

The role of social marketing in enhancing the dimensions of corporates social responsibility "case study the corporate of Safina mostaganem"

دور التسويق الاجتماعي في تعزيز أبعاد المسؤولية الاجتماعية للمؤسسات

"دراسة حالة مؤسسة سفينة، مستغانم"

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Abstract:

This study aimed at identifying the role of social marketing in enhancing the dimensions of Corporate social responsibility; in order to achieve that, we relied on the descriptive analytical approach in which the questionnaire was used as a tool to gather data, in addition, the sample of the study was 50 workers who work in the institution of "Safina" which is considered as a branch of "Metidji Group" that, in its turn, is specialized in producing the food products (relying on cereals), this study found a fundamental result that: there is a statistically significant impact between social marketing and the achievement dimensions of social responsibility at the level of statistical significance ($\alpha \leq 0.05$), It was recommended that it is important to apply the concept of social marketing in order to enhance the dimensions of the social responsibility because it is the modern orientation towards marketing.

Keys words: Social marketing ; Dimensions of social responsibility ; corporate of "Safina".

JEL classification codes: M14 ; A13.

ملخص:

هدفت هذه الدراسة للتعرف على دور التسويق الاجتماعي في تعزيز أبعاد المسؤولية الاجتماعية للمؤسسات، ولتحقيق ذلك اعتمدنا على المنهج الوصفي التحليلي، واستخدم الاستبيان كأداة لجمع المعلومات، حيث تكونت عينة البحث من (50) عاملا من مؤسسة "سفينة" التي تعد فرعا من مجموعة "متيجي" المتخصصة في إنتاج المنتجات الغذائية (بالاعتماد على الحبوب)، وتوصلت الدراسة إلى نتيجة أساسية مفادها: أنه يوجد أثر ذو دلالة إحصائية بين التسويق الاجتماعي وتحقيق أبعاد المسؤولية الاجتماعية عند مستوى دلالة إحصائية ($\alpha \leq 0.05$)، كما قدمت الدراسة توصيات من بينها التأكيد على ضرورة تطبيق مفهوم التسويق الاجتماعي لتعزيز أبعاد المسؤولية الاجتماعية باعتبارها الاتجاه الحديث للتسويق.

الكلمات المفتاحية: تسويق اجتماعي؛ أبعاد المسؤولية الاجتماعية؛ مؤسسة سفينة.

تصنيف JEL: M14، A13.

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1-Introduction

In light of the contemporary developments that the public knows today, especially the trend towards globalization in all its forms, which is driven by the great and speed development that the world is witnessing at present in various technological, economic, social and cognitive fields, the relationship between the institution and society has increased, so today society is looking forward to more the social contributions that institutions make by protecting the environment, reducing pollution, respecting laws and ethical practices, and increasing contributions aimed at achieving the welfare of society, as all this falls within what is known as social responsibility, and from the perspective of protection reflects the concept of social responsibility for institutions in the modern entrance to contemporary marketing, which is currently expressed in the literature with social marketing as it is considered one of the distinct areas of a special nature in the framework of marketing in general, and is a result of the development of the concept of marketing, as institutions today are seeking to develop a relative balance between Its economic goals of society and from there it is to maintain this balance in the long run, and marketing no longer refers to commodities only, but also extended to "services, intellectual property, social values ...".

1-1- The problem of the study:

The study lies in the extent to which Algerian institutions apply the concept of social marketing and to what extent this contributes to enhancing their social responsibility in its various dimensions, based on the above, the study problem can be formulated as follows:

To what extent does the application of the concept of social marketing contribute to enhancing the dimensions of social responsibility in the " Safina " Foundation?

Thus, in our research, we proceed from a main hypothesis that:

Social Marketing application contributes to enhancing the dimensions of social responsibility in the "Safina" Foundation.

To shed light on all aspects of the study, we decided to ask the following sub-questions:

- Does the "Safina" Foundation implement the concept of social marketing?
- Does the "Safina" Foundation embrace the dimensions of corporate social responsibility?

As an initial answer to the sub-questions, we formulate the following hypotheses:

- The first hypothesis: The "Safina" Foundation applies the concept of social marketing.
- The second hypothesis: The "Safina" Foundation adopts the dimensions of the social responsibility of the institutions.

