

Implementation of Social Responsibility in Sustainable Marketing

Samsul Arifin, Dudit Darmawan

Mayjen Sungkono University of Mojokerto

ARTICLE INFO

Article history:

Received 28 May 2021

Revised 2 June 2021

Accepted 8 July 2021

Key words:

Company social responsibility,
Sustainable marketing,
Brand image,
Sustainability,
Social value,
Communication,
Long-term benefits.

ABSTRACT

The implementation of Company Social Responsibility (CSR) in sustainable marketing is important to strengthen the company's image while creating long-term value. CSR plays a role not only in social aspects, but also in attracting consumers who are increasingly concerned with social and environmental issues. This article examines how companies can optimize CSR in sustainability marketing with the aim of creating better customer relationships, increasing brand reputation, and achieving sustainability in business. In order to achieve these aims, companies must balance social interests with economic aims, and implement clear and effective communication about their social initiatives. Success in optimizing CSR will provide a significant competitive advantage and increase a company's appeal in an increasingly sustainability-conscious marketplace. With the right measures in place, CSR in sustainability marketing can benefit the company, society, and the environment simultaneously.

INTRODUCTION

CSR has become an important element in the modern business world, where organizations are not only judged on their financial returns, but also on their impact on society and the environment. In the era of globalization, consumers are increasingly aware of social and environmental issues, which causes companies to consider sustainability in their operations (Kotler & Lee, 2005). In an effort to strengthen their position in the market, companies are starting to integrate CSR into their marketing strategies, not only as a moral obligation but also as a competitive factor that can increase customer loyalty and brand image. CSR implemented in a sustainable marketing perspective reflects a long-term effort to ensure that business decisions consider broader social and environmental impacts (Doda, 2015).

One important element in sustainable marketing is how companies build sustainable relationships with stakeholders, including consumers, employees, and the general society. This requires companies to implement CSR in a more strategic and measurable way (Amoako, 2021). Sustainable marketing emphasizes the balance between economic, social, and environmental interests, so that companies do not only focus on short-term profits, but also on achieving better long-term aims for all parties engaged (Peattie & Crane, 2005). This approach enables companies to generate greater value for both society and the environment.

While there is a developing awareness of the importance of CSR, not all companies are able to effectively implement such initiatives in sustainability marketing. Some companies may consider CSR as just a promotional tool, without any deep commitment to sustainability or real social impact (Samaibekova et al., 2021). It is important to understand more deeply how CSR can be implemented within a sustainable marketing framework to achieve optimal results in terms of both economic benefits and social benefits (Hsu, 2012). It is need to research CSR from a sustainable marketing perspective to identify best practices and challenges faced by companies.

The link between CSR and sustainable marketing is increasingly relevant in the face of global challenges such as climate change, social inequality and economic inequality. Many companies are shifting from a solely profit-driven model to a more holistic and responsible approach to minimize environmental and social harm. Sustainable marketing allows companies to approach consumers in a more ethical, transparent and responsible way, as well as increasing the attractiveness of the products or services they offer (Helmold & Terry, 2021). In-depth research on the implementation of CSR in sustainable marketing is highly relevant to ensure that companies can adapt to the demands of consumers who are increasingly critical of social and environmental issues.

* Corresponding author, email address: dr.diditdarmawan@gmail.com

While many companies have implemented CSR as part of their marketing strategy, there is still an inequality between theory and practice in implementing CSR in the context of sustainable marketing. Some companies only do CSR as an incidental activity and are not integrated with their main business strategy. This creates an imbalance between sustainable marketing efforts and the value generated from such initiatives. Deeper engagement with social and environmental issues relevant to their business is often neglected (Lichtenstein, 2010). Many companies have not made social and environmental values a pillar in their business decision-making process. As a result, marketing strategies that claim to be sustainable often do not take into account the long-term impact on societies and ecosystems.

Many companies still position social and environmental values as an additional aspect of business operations, rather than a core component of decision-making. While the concept of sustainable marketing is increasingly recognized, the implementation of CSR that is not measurable or does not have clear objectives can lead to suboptimal results. When sustainability considerations are merely supplementary, strategic decisions are often dominated by a short-term orientation towards financial gain. Some companies may fail to design initiatives that are truly relevant to the needs of society or the environment, and this can lead to the impression that CSR is only done to increase the company's image without making a real impact (Smith, 2003). This makes it difficult for companies to measure the success of their CSR strategies and, in turn, can reduce the desired effectiveness of sustainable marketing.

