Major Project Report
on

SOCIAL RESPONSIBILITY IN MARKETING AND ADVERTISING

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CERTIFICATE FROM INSTITUTE

This is to certify that Major Project Report on "Social Responsibility in Marketing and Advertising" is a bonafide work carried out by "Shreeni Shrivastava" who is a student of MBA 2017-19 batch. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of degree of Masters of Business Administration.

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<u>DECLARATION</u>

I, Shreeni Shrivastava, student of MBA 2017-2019 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that the dissertation on Social Responsibility in Marketing, Media and Advertising, submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This dissertation report is not submitted to any other institute/university for award of any other degree, diploma and fellowship.

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Place:

Date:

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EXECUTIVE SUMMARY

Advertising must follow certain moral principles, certain rules and should not degrade or adversely comment on any other entity be it another brand, product or ant part of the society (certain class, gender or age of people). But this isn't always the case. Brands often forget that they have certain responsibility when spreading their message and the scale audience they affect.

Social responsibility in marketing is often discussed with ethics. The difference between the two is that what's considered ethical in terms of business, society and individually may not be the same thing—nor do all business actions necessarily have to be socially responsible in order to be considered ethical. Some viewpoints of socially responsible behaviour espouse that the qualifying marketing actions not simply meet the minimum ethical guidelines of business, but voluntarily exceed them.

The Advertising Standards Authority in the UK has laid down some rules which suggest that all marketing communication should be socially responsible. Therefore, any content which is irresponsible or incites such behaviour from the audience can be brought to the concern of the Authority. A variety of topics such as alcohol, violence, objectification, body image, drugs, tobacco, etc fall under the socially irresponsible category when used inappropriately by the marketer.

Social responsibility is more effective when a company takes it on voluntarily, as opposed to being required by the government to do so through regulation. Social responsibility can boost company morale, and this is especially true when a company can engage employees with its social causes.

Business ethics are of utmost importance in international relations as well. It is obvious, that while acting in their own interests, multi-national companies must also consider their role as intermediaries for the exchange of economic and social development. As such companies tend to have a lasting impact on the parties they engage with during their business activities, the ethical issues should become an important element of the overall planning of their organization.

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1. <u>INTRODUCTION</u>

1.1   <u>OVERVIEW</u>

The purpose of the marketing industry is to communicate companies' offerings to consumers, clients, and the general public. Marketing professionals bridge the gap between companies and their customers. The American Marketing Association defines marketing as "The activity, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

In the United States, the marketing consultant industry is a $43 billion business, consisting of nearly 198,000 businesses that employed more than 355,000 workers in 2016, as reported by the market research group IBISWorld.

Marketing companies employ consultants who advise businesses on ways to improve their marketing tactics, with the goal of understanding what customers want, giving them what they want, and increasing profits. Businesses may hire marketing professionals to conduct marketing and sales research (e.g., public opinion polls, surveys, etc.), sales forecasting, developing marketing objectives and policies, developing and pricing new products, and for other assistance in improving and enhancing their business operations.

Governments, educational, religious, social service, and non-profit organizations hire marketing specialists to help them manage their products and services and promote their brands.

The types of jobs in the marketing industry include marketing managers, market research analysts, and marketing specialists. Marketing professionals may work in-house with companies on a full-time basis or they may be hired as independent consultants.

The Department of Labour reported that there were 192,890 marketing managers employed in the United States in May 2015. Other business areas that the marketing industry works closely with include brand and product management and development, advertising, promotions, public relations, and media relations.

Many top marketing companies have global offices that offer a variety of services, making it easier for clients to have more aspects of their projects completed by one company instead of contracting with different companies for different services.

Clients often prefer agencies with full-service branding and marketing communications services. The types of services marketing agencies offer include analytics, such as studying data after an advertising campaign is completed to see where improvements can be made, and media research, for traditional, digital, social media, and search engine marketing.

 Full-service marketing agencies may also offer public relations and social media research and strategy, as well as production and creative services, and consumer research, and brand development. All of these services are done in an effort to improve connections with the customers and boost sales.

The marketing industry is a relatively young industry. It began in the early 1900s, when scholars started to study the relationship between sellers and buyers. By the 1950s, competition between companies was keen. The common tactic of selling as much product as possible without considering what customers wanted had saturated the market.

Companies wanted to streamline their sales process and make their sales transactions more efficient and effective, so they started to take buyers into account. This approach gave rise to what became known as the marketing concept, which is the philosophy that companies should first analyse their customers' needs and then any decisions they make should aim to meet those needs.

1.2 <u>BACKGROUND</u>

The marketing industry is a young industry compared to other industries—it dates back unofficially to only the early 1900s. According to many business schools and marketing professionals, the history of the marketing industry can be categorized into several eras: production era, selling/sales era, and the marketing department and company era.

PRODUCTION ERA

Up until the mid-1800s, many people made their own items, from clothing to food. If they needed something that they couldn't make, chances were good that they could find it in a town nearby, and they would be able to trade goods for those items. Marketing wasn't required for this subsistence type of lifestyle. This changed with the Industrial Revolution, however, which brought factories and mass production of products.

The reduced manufacturing costs gave customers cost savings on products. This was known as the production era because companies focused solely on reducing the cost of production. They believed that customers preferred to buy products that were widely available at low costs.

SELLING/SALES ERA

From 1929, when the Great Depression hit, through the 1940s, the weak economy caused companies to scale back on mass production and forced them to brainstorm other ways to sell their products. Many companies had excess products that they couldn't "move" because customers had tightened their wallets.

Unemployment was at an all-time high and for many people the priority was making sure they had the necessities in life: a roof over their heads, food on the table, and clothing on their backs. They no longer had disposable income for luxuries. Companies had to find ways to sell their products and services, so they developed sales teams to do just that.

Tactics during what became known as the sales era included door-to-door sales and advertising signs in stores and on billboards. Advertising jingles and singing commercials on radio shows were also popular in the 1930s.

MARKETING DEPARTMENT AND COMPANY ERA

After World War II, the U.S. manufacturing industry gained strength again because there was little competition from manufacturers overseas. Many research and development companies and departments had been created during the war to help

manufacture military machinery and equipment, and they were continuing to create new products after the war.

The lack of urgency to meet the war effort gave companies the time to reflect on what their purpose was in business. Many wanted to streamline their product offerings, and the idea of satisfying customers started to move to the forefront. Companies were considering themselves more as marketers, rather than as strictly manufacturers of products. This type of customer-oriented thinking was the start of the marketing era, and with it came the incorporation of marketing departments in firms, and then the creation of companies dedicated to providing marketing services.

In the 1960s and 1970s, telemarketing became popular when telephone service was extended to customers for long-distance usage at flat rates. In its early days, telemarketing consisted of companies calling potential customers to tell them about their services and products.

Telemarketing became so rampant that people started to complain about getting phone calls at all times of day and night from telemarketers. As a result, the Federal Communications Commission (FCC) enacted the Telephone Consumer Protection Act in 1991 to restrict these calls. The FCC has since added other requirements and rules, such as time frames for calls, a national "do not call" registry, and an opt-out mechanism for the automated robocalls.

Today, companies hire telemarketers for a variety of reasons, from political campaigns calling for voter support to resorts offering time share opportunities.

Computers, mobile devices, the Internet, and social media have expanded how marketers conduct their business and communicate with customers. There are now more ways than ever for customers to learn about products and services, whether through traditional media such as TV, radio, magazines, and newspapers, or via blogs, e-mail, the Web, Twitter, YouTube, Facebook, and more. Today's marketers focus on providing integrated marketing communications, which is a consistent brand message that is adapted to various media.

1.3   **THE INDIAN SCENARIO**

The Indian marketing and advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

MARKET SIZE

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent.

India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US$ 3.8 billion) mark by 2020*.

The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US$ 435 million) in 2013, could jump threefold to Rs 10,000 crore (US$ 1.5 billion) in five years, increasing at a compound annual rate of 28 per cent.

RECENT DEVELOPMENTS:

- GroupM, the US-based advertising media company, has acquired a majority stake in MediaCom India, a joint venture between GroupM India and Madison Media group's principal shareholder Sam Balsara, for an undisclosed amount.

- Dubai-based Iconiction Ltd plans to enter the Indian retail analytics space in partnership with local entrepreneur Mr Anil Hirani, to set up Iconiction India Ltd.

- Flipkart, India's largest e-commerce marketplace, has re-entered the private label business by launching Smart Buy, with a view to boost earnings and fill gaps in its product selection.

- Cognizant Technology Solutions has announced the acquisition of Mirabeau BV, a Netherland-based digital marketing and customer experience agency, which is expected to expand Cognizant's capabilities in digital business domain in Netherlands and Europe.

- The Indian Railways is working on a new advertising policy aimed at installing 100,000 big digital screens at 2,175 railway stations across the country, which is expected generate Rs 11,770 crore (US$ 1.76 billion) revenue annually.

- Times Internet Limited plans to invest US$ 100 million in development of smart marketing technology platform Colombia, which will serve its marketers to engage with around 200 million digital users per month.

- Zarget, a Software-as-a-Service (SaaS) based conversion rate optimisation start-up, has raised US$ 1.5 million in seed funding from Accel Partners, Matrix Partners and Freshdesk Inc's founder Mr Girish Mathrubootham, which will be used to build more marketing related tools.

- Snapdeal.com, one of India's largest and fastest growing e-commerce companies, has acquired TargetingMantra (Insightful Pvt. Ltd), which is a Gurugram-based marketing and personalisation services company, as part of its plan to enhance the experience for its customers.

- Indian Railways has appointed Ernst & Young (EY) as a consultant to discover its advertising potential, which is in line with the Railway Budget

proposal of increasing non-fare earnings to over Rs 5,000 crore (US$ 750 million) in five years.

- MoMark Services, a mobile based customer engagement platform for small and medium businesses, has raised US$ 600,000 from YourNest Angel Fund and LNB Group, to scale up its product offerings and talent acquisition.

- Tata Motors has appointed renowned football player Lionel Messi as the global brand ambassador for Tata cars and utility vehicles globally, with an aim to tap the youth market and expand visibility and presence of Tata Motors in newer markets.

- Advertising agency J Walter Thompson has launched its global digital agency network 'Mirum' in India which will provide services such as strategy and consulting services, campaigns and content, experience and platforms, analytics and innovation and product development, with the target to increase non-traditional media revenues to 40-45 per cent from 35 per cent currently.

- DDB Mudra Group has planned to launch 'Track DDB', a brand that addresses the data-led world of marketing communications, which will provide services like creative, data and digital analytics, database marketing, CRM, digital and mobile marketing in India.

- All India Radio (AIR) has appointed 'releaseMyAd' as a virtual agency to let advertisers book ads for all of AIR's station online.