1-2- Study methodology:

In order to achieve the objectives of the study, we have used the descriptive-analytical approach, which is one of the forms of analysis and organized scientific interpretation to describe a specific phenomenon or problem and quantify it through collecting data and codified information on the phenomenon or problem, classifying and analyzing it, and subjecting it to careful study.

1-3- The importance of the study:

The study derives its importance through its discussion of a topic that is considered among the most important topics of the hour, which is social marketing, and its association with creating a voluntary change in the behavior of the individual and then society and up to its effect in enhancing the dimensions of social responsibility represented in the economic, legal, and moral dimension, and the philanthropic dimension.

1-4- Study objectives:

The study seeks to achieve the following set of goals:

- List the various concepts related to social marketing and social responsibility;
- Showcasing the most important dimensions of social responsibility;
- Show the extent of the Safina's commitment to applying both social marketing and social responsibility;
- Knowing the extent of the influence of social marketing in enhancing the dimensions of social responsibility.

2- The theoretical framework for social marketing and social responsibility:

Given the developments in the business environment today, the importance of the science of marketing has increased, and the perception of institutions has changed for it, as it is no longer seen as merely an activity of the institution but has become a major determinant of the success and continuity of institutions, perhaps the most important development in marketing in our time is the introduction of social issues.

2-1- The definition of social marketing:

Marketing is an important and sensitive science in developed countries economically because the problems facing institutions are not limited to technical problems, but rather the basis of those problems related to market study, while developing countries, have also become interested in various aspects of marketing benefiting from experiences developed countries (Al-Dada, 2010, p. 07) and the development of marketing as a concept has gone through several stages from the industrial revolution to the present time, perhaps the most prominent of which is the fourth stage that was characterized by highlighting the social responsibility of marketing, which led to the emergence of social marketing.

The concept of social marketing developed in parallel with the development of commercial marketing in the late fifties and early sixties where academics studied the possibilities and limits of applying marketing in new

fields such as political marketing, sports marketing, social marketing, and as the name indicates, it involves the relationship of marketing to a group of other sciences such as science Psychology, Sociology and other sciences related to the social life of individuals. (Dann, 2005, p. 07)

Where "Kotler and Zaltmann" defined social marketing in 1971 as design, implementation, and control of required programs that affect the acceptance of social ideas as well as consideration of product planning, pricing, and communication (Kotler & Zaltman, 1971, p. 03) so that this definition was based on the marketing mix on the one hand, and on the marketing planning on the other hand, and this definition has been criticized that it is possible to confuse social marketing with community marketing.

Community marketing is defined as "the marketing of goods and services that satisfy consumers under fair conditions, that marketers do their work properly and avoid marketing practices that have dubious consequences for consumers or society as a whole (Baker, 2003, p. 697) and therefore community marketing focuses on ethical practices among marketers and the need for them to respect professional ethics and carry out their work correctly.

As a group of researchers defined social marketing, we find both "Kotler and Nancy Lee" defined social marketing as "is the use of marketing principles and techniques to influence the target audience in order to accept, reject, modify or abandon behavior voluntarily in favor of or for the benefit of individuals, groups, or society as a whole (shahed, 2014, p. 103) "Anderson" finds in the same field that social marketing is the analysis, planning, implementation, and evaluation of programs in order to influence the voluntary behavior of the target audience to improve their personal and the well-being of their communities. (Euyun & Sheriat, 2014, p. 143)

Social marketing is adopting the marketing philosophy and adapting its technologies for reasons that lead to changes in individual behavior in the end, which will lead to beneficial results for society, which is the application of marketing concepts and techniques related to exchanges that lead to socially desirable achievements and public benefit, and it also applies tools appropriate marketing, systematic analysis, development, implementation, and evaluation based on scientific principles that are ethically designed to fit in contact with the user to change individual behavior that benefits society as a whole, a planning process that aims to encourage voluntary change of behavior and list on building a mutually beneficial link with the target audience for the public interest.

2-2- The difference between social and commercial marketing:

The difference between them can be summarized in the Table (1):

Table 1. The difference between social marketing and commercial marketing.

	Objectives	Product
Social Marketing	Achieve a public good and improve the lives of individuals.	Financial or intangible, as social marketing aims to achieve social and humanitarian goals.
Commercial Marketing	achieving material benefits.	Physically, commercial marketing is concerned with

Source: (Boudi & Mahdawi, 2016, p. 53)

Through Table (1), it can be said that social marketing is the use of marketing techniques by marketers such as market segmentation and the marketing mix to try to stimulate the voluntary change of behavior by applying the principle of recognition that if this change occurs, this will be accompanied by benefit to the consumer and society.