The development of sustainable marketing and the implementation of CSR in companies has become very important to observe, given the changes in consumer behavior that are increasingly concerned about the social and environmental impacts of the products or services they buy. Consumers are now not only looking for quality and price, but also the values that underpin their purchasing decisions, such as whether a company has a commitment to sustainability and social responsibility. Companies that are able to effectively adopt CSR in sustainable marketing will not only increase their image in the eyes of consumers, but can also strengthen customer loyalty and create stronger competitiveness in an increasingly competitive global market. An in-depth understanding of how companies can implement CSR in sustainable marketing strategies is needed to ensure that businesses focus not only on profits, but also on broader social and environmental responsibilities.

The main aim of this research is to explore how companies can design and implement social responsibility within a sustainable marketing framework to achieve better outcomes in terms of both social impact and business performance. The research aims to investigate how CSR can be aligned with sustainable marketing objectives to create long-term value for the company, society, and the environment. This research also aims to understand the role of CSR in building sustainable relationships between companies and consumers and identify best practices that can be implemented by companies to optimize the results of sustainable marketing. This research is expected to be a consideration for companies to formulate CSR strategies with the concept of sustainable marketing.

RESEARCH METHOD

The literature study approach can be used to explore various perspectives related to the implementation of CSR in sustainable marketing. The literature study aims to explore relevant theories, concepts, and previous findings to provide a clear picture of how CSR can be an integral part of a sustainable marketing strategy. The literature search can be done by reviewing academic journals, books, articles, and related reports that discuss the relationship between CSR, sustainable marketing, and its practical implementation in global companies. According to Carroll (1999), a holistic approach to CSR includes economic, legal, ethical, and philanthropic responsibilities, which must be well understood by companies to design effective sustainable marketing. This study focuses on identifying successful CSR models and factors influencing the success of CSR-based sustainable marketing through literature review.

In the process of this literature study, the method of analysis used is thematic analysis, where the author will highlight the themes that emerge from the literature related to CSR in sustainable marketing. This includes how CSR can strengthen brand image, increase customer loyalty, and improve relationships with various stakeholders. References used will also include sustainable marketing theory and how companies can align their marketing activities with deep social initiatives. This literature search will lead to identifying the challenges faced by companies in effectively implementing CSR and sustainable marketing. For example, Menon and Kahn (2003) explain that the successful implementation of CSR in sustainable marketing is greatly influenced by companies' long-term commitment to social responsibility and their engagement with global issues such as climate change and social inequality.

RESULT AND DISCUSSION

In the era of globalization and increased awareness of social and environmental issues, many companies have begun to realize the importance of social responsibility as an integral part of their operations. CSR has evolved from a mere philanthropic activity to an integral part of business strategy, particularly in sustainability marketing. Sustainability is not only a moral choice, but also a highly relevant aspect in building a positive brand image and customer loyalty. Companies are required to not only focus on financial returns, but also pay attention to the social and environmental impacts of their operations. Consumers are increasingly concerned about how the products they buy affect the environment and society. With that, CSR and sustainability marketing become two mutually supportive elements to strengthen a company's position in an increasingly competitive market (Chhabra, 2016). CSR and sustainable marketing are not just a moral approach, but also part of a long-term strategy that supports sustainable business growth and wider market acceptance.

Implementing CSR in sustainability marketing is not an easy thing to do. While many companies have good intentions to integrate social responsibility into their strategies, the practice often does not go smoothly. Many companies face challenges in ensuring that their social commitments are reflected in every line of their marketing. Effective communication of the company's social initiatives is also key in improving customer relationships. It is important for companies to have a clear plan for integrating sustainability with their business objectives. This not only has an impact on brand reputation, but also on competitiveness in a global market that is increasingly aware of sustainability issues (Nadanyiova & Gajanova, 2020). By combining sustainable marketing strategies with genuine and effective CSR practices, companies can achieve long-term profits while positively contributing to society and the environment.

To optimize the implementation of CSR in sustainable marketing, companies need to balance between social interests and economic aims. This is important as companies must demonstrate they are not only seeking financial returns, but also contributing significantly to society and the environment. A successful marketing strategy can blend these two aspects harmoniously, creating value that can be felt by society as well as providing profit for the company. The key to success lies in consistency and transparency in every step taken by the company to achieve this long-term aim (Przychodzen & Przychodzen, 2014). This will create perceived value for society and long-term benefits for the company.