- Google is all set to help India implement Prime Minister Mr Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to realise it, said Google's Chief Internet Evangelist Mr Vinton G. Cerf. Digital India is Rs 1.13 trillion (US$ 16.95 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade.

- As companies look for better productivity and increasing efficiencies in a tough market environment, market research firm Nielsen has launched its first consumer neuroscience lab in India at its Mumbai headquarters. The neuroscience lab will augment the company's research capabilities in packaging and research, improving their effectiveness.

- MPS North America LLC, the US subsidiary of Bengaluru-based publishing solutions provider MPS Ltd, has acquired Electronic Publishing Services Inc. (EPS), a New York-based firm with interests in content creation, art

rendering, design and production. The deal will allow MPS to strengthen its foothold in North America.

- Jaipur-based Girnar Software Private Limited, which owns and operates the website CarDekho.com, announced that it has raised US$ 50 million in its second round of funding. The funding was led by Hillhouse Capital with participation from Tybourne Capital and Sequoia Capital.

- ZipDial has become the first Indian technology product startup to be bought by Twitter in what is the third such deal led by a global corporation following the acquisitions by Facebook and Yahoo. The ZipDial deal is expected to cost Twitter US$ 34-35 million. This feature is expected to help Twitter reach people who will come online for the first time in countries such as Brazil, India and Indonesia, mostly using a mobile device.

- Telecom major Axiata's subsidiary, Axiata Digital Advertising (ADA) has formed a joint venture with US-based advertising tech firm Adknowledge to get into the US$ 47 billion digital ad market in the Asia Pacific region and has identified India as a 'key' market.

GOVERNMENT INITIATIVES

The Governments of India and Canada have signed an audio-visual co-production deal which facilitates producers from both countries to harness their collective artistic, technical, financial and marketing resources, and encourage exchange of culture and art between the two countries.

The agreement is also likely to lead to better promotion of Indian locales for shooting films. "The agreement will also lead to the transparent funding of film production and boost export of Indian films into the Canadian market," as per the agreement.

India and Poland are seeking to enhance cooperation in the digitisation and restoration of film archives. This was decided in a meeting between Mr Bimal Julka, Secretary of Information and Broadcasting, India, and a delegation from Poland led by Ms Malgorzata Omilanowska, Secretary of State.

The two countries will form a joint working group that will help improve cooperation in fields such as student exchange programmes, animation, films and digitisation, among others. Mr Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, has announced that Indian government has planned to increase advertising spend on the digital platform which will help increase the government's presence in digital media.

1.4   <u>ROAD AHEAD</u>

The advertising and marketing sectors in India are expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters.

The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

1.5   <u>SOCIAL RESPONSIBILITY - OVERVIEW</u>

Socially responsible marketing is a marketing philosophy that a company should take into consideration; "What is in the best interest of society in the present and long term?", as defined by Wikipedia.

Socially responsible marketing is critical of excessive consumerism and environmental damages caused by corporations. It is based on the idea that market offerings must not be only profit-driven, but they must also reinforce social and ethical values for the benefit of citizens.

The idea of socially responsible marketing is sometimes viewed as an extension of the concept of Corporate Social Responsibility (CSR). CSR is promoted as a business model to help companies self-regulate, recognizing that their activities impact an assortment of stakeholders, including the general public. CSR is sometimes described in terms a pyramid, starting with economic as its base, then

legal, ethical and philanthropic actions at the top. It is in the last two layers of the CSR pyramid, ethical and philanthropic, that socially responsible marketing opportunities appear the greatest. Meeting the first two layers, economic and legal, are necessary for a business to thrive in order to engage in the latter two.

SOCIALLY RESPONSIBLE MARKETING AND ETHICS

Social responsibility in marketing is often discussed with ethics. The difference between the two is that what's considered ethical in terms of business, society and individually may not be the same thing—nor do all business actions necessarily have to be socially responsible in order to be considered ethical. Some viewpoints of socially responsible behaviour espouse that the qualifying marketing actions not simply meet the minimum ethical guidelines of business, but voluntarily exceed them.

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AS A RESPONSE TO MAINSTREAM MARKETING

Socially responsible marketing emerged as a response to questionable marketing practices that have adverse effects on society.

The major economic criticisms that the conventional private marketing system receives from are as follows:

1) Mainstream marketing strategies generally lead to high prices. Due to the size of the chain of intermediaries in marketing, the distribution of commodities to consumers costs a lot. As a result, individuals pay higher premiums for the goods and services that they receive.

2) Contemporary marketing relies heavily on aggressive advertising and promotion. In order to offset the costs, companies charge higher prices through excessive mark-ups.

3) Product differentiation is one of the most commonly used marketing tools. But this not only creates an artificial psychological value attached to higher-priced brands but also raises environmental concerns about packaging. As such, socially responsible marketing rejects all deceptive marketing practices in pricing, promotion and packaging, even if they may seem technically legal.

In addition to the economic implications, marketing exerts a significant impact on the values of the society. The advocates of socially responsible marketing argue that the current system creates false wants, i.e. encourage people to buy more than they actually need, injects constant desire for material possession, and leads to excessive spending. Too much obsession with material goods in the long run may cause damage to the society as a whole. Corporate profit should not eclipse the collective benefit of the society. Thus, socially responsible marketing draws attention to the "social costs" that are embedded in the marketing, selling and consumption of private commodities. It calls for a marketing system that contributes to social and environmental sustainability, while producing profits for businesses.

TYPES

There are several related marketing concepts that fall under the umbrella of socially responsible marketing, these include: social marketing, cause related marketing, environmental or green marketing, enviro-perineurial marketing, quality of life, and socially responsible buying.

ENLIGHTENED MARKETING

The philosophy of enlightened marketing is a concept that falls under the umbrella of socially responsible marketing. Enlightened marketing states that "a company's marketing should support the best long-run performance of the marketing system. This concept contains the five principles: consumer-oriented marketing, innovative marketing, value marketing, sense-of-mission marketing and societal marketing.

In consumer-oriented marketing, the company "organizes its marketing activities from the consumer's point of view." Marketing activities focus on the needs of a defined user set.

Innovative marketing states that a company must continue to improve its products and marketing efforts, recognizing that if it doesn't, it risks losing business to a competitor that does.

The principle of value marketing contends that a company "should put most of its resources into value-building marketing investments." One criticism of marketing its short-term focus in the sense of promotions and minor improvements. Value marketing seeks to create long term customer loyalty by adding significant value to the consumer offer.

Sense-of-mission marketing suggests a company mission be defined in "broad social terms" as opposed to "narrow product terms." This technique frames the business goal in a way that the organization can rally behind a deeper sense of purpose.

The principle of societal marketing asks companies to consider the "consumers' wants and long-run interests, the company's requirements and society's long-run interests."

BENEFITS TO BUSINESS

The practice of socially responsible marketing has many distinct advantages for businesses who choose to embrace it.

In terms of financial advantages, the government has established a number of tax-cuts and other benefits for companies in many industries as incentives to be more socially responsible. For instance, companies that reduce their carbon emissions and pollution levels are often offered tax exemptions and other assets for their cooperation in the country's movement towards environmental awareness and responsibility.

Even in cases where pre-determined benefits like this are not available as incentives, it is still in a company's best interest in the long run to move towards more socially responsible methods. By dealing proactively with potentially harmful or socially detrimental marketing methods and deciding to promote the public well-being with their products, a company can effectively eliminate the need for legislative and regulative obstacles in the future. In other words, by making a concerted effort to be

socially responsible in the first place, a company provides less of a reason for the government to develop any taxes or extra restrictions on their business in the first place, which helps them in the long run.

Similarly, social responsibility in marketing helps to ensure that a company is, in fact, following the rules and this not only instils faith among the customer base, but also helps to keep the company out of any kind of trouble in terms of legal problems and also in terms of public relations.

Customers also appreciate social responsibility and as a result, companies can gain business and maintain it with more ease. For example, if a company can certify their product as "green," they gain a certain degree of competitive advantage over competition and many customers will be more willing to buy their product than one that has not been certified as "green," because they perceive the value of the product to be higher than others. Further, these types of things can instil a sense of faith and goodwill in customers and cause the consumers not only to feel better about buying the product in the first place, but also feel better about buying it again. Socially responsible marketing makes sense as a business strategy because it not only broadens and expands the customer base, but increases the likelihood of developing customer loyalty and getting them to buy their product again in the future.

WHAT IS SOCIAL RESPONSIBILITY?

Social responsibility (or, corporate social responsibility) is a theory that asserts that businesses, in addition to maximizing shareholder value, have an obligation to act in a manner that benefits society. The International Organization for Standardization (ISO) emphasizes that a business's ability to maintain a balance between pursuing economic performance and adhering to societal and environmental issues is a critical factor in operating efficiently and effectively.

UNDERSTANDING SOCIAL RESPONSIBILITY

Social responsibility means that individuals and companies have a duty to act in the best interests of their environment and society as a whole. Social responsibility, as it applies to business, is known as corporate social responsibility (CSR).

The crux of this theory is to enact policies that promote an ethical balance between the dual mandates of striving for profitability and benefiting society as a whole. These policies can be either ones of commission (philanthropy - donations of money, time or resources) or omission ("go green" initiatives like reducing greenhouse gases, abiding by EPA regulations to limit pollution). Many companies, such as those with "green" policies, have made social responsibility an integral part of their business models.

Additionally, more and more investors and consumers are factoring in a company's commitment to socially responsible practices prior to making an investment or purchase. As such, embracing social responsibility can actually benefit the prime directive - maximization of shareholder value. There is a moral imperative as well. Actions, or lack thereof, will have an effect on future generations. Put simply, being socially responsible is just good business practice and a failure to do so can have a deleterious effect on the balance sheet.

In general, social responsibility is more effective when a company takes it on voluntarily, as opposed to being required by the government to do so through regulation. Social responsibility can boost company morale, and this is especially true when a company can engage employees with its social causes.

KEY TAKEAWAYS

- Businesses, in addition to maximizing shareholder value, have an obligation to act in a manner that benefits society.
- Eliminate practices that harm or implement policies that benefit society and the environment.
- Adopt socially responsible policies that can boost profitability and hence, shareholder value.
- Moral imperative to "take care" of society and planet for future generations.

SOCIAL RESPONSIBILITY IN PRACTICE

Social responsibility takes on different meanings within industries and companies. For example, Starbucks Corp. and Ben & Jerry's Homemade Holdings Inc. have blended social responsibility into the core of their operations. Both companies

purchase Fair Trade Certified ingredients to manufacture their products and actively support sustainable farming in the regions where they source ingredients. Big-box retailer Target Corp., also well known for its social responsibility programs, has donated money to communities in which the stores operate, including education grants.