2-3- The scope of social marketing:

It is clear that the scope of social marketing extends to all aspects of life for individuals, families and societies, as social marketing activities expand to extend to all aspects of human behavior in a general or individual way, and since the entities that can implement very many campaigns starting with individuals and ending with institutions the scope of social marketing with its various activities includes many aspects before it begins to deal and analyze the behavioral patterns of individuals, families and young people, and social marketing also includes directing all awareness activities aimed at influencing the behavior of individuals to use goods or services, it improves their health or standard of living. (Hazem, 2016, p. 49)

The concept of social marketing raises a debate about the adequacy of the marketing concept in the era of environmental problems, scarcity of resources, growing population growth rates, global inflation, and neglect of social services, to serve individuals and societies in the long run. (Al-Taie, 2002, p. 64)

2-4- The concept of social responsibility:

The concept of corporate social responsibility has known fundamental changes over time, and it is still evolving with the development of society, and the common factor among most definitions is that social responsibility for institutions is a concept whereby institutions include social and environmental concerns within their priorities to improve their impact on society. Here are some definitions of social responsibility:

- It is a set of decisions and actions taken by the institution to reach to achieve and strengthen the prevailing values in society, which ultimately are part of the direct economic benefits of the institutions' administrations that they seek to achieve. (Nizam, 2015, p. 382)
- Peter Drucker (1977) also defined social responsibility as "the institution's commitment to the community in which it operates". (Medhat, 2015, p. 31)

- The United Nations Institute defined it as "it is the ethical behavior of an organization towards society, and it includes the behavior of the responsible administration in its dealings with the interested parties that have a legitimate interest in the business from shareholders, environment, society, suppliers, clients ... etc ". (Hamed & Bourghda, 2016, p. 03)
- The European Union has defined the concept of social responsibility for the business sector as "behavior based on which institutions incorporate social and environmental considerations in their activities and their interaction with stakeholders voluntarily. They create the principle of social solidarity with the institution through the policies and programs that follow them." (Ruslan, 2011, p. 06)

2-5- The reality of the concept of social responsibility:

The definitions of social responsibility, and if they differ, we find that its concept is based on its formulation and formulation on three main facts: (Sana & Abdul Redha, 2010, p. 207)

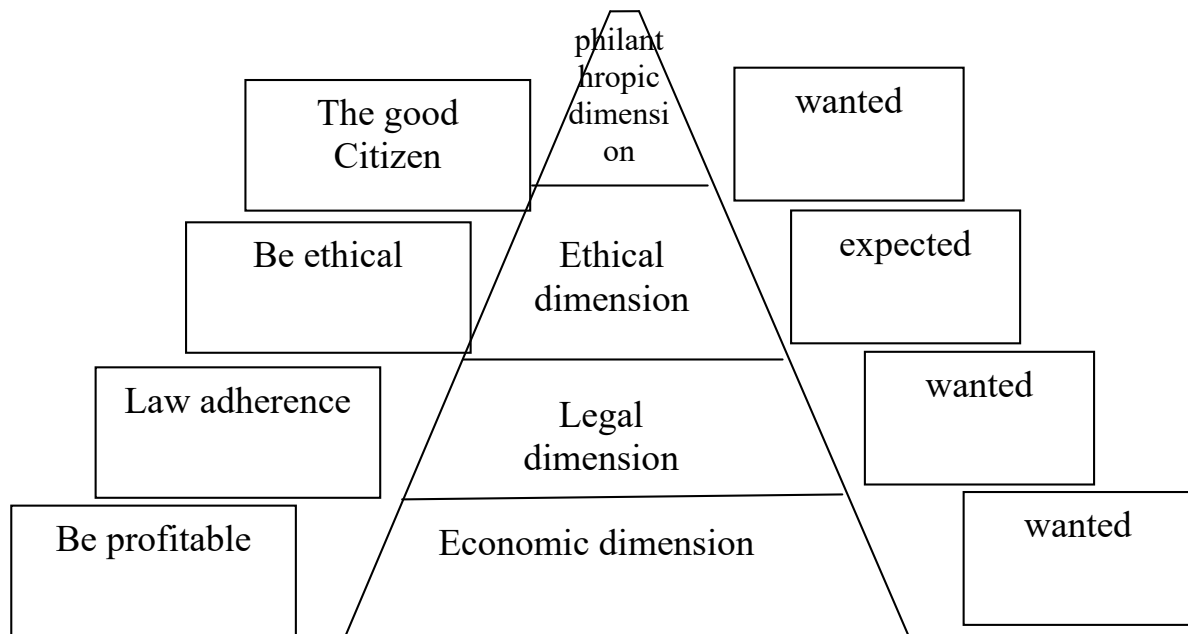
- **Moral truth:** It is concerned with the social values that affect the internal activities of the institution, and therefore the concept of social responsibility focuses on the relationship between the institution and the values of the society with which it deals;
- **Rational or legal truth:** It is concerned with the legitimacy that society grants to the institution, through the rules of society that affect the strategic goals of the business and its efforts to adhere to social expectations and from these rules (laws of social outcomes, fines, social boycott, and social punishment);
- **Economic Reality:** describes social responsibility as one of the important means that achieve the self-benefit of the business, because it contributes to the acquisition of added value by helping the institution to accommodate the needs and contributions of different groups of stakeholders from inside and outside the institution, and with the consequent preservation of social legitimacy and maximization of outcomes finance in the long run, and social responsibility also helps the institution to maintain a balanced relationship between the business of the institution and the values of society in light of the conditions of continuous change to which this relationship is exposed.