Companies today increasingly realize that they are not only responsible for profits, but also for society and the environment. CSR has developed into an important element in sustainable marketing strategies. CSR is not just about philanthropic donations or charitable activities, but rather a commitment to reduce negative impacts on the environment and society. Companies that integrate CSR well into their sustainable marketing are able to position themselves as entities that care about and contribute to social welfare. By integrating CSR into sustainability marketing, companies can build stronger relationships with customers, increase brand reputation, and create greater social value. CSR not only engages philanthropic donations, but also includes efforts to minimize negative impacts on the environment and increase society well-being (Uppugunduri, 2016). Companies that are successful in implementing CSR are generally able to combine social responsibility with broader business objectives (Kotler & Lee, 2005).

To optimize the implementation of social responsibility in sustainable marketing, companies need to understand the core concepts of CSR itself. This includes sustainable resource management, carbon emission reduction, and the implementation of circular economy principles. With this principle, the company focuses on reusing, recycling and reducing waste, which not only contributes to environmental sustainability but also creates a more efficient and responsible business model. For example, companies can implement environmentally friendly products or services, which are not only profitable in terms of business, but also provide positive benefits to society and the environment (Nicolaides, 2018). For example, Unilever has integrated sustainability principles into its business model, combining CSR with marketing to support plastic waste reduction initiatives. By prioritizing sustainability, Unilever has managed to increase brand appeal and build customer loyalty.

Companies must also ensure that their CSR is transparent and responsible. Clarity and transparency in reporting CSR activities allow consumers to understand the extent to which the company is committed to social and environmental issues. According to Porter and Kramer (2006), companies that are open about their social and environmental initiatives tend to build stronger relationships with consumers. Consumers now increasingly expect companies to not only deliver quality products, but also to demonstrate a real commitment to sustainability. CSR integrated with sustainable marketing can help companies to build customer trust and loyalty. To achieve this, companies must ensure that their social values match those of their consumers.

Companies can also use effective communication to optimize their CSR implementation. Marketing campaigns that emphasize social responsibility can create a deeper connection between companies and customers. This could be a campaign that shows how their products contribute to social change or how they work with local societies. For example, companies like Patagonia use campaigns that highlight their efforts to protect the environment and promote sustainability. They are not only selling their products, but also selling a story about the positive impact they are making on the planet (Chouinard, 2005). Through proper communication, companies can convey how their products or services not only fulfill customer needs, but also contribute to broader positive changes, both for society and the environment. Campaigns that introduce these social and sustainability dimensions can build trust and higher consumer engagement.

Companies often face difficulties in finding a balance between business objectives and social responsibility. One challenge is the high cost of implementing sustainable business practices. For example, environmentally friendly raw materials and more efficient production processes often require larger initial investments. In the long-term, companies that invest in sustainability can reap benefits in the form of cost savings, increased efficiency and reduced waste. These long-term benefits often offset the higher initial costs and contribute to the financial sustainability of the company. Companies that implement CSR effectively can attract investors who care about sustainability, which in turn contributes to the financial sustainability of the company itself (Eccles et al., 2014). While cost challenges remain, effective CSR implementation can bring financial benefits and attract investors who support corporate sustainability.

Companies need to pay attention to an important aspect of sustainable marketing: customers. Success in optimizing CSR in sustainable marketing depends not only on the company's internal commitment, but also on market acceptance. Consumers are increasingly concerned about the social and environmental impacts of the products they buy. They seek not only quality products but also transparency in production practices, environmental impact, and fair treatment of workers and societies. In this case, clear and consistent marketing communications on sustainability values can help companies create brand differentiation and attract a larger market. This is in line with the findings reported by Lichtenstein et al. (2004), which showed that companies that actively promote their social commitments are more likely to gain trust and loyalty from consumers.

Companies need to build partnerships with various stakeholders to optimize CSR implementation in sustainable marketing. Collaborating with Non-Governmental Organizations (NGOs), local societies, governments, or even competitors can provide companies with opportunities to achieve greater sustainability aims. For example, collaboration between companies and non-profit organizations can help direct resources and expertise to more impactful social and environmental projects. Such partnerships can help companies to gain greater support from the public and expand their social influence.

Companies often face obstacles in measuring and reporting the outcomes of their CSR initiatives. Limitations in measuring sustainability and social impact often make it difficult for companies to demonstrate how effective they are in implementing CSR. It is important for companies to develop transparent and measurable reporting systems to evaluate their social and environmental performance. One good example is the use of sustainability reports based on the Global Reporting Initiative (GRI) standards, which provide companies with tools to measure and report on their CSR achievements more effectively (Global Reporting Initiative, 2020).