The key ways a company embraces social responsibility includes philanthropy, promoting volunteering and environmental changes. Companies managing their environmental impact might look to reduce their carbon footprint and limit waste. There's also the social responsibility of ethical practices for employees, which can mean offering a fair wage, which arises when there are limited employee protection laws.

SOCIAL RESPONSIBILITY CONCERNS

Not everyone believes that businesses should have a social conscience. Economist Milton Friedman stated that "social responsibilities of business are notable for their analytical looseness and lack of rigor." Friedman believed only individuals can have a sense of social responsibility. Businesses, by their very nature, cannot. Some experts believe that social responsibility defies the very point of being in business: profit above all else.

2. <u>OBJECTIVE OF THE PROJECT</u>

The objective of this research project is to identify the social issues and responsibility in media and marketing and how brands deal with them. How the trends have changed with the coming of social media and how companies deal with the more vocal and aware audience that doesn't shy away from sharing their thoughts. How have brands taken responsibility, whether they have taken responsibility at all or not? How have brands come back from a major backlash and how successful they were in doing so.

Along with understanding how the marketing and advertising industries affect the society, the present project aims to achieve the following objectives:

1. To analyse and evaluate the social issues in the marketing sector.
2. To perform internal analysis of this affects consumer buying decisions.
3. To develop an understanding of social responsibility of companies.
4. To draw the conclusions based on the overall project.

The main aim of the research project was to gather suitable knowledge about the social responsibility of the marketing industry along with studying cases where companies failed to do so.

3. <u>LITERATURE REVIEW</u>

The concept of the social role of business was placed in focus in the 50s of the twentieth century. This was partly due to the development of cooperation between business and the governments of the industrial countries during the Second World War and later, in the years of the "Cold War".

During this period, the Committee for Economic Development was established, which included the most prominent representatives of the business world. The main purpose of the Committee was to advise the governments on economic and commercial issues. Its importance, however, proved to be essential, because in this way it helped extend the participation of the business world in addressing issues of social and governmental policy.

It was also in the 50s of the twentieth century when the first thorough work on the subject appeared, written by Howard Bowen. In the book, he discussed the concept of social responsibility that can be applied in business. Awareness of broader social objectives in the process of business decision-making can bring social and economic benefits to society. The debate about the role of business in society was sparked by the events during the 1960s and 1970s. Jacoby argues that a serious opposition emerges in the public opinion against the business world.

In different spheres of society, a live interest arises in problems such as civil rights, the wars, women's equality, industrial pollution of the environment and the condition of our living surroundings as a whole, as well as the laws on consumer rights protection introduced by J.F. Kennedy in 1962. During the 1970s and 1980s of the XX century, in the centre of attention are the problems related to disarmament, nuclear power utilization, saving peoples in the Third World from starvation.

<u>LEGAL AND SOCIAL RESPONSIBILITY OF THE ORGANIZATION</u>

Social expectations towards business have changed over the years, and these changes have in turn entailed changes of the opinion of society about the role of business.

Most important in the process of social evaluation is that distinction is made between legal and social responsibility of organizations. Legal responsibility refers to observance of state laws and of applicable statutory regulations relating to a specific business that define what the organization is allowed or not allowed to do.

The organization acting in compliance with all statutory requirements conducts its business in a legally responsible manner, but this does not necessarily mean it is socially responsible as well. Social responsibility, as opposed to legal responsibility, implies a certain level of voluntary response to the social problems of the society.

ARGUMENTS IN FAVOUR OF AND AGAINST SOCIAL RESPONSIBILITY

Disputes about the role of business in society have given rise to numerous arguments in favour of and against its social responsibility.

Arguments supporting social responsibility:

1. Long-term growth perspectives favourable for the business. The social activities of a company that improve the living standard of the local community or eliminate the need for state regulation could be also in its own interest and contribute to the company's stability in society. Moreover, sizeable social allowances can, in the long term, stimulate development and profit growth, as consumers, suppliers, and the local community, create a more attractive image of the organization.

2. Changing needs and expectations of buyers. Business-related social expectations are constantly changing. To narrow the gap between new expectations and the actual response of companies, their involvement in solving social issues becomes an important and necessary task.

3. Availability of resources for rendering assistance in solving social issues. Essentially, business has at its disposal human and financial resources and is expected to make part of these available for use for social purposes.

4. The moral obligation to behave socially responsible. A company is a member of society and therefore must abide by ethic norms that control its conduct. In other words, the company, like each individual member of the public, must act in a socially responsible manner and contribute to strengthening the moral principles of society. Furthermore, regulations are not always sufficient to provide a solution for every case, and the organization must behave in a responsible manner to maintain public order and establish better relations between its members.

Arguments against social responsibility:

1. Violation of the principle of profit maximization. The part of the resources allocated for social needs influences the achievement of profit maximization. The company does its best to act a socially responsible one, but first and foremost it focuses on achieving its economic interests, leaving social issues to public institutions and agencies to deal with.

2. Expenses for social security contributions. These funds are regulated by the government authorities but ultimately reflect on consumers in the form of higher prices.

3. Lack of operational transparency to the public. Most often company managers fail to realize that they are to a certain extent accountable to the public, to some of its circles. The market economic system has a good control over the economic indicators of the company's standing and performance in the market but poorly controls its social responsibility to the public as a whole or to particular social groups. Here of utmost importance is the role of society and its organizations in establishing moral principles and obligations and involving public authorities and businesses in certain social activities that they otherwise find irrelevant and disregard, without assuming any responsibility to the public.

4. Insufficient knowledge or skills to solve social issues. Any company's staff is generally well prepared to work in the field of economics, marketing and technology. However, they lack experience that would

allow them to contribute to finding solutions to social issues concerning the staff members themselves as well as the society as a whole. In this regard, the improvement of the level of social responsibility requires the society to produce experts who, when appointed at the respective governmental positions or in charitable organizations, will be able to work for problem solving in the social sphere.

GOOD PRACTICES OF SOCIAL RESPONSIBILITY

Studies carried out by foreign authors on the standpoint company managements take about corporate social responsibility reveal a positive trend towards enhanced responsibility. Managers having participated in the research believe that the pressure for increasing the social responsibility of business is real, is of substantial importance, and will continue its upward trend.

Other studies indicate that representatives of company managements are involved in the work of various NGOs and their bodies that deal with the issue of social responsibility to society. Among the most substantial obstacles in developing programs related to social responsibility are the demands raised by employees (managers and workers) of the company for an increase of their income (salaries).

The ambition for a rapid increase in profits and income forces the company management to walk away from allocating part of company resources for programs focused on the social responsibility to society.

1. Educational level improvement programs: To support people's motivation to pursue improvement of their education, the companies may distribute subsidies for further training and re-qualification in various educational institutions. In such way additional subsidies are granted to training organizations whose primary function is to provide quality education to their students.

2. Subsidy programs for hospitals and cultural institutions: Within the framework of this program, the organization signs bilateral agreements with hospitals for carrying out complete medical examinations of

employees and additional examinations as needed. Where such possibility exists, the company allocates funds to support cultural development, i.e. for subsidizing the work of artists, organizing exhibitions, etc.

3. Social services program: In the economically developed countries (IBM – USA) the companies help non-governmental organizations and support their retired employees. What is more, the company management provides fully for all their living expenses. This is a good practice which for the time being may be applied only to a certain extent.

4. University support program: The purpose of this program is to provide (permanent) support for the higher education by purchasing (providing) advanced technological equipment, granting yearly scholarships to excelling students and scholars, providing financial support to university lecturers to enhance their qualifications at leading institutes and organizations. Hiring tutors to conduct refresher courses and specializations. Introducing advantage criteria for the employment of young university graduates. Sending children with disabilities to study at specialized university centres.

5. Funds supporting regional organizations: The companies may implement programs to support organizations that provide services to their employees. A company may establish a fund to help enhance the use of services provided by these organizations and some material resources of the company. Such fund can be used in good support to education (nurseries and kindergartens, vocational schools and universities).

6. Fund to help the training of disabled people: The purpose of the fund is to provide financial support to groups of disabled people to help with their training which takes place in training centres. It can offer also material assistance, such as purchasing of computers, to help introduce IT technologies in education.

ETHICS AND CONTEMPORARY MANAGEMENT

The main challenges facing social responsibility are the personal qualities of the members of the organisation and their perception of right and wrong. Individuals who believe that "the organisation has to maximize profits in compliance with the legal regulations" consider profitability, effectiveness and strict observance of the laws to be of primary importance and place insufficient value to the altruism.

They believe that an organisation is well managed and socially responsible as long as its activities follow certain values. To be able to make the right choice of behaviour an individual should be first acquainted with the notion of ethics. Ethics is built on certain principles based on the concept of right and wrong behaviour.

Ethics in business does not relate merely to the idea of socially responsible behaviour. It encompasses a wider range of behavioural decisions for both managers and employees.

The managers of an organisation must exercise dynamic decision making while respecting the necessary balance between the business interests of the organisation and the behavioural limits, deemed unacceptable by the society.

The ethical business problems relate to the conflict or to a lesser degree to the probability of such a conflict, between the financial performance of the organisation, revenues, expenses and profit and the social responsibility performance, expressed through the obligation of the organisation towards its members and society.

A modern approach to increase social responsibility performance is to train the organisation's managers and other responsible employees how to handle ethical issues which they encounter in their daily work. Ethics could be also taught at universities thus creating an initial understanding of its related issues. Organisations are undertaking various measures and decisions, such as specialized training sessions, to form the ethical norms of behaviour of their managers and employees.

The ethical norms of an organization represent a system of shared values and ethical rules, which should be observed by each employee. Their purpose is to describe the goals of the organization, to create a healthy ethical environment and to determine the ethical guidelines for decision making. The management of IBM states that the company expects from each employee in every situation to act in accordance with the business standards.

Business ethics are of utmost importance in international relations as well. It is obvious, that while acting in their own interests, multi-national companies must also consider their role as intermediaries for the exchange of economic and social development. As such companies tend to have a lasting impact on the parties they engage with during their business activities, the ethical issues should become an important element of the overall planning of their organization.

The ethical standards are different in the different countries. The ethics do not have a "maximum limit". Multinational companies would typically have a sophisticated organization of the business and production activities and, in most cases, a high level of ethical behaviour and control. The focus of organizations on ethics is expected to increase with the growth of the economic wealth of its employees and the society.

WHY IS SOCIAL RESPONSIBILITY IMPORTANT IN MARKETING?

