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THE ROLE OF SOCIALLY RESPONSIBLE MARKETING IN ENSURING THE STRATEGIC DEVELOPMENT OF THE ENTERPRISE

РОЛЬ СОЦІАЛЬНО ВІДПОВІДАЛЬНОГО МАРКЕТИНГУ В ЗАБЕЗПЕЧЕННІ СТРАТЕГІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА

Мазоренко О., Попкова С. О. Роль соціально відповідального маркетингу в забезпеченні стратегічного розвитку підприємства. *Український журнал прикладної економіки та техніки*. 2024. Том 9. № 3. С. 186 – 189.

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In the contemporary business landscape, integrating socially responsible marketing into enterprise strategies is increasingly recognized as a critical factor for sustainable development. This article delves into the essential role that socially responsible marketing plays in ensuring the strategic development of an enterprise, highlighting its impact on long-term viability and competitiveness. Socially responsible marketing involves incorporating ethical, social, and environmental considerations into marketing practices, fostering a more holistic approach to business development. As consumers become more conscious of the ethical implications of their purchasing decisions, enterprises that prioritize socially responsible marketing are better positioned to build trust, customer retention, and a more substantial market presence. Furthermore, the article explores the role of SRM in driving the strategic development of enterprises. By emphasizing sustainability and social responsibility, businesses are encouraged to develop new products and processes that minimize environmental impact and address societal needs. Moreover, socially responsible marketing fosters strong relationships with stakeholders, including investors, communities, and regulatory bodies. Transparent communication and genuine efforts to address social and environmental issues help build stakeholder trust and support, which are crucial for long-term strategic sustainability. This positive stakeholder engagement also mitigates risks and enhances the enterprise's ability to navigate complex environments. In conclusion, integrating socially responsible marketing into the strategic development of an enterprise is not merely a trend but a fundamental component of modern business practice. Socially responsible marketing supports the sustainable development of an enterprise by aligning economic, social, and environmental goals, thereby creating a competitive advantage and ensuring long-term success. As businesses continue to evolve in response to global challenges, the adoption of socially responsible marketing will be essential for maintaining relevance and achieving strategic objectives.

Keywords: enterprise development, strategic development, sustainable development of an enterprise, development strategy, strategic sustainability, social responsibility, socially responsible marketing, enterprise.

У сучасному бізнес-середовищі інтеграція соціально відповідального маркетингу в стратегії підприємства все більше визнається критичним фактором для сталого розвитку. У цій статті розглядається важлива роль, яку відіграє соціально відповідальний маркетинг у забезпеченні стратегічного розвитку підприємства, підкреслюючи його вплив на довгострокову життєздатність і конкурентоспроможність. Соціально відповідальний маркетинг передбачає включення етичних, соціальних та екологічних міркувань у маркетингову практику, сприяючи таким чином більш цілісному підходу до розвитку бізнесу. Оскільки споживачі стають більш усвідомленими щодо етичних наслідків своїх рішень про покупку, підприємства, які віддають перевагу соціально відповідальному маркетингу, отримують кращі можливості для зміцнення довіри, утримання клієнтів і більшої присутності на ринку. Крім того, у статті досліджується роль соціально відповідального маркетингу у стимулюванні стратегічного розвитку підприємств. Наголошуючи на стійкості та соціальній відповідальності, підприємства заохочуються до розробки нових продуктів і процесів, які мінімізують вплив на навколишнє середовище та задовольняють потреби суспільства. Також соціально відповідальний маркетинг сприяє міцним відносинам із зацікавленими сторонами, включаючи інвесторів, громади та регулюючі органи. Прозора комунікація та щирі зусилля щодо вирішення соціальних та екологічних проблем допомагають зміцнити довіру та підтримку зацікавлених сторін, що має вирішальне значення для довгострокової стратегічної стійкості. Це позитивне залучення зацікавлених сторін також зменшує ризики та покращує здатність підприємства орієнтуватися у складному середовищі. Підсумовуючи, можна сказати, що інтеграція соціально відповідального маркетингу в стратегічний розвиток підприємства є не просто тенденцією, а фундаментальною складовою сучасної ділової практики. Соціально відповідальний маркетинг підтримує сталий розвиток підприємства шляхом узгодження економічних, соціальних та екологічних цілей, створюючи таким чином конкурентну перевагу та забезпечуючи довгостроковий успіх. Оскільки бізнес продовжує розвиватися у відповідь на глобальні виклики, впровадження соціально відповідального маркетингу буде важливим для підтримки актуальності та досягнення стратегічних цілей.

Ключові слова: розвиток підприємства, стратегічний розвиток, сталий розвиток підприємства, стратегія розвитку, стратегічна стійкість, соціальна відповідальність, соціально відповідальний маркетинг, підприємство.

Statement of the problem

Sustainable development of an enterprise refers to the strategic approach that integrates economic growth, social responsibility, and environmental management into a business's core operations and decision-making processes. This approach creates long-term value by balancing financial performance with positive social and environmental impacts [7].

