

The Effect of Social Marketing on Consumer's Behaviour

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Abstract :

Studying and analyzing consumer behavior is one of the most important marketing activities within an organization. This has resulted in developments in the external environment due to the intensification of competition and the expansion of the range and diversity of alternatives available to consumers, on the one hand, and the changing and diverse needs and desires.

Consumer behavior is characterized by dynamism and rapid change, which has led to its continuous study by institutions working in the field of marketing. The most important factor that led to this study is the view that consumers have acquired of the various influences that can affect their purchasing behavior, especially with the modern marketing view that considers the consumer to be the core of the marketing process.

The aim of this research paper is:

Understanding and analyzing individual social marketing and consumer behavior.
Linking theoretical knowledge of social marketing and consumer behavior to reality.
Analyzing the environmental and psychological influences on consumers.
Analyzing various consumer-related situations.

Keywords : Marketing social, comportement du consommateur, changement social, Social responsibilities, consumer monitoring

1 Introduction:

This article addresses the possibility of changing consumer's behaviours and urging them to adopt a certain way of thinking or acting. However, it is not an easy to do that as attempts to influence may fail or deviate from their previously defined course.

To what extent does social marketing affect consumer behavior ?

To avoid such outcomes, specific techniques are employed under the name of social change strategies. This will be displayed in:

- Section One : Behavioural change through the adoption of marketing ethics
- Section Two: Behavioural change through the adoption of green marketing
- Section Three: Behavioural change through the adoption of social marketing
- Section Four: Models of socially outstanding global institutions

2 Literature overvie

The modern marketing concept is based on the idea that the consumer is the starting and ending point of the marketing process. Previous marketing philosophies (production and sales) have proven their failure and shortcomings over time.

This is due to its neglect of studying consumer behavior and its focus on the nature of the products and the way they are sold only.

Many institutions that have adopted these philosophies have been unable to survive and compete due to the absence of a fundamentally complex relationship between them and their markets. This is particularly true in the study of consumer behavior, which is characterized by its complexity due to the multiplicity and intertwining of factors influencing the relationship between them and their markets, in addition to the pressures faced by the institution from the surrounding environment and the intensification of the activities of consumer protection associations.

Also, neglecting to conduct a strategic analysis to gather the necessary information about consumers and determine their needs is an urgent necessity for the organization. Therefore, understanding the mysteries of human behavior in the consumer sector to obtain the information necessary to formulate sound and successful marketing strategies is an urgent necessity for the organization.

3 Research

Section One: Behavioural Change through the Adoption of Marketing Ethics

First: Introduction to Marketing Ethics

Since the success rate of social marketing is determined by the advancing of the general social good and is acknowledged by policymakers, leaders, or service providers, there is always an ethical dimension to the adopted issues. The purpose of the social contributions in marketers' activities is to participate in the general social activity.

Government intervention to secure its citizens' welfare and remove the barriers faced by people so that they can maximize their opportunities for well-being is regarded positively. This intervention can be considered ethical or even noble in appearance; however, it can face accusations and misunderstandings of different degrees of severity.

In a study on social marketing ethics, key areas were identified (Laczniak et al., 1979), including:

- Social marketing is a double-edged sword as it contains beneficial elements as well as ethical controversies.
- Accountability of social marketers will be a major social concern, yet the initiation of professional licensing or government regulation of this activity may be undesirable or premature.
- Donovan and Henley (2003) focus on the philosophy of consequentialist ethics through the utilitarian approach, in which ethical choices should be balanced to produce the greatest benefit for the largest number of people. On the other hand, some ideologies avoid quantifying outcomes to define the beneficial product. They support that certain measures are inherently and socially profitable.

Second: Marketing Ethics and the Social Marketing Mix

The marketing mix represents the main element of marketing. Accordingly, adopting ethics in the implementation of the marketing mix words means applying them to marketing as a whole.

Marketing Ethics and Product: Ideas, services, and goods are the main strategic elements of social products. These should be developed based on field research that identifies the demographic and psychological characteristics of the individuals and target groups.

1. The ethical dimension requires marketers to reveal the risks of products, provide information about their performance and use, and clarify their dangers.

2-Marketing Ethics and Pricing: Pricing policies vary depending on usage, social content, the nature of the product being marketed, and the level of awareness among target groups.

Prices may be symbolic or free when goods are distributed by agencies supervising social marketing programs. In commercial marketing, concealing the true price of a product from customers is unethical practice which can reach the level of deception in dealing with consumers.

3-Marketing Ethics and Promotion: Promotion is the mirror that reflects all the marketing and managerial effort behind the different elements of the marketing mix. Moreover, most social marketing programs can take the form of campaigns via channels, especially public advertising media. Promotion is the driving force for the benefits

to the target audience who will engage with promotional means and communication sources that they perceive as truthful and trustworthy—a concept known as credibility and plausibility. On the other hand, promotional activity is a wide field for unethical practices in marketing, especially when misleading or vague advertisements are presented.