The concept of social responsibility holds that businesses should be good citizens, balancing their money-making operations with activities that benefit society, be it on a local, national or global scale. Social responsibility in marketing involves focusing efforts on attracting consumers who want to make a positive difference with their purchases. Many companies have adopted socially responsible elements in their marketing strategies as a means to help a community via beneficial services and products.

Interestingly, the philanthropic practice can be a good business tool as well. "Some 52% of U.S. consumers factor values into their purchase choices," seeking brands that "proactively promote beliefs and values aligned with their own," noted a 2017

presentation "The Power of a Values-Based Strategy," by Forrester Research, a market research company that advises corporate clients. "The Sustainability Imperative," a 2015 report by Nielsen that surveyed 30,000 consumers in 60 countries, found that 66% of consumers were willing to pay more for goods from brands that demonstrated social commitment. And a 2017 "Corporate Social Responsibility" study by public relations and marketing firm Cone Communications indicated that 87% of Americans will purchase a product because its company advocated for an issue they cared about.

HOW SOCIAL RESPONSIBILITY IN MARKETING WORKS

Recyclable packaging, promotions that spread awareness of societal issues and problems, and directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies. For example, a clothing company's marketing team may launch a campaign that encourages consumers to buy a bundle of its socks versus one pair; for every bundle sold, the company donates a bundle of socks to military personnel overseas or to local homeless shelters. As a result of these donations, the company brands itself as socially responsible and ethical, which ultimately attracts customers who are engaged in socially responsible commitments and who want to support the welfare of the community.

Corporate responsibility goes hand in hand with socially responsible practices. For example, administrators, executives, and shareholders and stakeholders must practice ethical behaviours and join the community in promoting responsible marketing efforts. Putting on appearances or greenwashing, the practice of promoting deceptively environmentally friendly processes or products indicates to customers that the company is not committed to social responsibility; such behaviours can ultimately hurt the brand and the company's success. Consumers often can see through gimmicks, slogans, or efforts that are not genuine or ineffectual. In fact, 65% of the Cone study respondents say they'll research a company's stand on an issue, to see if it's being authentic.

REAL LIFE EXAMPLE OF SOCIAL RESPONSIBILITY IN MARKETING

Some critics question the concept of social responsibility in marketing, noting that these highly publicized, expensive campaigns are colourful but highly limited (both in scope and in duration), and do little to eradicate the root sources of problems. They wonder if it wouldn't be more efficient if companies—or consumers, for that matter—just contributed funds directly to charities or philanthropic causes.

Certainly, the strategies that seem the most effective are those in which a company finds a way to link its core product directly to its socially responsible endeavour, and also to broaden its efforts. The popular Toms label is a case in point. The shoe and sunglasses maker began in 2007 with its "one for one" campaign: For every pair of slip-ons or boots bought, Toms donated a pair of shoes to a child in need; for every pair of glasses, it paid for an eye exam and treatment for an impoverished person.

Although it has furnished millions with shoes and eye care, and the buy-one-donate-one model has been adopted by other trendy brands, Toms' founder Blake Mycoskie decided it wasn't enough. To address more underlying issues of poverty, he committed to manufacturing shoes in areas around the globe where he donated them—Cuba, India, Kenya. As of 2019, Toms has created more than 700 jobs. The company also has its eye on improving infrastructure: Having expanded into coffee, Toms donates proceeds of its sales to building clean-water systems in the communities where the beans are grown.

Though the pursuit of social responsibility and ethical marketing does not automatically translate into increased profit, it is still the responsibility of the firm to ensure it is responsible for its actions and their impact on society. Here we try to:

1. Understand business ethics and socially responsible marketing.

2. Develop and implement a socially responsible marketing plan.

3. Study the main aspects of socially responsible marketing.

4. Understand the characteristics of socially responsible marketing.

5. Define the five benefits of integrating ethics into a company's marketing strategy.

6. Find out the ethical issues faced in marketing.

7. Summarise the unethical marketing practices that ruin companies.

UNDERSTANDING BUSINESS ETHICS AND SOCIALLY RESPONSIBLE MARKETING

To be socially responsible is when the organization is concerned about people, society and environment with whom and where it conducts business. In its most basic form, socially responsible marketing is taking moral actions that encourage a positive impact on all the company's stakeholders, including employees, community, consumers, and shareholders. The main responsibility of marketers in this aspect is to package and communicate the organization's decisions that will impact the various communities with which they interact. Consumers have the right and power to decide which companies succeed or fail; therefore, marketers have a major responsibility to ensure their practices are seen as philanthropic without being phony.

ETHICAL MARKETING IN GENERAL

Ethical Marketing is a philosophy that focus focuses on honesty, fairness and responsibility. Though wrong and right are subjective, a general set of guidelines can be put in place to ensure the company's intent is broadcasted and achieved. Principles of this practice include:

- A shared standard of truth in marketing communications
- A clear distinction between advertising and sensationalism
- Endorsements should be clear and transparent
- Consumers' privacy should be maintained at all times
- Government standards and regulations must be adhered and practiced by marketers.

AMERICAN ETHICAL NORMS AND VALUES FOR MARKETERS

The American Marketing Association has designed a statement of ethics that governs marketers' actions. The introduction of the statement reads in summary that values are the representation of the collective idea of desirable and morally correct conduct. And that the values outlined in the document serve as the standard by which

individuals measure their own actions and those of others including marketers. These values facilitate best practices when transacting business with the public and all involved.

There are 6 ethical values that marketers are expected to uphold, and these are:

1. Honesty – Be forthright in dealings and offer value and integrity.

2. Responsibility – Accept consequences of marketing practices and serve the needs of customers of all types, while being good stewards of the environment.

3. Fairness – Balance buyer needs and seller interest fairly, and avoid manipulation in all forms while protecting the information of the consumers.

4. Respect – Acknowledge basic human dignity of all the people involved through efforts to communicate, understand and meet needs and appreciate contributions of others.

5. Transparency – Create a spirit of openness in the practice of marketing through communication, constructive criticism, action, and disclosure.

6. Citizenship – Fulfil all legal, economic, philanthropic and societal responsibilities to all stakeholders as well as giveback to the community and protect the ecological environment.

CANADIAN MARKETING CODE OF ETHICS AND STANDARDS AND PRACTICES

The Canadian Marketing Association also has a code of ethics and standards, which is a self-regulatory guideline for marketers. Though marketers are responsible for their marketing content, members of the CMA must abide the code. The principles of this code include:

1. Truthfulness, which is an accurate representation of products and support of claims, made.

2. Personal Information protection, which is defined in the Personal Information Protection and Electronics Documents Act (PIPEDA).

3. Campaign Limitation covers non-involvement in disparaging or exploitative practices and the protection of vulnerable consumer groups such as children, teenagers, people with disabilities and the elderly.

MERGING SOCIAL RESPONSIBILITY AND MARKETING

Companies are aware that consumers are savvy and opinionated. So, with this in mind, firms should create an ethically sound marketing plan and integrate it into all aspects of their marketing mix.

1. Do good not just to look good – focus on being responsible and how your firm can truly help the neighbourhood or country. It is in doing so that your customers, the press, and all those watching will be impressed.

2. Think about long term effects, not short-term gains – short sighted companies will undervalue the impact of responsible marketing for instantly gratifying increase.

3. Speak up against company policies that do not reflect the ethical profile of the company – as the face of the company, marketers should voice their concerns when there is a potential for a practice to be seen as unethical.

DEVELOPING AND IMPLEMENTING A SOCIALLY RESPONSIBLE MARKETING PLAN

While ethics and social responsibility are sometimes used interchangeably, there is a difference between the two terms. Ethics tends to focus on the individual or marketing group decision, while social responsibility takes into consideration the total effect of marketing practices on society.

In order to foster an ethical and socially responsible behaviour pattern among marketers while achieving company objectives, special care must be taken to monitor trends and shifts in society's values and beliefs. Next, marketers should forecast the long-term effects of the decisions that pertain to those changes. Bearing in mind that

a company cannot satisfy the needs of an entire society, it best serves marketers to focus their most costly efforts on their target market, while being aware of the values of society as a whole.

Five simple steps every marketer can take to create a sustainable socially responsible market plan are:

1. Define what is ethical marketing for your firm.

2. Decide which branch of ethics your marketers will apply.

3. Determine how the ethical approach to marketing will be implemented.

4. Discuss areas of the firm's operations that ethical marketing will be included as part of the program.

5. Analyse and assess how much ethical marketing will cost the company and compare this against the benefits of ethical marketing in the long run.

MAIN ASPECTS OF SOCIALLY RESPONSIBLE MARKETING

Social conscious marketing addresses the shortcomings of traditional marketing practices and follows the philosophy of mindfulness and responsibility. This philosophy states according to Chron.com, that company-marketing practices should be based on consumer satisfaction, innovative ideas and offer society long-term value and benefit.

Below is the list of main aspects socially responsible marketing practice rely on.

1. Consumer Orientation: This socially responsible practice teaches that companies should base policies and operations on a consumer perspective. Not only will the marketer discover the customers' needs, they will also, look at their plans as if they were the users. As an example, an over-crowded website with lots of ads dumped onto it will be easily spotted if the marketers were to practice this method.

2. Innovation: Improving products and services in innovative manner improves the experience for users. And improving marketing strategies,

polices, and brand personality, on an ongoing basis will position your company as an innovative experience to be repeated and passed on.

3. Value of the product**:** A company that produces valuable products and focuses on offering the customer great pricing, excellent experiences and great customer service will not have to resort to pushy sales tactics and gimmicks. Apple brand is famous for having people happily wait in line overnight to be first to own an upgraded product.

4. Sense of Mission**:** A clearly defined corporate mission will help companies be clear about their plans, goals, and practices. By putting the good of the community and associates over profit, companies will indeed see an increase in the number of consumers willing to pay premium prices for their products.

5. Impact on Society**:** Unlike traditional marketing focus, which was cost reduction and profit increase, socially responsible marketers are more focused on providing goods and services consumers want, gaining feedback for improvement and giving back to the communities that helped them become who they are.

CHARACTERISTICS OF SOCIALLY RESPONSIBLE MARKETING

Marketers get the right products to the right people at the right time. Ethical marketers ensure the products meet and exceed their needs, back up their claims and offer value to the customers over time while finding opportunities to pay it forward.

A company that uses ethical and socially responsible marketing strategy will gain the respect and trust of the customers they target and interact with. Over long term, this will translate to greater benefits all round.

Today's firms can make their practices more ethical and responsible by perfecting the following characteristics.

1. Safety: Any product or service that could be hazardous to the health conditions of people, animals or the environment should have clear advisories and warnings. Once the problem is identified the company can

collect data to help improve the product and reduce or eliminate the danger. An example would be fast food restaurants eliminating the use of hydrogenated oils even before trans fats were banned.