It is important for companies to clearly communicate how their CSR relates to long-term business aims. By explaining the link between social responsibility and long-term profits, companies can show that sustainability is not just about delivering short-term benefits, but also building a strong and sustainable brand. In this way, CSR is not only understood as a moral obligation, but also as a strategic investment that supports long-term growth. This can build higher customer loyalty, as consumers increasingly favor brands that support sustainability (Bhattacharya & Sen, 2004). When consumers see that sustainability values are reflected in everyday business practices, they tend to be more engaged and loyal to the brand. Delivering a consistent and relevant CSR narrative not only strengthens brand image, but also creates a sustainable competitive advantage in the long-term.

Success in optimizing CSR in sustainable marketing also requires the active role of senior management. Companies that are successful in CSR implementation generally have full support from the highest management level. The decision to include CSR in a sustainable marketing strategy requires a strong commitment from company leaders, as well as the allocation of appropriate resources to support the initiative (Oertwig et al., 2017). Without commitment from management, companies may face difficulties in implementing sustainability initiatives that can last in the long-term (Salvioni et al., 2016).

Overall, companies that successfully optimize CSR in sustainability marketing will reap many benefits, both socially and business-wise. They can increase brand reputation, expand markets, and build greater customer loyalty. To achieve this, companies must ensure that they properly integrate CSR in all aspects of their business, including marketing. This includes the use of effective communication, collaboration with external stakeholders, and transparent measurement of their social and environmental performance (Bhattacharya, 2016).

Companies must also realize that sustainability is not just a momentary trend, but a long-term need that must be implemented consistently. Consumers and other stakeholders are increasingly concerned about the social and environmental impacts of the products they choose. Companies that do not adopt CSR in sustainability marketing risk losing their customers and reputation in a global market that is increasingly aware of sustainability issues (Husnaini et al., 2018).

To optimize the implementation of CSR in sustainability marketing, companies should ensure that they promote transparency, collaboration and innovation in all their business practices. This collaborative approach also provides an opportunity for companies to understand changing social expectations and adjust their marketing strategies dynamically. Through this approach, CSR then becomes not only a symbol of responsibility, but also a key driver of competitive advantage in an increasingly sustainability-conscious global marketplace (Aras & Daidj, 2016).

The implementation of social responsibility in sustainable marketing is not just about gaining financial benefits in the short-term, but rather about building an enduring brand with consistent sustainability principles. Sustainability is not just a temporary trend, but an increasingly profound aspect of the modern business world. Companies that do not properly utilize CSR in their marketing strategies risk being left behind in a competitive market that increasingly prioritizes social and environmental values (Samidi et al, 2019).

Companies that successfully optimize CSR in sustainable marketing will gain a significant competitive advantage. They will not only increase relationships with consumers but also strengthen their reputation in the eyes of society and other stakeholders. Through appropriate measures, companies can create synergies between social achievements and sustainable business aims. All this will result in long-term gains that not only benefit the company itself but also provide benefits to society and the environment (Jančiauskaitė et al., 2019).

By emphasizing close collaboration between various parties, both within the company and with external stakeholders, CSR in sustainable marketing can be a solid foundation for the company's future development. This process also encourages co-innovation that is oriented towards long-term sustainability. Sustainability and social responsibility will increasingly become decisive factors in winning over consumers and strengthening a company's position in the global market. A sustainable marketing strategy with a strong CSR base can make a significant difference to companies and the world around them. Collaboration in the context of CSR is not just a tool, but the foundation for inclusive and sustainable growth.

CONCLUSION

The implementation of social responsibility in sustainability marketing has evolved into an important part of the way companies interact with consumers and other stakeholders. Sustainability integrated with social elements not only enhances brand image, but also provides significant added value to society. In a world that is increasingly aware of social and environmental issues, companies that adopt CSR in a transparent and structured way can build closer relationships with customers, and gain long-term sustainable profits. With an approach that focuses on collaboration between business and social interests, companies can achieve sustainability that not only benefits them, but also provides broad benefits to society and the environment.

Implementing CSR in sustainability marketing is not without its challenges. Companies must be able to balance social aims with economic aims, and communicate their initiatives clearly and transparently to consumers. It takes careful planning, continuous evaluation, and long-term commitment for CSR initiatives to be well implemented. For this reason, companies need to create synergies between social and business aspects in order to create sustainable value in terms of social, economic and environmental aspects.

REFERENCES

Amoako, G. K. (2021). *The Role of Corporate Social Responsibility in Business Sustainability*. Springer Nature.

Aras, G., & Daidj, N. (2016). *Sustainability Issues in Corporate Social Responsibility and Strategy: Sustainable or Temporary Competitive Advantage in Today's Dynamic Environment?* Routledge.

Bhattacharya, C. (2016). Responsible Marketing: Doing Well by Doing Good. *GfK Marketing Intelligence Review*, 8(1), 8-17.