Embracing sustainable development is not just a necessity, but a strategic advantage for businesses today. As consumer expectations rise, regulations tighten, and investment patterns shift, companies that integrate sustainability into their strategies and operations are more likely to thrive in the evolving marketplace. This approach not only meets societal demands but also opens new opportunities for growth and innovation.

Socially responsible marketing (SRM) refers to the strategic process by which businesses promote products and services in ways that advance their own objectives and contribute positively to societal welfare and the environment. This approach integrates ethical considerations, sustainability, and social responsibility into marketing practices. The goal is to create value for the company and society by addressing broader issues such as environmental conservation, fair labor practices, and community well-being [9].

Incorporating socially responsible marketing into business strategies is an enterprise's strategic advantage. By aligning marketing practices with ethical, social, and environmental standards, enterprises can enhance their brand reputation, build consumer loyalty, and contribute to society's overall well-being.

Understanding the role of socially responsible marketing in sustainable development is beneficial and crucial for enterprises to thrive in today's market. This understanding not only aligns businesses with consumer values and regulatory requirements but also drives innovation, attracts talent, secures investment, and builds community trust. The urgency of integrating SRM with sustainable development is clear, as it is a strategic move that can significantly impact the success and longevity of an enterprise.

Social scientists and practitioners have studied problems of socially responsible marketing strategy implementation in some detail. Research in this area is reflected in the works of Beulah I., Kozyn L., Kotler P., Lantos G., Safdie S., Petrovskyy O., and others [1; 2; 3; 9; 11]. They have investigated and solved many theoretical and applied problems of socially responsible marketing and social responsibility. However, integrating socially responsible marketing with the development strategy of an enterprise and its impact on sustainable success requires additional study.

The purpose of the research

The purpose of the paper is to explore and analyze the role of socially responsible marketing in promoting and ensuring the strategic development of enterprises based on sustainability principles. By achieving these objectives, the paper seeks to provide a comprehensive understanding of how socially responsible marketing can serve as a vital tool for enterprises aiming to achieve strategic sustainability.

Presentation of the main research material

Sustainable development of an enterprise is an approach that ensures business growth and profitability while considering social responsibility and environmental protection. It is a holistic strategy that aims to create long-term value by balancing economic, social, and environmental impacts. This comprehensive approach was considered by different scientists [6; 8; 11; 12] and is often referred to as the "triple bottom line" (fig. 1). It is essential for businesses seeking to thrive in a rapidly changing world where stakeholders are increasingly aware of and concerned about sustainability issues.

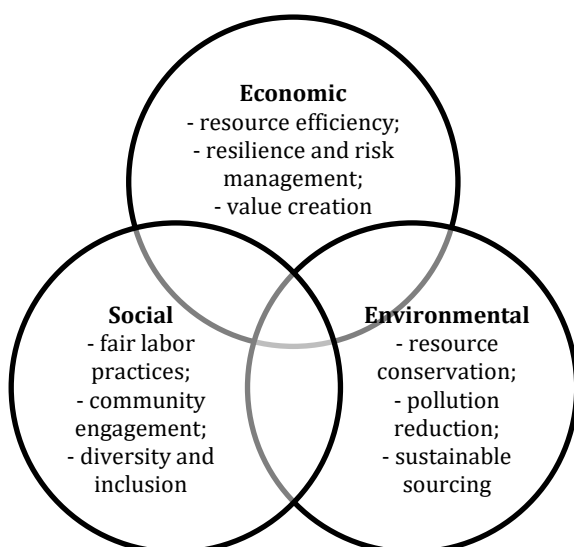


Fig. 1. Three pillars of sustainable development (generalized by author using).

Source: [6; 8; 11; 12]

Economic sustainability in an enterprise involves creating strategies that ensure long-term profitability and growth while minimizing negative impacts on society and the environment [8].

Social sustainability is a key focus for enterprises, as it involves the impact they have on society, including the well-being of their employees, customers, and the communities in which they operate [11]. This underscores the responsibility and engagement that enterprises have in shaping a sustainable future.

Environmental sustainability is a crucial aspect for enterprises, involving the adoption of practices that reduce their ecological footprint and contribute to the preservation of natural resources [6]. This underscores the motivation and commitment that enterprises need to demonstrate in their sustainability efforts.

As stakeholders increasingly demand sustainable practices, enterprises that embrace this holistic approach are better positioned to succeed in the global marketplace.

According to the model of M. Porter and M. Kramer in [11], social responsibility has two types: reactive and strategic, from which an enterprise can choose:

1) reactive type of social responsibility aimed at reducing already existing problems and negative consequences of the enterprise's activity;

2) strategic type of social responsibility, which involves the integration of the mechanism of social responsibility into the company's strategy and orientation towards the creation of long-term competitive advantages.

One of the main issues of creating and developing a competitive enterprise is ensuring its sustainable growth on the market in the long term. That is why the management of its marketing activities should establish a balance between external and internal destabilizing factors.