2. Honesty: Ensuring a product satisfies a need it promises to, or aids in providing a lifestyle it advertises. Advertising should be transparent about possible side effects and not puff up results, so clients come to respect the honesty of your advertising.

3. Transparency: Any techniques to manipulate and hide facts and information customers need could harm a company. Just think of the way people regard a company such as Enron that hid information and was not open to the stakeholders about what was happening.

4. Ethical Pricing: Gathering data about your target market will give you information on how much they are willing to pay for your product. The rest of the pricing strategy, in a simplified manner, should be based on overhead costs and supply and demand. Creating fake shortages and bad mouthing the competition are considered unethical marketing practices.

5. Respecting Customer Privacy: When customers trust enough to allow you access to their information, selling it to lead companies or obtaining prospective customers' information without permission is unethical and breaks trust. Nobody wants to buy from the creepy guys, no matter how beautifully packaged their products are.

SOME COMMON ETHICAL ISSUES FACED IN MARKETING

So-far we have seen that ethical marketing can guide advertising, research and data use, strategies for gaining an edge over the competition and company polices. However, there can also be some problems that arise from trying to employ an ethical marketing strategy.

1. Irresponsible Market Research: Improper market research and grouping can lead to stereotyping that shapes undesirable beliefs and attitudes and consequently affect marketing behaviour. For example, assuming that all

women like pink and therefore basing an entire advertising campaign on that belief could be a costly mistake.

2. Selecting Specific Market Audience: According to Boundless.com, the use of selective marketing practice is to weed out the consumers considered by companies as less than ideal, but often causes social disparity and unrest. Practices such as Victoria Secrets' "Perfect Body Campaign," which came under a lot of fire from consumers for excluding every woman but those shaped like the long legged, thin and well-endowed supermodels in their ad, can turn people away from a company.

3. Unethical Advertising and Promotion: Making false claims about what the product does and its importance is an unethical way to gain profit. For many years, Nestlé has been the target of many boycotts for predatory and aggressively marketing baby foods, especially to women in poorer countries as a better substitute to breastfeeding. This manipulative marketing technique has caused a lot of damage and loss to these children and their families.

4. Delivery Channel practices: Marketing in ways like cold calling through telemarketing companies that purchase leads are not only annoying, they are disruptive and untrustworthy. Unsolicited approaches are these days almost synonymous with direct marketing and has left the industry with a tainted reputation. So have television commercials, email spam and direct mail, which people are going to significant lengths to avoid.

5. Dealing with competitors: Many companies advertise cheap prices as a "bait" and then once they draw in the customers, "switch" them over to a more costly product, because the advertised good was not available, insufficient or not of any value to the customer. Many online surveys and work at home opportunities use this unethical marketing technique.

6. Pricing strategies: Predatory pricing or pricing beneath the competition so as to cannibalize the market and restrict the competition is an unethical pricing strategy. And setting up barriers that prevent smaller companies from entering the market is unethical as well.

ETHICAL ADVERTISING

Advertising must follow certain moral principles certain rules and should not degrade or adversely comment on the other products and brands. It should highlight the positive points of its own products and be of good standard. It should not be offensive and in bad taste.

Advertising should not be untruthful, deceptive and should not misguide the consumers. Some companies advertising about their two wheelers and four wheelers vehicle advertise that they will cover X number of kilometres per litre when in practice the kilometres covered are much less. These advertisements deceive the customer; sometimes advertisers have made false claims or failed to award prizes promised in sweepstakes or contests.

The problem of untruthful advertising and promotion exists at the local level and in specific areas such as mail order, telemarketing and other forms of direct marketing. Ethics in advertising must be given its place.

Ethics cover various aspects. These range from the truthfulness of validity of claims to the mode of presentation of the advertisement. The advertising of products like cigarettes, alcohol and other injurious materials have to be dealt carefully. The authorities as well as the advertisers and the agencies should make a set of rules and regulations. It should adhere to certain values and give satisfaction to the consumers.

Another issue is the advertising directed on children. The children are exposed to adult advertisements and those advertisements that are not made for children. The adult advertisement may show some indecency and obscenity, which may not be good for children.

Therefore, advertising should:

1. Be truthful: It should reveal the truth and significant facts.

2. Be substantiative: It should substantiate with proofs. E.g.; Kapil Dev professes that "Boost is the secret of my energy".

3. Be non-comparative.

4. Give real and true guarantees.

5. Avoid false claims.

6. Adhere to taste and decency.

7. Should keep away from offensive and untrue publicity.

Advertising communicates the message some of which may not be acceptable to the society. These immoral and unethical values are controlled by self-control, control of consumers and by the government. Some say that some Ads degrades the ethical values of the society. For instance, some advertisers project their medicine as giving immediate relief like magic is not acceptable. There are a number of unrealistic situations. The fairness of presentation is essential for any Ad. Value system is also getting eroded. Obscenity and nudity are example of these. Gambling and lotteries should not be promoted. The names of celebrities should be used without their permission.

The advertisements should be in line with the traditions and customs of the society. The media should also play an important role and should be able to reject advertisements which are misleading and incorrect. This should be the case with Newspaper, Magazines, Radio and T.V. Media. Consumers should also boycott the advertisements and products advertised which are not ethical this can be done through consumer groups and opinion leaders. The government can also play a vital role in curbing the unethical advertisement by making appropriate rules and regulation.

SOCIAL ISSUES IN ADVERTISING

While advertising has been criticised for many reasons yet there are many points in favour of social advertising.

Its benefits are as under:

- It improves the social and cultural behaviour of people.

- It is a tool which can be used for the welfare of the society.

- It improves the economic well-being of the people.

- It exposes them to opportunities for employment and for making their lives better.

- It gives them new ways of satisfaction.

- Socially acceptable advertising is good for the people.

- Advertising should change with the change in social values.

The advertisement of today would not be acceptable two decades back but now the society has become more liberal and more open, advertising is acceptable.

It informs the housewives of the products available which can reduce their drudgery. Such products advertised are the cooking gas, washing machine, mixers, grinders etc.

It propagates family planning—a great need of the nation. It makes people aware of various diseases like Cancer and AIDS. It makes them aware of the treatment for these ailments.

Stressing on the negative aspects of advertising we have:

1. Deception Advertising: Many people find the advertisements not credible enough or untruthful which deceives the consumer. The advertiser must have available data to support their claims. Mis-representation or ambiguous statements are considered as deception.

2. Appeal: Appeal to violence and drugs, appeal to obscenity, nudity etc. have been criticised by people. The cumulative effect of these appeals are very dangerous and can change the behaviour of human beings towards indulgence in these things. Sometimes, audience is repelled rather than be attracted by repetitive advertisements, sometimes it irritates the audience, creates a clutter, and also information overload that confuse the audience.

3. It also has an adverse effect on children. Children are vulnerable to obscenity, nudity and violence in ads. It leads them to adopt different kinds of behaviour and they became disinterested in other activities like studies, sports and presuming their career.

4. Many people specially women's organisations have objected to objective advertisement and too much exposure of women in ads.

Advertising has encouraged the proliferation of brands although there are no significant differences in the products. Symbolic differences are created by advertisers. This confuses the customer.

Then there is the desire to buy products which their neighbour or relatives have bought. This leads to envy and the advertiser exploits these desires. Advertising also tries to create a "status symbol".

It tries to create desire to satisfy their ego. The Neo Riche in India try to emulate the higher-income group and buy products that are used by them. It reduces interpersonal relationship and develops groups relationship.

Advertising also creates unnecessary comparison between two products. Although, some experts are in the favour of comparative advertising others speak against it. All the multiple aspects of advertising confuse the consumers.

This also leads the advertiser to adopt unethical and non-social aspects of advertising.

Although advertising is criticized on many grounds but it gives a boost to the economy and maintains its ground and is becoming a bigger tool marketing.

1. Since advertisement is directed at the society, it affects the society in many ways. Advertising is criticized on the grounds of the deception, manipulation, bad taste and manipulating consumers against their will. It is believed that the persuasiveness of ads has an impact on the value system of the society.

2. The consumer is deceived when the benefits he perceives are far below his expectations. This could be due to miscommunication or improper emphasis on attributes. Advertisement as a whole should not be misleading. It should not conceal material facts and give a true picture of the benefits, the cost and the offer.

3. For example: "Buy X brand of batteries with a trip to U.S.A." This Ad is misleading. It should be written as, "Buy X brand of batteries with a chance of a trip to U.S.A.

4. Advertising is criticized of manipulating the buyers to make a decision against their will or interest. Playing on the sub-conscious mind, motives and various form of appeals.

5. The appeals generated by the advertisements are sometimes so strong that the consumer fully believe in them and does not apply his/her mind to make a decision and buys it without much thought.

4. __EXAMPLE__

<u>Pepsi's Kendall Jenner Political Protest Campaign</u>**:** If the Black Lives Matter movement was led by a 22-year-old white supermodel armed with a cold can of cola, then maybe everyone could finally get along, right? Wrong! That was the vision Pepsi unsuccessfully presented in their ad campaign featuring reality TV star and top model Kendall Jenner. The ad was pulled on Wednesday, April 5th, 2017 after widespread criticism and accusations that it appropriated a nationwide protest movement that followed multiple police shootings of African Americans.

Figure: Pepsi's ad featuring Kendall Jenner

It wasn't long after they rolled out the add that Pepsi pulled the plug and began begging forgiveness. Within 24 hours of their blunder, Pepsi released a statement that read, "Pepsi was trying to project a global message of unity, peace, and understanding. Clearly, we missed the mark, and we apologize. We did not intend to make light of any serious issue. We are removing the content and halting any further rollout. We also apologize for putting Kendall Jenner in this position." It's safe to say they missed a lot more than the mark, but this surprisingly wasn't a total bust for the soft drink giant.

The Morning Consult survey found that "about 44% of people had a more favourable view of Pepsi after watching the ad. Only 25% of those surveyed has a less favourable view."

Dove Body Wash Commercial: As part of its "Campaign for Real Beauty" Unilever's Dove has launched a plethora of ad campaigns, but it was the dreaded ad in 2011 that completely missed the mark and got people all riled up. After a 30-second TV commercial was released in the US, featuring three women of different races with a label "before" over a black woman and "after" over a white woman, viewers were left dumbfounded about the new level of tone-deaf dove had managed to ascend.

Figure: Dove's Body Wash Commercial

It wasn't long after the clip was published that Dove rushed to unequivocally apologize for any offense caused by the ad, releasing a statement via Twitter and Facebook. The group made it clear that an internal review process for making and approving social media ads was underway to prevent this kind of mistake in future. While an apology like this would have been sufficient in an ordinary case, it was the second time that Dove was accused of racism, and this time people weren't so willing to forgive.