It can be said that social responsibility "is the initiatives and obligations of the institution that have a positive impact on society or some groups within the framework of four economic, legal, ethical and philanthropic levels".

2-6- The dimensions of social responsibility:

If we refer to the pioneering research of (Carroll) in this field, we find that it has clarified that social responsibility is a concept that includes four main aspects: the first is economic responsibility, the second is legal responsibility, the third is moral responsibility and the fourth is philanthropic responsibility (Al-Ghalbi & Al-Ameri, 2005, p. 50) This is known as the dimensions of social responsibility, explained in the figure (1):

Fig.1. Carrol's CSR pyramid



Source: (Schwartz & Carroll, 2003, p. 504)

- **The economic dimension:** It is intended for the institution to provide the goods or services for which it was originally established, provided that it is keen and committed to providing these goods and services efficiently and effectively and in the required and expected form and at the appropriate price without exaggeration, monopoly, exploitation or waste of society's resources, or increasing environmental pollution, or increase the consumer tendency in excess of the limit of the population of the community, also the institution must take into account the specifications of the overall quality of those goods or services provided to clients or consumers. (Medhat, 2015, p. 40)
- **The legal dimension:** In addition to the fact that society expects corporations to make a profit, it is also expected that corporations commit to obeying the law, as the law represents the rules by which corporations are expected to operate, and compliance with legal requirements is the acceptable minimum in corporate social responsibility (Taie, 2016, p. 29) therefore, it must abide by obedience to the laws, and earn the trust of others through its commitment to carry out legitimate actions and not perform acts that violate the law. (Al-Hamdi, 2003, p. 49)
- **The moral dimension:** It is assumed that the management of institutions assimilates the values, ethical, behavioral and beliefs in the societies in which it operates. In fact, these aspects have not yet been framed by binding laws, but their respect is necessary to increase the institution's reputation in society and its acceptance, so the institution must be committed to doing something It is true, fair and impartial, (Umm Kulthum & Samir, 2012, p. 07) as the institution

evolves from the level of the professional ethical dimension, and the goal is to raise the level of the profession and then the institution moves to the ethical dimension of business where the institution achieves its goals through good ethics, seeking to reach the pure ethical dimension and at this point A level that is what is moral required for itself. (Aleabid, 2014, p. 93)

- **The philanthropic dimension:** It is represented in the philanthropic work carried out by the institutions that are driven by the wishes of the community that the institutions be a good citizen, these actions include engaging in bona fide activities, examples of philanthropic works include contributions from financial, material or human resources or making time to lead beneficial campaigns, in order to contribute to philanthropic works in society such as education, maintaining health, and promoting art ...