Given that the development of strategies for the development of any business entity requires a focus on the study and research of consumer demand, where new aspects of understanding how business should work come to the fore, a new and promising tool for creating a successful image of domestic entities socially responsible marketing of enterprises [3].

"Socially responsible marketing is a concept that involves building a system of marketing activities of the company (including its internal and external elements) based on balancing and reconciling factors such as achieving economic goals of the company, meeting consumer needs and ensuring long-term interests" [2, p. 317].

Consumer and society orientation are a distinctive feature of modern marketing and is consistent with such a capacious definition as business philosophy. Therefore, socially-oriented definitions of marketing by different authors [1; 2; 9] were analyzed, the results of the analysis prove the ability of marketing as a business philosophy based on social responsibility. Concept of socially responsible marketing is presented in the tab. 1.

As the role of marketing has changed along with changes in the degree of maturity of the market, there have been changes in the purpose of the enterprise, and in ways to meet consumer needs, and in the main (predominant) factors of market satisfaction.

Socially responsible marketing (SRM) plays a key role in the strategic development of an enterprise, aligning marketing practices with societal values and environmental care. By enhancing brand reputation, driving innovation, attracting talent, building stakeholder trust, and ensuring long-term sustainability, SRM helps enterprises achieve a competitive edge and create lasting value [5; 7; 9; 11]. As businesses continue to navigate the complexities of the modern market, the integration of SRM into their strategic planning will be essential for sustainable success.

Table 1. Characteristics of the concept of socially responsible marketing

Concept	Main idea	Main goal	Possibility to apply
Socially responsible marketing	Leading interests of society and its members	Smoothing out potential conflicts between consumer needs and interests and public welfare	Taking into account the social and ethical aspects of business activities; Manifestation of corporate citizenship.

The L. Kozyn [2] compares the characteristics of forms of corporate social responsibility and specific features of classical, social and socially responsible marketing (fig. 2).

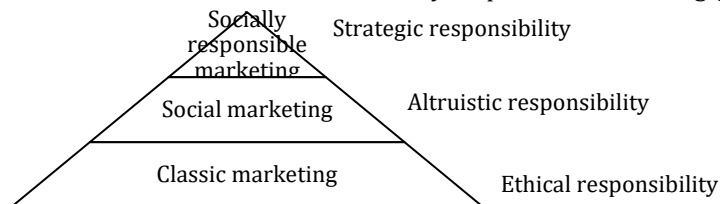


Fig. 2. Correlation of strategy, corporate social responsibility and socially responsible marketing. Source: [2]

Ethical responsibility integrates Carroll's economic, legal, and ethical responsibilities [4]. It represents a moral obligation that extends beyond a company's economic and legal duties to prevent or mitigate any actual or potential harm (physical, mental, economic, economic, spiritual, and emotional) associated with the company's actions, whether direct or indirect.

The altruistic responsibility in Lantos' model [10] involves charitable donations and support for community initiatives (such as education, cultural activities, and efforts to combat unemployment, homelessness, drug, and alcohol abuse), even if these activities may adversely affect the firm's profitability. According to G. Lantos [10], this responsibility forms part of an implicit social contract between business and society.

G. Lantos also defines strategic responsibility as the support of social programs and projects aligned with the strategic objectives of the business [10]. Enterprises engage in these initiatives not only because they are morally commendable but also because, in the short or long term, they can yield positive outcomes, enhancing the company's market and financial status without infringing on the rights of the company's owners.

G. Lantos attributes the strategic aspect of corporate social responsibility to the realm of marketing social responsibility, describing it as "the duty of marketing to society concerning the lives, freedoms, and overall welfare of consumers by creating market values that increase efficiency, effectiveness, and satisfaction with the economic aspects of life, while also benefiting the firm [10]."

Based on the above, socially responsible marketing can be considered an application of the concept of corporate social responsibility, focused on forming long-term partnerships with its customers by meeting their needs and interests in a way that will have long-term positive effects on their well-being and society as a whole. and for the financial and market position of the company.

Thus, socially responsible marketing acts as a tool for strategic development of an enterprise.

Conclusions and prospects for further research

In today's dynamic and competitive business environment, the role of socially responsible marketing in ensuring the strategic development of an enterprise cannot be overstated. SRM integrates ethical, economic, and

social considerations into marketing strategies, fostering sustainable and responsible business practices that align with the broader goals of sustainable development.

This article has explored how socially responsible marketing ensures long-term sustainability. By prioritizing social and environmental responsibility, enterprises not only fulfil their moral obligations but also gain a competitive edge, creating a virtuous cycle of growth and positive impact.

The integration of SRM into an enterprise's strategic framework supports economic stability by promoting resource efficiency and resilience.

In conclusion, socially responsible marketing is a vital component of strategic development that aligns with the principles of sustainable development. Enterprises that embrace socially responsible marketing are better equipped to navigate the complexities of the modern market, meet stakeholder expectations, and achieve long-term success. As businesses continue to evolve, the commitment to SRM will be a crucial determinant of their ability to create lasting value and contribute positively to society and the environment.

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