Dove ☑ @Dove   7 Oct
An image we recently posted on Facebook missed the mark in representing women of color thoughtfully. We deeply regret the offense it caused.

Ava DuVernay ☑
@ava

You can do better than "missed the mark." Flip + diminishing. Deepens your offense. You do good work. Have been for years. Do better here.
1:46 PM - Oct 8, 2017

♡ 2,749   ○ 628 people are talking about this

Figure: A tweet from Dove's twitter page

The brand's track record of distasteful advertisements, however, hasn't marred Dove's financial standings. Since embarking on its unique initiative Dove has not only won a plethora of ad awards and sold tons of product, it has also enjoyed a hefty sales jump to $4 billion today from $2.5 billion 14 years ago in its inaugural year. But has the company managed to accomplish its main goal of changing perceptions of race and body image?

Research conducted by Harvard psychologist Nancy Etcoff, who examined the campaign then and now, found that more women today define beauty on a broader spectrum of qualities, particularly confidence. Etcoff's research also concludes that nowadays women form beauty ideals more so on social media than traditional media. The research project was funded entirely by Unilever, but Dove isn't taking all of the credit. "I'm sure we've played some part," said Steve Miles, senior VP-global marketing.

5. RESEARCH METHODOLOGY

5.1 TITLE

To study the amount of social responsibility in marketing and how it affects consumer perception of a brand.

5.2 TITLE JUSTIFICATION

The study is helpful for us in knowing about the various kinds of behaviours shown by consumers and their preference when they watch a brand being socially responsible or not. It also helps us in knowing what are people's preference when it comes to marketing campaign and how are their buying decision affected after a controversy. Also, we derived an understanding of how consumers perceive social responsibility in marketing and advertising.

5.3 RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is the systematic method consisting of enunciating the problem, formulating hypothesis, collecting data and facts, analysing the facts and reaching certain conclusion either in the form of a solution towards the concerned problem or in certain generalizations for some theoretical formulation. It is the process used to collect information and data for the purpose of making business decision either by Primary Sources or Secondary Sources. This study is based on both the primary data and secondary data. It involves direct investigation with students.

5.4 RESEARCH DESIGN

A research design is the plan of a research study. The design of a study defines the study type.

E.g. Descriptive: Correlational, Semi experimental, Experimental, Review and Sub-types Descriptive: Longitudinal, Case Study etc.

Research Design is a framework that has been created to seek answers to research questions.

THE RESEARCH DESIGN USED HERE IS DESCRIPTIVE

Descriptive Research is a study designed to depict the participant and their behaviour in most accurate way. It is all about describing people who take part in the study.

Descriptive Research can also be explained as a statement of affairs as they are present with the researcher having no control over variable factors. Moreover, "Descriptive studies may be characterized as simply the attempt to determine, describe or identify what is, while Analytical studies attempt to establish why it is that way or how it came to be".

Descriptive Research is aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method.

In its essence, Descriptive studies are used to describe various aspects of the phenomenon.

In its popular format, descriptive research is used to describe characteristics and/or behaviour of Sample population.

An important characteristic of Descriptive Research relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study. Three main purposes of descriptive studies can be explained as Explaining, Describing and Validating research findings.

ADVANTAGE OF DESCRIPTIVE RESEARCH:

1. In Descriptive Research there is possibility to observe the phenomenon in a completely natural and unchanged natural environment.
2. It gives us the opportunity to integrate the qualitative and quantitative methods of data collection.
3. It is less time consuming than Quantitative experiments.
4. It is effective in analysing non-qualified topics and issues.

DISADVANTAGES OF DESCRIPTIVE RESEARCH:

1. Descriptive Studies cannot test or verify the research problem statistically.
2. Research results may reflect certain level of bias due to the absence of statistical tests.

3. The majority of descriptive studies are not 'repeatable' due to their observational nature.
4. Descriptive studies are not helpful in identifying the cause behind described phenomenon.

5.5   <u>DATA COLLECTION SOURCES</u>

Statistics is a study of dealing with and interpreting large numbers and not just dealing with one number. There are mainly 2 types of data which are used in this project:

PRIMARY DATA

Primary Data refers to the original data collected directly from the source. It is the data that has not been previously published, e.g. In Marketing; primary data can be collected from the first hand users by the means of survey or observation. In this study I have used the following ways of collecting primary data:

Direct Contact: Direct contact was made with college students and young working-class people to collect data and information through questionnaire and discussion.

SECONDARY DATA

Secondary Data is collected by someone other than the user. It may be a data which has been collected and compiled for some other purpose. Common sources of secondary data may be from published records, internet, journals, organizational records etc.

Data from Internet and other sources was taken to assess the extent of social responsibility in marketing and advertising and their effect on the consumer buying behaviour, their perception and preference towards it.

5.6   <u>SAMPLING</u>

Sampling is the process of learning about population on the basis of the sample drawn from it. Under this method a small group of people is taken out as the representative of the whole mass and the results are drawn.

Sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population. It is the method to make social investigation practicable and easy.

5.7   <u>SAMPLING TECHNIQUE</u>

The technique used in this project is Convenience Sampling. A Convenience Sample is a type of non-probability Sampling Method where the sample taken from a group of people easy to contact or to reach.

1. Sample Unit: The Sample Unit were the college going students and working-class people.
2. Sample Area: The area used for survey was Delhi area.
3. Sample Size: The size of the sample is 103 people.

6. CASE STUDY

6.1   DATA ANALYTICS

Question 1: What is your gender?

| Gender	Number	Percentage
Female	66	64.1%
Male	37	35.9%

Gender

103 responses
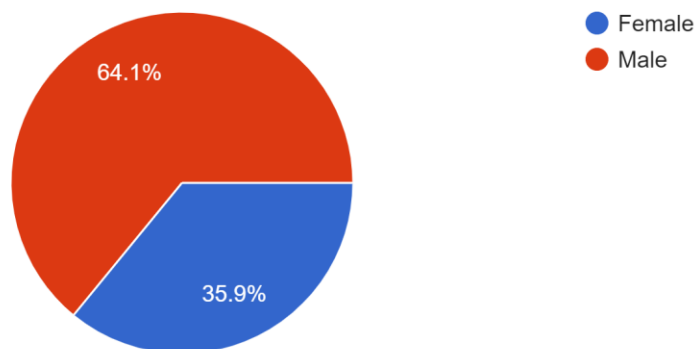
Graph: 1

INTERPRETATION:

Out of the 103 people that took the survey, 66 were female and 37 were male. As a result, 64.1% of the respondents were female and the rest 35.9% were male respondents.

Question 2: What is your age?

Age Range	Number	Percentage
18-20	16	15.5%
21-25	78	75.7%
26-30	8	7.8%
30 and Above	1	1%

Age
103 responses
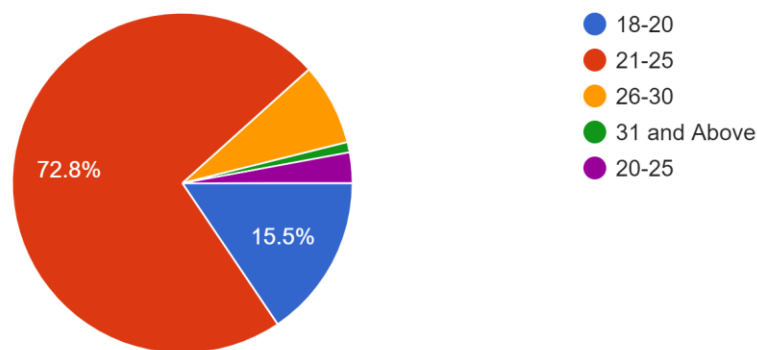
Graph: 2

INTERPRETATION:

15.5% of the respondents were between the age of 18 and 20. 75.7% of the respondents were between the age of 21 to 25. 7.8% of the respondents were between the age range of 26 and 30 and 1% of the respondents was above the age of 30. Which means that out of the 103 people that took the survey, 16 were older than 18 but younger than 20, 78 people were between the age of 21 and 25, 8 people were between the age of 26 and 30 and only one of the respondents was above the age of 30.

Question 3: Do you believe that brands have a certain responsibility towards the society?

Answer	Number	Percentage
Yes	91	88.3%
No	4	3.9%
Can't Say	8	7.8%

Do you believe that brands have a certain responsibility towards the society?

103 responses
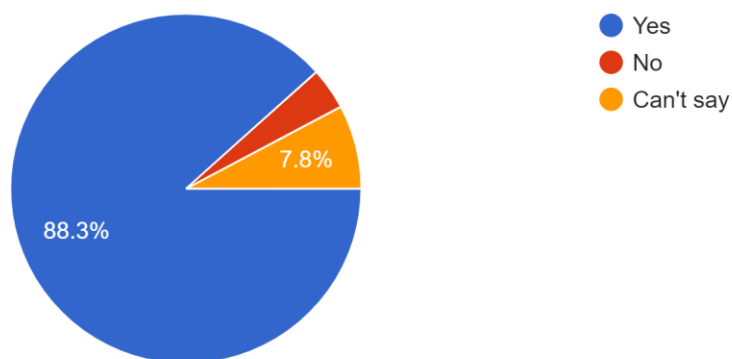
Graph: 3

INTERPRETATION:

91 out of the 103 people who took the survey think that yes, brands have a certain responsibility towards the society. 4 people think that no, brands do not have a responsibility towards the society and 8 people were undecided. Therefore, 88.3% of the people think that brands do have a social responsibility, 7.8% can't say and 3.9% do not think that brands have any responsibility towards the society.

Question 4: Is it okay for brands to make fun of certain groups of people (based on age, gender, race, education etc) in their ads if its all in light humour?

| Answer	Number	Percentage
Strongly disagree	46	44.7%
Disagree	25	24.3%
Neutral	17	16.5%
Agree	12	11.7%
Strongly Agree	3	2.9%

Is it okay for brands to make fun of certain groups of people (based on age, gender, race, education etc) in their ads if its all in light humour?

103 responses
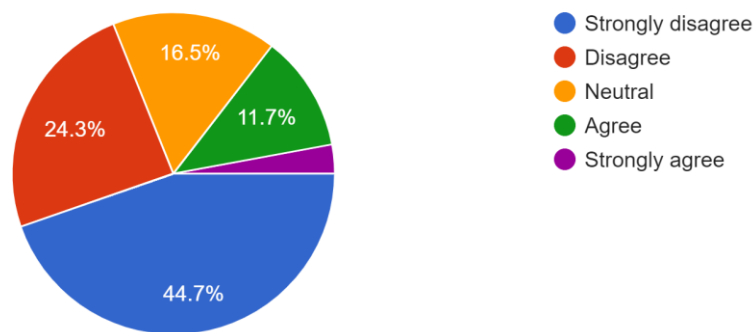
Graph: 4

INTERPRETATION:

46 people out of the 103 who took the survey strongly disagree with the question and think that it is not okay for brands to make fun of certain groups of people. 25 disagree and17 people remain neutral. 12 out of the 103 respondents agree that it is okay for brands to make fun of certain groups of people based on gender, race, education etc in their ads as long as it is in light humour and 3 people strongly agree with the same. That means about 44.7% of the respondents strongly disagree, 24.3% agree, 16.5% remain neutral, 11.7% agree and the remaining 2.9% of the respondents strongly agree with the statement asked in the question.