The distinguishing feature between philanthropic and moral responsibility is that the former is not expected as is the matter with regard to moral responsibility, but societies show their desire for institutions to contribute to programs and humanitarian purposes except institutions may not be obligated to this, and therefore charities are the most discretionary or voluntary by the institutions although there are always community expectations for institutions to fulfill. (Carroll, 2001, p. 42)

3- Methods and Materials:

Through this part of the study, we will investigate the impact of the application of social shopping in the promotion of social responsibility, by addressing the “Safina” Foundation in Mostaganem.

3-1- The research community and sample:

The research community is represented by the 470 workers of the “Safina” Foundation, which is a branch of the Meiji Foundation that specializes in the production of food products (relying on grain), a questionnaire was designed to collect information and distribute it to the workers of the institution under study. (50) questionnaires valid for analysis were retrieved, with a response rate of (100%), as the researchers relied on the facilitated sample method in choosing this institution that enables the researcher to easily access and collect the required information from them, as for the study sample, the director of the studied institution, heads of departments, offices, and tires were chosen to answer the questionnaire. to get to know their opinion on the topic and get closer to the reality of applying social marketing and social responsibility in the organization.

3-2- Types of data and their sources:

We have relied on secondary data necessary to achieve the goals of the study theoretically, while the field study aims to obtain primary data by identifying the role of social marketing in promoting the dimensions of social responsibility for institutions, as follows:

Title: The role of social marketing in enhancing the dimensions of...

- **Initial data:** To address the applied and analytical aspects of the research topic, a questionnaire was designed to collect the primary data from the study sample specially designed for this purpose, which is of five-step (Likert five-step scale), then data dumping, and analysis of results using the statistical program (SPSS.20).
- **Secondary data:** It is to address the theoretical framework of the study, and it is represented in the relevant books and references, articles and interventions, and previous studies and studies that dealt with the topic of research, research, and reading in various internet sites to choose what is appropriate for reaching the study goals.

4- Results and discussion:

4-1- Validity and Reliability of the Tool:

- **Validity of the questionnaire:** We verified the validity of the internal consistency of the questionnaire domains, and their extent of correlation with the overall degree through the Pearson correlation coefficient, where their values ranged between (0.566 and 0.833), and they represent a high degree of internal consistency, and the study sample distinguished between the terms of the survey list so that the differences between group responses were real in expressing the subject of the study, and thus the tool achieved the validity of the discriminatory performance.
- **Tool stability:** To test the stability of the questionnaire, we relied on the Cronbach's alpha test for the questionnaire as a whole, where the coefficient of stability reached (0,825); according to the results shown in the table (2):

Table2.Cronbach's alpha coefficient to measure the stability of the questionnaire

Alpha Cronbach	The number of elements
0,881	50

Source: Prepared by researchers based on Spss.20 output

4-2- Hypothesis testing:

- **Test the validity of the first hypothesis:** The first hypothesis relates to the extent to which the “Safina” Foundation applies the concept of social marketing and is as follows:
- **H0:** The “Safina” does not implement the concept of social marketing, at the level of significance $\alpha \leq 0.05$;

- **H1:** The “Safina” Foundation applies the concept of social marketing, at the level of significance $\alpha \leq 0.05$.

To ensure the validity of this hypothesis, we conducted a unified sample (T) test of the sample response scores over the extent of social marketing application, and the results appear in the table (3).

Table3. Results of the unified sample (T) test for the respondents' degrees of response to the extent of applying social marketing

Axis	SMA	standard deviatio	Calculated T value	The tabular value of T	Freedom' degree	Probability value(sig)
The extent of the application of social marketing	3.72	0.04	85.95	2.021	49	0.000

* Test Statistically significant at the significance level 0.05

Source: Prepared by researchers based on Spss.20 output

By conducting a single-sample T-test, it was found that the mean of the answers for the phrases forming the second axis, which stipulates the extent of the application of social marketing in the “Safina” institution, amounted to 3.72 and a standard deviation of 0.04 indicating the absence of significant dispersion in the responses of the sample individuals, and since the calculated value of T has reached 85.95 which is higher than its tabular value 2.021 and therefore we reject the zero hypothesis which states that the “Safina” foundation does not apply the concept of social marketing, and we accept the alternative hypothesis that the “Safina” foundation applies the concept of social marketing, what confirms this decision is that the calculated significance level is Sig = 0.00 and was less than 0.05, which is the approved level for this study.