Bhattacharya, C. B., & Sen, S. (2004). Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives. *California Management Review*, 47(1), 9-24.

Carroll, A. B. (1999). Corporate Social Responsibility: Evolution of a Definitional Construct. *Business & Society*, 38(3), 268-295.

Chhabra, N. (2016). The Role of Corporate Social Responsibility. *Paripeks Indian Journal of Research*, 5(6), 381-384.

Chouinard, Y. (2005). *Let My People Go Surfing: The Education of a Reluctant Businessman*. Penguin Books.

Doda, S. (2015). The Importance of Corporate Social Responsibility. *Journal of Sociological Research*, 6(1), 86-91.

Eccles, R. G., Ioannou, I., & Serafeim, G. (2014). The Impact of Corporate Sustainability on Organizational Processes and Performance. *Management Science*, 60(11), 2835-2857.

Gani, A., R. K. Khayru, & D. Darmawan. (2021). Minimalism Trends in Consumption Behavior: Social Inequality and Industrial Dynamics, *Journal of Social Science Studies*, 1(1), 129 – 134.

Helmold, M., & Terry, B. (2021). *Sustainability Management and Social Responsibility*. Springer Nature.

Hsu, C. H. (2012). *Corporate Social Responsibility and Sustainable Business: A Guide to Leadership Tasks and Functions*. Springer Nature.

Husnaini, W., Sasanti, E. E., & Cahyaningtyas, S. R. (2018). Corporate Social Responsibility (CSR) dan Reputasi Perusahaan. *Jurnal Aplikasi Akuntansi*, 2(2), 1-9.

Jančiauskaitė, L., Lasickaitė, K., & Ripkauskaitė, A. (2019). *Corporate Sustainability Impact on Reputation and Customer Behaviour*. Vilnius University Open Series.

Kotler, P., & Lee, N. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. John Wiley & Sons.

Lichtenstein, S. (2010). The Corporate Social Responsibility of Large Enterprises: A Critical Perspective. *Journal of Business Ethics*, 97(3), 409-429.

Menon, A., & Kahn, B. E. (2003). Corporate Sponsorships of Philanthropic Activities: When Do They Impact Perception of Sponsor Brand? *Journal of Consumer Psychology*, 13(3), 316-325.

Nadanyiova, M., & Gajanova, L. (2020). The Impact of Corporate Social Responsibility on Brand Loyalty in the Process of Globalization. In *SHS Web of Conferences*. Édition Diffusion Presse (EDP) Sciences.

Nicolaides, A. (2018). Corporate Social Responsibility as an Ethical Imperative. *Athens Journal of Law*, 4(4), 285-300.

Oertwig, N., Galeitzke, M., Schmieg, H.-G., Kohl, H., Jochem, R., Orth, R., & Knothe, T. (2017). Integration of Sustainability into the Corporate Strategy. *Sustainable Manufacturing: Challenges, Solutions and Implementation Perspectives*. Springer Open.

Peattie, K., & Crane, A. (2005). Green Marketing: Legend, Myth, Farce, or Prophesy? *Business Strategy and the Environment*, 14(4), 357-372.

Porter, M. E., & Kramer, M. R. (2006). Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility. *Harvard Business Review*, 84(12), 78-92.

Przychodzen, W., & Przychodzen, J. (2014). Corporate Social Responsibility for Sustainability. Management and Business Administration. Central Europe. *Central Europe*, 22(2), 90-97.

Salvioni, D. M., Franzoni, S., & Gennari, F. (2016). Corporate Governance Systems and Sustainability: CSR as a Factor of Convergence Between Outsider and Insider Systems. *Corporate Ownership and Control*, 14(1), 139-150.

Samaibekova, Z., Choyubekova, G., Isabaeva, K., & Samaibekova, A. (2021). Corporate Sustainability and Social Responsibility. In *E3S web of conferences*. Édition Diffusion Presse (EDP) Sciences.

Samidi, S., Hakim, L., & Nurfadilah, D. (2019). The Role of Corporate Social Responsibilities (CSR) in Maximizing the Firm's Profitability for Sustainable Competitive Advantage. *International Academic Journal of Business Management*, 6(1), 259-269.

Smith, A. D. (2003). Corporate Social Responsibility and the Marketing of Sustainable Products. *Journal of Marketing Management*, 19(5-6), 517-536.

Uppugunduri, P. (2016). Corporate Social Responsibility Towards Sustainable Growth. *Indian Journal of Research*, 5 (7), 70-72.

*Arifin, S. & D. Darmawan. (2021). Implementation of Social Responsibility in Sustainable Marketing, *Journal of Social Science Studies*, 1(2), 279 – 284.