Question 5: Has a questionable marketing campaign ever affected your decision to buy from a particular brand?

Answer	Number	Percentage
Yes	51	49.5%
No	16	15.5%
Maybe	34	33%
Define Questionable	2	1.9%

Has a questionable marketing campaign ever affected your decision to buy from a particular brand?
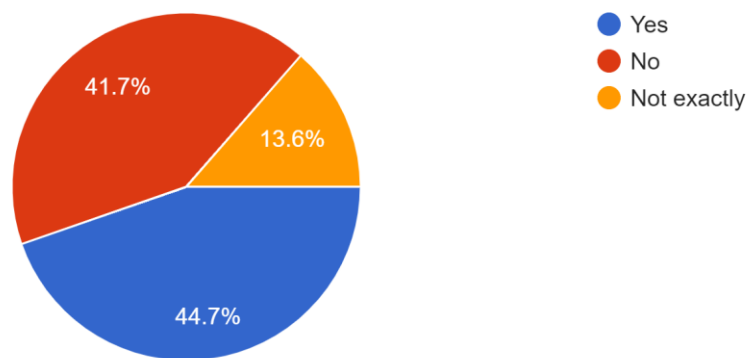
103 responses
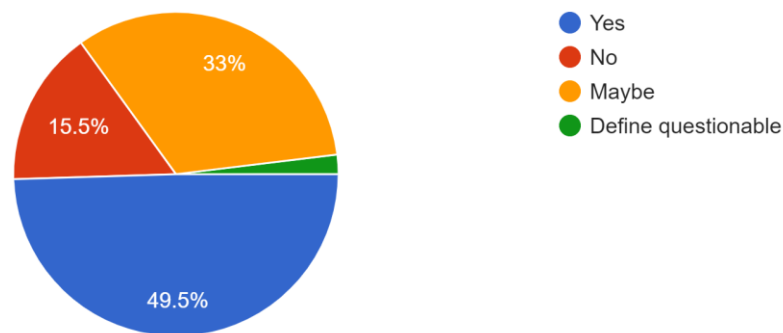
Graph: 5

INTERPRETATION:

51 out of the 103 respondents think that yes, a questionable marketing campaign has affected their buying decision from a particular brand. 16 people think that no, it hasn't, 34 people are not sure about the effect of a questionable marketing campaign on their buying decisions and about 2 people asked to proper define what encompasses as "questionable". That means that about 49.5% of the say yes, a questionable campaign has affected their buying decisions when it comes to a particular brand, 15.5% of the people say no, 33% of the people couldn't say and 1.9% of the total respondents asked for a better definition.

Question 6: Do you remember the Kendall Jenner Pepsi ad and the controversy surrounding it?

Answer	Number	Percentage
Yes	46	44.7%
No	43	41.7%
Not Exactly	14	13.6%

Do you remember the Kendall Jenner Pepsi ad and the controversy surrounding it?

103 responses

Graph: 6

INTERRPETATION:

46 out of the 103 respondents that took the survey say yes, they do remember the Kendall Jenner Pepsi ad and the controversy that surrounded it. 43 people do not remember, and 14 out of 103 do not remember exactly what happened but they remember a bit. That means that 44.7% of the respondents remember the ad and the controversy, 41.7% do not remember what happened, and 13.6% of the total respondents do not remember exactly what happened.

Question 7: Did it ever stop you from supporting the brand and buying their products?

Answer	Number	Percentage
Yes	23	22.3%
No	48	46.6%
I don't know what happened	32	31.1%

Did it ever stop you from supporting the brand and buying their products?

103 responses
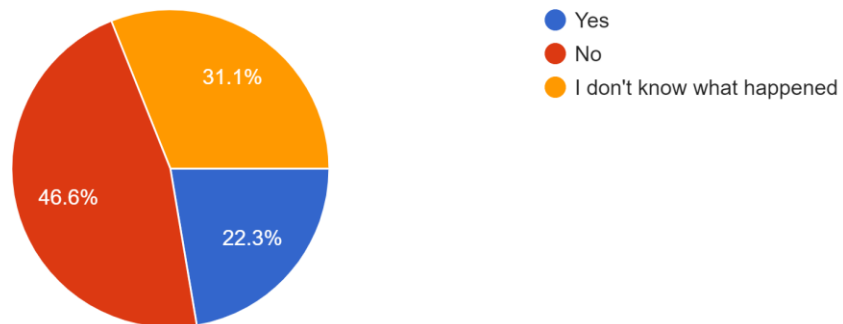
Graph: 7

INTERPRETATION:

23 out of the 103 people that took the survey say that yes, the ad and the controversy did at some point stop them from buying Pepsi products, 48 people say that the controversy never stopped them from buying a Pepsi product and 32 out of the 103 total, do not know what happened. Which indicates that 46.6% of the people who took the survey say that the controversy did not affect their buying decision, 31.1% say that it did and 22,3% of the total respondents were unaware.

Question 8: Do you remember Hardik Pandya's appearance on Koffee With Karan?

Answer	Number	Percentage
Yes	83	80.6%
No	8	7.8%
I didn't see the episode but I read about it online	12	11.7%

Do you remember Hardik Pandya's appearance on Koffee With Karan?
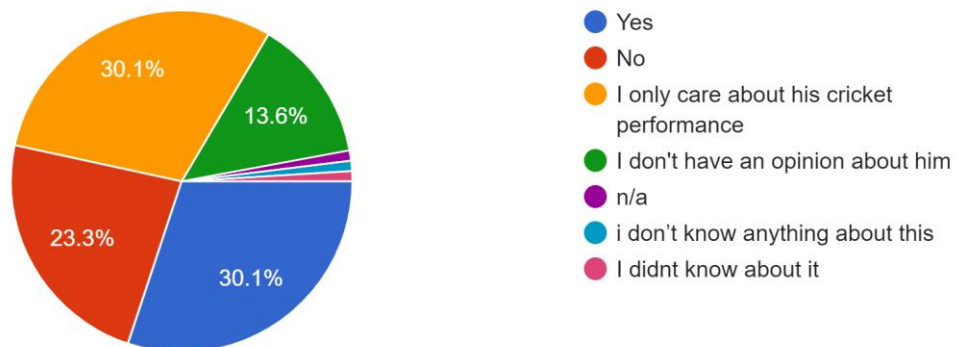103 responses
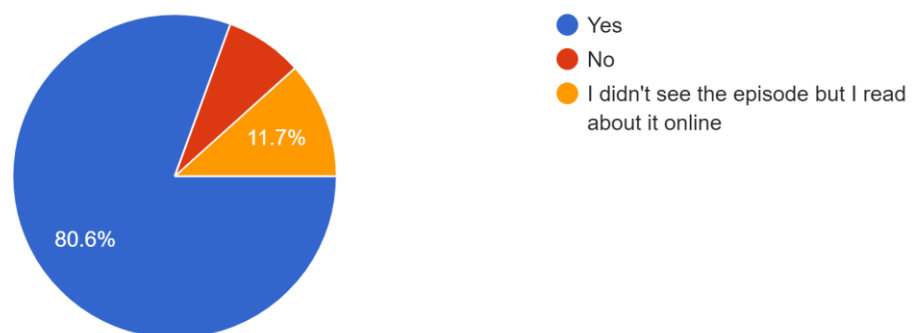
Graph: 8

INTERPRETATION:

83 out of the 103 people that took the survey say that yes, they remember Hardik Pandya's appearance on Koffee with Karan, 8 people do not remember, and 12 people did not see the episode but the did read about it online. Which shows that 80.6% of the total respondents remember Hardik Pandya's appearance on Koffee with Karan, 7.8% do not remember and 11.7% of the people did not see the episode but they do read about it online.

Question 9: Did this incident make you change your opinion about him?

Answer	Number	Percentage
Yes	31	30.1%
No	24	23.3%
I only care about his cricket performance	31	30.1%
I don't have an opinion about him	14	13.6%

Did this incident make you change your opinion about him?

103 responses

- Yes
- No
- I only care about his cricket performance
- I don't have an opinion about him
- n/a
- i don't know anything about this
- I didnt know about it
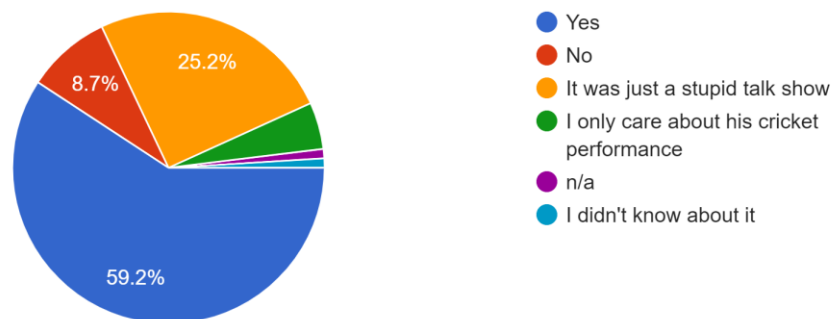
Graph: 9

INTERPRETATION:

31 of the 103 respondents that took the survey said that yes, this incident made them change their opinion about Hardik Pandya, 24 people said that no, this incident did not make them change their opinion about him, again 31 people said that they only cared about his cricket performance and not what he says in public, on national TV, 14 people say that they do not hold any opinion about him at all and the remain 3 people said they do not know anything about this incident. This indicates that 30.1% of the people said yes, 23.3% of the people said no, 30.1% of the people only care about his cricket performance and 13.6% do not have any opinion about him and the rest 3% do not know anything about the whole case.

Question 10: Do you think he had some responsibility given the amount of influence he has on the younger generation?

Answer	Number	Percentage
Yes	61	59.2%
No	9	8.7%
It was just a stupid talk show	26	25.2%
I only care about his cricket performance	5	4.9%

Do you think he had some responsibility given the amount of influence he has on the younger generation?