4-Marketing Ethics and Distribution: The link between the product and the consumer is in the entities responsible for the flow of products to the intended destination at the right time and place. This process involves selecting the appropriate distribution channels depending on the situation, subject, program, or the particularities of the recipients. If the matter concerns campaigns of guidance, public benefits, or modifying social behaviours, government or semi-governmental bodies should deliver the campaign to be credible and officially recognized. From an ethical perspective, it is considered misconduct in distribution when intermediaries deliberately hinder the delivery of products to consumers to secure better opportunities or to make higher profits.

Third: Factors Affecting Ethical Behaviour

It is easy to discuss ethics in a book, an academic research, or a cultural seminar. However, professional life is entirely different, as managers and employees are exposed to external pressure that may push them toward unethical and illegal behaviours. A study conducted in the United States indicated that 56% of employees feel strong pressure to engage in unethical behaviours, and 48% of them admitted to committing acts involving legal accountability or unethical conduct during the previous year at their workplace. Therefore, organizations must pay attention to building a sound ethical foundation since an individual's ethical behaviour is influenced by three key elements:

-The Person: An individual's ethical behaviour is influenced by their family and personal background. Religious values, personal standards, individual needs, family influence, financial requirements, and others drive people toward one type of behaviour or another. A manager who lacks ethics their decisions fluctuate across different situations, guided only by the maximization of self-interest. Conversely, those with strong ethical base have self-confidence and show consistency in their behavioural decisions. Ethical values that prioritize integrity, justice, dignity, honesty, and self-respect provide managers with supports in the decision-making process and make their choices sound, even when circumstances are ambiguous or heavily pressured.

-The Organization: It plays an important role in shaping work ethics through its structure, authority, rules, incentive systems, and other mechanisms. Informal groups within the organization also influence individuals' behaviour.

-Organizational culture: It is the shared values that regulate interactions among members of the organization and with external parties. This culture influences ethical or unethical behaviour, depending on the extent to which employees and managers adopt these norms, and the degree to which they emphasize adherence or non-adherence to certain behaviours.

-The Environment: Business organizations operate in a competitive environment influenced by government laws and regulations and social norms. Laws oblige them to follow certain behaviours and boundaries for their conduct, while regulations help governments monitor organizational behaviour and align it with accepted standards. Governments often intervene by issuing new regulations to violations or non-compliance by some organizations, as in Enron's scandal, which prompted the U.S. government to enact specific legislation to address the situation. Overall, government laws and regulations along with societal norms provide a perception of the ethics in a particular industry, and this in turn influences the ethical behaviour of managers.

Section Two: Behavioural Change through the Adoption of Green Marketing

According to Oates, McDonald, Hwang, and Young (2010), 30% of consumers acknowledge that green products should be energy-efficient, help in the conservation of water resources, and are environmentally safe during their production, use, or disposal. The harmful components in a product may influence the consumer's purchasing decision; therefore, manufacturers are increasingly turning to producing environmentally friendly products to meet the demands of "green" consumers.

First: The Green Product

A study conducted in June 2009 (Research Grail) on 520 American green consumers, aged between 18 and 65 years old, showed that they were aware of the green products and had previously purchased them. According to them, green products reduce environmental impact by consuming energy efficiently, being recyclable, or made of natural materials. Kuhn (1999) highlighted that improving the

manufacturing process of a green product enhances a company's market share due to its ability to follow a sustainable marketing strategy.

Another study was conducted on 60 consumers about the nature of products such as food, cosmetics, pharmaceuticals, and furniture. It was found that most consumers are aware of environmentally friendly food products, and partially aware of cosmetics and pharmaceuticals. Thus, companies must develop green products to gain a competitive advantage, in addition to identifying consumers' environmental concerns and adjusting their products to align with them.

Second: Dimensions of Green Consumer's Behaviour

Since green consumer behaviour is characterized by change, studying its dimensions helps in building a sound marketing strategy. Despite the importance of studying consumer's behaviour, and based on the idea that the consumer buy the product even it does not meet his needs, this rule has changed with modern marketing thought, which seeks to logically satisfy the needs of the green consumer. Hence, the study of the dimensions of green consumer's behaviour has become the successful entry to the marketing process to objectively identify consumer needs. These dimensions are represented as follows:

1. Environmental Awareness of the Consumer: Environmental awareness is linked to the consumer's knowledge of issues related to the environment and its protection. Environmental knowledge varies according to the level of understanding of current environmental problems as the global increase in pollution. Accordingly, environmental awareness can be defined as: "the extent of knowledge of the impact of human behaviour on the environment." It represents the cognitive basis founded on sensory or material knowledge.

