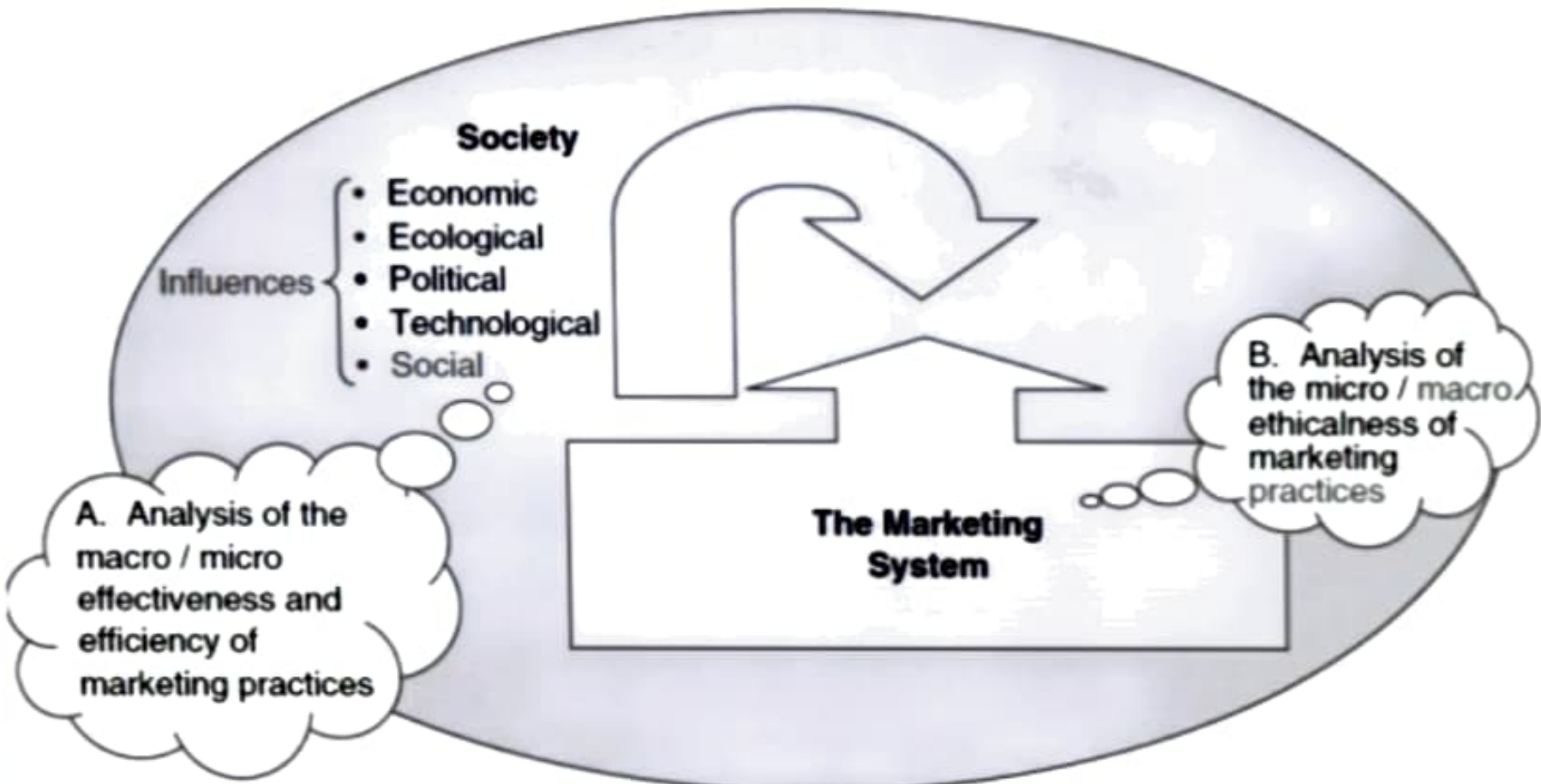
- Is 'Socially Responsible Marketing' practicable? Can companies do well by doing good?
- Discuss examples of Socially Responsible Marketing in business.