We conclude the acceptance of **(H1):** “Safina” Foundation applies the concept of social marketing, at the level of significance $\alpha \leq 0.05$.

•**Test the validity of the second hypothesis:** The second hypothesis relates to the extent to which the “Safina” foundation adopts the dimensions of the social responsibility of the institutions and is as follows:

- **H0:** The “Safina” foundation does not adopt the dimensions of social responsibility, at the level of significance $\alpha \leq 0.05$;
- **H1:** The “Safina” Foundation adopts dimensions of social responsibility, at the level of significance $\alpha \leq 0.05$.

To ensure the validity of this hypothesis, we performed a unified sample (T) test of the sample's response scores on the extent of applying the

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social responsibility dimensions of institutions in the “Safina” foundation, and the results are shown in Table (4).

Table4. Results of the unified sample (T) test for the respondents' degrees of response to the extent of applying the social responsibility dimensions of institutions.

The axis	SMA	standard deviation	Calculated T value	The tabular value of T	Freedom' degree	Probability value (sig)
The economic dimension	3.98	0.038	103.56	2.021	49	0.000
Legal dimension	3.86	0.068	56.88	2.021	49	0.000
Moral dimension	3.82	0.068	55.64	2.021	49	0.000
philanthropic dimension	3.63	0.082	44.25	2.021	49	0.000
The axis of social responsibility dimensions	3.84	0.085	84.56	2.021	49	0.000

*Test Statistically significant at the significance level 0.05

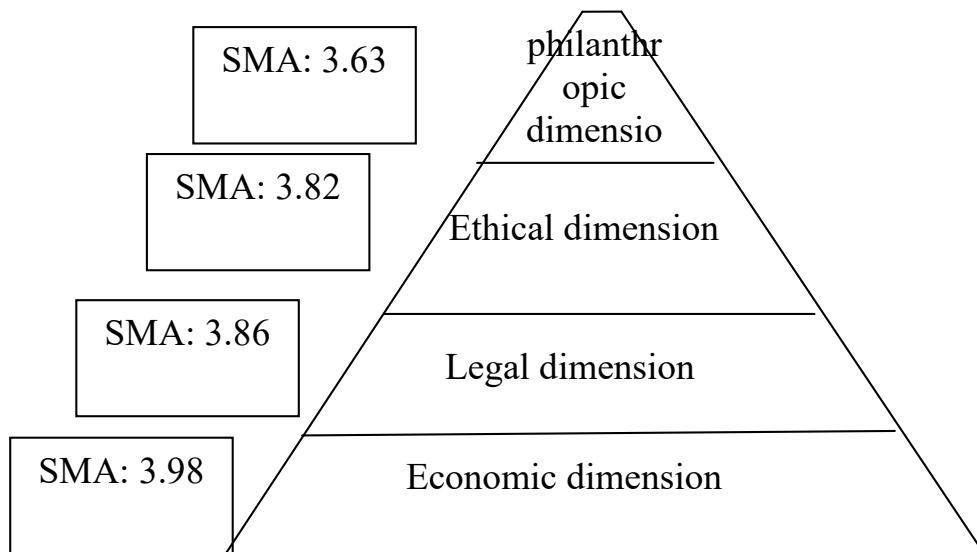
Source: Prepared by researchers based on Spss.20 output

By performing a single-sample T-test; it was found that the mean of the answers to the phrases forming the third axis, which stipulates the extent to which the “Safina” foundation adopted the dimensions of social responsibility, amounted to 3.84 and a standard deviation of 0.085 indicating the absence of a large dispersion In the answers of the respondents, since the calculated value of T has reached 84.56 which is higher than its tabular value 2.021, and therefore we can reject the zero hypothesis which states that the “Safina” foundation does not adopt the dimensions of social responsibility And accepting the alternative hypothesis that it adopts the dimensions of social responsibility, what confirms this decision is that the calculated significance level is Sig = 0.00 and was less than 0.05, which is the approved level for this study.

We conclude the acceptance of **(H1)**: “Safina” foundation adopts the dimensions of social responsibility, at the level of significance $\alpha \leq 0.05$.

