

ETHICAL MARKETING CORPORATE AND SOCIAL RESPONSIBILITY

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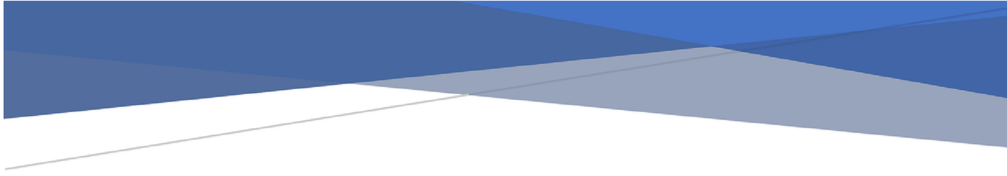
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ETHICAL MARKETING CORPORATE AND SOCIAL RESPONSIBILITY

M4X01278 Marketing and Consumer Behaviour

Abstract

The theme of this assignment is to display the trends of corporate and social responsibility within the transport and logistics industry, regarding how organizations use these concepts in their marketing campaigns.

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Table of Contents

Introduction..... 3

Literature Review..... 4

Discussion..... 7

Conclusion 8

References..... 9

Introduction

To begin with a brief explanation of marketing concepts and what corporate and social responsibility for companies often relates to; the ability of a said business to focus their marketing strategy around a sustainable route, in which a company strives to create and be seen to follow a plan that takes into consideration the environmental and societal impacts and benefits that decision they make can lead to and address them.

Businesses and society in terms of being sustainable can be formulated into three categories, those being; people, planet and profit. These are taken into consideration when a company thinks about options being bearable for the planet and people to withstand, viable profits when considering the conservation of the planet and what is equitable between people and the profit margin used to adhere to their needs and positive image of them. Good point

The ultimate factors in marketing are the needs of the consumer and the needs of the business, and the needs of the consumer are most prevalent in the marketing concept addressing what a consumer is need of at the present time, whilst keeping a company's short-term sales and growth in mind. The wellbeing of customers is considered in the long term through the social marketing concept which can see businesses invest into the community and other social resources to improve the quality of life. Also, the strategic planning concept, which focuses on the long-term needs of a company like considering economic variables and contingency plans if some Good point

The sustainable marketing concept is the need to account and look to preserving the present and future requirements of consumers and businesses alike, giving companies a pressure to pursue environmental and socially considerate actions with this preservation in mind.

Literature Review

Corporate and social responsibilities have been at the helm of large businesses for many decades, being taken more drastically on board towards the end of the 19th century. Focus turned from generating large portions of money into profits to adhering to welcomed and preferred values that consider objectives seen to be beneficial to society views. This meaning companies began to see that certain actions they were taking had consequences and therefore needed to pursue more ethical decisions that can create a more stable economic climate with social welfare becoming strengthened. (Grant, et al., 2017)

Looking more towards the corporate responsibilities, a company will always encompass an economic responsibility, with the desire to generate the most wealth it can per stakeholder, while also maintaining the aim of being highly profitable in formulating the reputation of being a profitable organization, using a superior level of efficiency in their logistics operations. (Grant, et al., 2017)

Product promotion plays a large role in how consumers view an economic benefit to using a more well-known brand that has been heavily marketed by company. Although this is often not intentional by a brand or organization, as repeat customers loyalty is what they want through building a rapport with customers. In the medical arena for instance, high pricing reflects the research and development that has served to produce the medicines alongside the covering of distribution, promoting and purchasing costs compared to that of, say, the fashion industry where marketers use consumers perception of a brand to sell high priced small amounts of perfume. (Kotler, et al., 2008)

Ethical responsibility is driven by the need to reach the normality of ethical and societal factors, (avoiding harm and providing fair working conditions), while aiming to prevent the ethics becoming overshadowed from other company goals. To be known as a company that is respectful of society and ethical in its procedures in the logistical and supply chain roles must be practiced at a higher standard than required by law and binding regulations. (Grant, et al., 2017)

Since 2001, Ricoh has implemented a goal to become a zero-waste facility and has achieved a 92% reduction in their waste ending up at landfill. They implemented a tool that many companies in the modern era have adopted, the “environmental sustainability grid”, which they are able to use to monitor their progress by incorporating new environmental tech and pollution prevention into their plans, reviewing their products’ impact via its full life cycle. (Kotler, et al., 2008)

A Company’s legal responsibility is to conform to the law and requirements set by the government, following all regulations and legislation to show that the company is obeying the law by

producing goods and services that are not subpar to legal obligations, knowing the difference between what is right & moral and what is not. A business organisation can also adopt philanthropy as a responsibility, with the goal to make charitable donations to help good causes within society aiming to use its profits for this activity. Therefore, showing a business is helpful in aiding to improve the quality of life in society by voluntary action in assisting communities run charitable activities. (Grant, et al., 2017)

Tobacco companies can be shown as an example of a company taking a legal responsibility to inform their consumers the effect that smoking can cause, through imposing government legislation requiring them to do so. Several decades ago, cigarettes were marketed as being a healthy way to lose weight, in the modern era brightly coloured packaging is no more to act as a deterrent to younger consumers, with dull greys and explanation required ion about the diseases and harm that these products can cause. (Armstrong, et al., 2015)

A point of interest companies look at when evaluating the social responsibility lies at the supply chain area of their operations, particularly how sustainability can fit into this area, whether it be ethical sources across supply chain management, warehouse management operations, or the risk and resilience and the effect on the environment (reverse logistics, recycling).