2. Consumer Perception of the Product: Perception is: "the process through which an individual selects, organizes, and interprets stimuli." Its levels differ from one individual to another and form an effective image of the world. Thus, marketers are concerned with how consumers perceive and respond to products based on price, image, quality, and brand. For this reason, they must provide sufficient stimuli that align with consumers' previous adaptation levels to attract their attention and thereby achieve product recognition.

3. Consumer Learning Level: In marketing, learning is the practical experience acquired by purchasing or trying a product. Consumer learning is closely tied to the marketing mix elements. According to Sahney, it consists of "motives, reasons, response, and reinforcement." Motives stem from the consumer's inner desires; the stronger these desires, the greater the insistence on searching for better products. Reasons include factors such as price, promotion, product, and place, which drive or hinder purchasing decisions. The response is the consumer's reaction to stimuli and can take forms such as purchase decisions. Reinforcement occurs when the consumer's attitude toward the product is strengthened by the purchase, which confirms learning and serves as a positive indicator of consumer response.

4. Consumer's Economic Situation: It is an influential factor in product choice. Armstrong and Kotler point out that green product are more expensive than traditional ones. They also stated that income, expenditure, and living standards significantly impact purchasing decisions. Therefore, marketers monitor consumers' purchasing power and work to align it with the pricing of green products they offer. Nevertheless, many studies showed that consumers can pay higher prices for environmentally friendly goods.

5. Perceived Benefits of the Green Product: Perceived benefits are the functional, social, personal, and experiential advantages that consumers expect from purchasing a product. Sellers play a vital role in improving the consumer's mental image of the product. The concept of benefit means the ability of a product or service to satisfy a particular need or desire. Thus, pricing is linked to the product's value as perceived by the consumer, that is, the benefit expected from using it.

6. Social Influence on Consumer Behaviour: Social influence means the effect of social phenomena like family, friends, neighbours, and colleagues on consumer purchasing behaviour. The influence varies depending on social culture. Interaction between the individual and society shapes consumer

preferences and purchasing habits to align with the community's values. As a result, the types of products that are commonly accepted, purchased, and consumed by society are determined.

7. Green Pricing: It emerged in the early stages of the green marketing concept in the 1970s. However, serious interest in this issue began in the late 1980s, when academics and marketing specialists called for changing consumer consumption patterns in line with eco-friendly products. According to Yeow and

Rashad, price impact varies according to consumer income. Most companies use low-price strategies to encourage consumers to buy environmentally friendly products and create a competitive market advantage. If a product is priced higher, companies must differentiate it by offering superior quality, features, or design.

Third: Factors Influencing Consumer Persuasion and Response to Green Advertising Messages

Kaur & Chahal's study indicated several factors that influence consumers' persuasion and response to green advertising messages:

1. Price: Consumers often perceive green products as expensive. However, when the price is presented in advertising alongside the benefits of green products, they respond differently and pay more attention to green advertising.
2. Environmental Concern: If consumers show a high concern for the environment, they are more likely to be persuaded by advertisements of environmental protection and the benefits of purchasing eco-friendly products.
3. Individualism: It motivates consumers to respond to green advertising.
4. Advertising Content: Advertisements that focus on the benefits of a certain behaviour encourage consumers to follow it, and this makes the ad persuasive. Similarly, adverts that stress the risks of not adopting certain behaviour are also persuasive. In addition, advertising that conveys a sense of community and focuses on collective benefits tends to be more convincing.
5. Individual Differences: Consumers' differences in innate capacities affect their ability to understand, respond and persuade by green advertising messages.
6. Credible Environmental Cues: Convincing environmental cues in advertisements strengthens the perception that the advertising claims are genuine, since consumers may lack trust in advertising. Such cues enhance interest in the advertisement, which in turn fosters positive attitudes toward green products.
7. Knowledge and Awareness: Consumers' knowledge of environmental issues, their level of awareness, education, and family influence, plays a role in sustainability through purchasing green products and participating in green campaigns. All of this enhances the comprehension of advertising messages and communication.

Fourth: The Relationship between Green Marketing and Consumer Satisfaction

The concept of marketing is based on consumer orientation in a way that supports marketing objectives. It generates ideas to achieve the goals of the enterprise. Recently, it has undergone changes, as consumers no longer seek only quality products, but rather look for environmentally friendly products. As consumer satisfaction tied to marketers' goal and the will of organizations, they started searching for areas of distinction to achieve and maintain it. Organizations also face social pressure to become green organizations. These pressures come from stakeholders, governments and consumers. In markets and organizations, stakeholders have a positive impact on both society and the environment.