As for the dimensions of social responsibility, they were arranged according to the opinions of the sample according to its mean and standard deviation according to the unified sample T-test, as shown in Table No. (04) as follows: the economic dimension with an average of 3.98, the legal dimension with an average of 3.86, the moral dimension with an average of 3.82, and the philanthropic dimension with an average of 3.63, which corresponds to the arrangement indicated in the Carroll pyramid as shown in the figure (2):

Fig.1. Ranking the dimensions of social responsibility according to the opinions of the sample according to its mean



Source: Prepared by researchers based on results in Table (3).

- **Test the validity of the main hypothesis:** The main hypothesis relates to the extent of the impact of the application of social marketing in enhancing the dimensions of social responsibility in the “Safina” foundation, and they are as follows:
 - **H0:** The Social Marketing application does not affect the enhancement of the dimensions of social responsibility in the “Safina” foundation, at the level of significance of $\alpha \leq 0.05$;
 - **H1:** The Social Marketing application affects the strengthening of the dimensions of social responsibility in the “Safina” Foundation, at the level of significance of $\alpha \leq 0.05$.

To ensure the validity of this hypothesis, we will use the multiple regression test, which is a statistical technique in which the extent of the influence of several independent variables on a dependent variable is measured, and the results appear in the table (5):

Table5. Results of the multiple regression test for the effect of independent variables - the concept of social marketing - on the dependent variable - dimensions of social responsibility -

Dependent variable: Dimensions of social responsibility	Independent variables: social marketing					
	Correlation coefficient R	The coefficient of determination R ²	Calculated F value	Freedom' Degree	Table F value	Probability value (sig)
	0.639	0.408	6.073	(4/45)	2.56	0.000

*** Test Statistically significant at the significance level 0.05**

Source: Prepared by researchers based on Spss.20 output

Table (5) shows the multiple regression between the independent variables - the concept of social marketing - and the dependent variable - the dimensions of social responsibility - where we note that the value of the correlation coefficient $R = 0.639$, which is a high value indicating a strong relationship between the application of the concept of social marketing and the dimensions of social responsibility in a foundation, "Safina" in the wilaya of Mostaganem, according to the view of the individuals in the study sample, since the value of the correlation exceeds the value of 0.6, and the determination coefficient $R^2 = 0.408$, which means that 40% of the dimensions of social responsibility is due to the adoption of the concept of social marketing, that is, the increase of social marketing by one unit Lead to a parity change in Increase social responsibility by 0.40.

The calculated F is equal to 6.073 and it is greater than its tabular value 2.56, and the Sig level = 0.00 which is less than 0.05 the level of the approved statistical significance, from it:

We conclude the acceptance of **(H1)**: The Social Marketing application affects the enhancement of dimensions of social responsibility in the "Safina", at the level of significance $\alpha \leq 0.05$.

4- Conclusion:

Social marketing is a concept of social responsibility, as it is based on targeting the organization to a specific audience in order to make a voluntary change in their knowledge frame or in their behavior, by publishing an idea, value, or behavioral pattern, and given that both social marketing and social responsibility are one of the directions and branches which emerged at the end of the twentieth century as a result of the development taking place in the concept of commercial marketing, we find that they are two sides of the same coin aiming to consolidate the relationship of the institution with society, where social marketing works to enhance the dimensions of social responsibility and that reflect the institution's interest in the society in which it is active, through the “Safina” Foundation’s case study, the study reached a number of results, including the following:

- “Safina” Foundation applies the concept of social marketing;
- “Safina” Foundation accepts dimensions of social responsibility;
- The study showed that “Safina” Foundation focuses on its interests related to the application of the dimensions of social responsibility in its economic and legal dimension, which represent the minimum social responsibility, while the results were average in relation to the moral and charitable dimensions;
- The study concluded that social marketing contributes to 40% in enhancing the adoption of the institution in question for the dimensions of social responsibility, and although this percentage is acceptable, it is medium.

The study also presented a number of recommendations, as follows :

- Educating the Algerian institutions and their operators on the necessity of applying social marketing as the modern trend of contemporary marketing;
- Focusing on social responsibility in its four dimensions, especially the moral and charitable dimensions to improve the image of the institution;
- Lack of focus on the legal dimension when implementing the strategy of social responsibility, as it is considered the minimum for it, and attention to other dimensions to establish institutions' conviction in its active role in society;
- Emphasizing that interest in social marketing leads to the enhancement of the institution’s adoption of its social responsibility, which reflects on the welfare of society, maximizing the returns of the institution and supporting its competitive position.

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