In house productions methods were once the normality in supply chain management operations, however a lot has changed since then, with globalization creating a boom of industrialization in developing countries. However, this can raise questions to be asked of retailers, multinational operators and sole logistics organizations due the developing economies in places like South East Asia and Africa where their ethics and environmental concern often differs from their own markets. Through technologies and investigative journalism, following a disaster or workplace mishap it is almost virtually unimaginable for a company to be able to claim with integrity any deniability of knowledge as to what their outsourced manufactures practices are, coming under fire for poor working conditions or harmful environment procedures taking place. They must be accountable for their explanation required oss the globe or face critique and distrust from consumers. (Manner-Bell, 2017)

In terms of sustainable warehouse management, hazardous waste, product waste and waste disposal have an impact on a company's social responsibility, as they must deal with these issues in an ethical manner that is both environmentally friendly and lawful. Hazardous waste is waste that poses danger to the environment, people or animals and companies often have their own acceptance criteria as to whether they can process, distribute or dispose of something that is hazardous. Packaging waste that is not reusable after use can be separated and sold to companies who are able to repurpose it or to those specialized in dealing with the disposal of the specific waste, first in first out (FIFO)

procedures are in place to reduce out of date stocks and keep them to a minimum. Dealing with any waste must be done so under the correct permits and to in accordance to the law without causing pollution to any part of the environment. (Richards, 2018)

The vulnerability, resilience and risks that surround a corporate supply chain can affect the environment as much as consumer demands if something were to go array. The risk factor takes into consideration any and all possibilities and then formulate a rational response, in marketing this can be linked to an advertising campaign that has been negatively accepted by society. The resilience in this respect would be to concoct a new, more innovative product or look to change the perception of the one that exists. (Mangan, et al., 2012)

Discussion

Individual consumers can often be seen to bear a slight disadvantage from marketers, due to marketers being able to employ deceptive practices whereby they are able to use packaging (overly stated or subtly placed designs), pricing (astronomically prices brought down so that they seem more reasonable when in fact they are still inflated) and promotion (interpretations of what companies may intend to show as figurative or literal, but being perceived by the consumer to be otherwise) to fool consumers into believing that they are receiving a better deal than they actually are. Deceptive practices may also be used in conjunction with another impact consumers can face in pushing the sale of unsafe products, in which they are considered unsafe or possibly shoddy because of poor craftsmanship or that the task they are required complete isn't fulfilled to a satisfactory standard. (Armstrong, et al., 2015)

High prices; distribution and advertising expenditure and high-pressure selling are areas in which the individual consumer can also lose out, with western marketing systems causing higher prices than other areas, mainly for services in the distribution area when it can sometimes be classed as overcharged for subpar services. High-pressure selling frequently shows its form in salesman type transactions, where they try to drive home a hard sell for a short-term foothold of success above others (Car salesman; telesales, insurances, cold callers and door to door sales tactics). However, corporations have seen the benefit of long-term customer liaison strategies to be the most profitable and worthwhile, meaning high-pressure selling isn't valued or regarded that much by marketers. (Armstrong, et al., 2015)

A debated area among critics is whether company's competition of one another is if the more streamlined amalgamating a less productive company is healthy or that is unlawful and bullish to undertake such an act. Erecting barriers around a certain business sector would be considered an unfair practice, as well as expanding by acquiring new companies instead of innovating their own goods. (Kotler, et al., 2008)

Conclusion

Corporate and social responsibility can be assessed with looking at company's marketing practices or guidelines. However, these are often dictated by the markets in which the organization is operating in, and the law (regulation and legislation) of the country operations are taking place within.

Therefore, it should be vital to consider the ethics policies developed by firms as instructions for their marketers when handling relationships with their suppliers and distributors, the approach they have taken to how they are advertising, researching and developing new products and their thoughts and values on the building of customer relationships, looking at what satisfaction and recommendations those consumers are willing to show as feedback.

References

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GRADEMARK REPORT

FINAL GRADE

68/100

GENERAL COMMENTS

Instructor

Excellent use of reliable, credible sources and well referenced.

Very good knowledge and understanding demonstrated.

Good analysis but very descriptive and lacks depth. Some very good points touched on but these could have been expanded on for further discussion such as outsourcing to the Far East and the CSR of tobacco companies. Conclusion could also have held more weight.

Very good professional skills demonstrated. Well-presented and structured.

PAGE 1

PAGE 2

PAGE 3

QM

Good point

Good point

QM

Good point

Good point

PAGE 4

QM

Good point

Good point

QM

Good point

Good point

Additional Comment

shareholder

QM

Good point

Good point

PAGE 5

QM

explanation required

explanation required

Additional Comment

Further analysis is required here. Do tobacco companies have a CSR policy in relation to health and wellbeing, or is this being forced on them by legislation?

QM

explanation required

explanation required

Additional Comment

What does this mean for the CSR of the outsourcing organisation? Gap, Nike etc. How is their marketing and corporate image affected?

PAGE 6

PAGE 7

PAGE 8

PAGE 9