103 responses

- Yes
- No
- It was just a stupid talk show
- I only care about his cricket performance
- n/a
- I didn't know about it
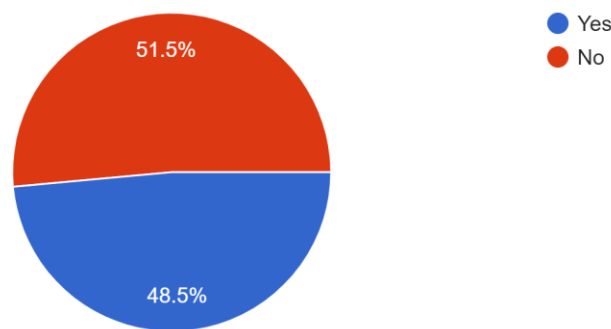
 Graph: 10

INTERPRETATION:

61 out of the total 103 respondents say that yes, he has some responsibility given the amount of influence he has on the younger generation, 9 people think that no, he has no responsibility, 26 people think that it was just a stupid talk show, 5 people still only care about his cricket performance and the remaining 2 people did not know about this. That means that 59.2% of the people think that yes, he did have a responsibility, 8.7% think that no, he has no responsibility, 25.2% think that it was the just a stupid talk show, 4.9% only care about his performance in cricket and remaining 2% do not know anything about the whole incident.

Question 11: Did you know he lost his endorsement deal with Gillette after this incident?

Answer	Number	Percentage
Yes	50	48.5%
No	53	51.5%

Did you know he lost his endorsement deal with Gillette after this incident?
103 responses
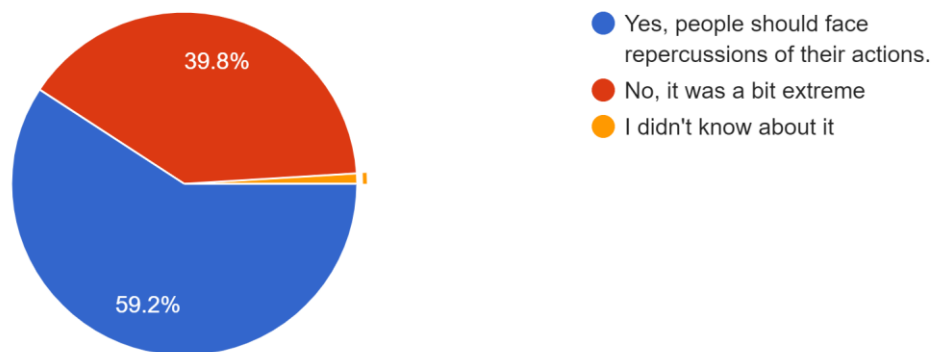

Graph: 11

INTERPRETATION:

Out of the 103 people that took the survey, 53 said no, they did now know that Gillette took away Hardik Pandya's endorsement deal after the Koffee with Karan incident and the rest 50 people said that yes, they knew about this. Which indicates that 51.5% of the people did not know about the lost endorsement deal and 48.5% of the people that took the survey knew that he lost his endorsement deal with Gillette after the incident.

Question 12: Was Gillette right in doing so?

Answer	Number	Percentage
Yes, people should face repercussions of their actions	61	59.2%
No, it was a bit extreme	41	39.8%
I didn't know about it	1	1%

Was Gillette right in doing so?

103 responses

Yes, people should face repercussions of their actions.
No, it was a bit extreme
I didn't know about it

Graph: 12

INTERPRETATION:

61 out of the 103 people that took the survey said that yes, people should face repercussions of their actions and Gillette was right in taking away Hardik Pandya's endorsement deal. 41 people said that no, this action was a bit extreme and the rest person said that they do no know anything about the whole incident.

Question 13: Do you think brands should be more careful with their marketing campaigns and social responsibility?

Answer	Number	Percentage
Yes	71	68.9%
No	1	1%
It should all be in good humour as long as nobody gets harmed	31	30.1%

Do you think brands should be more careful with their marketing campaigns and social responsibility?

103 responses

- Yes
- No
- It should all be in good humour as long as no body gets harmed

30.1%

68.9%
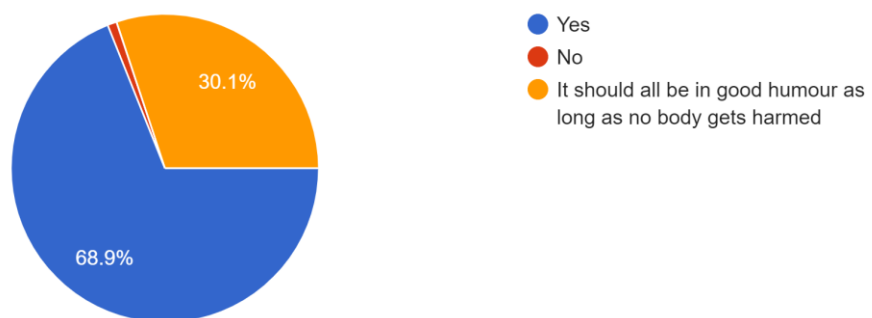
Graph: 13

INTERPRETATION:

71 out of the 103 people that took the survey agreed that yes, brands should be more careful with their marketing campaigns and social responsibility. 31 said that this all should be taken in light humour as long as nobody gets harmed and remaining 1 person said that no, brands should not be careful with their marketing campaigns and social responsibility.

6.2 <u>FINDINGS</u>

After conducting the above study, we found that:

1. Majority (64.1%) of the people that took the survey were females, and the rest (35.9%) were males.

2. Most of the people (75.7%) that participated in the survey were between the ages of 21 and 25, the second largest group (15.5%) of the people were between the ages of 18 and 20 and 7.8% were between the ages of 26 and 30 and the remaining 1% was above the age of 30.

3. 88.3% of the people that took the survey think that yes, brands do have a certain responsibility towards the society and should act accordingly. 3.9% do not think so and the remaining 7.8% prefer not to have a say about this.

4. A majority of 44.7% strongly disagree with brands making fun of certain groups of people in their ads and marketing campaigns for entertainment purposes, 24.3% also disagree but not as strongly, 16.5% remain neutral, 11.7% think it is okay for brands to do so, 2.9% have no problem with famous brands making fun of certain groups of people.

5. Almost half, 49.5% of the people said that yes, a questionable marketing campaign has affected their decision to buy from a brand. 33% remain unsure, 15.5% said no, they'll buy from the brands they liked irrespective of what they show in their ads and the remaining 1.9% was still not sure as to what encompasses of questionable marketing behaviour.

6. When asked about the Kendall Jenner Pepsi ad and the controversy surrounding it, 44.7% of the people said that yes, they do remember the whole case, 41.7% said that they do not remember what happened and remaining 13.6% said they do remember something about the whole case but not the details.

7. The biggest section of people that made up to 46.6% said that this controversy did not stop them from supporting the Pepsi brand and buying their product, 31.1% said that they don't know what happened and whether or not it had any effect on their buying decision. The remaining 22.3% said that yes, this incident did affect stop them from supporting the brand and buying their products.

8. Most of the people, i.e. 80.6% of the people that took the survey remembered the famous cricketer, Hardik Pandya's appearance on the famous talk show Koffee with Karan. 7.8% did not and the remaining 11.7% did not see the episode but remembered reading about it online.

9. Equal chucks of the sample i.e. 30.1% hold the opinion that yes, this incident did make them change their opinion about the cricketer and that they only cared about his cricket performance. 23.3% said that this incident had no effect on their opinion about the cricketer.

10. 59.2% of the people agree that yes, the cricketer has a huge influence on the younger generation and this comes with certain responsibility and therefore, he should have been more careful on the talk show. 25.2% think that it was just a stupid talk show and should have not been taken so seriously

11. 51.5% were aware that he lost his endorsement deal with the brand Gillette and the rest 48.5% were not.

12. Most of the people, i.e. 59.2% agree that this action taken by the brand was justified and people should face the consequences of their actions. The rest 40.8% thought it was a bit extreme.

13. 68.9% of the people, that formed the majority held the opinion that yes, brands should be more careful with their marketing campaigns and act socially responsible. 30.1% think that this is not such a serious issue and people should have a little sense of humour as long as no one gets harmed. One person thought that no, brands don't need to be socially responsible.

7. <u>CONCLUSION</u>

To sum up, in order to be ethical in marketing attempts, businesses should make honest claims, and excel at satisfying the needs of their customers. This practice over time builds trust and customer confidence in your brand's integrity and therefore leads to loyalty, customer and employee retention, greet public relations and increase in business from customers spreading the word.

Unethical marketing behaviours will achieve the exact opposite and in time could even lead companies into legal troubles and dissemination of a bad reputation and worse customer experience. Below are practices of unethical marketing, which companies should avoid in order not to ruin their reputation.

- Exploitation: Avoid using scare tactics and hard sell and protect the vulnerable consumer.

- Spam**:** Avoid flooding a customer's voicemail, mailbox, email or any other means of communication with unsolicited messages or aggressive advances.

- Bad mouthing Competition**:** Focus on the value and benefit of your product and point out its unique selling point, the consumers are smart enough to choose the better product.

- Misleading Advertisement and Information: Any exaggerated claims or dishonest promises will cause the customers to mistrust you and even determine the failure of your brand.

- Philanthropic gestures for public relations: Giving to charities solely for a tax write off will make the company appear callous and uncaring and people tend to shy away from these types of companies and spend money where they feel the leaders and marketers are especially humane and gracious.

There are two main points of view on social responsibility. According to the first one: An organisation is socially responsible as long as it maximizes its shareholders' profits while strictly observing the legal framework of the country. According to the second point of view: While the management of the organisation must adequately react to the economic situation in the country, they should also observe and be

responsible for the humanitarian and social effect of the organisations' business on the employees, consumers and social communities. Both points of view agree that the organisation should have a positive effect on society.

The legal responsibility, unlike the social one, requires adherence to specific laws and regulations, which prescribe the activities that the organisation may or may not perform. The social responsibility, on the other side, is to a certain degree a voluntarily reaction to specific social events.

There are a number of pros and cons to social responsibility. Certain organisations have developed and are executing social responsibility programmes.

Managers are using a number of programmes and methods, as well as role models for ethical behaviour to improve the ethical standards in their organisations. Organisations can take a number of steps to stimulate ethical behaviour of their employees and marketing campaigns.

Brands should keep in mind the amount of reach they have and the number of people they effect while designing their marketing campaign and ads. They should indulge into unethical or immoral practices that may hurt the sentiments of certain groups of people that buy their products and support their brands.

Not only brands and companies, but famous individuals who work with big brands and have a huge amount on influence in the society should also undertake social responsibility and act accordingly in the public eye.

Ethical practices not only include following the industry norms and not cheating the customers, but it also includes doing right in the society, especially when you have a certain amount of influence.

Social responsibility is of utmost importance and companies should keep in mind not to make ads and run campaigns in bad taste that may hurt the sentiments of certain class of the population.

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