Fasten your seat belt. **Eat** more fruit.
Pull over to talk on your cell phone.
Don't litter. **Get** a mammogram.

Socially Responsible Marketing (SRM)

- A marketing strategy that grows for-profit business through partnerships with philanthropic and community organizations.
- Involves broader concerns of the society at large, like social, legal, ethical & environmental in the context of marketing activities.
- Demands that marketers accept an obligation to give equal weight to profit, consumer satisfaction, and social well being in evaluating their firm's performance.

The Influence of Marketing on Society



The need for SRM

**Misleading
nutritional labels.**



The need for SRM

- **Deceptive, unethical & aggressive promotions**



The need for SRM



The need for SRM

Unauthorised use of
consumers **data**
/private details.



Drivers of SRM



Benefits of SRM

- **Being socially responsible portrays the image the business is not only interested in making profits but also concerned with the on goings of its environment which will add credibility to the business.**
- **Being socially responsible means that the company is aware of its place in the local economy and ecology, and the greater human community. It shows maturity, reliability and creates a sense of "doing good" in people who work for and do business with that company.**

Benefits of SRM (cont'd.....)

- **Socially responsible marketing helps companies to increase corporate goodwill, building brand awareness, socializing of their corporate messages and ultimately boost in sales.**
- **83% of consumers trust a company more if it is involved with Socially Responsible Marketing.**
- **89% of consumers are likely to switch from one brand to another if one is associated with a cause in which the consumer believes.**

Benefits of SRM (cont'd.....)

- High level of job satisfaction among employees as there is the enticement of working for a company that looks after the planet and it's people.
- As an example, think how members of staff, at any level, at BP may have felt after the 2010 disaster. The pride at work and the brand definitely took a major hit, which would have affected morale, motivation and the ability to bring in new staff, as well as sales.

Businesses practicing SRM

**BECAUSE BUSINESS CAN,
THEREFORE BUSINESS MUST.**

TOYOTA

- Companies like Toyota are rolling out new eco-friendly cars like the Prius Hybrid which reduces ones carbon footprint.



Timberland

- Global leader in design, manufacturing and marketing of premium quality footwear, apparel and accessories.
- Branded as one of the world's most socially responsible organizations.
- Through its Code of Conduct program, Timberland works to ensure that its products are made in workplaces that are fair, safe and non-discriminatory.

ECoEXIST

- For the past few years eCoexist, a social enterprise, has been promoting eco sensitive products like holi colors, Ganesha idols through socially sensitive means.
- Rather than maximizing shareholder value, their main aim is to generate profit to further their social and environmental goals



SAB Millers Priorities

- Discouraging irresponsible drinking
- Making more beer but using less water
- Packaging, reuse and recycling
- Working towards zero-waste operations
- Reducing our energy and carbon footprint

- Furthering its interest in social issues, Idea Cellular's latest TVC positions its 3G offering as something that can plausibly mitigate the country's predicament of overpopulation.



Challenges for SRM

- Most Shoppers don't pay much attention to social factors; they simply don't care.
- Some companies at times market false claims of eco friendly products or services.
- Availability of limited evidence to show that eco products sell more than non-eco products.
- Companies who go overboard with social issues while ignoring the in-house problems only boost their image but lose employee satisfaction.

Challenges for SRM (cont'd)

- There is good evidence to show that the principal beneficiaries of apparently public-spirited campaigns run by specific industries for e.g. tobacco and alcohol are the sponsors. In the hands of a corporation, then, social marketing will always transmute into commercial marketing.
- In cases where private profits and public interests are aligned, the idea of social responsibility marketing is irrelevant.

Challenges for SRM (cont'd)

- Companies who go overboard with social issues while ignoring the in-house problems only boost their image but lose employee satisfaction.
- A firm is a profit-making enterprise; SRM may derail a firm from its goal to make money for its owners.
- SRM also comes under criticism because it is disposable or reversible.

Conclusions

- Companies should be aware of their impact on society and take responsibility for any benefits or damages they create.
- In doing so via Socially Responsible Marketing, organization shouldn't forget the Triple Bottom Line criteria for organizational success.