Green marketing works to meet consumers' needs and expectations regarding the benefits they gain from purchasing green products in terms of quality. Thus, organizations focus on providing products from

sources that offer benefits equal to or exceeding consumer expectations. Green marketing practices are a source of social and cultural awareness regarding the rational consumer and the necessity of protecting the planet from pollution. This is reflected in consumers' contribution to recycling some product-related waste, whether by disposing of it properly or transporting it to designated places. Moreover, consumer protection associations have emerged as influential forces on organizations, requiring them to provide environmentally friendly products that protect consumer health and positively affect the environment.

Section Three: Behavioural Change through the Adoption of Social Marketing

First: Behavioural Change through Enhancing the Corporate Image

Hoeffler and Kotler (2000) identified six means through which a good corporate image can be built via social marketing programs:

-Building brand awareness: Social marketing programs are a means of improving brand recognition, though not necessarily, since brand recall largely depends on creating the right associations between the brand and the target community, consumption patterns, or usage context.

-Enhancing brand credibility: Brand credibility refers to the extent to which the brand can be considered trustworthy, based on the three dimensions of Keller and Aker:

- Sincerity: It means that the brand is trusted for always placing the customer's interests first.
- Expertise: When the organization is a market leader.
- Creating feelings toward the brand: Kahleopoulos and Sukhdial (1988) identified two categories of feelings toward the brand:

- Social approval: The brand evokes positive emotions in consumers about others' reactions, when consumers believe that others view their behaviour and appearance positively.
- Self-respect: To highlight this feeling, social marketing programs can give consumers

the idea that they are doing the right thing and that they should feel good about themselves when engaging in it.

Creating social acceptance for the company's products is its strategic goal, which can only be achieved by embedding the company's ideas not only in the minds of its customers but also across all segments of its external environment. When this occurs, the company gains absolute loyalty to its ideas and great commitment to its products.

-Creating a sense of brand community: The judgments generated by social marketing programs influence the relationship between consumers and the brand, giving consumers a broader sense of belonging to a community. A brand community is defined as a non-geographically bound community based on a structured social relationships among brand users.

-Creating brand commitment: Customers who participate in social marketing activities may become ambassadors for the brand, helping with advertising, communication, and strengthening business relations with other brands.

-Enhancing the organization's image: Most social marketing programs include a wide range of product-related information, which significantly impact performance and functionality.

Second: The Role of the Social Marketing Mix in Communication and Interaction for Achieving Change

To achieve the targeted change, the social marketing mix must be adapted to fulfil the communication goals through:

1-The social product: It conveys tangible and intangible attributes as quality, brand, and the seller's services and reputation. Thus, marketing communications ensure that the audience's perception of the offer or the concerned organization is the desired one. In this context, the most important aspect of perception is perceptual cues, which act as the medium through which judgments are made about products and organizations.

Internal cues are the physical properties of the offering, including size, colour, taste, or shape. These are often used to judge the quality of the social product. External cues usually concern price and the

organization's reputation. In fact, the target audience in social marketing campaigns form judgments about the provided social goods and services based on their perceptions of the organization's reputation, the brand of its products, and its style of interaction with the public. Social organizations with positive audience perceptions often generate higher trust among stakeholders, which leads the target audience to accept their social products more readily compared to organizations with neutral or negative public images.

2. The social price: The social marketer must be cautious when setting the social price. Evidence in pricing social products indicates that products distributed for free often leave beneficiaries with the impression that they are of low quality, which may lead to their non-use. Therefore, a careful balance must be struck. Pricing strategy should reflect the communication efforts exerted by the social organization. The position that price holds depends on the target audience, perceived risk, the complexity of the product, how it is used and consumed, as well as its technical or medical nature, and the importance of price in the decision-making process.

3. People: Since the social service has become important for transforming social organizations and their offerings, the way its providers interact with the target audience often conveys a significant message. These messages may carry positive or negative content. Therefore, the organization's good reputation should be developed through service providers and their interactive relationships with beneficiaries. Public relations and publicity efforts reinforce the organization's reputation and embed its identity in the minds of the target audience and all stakeholders.

4. Place: Some social products require training and skills in order for the target audience to use them properly. Therefore, the social organization should employ advertising, sales promotion, personal selling, and publicity to encourage the audience to visit where the social product is available. Some social offerings fail because their organizers do not succeed in informing the audience about the places of the products, or they struggle to reach the locations of the audience. In both cases, place must be clearly defined in the social marketing strategy.

5. The Public: This includes both internal and external audiences. The internal audience refers to all those involved within the organization itself, whether engaged in planning, activities, or implementation. The external audience includes the target audience and policymakers. In this regard, the organization needs to connect with its audience through marketing communications. The effectiveness of such communication efforts encourages the audience to support social marketing programs and campaigns, both financially and morally.

6. Partnerships: Social marketing campaigns require significant support due to the complex nature of social issues. Partnerships consist of uniting with other organizations that share similar goals. Social marketing experts believe that the success of many social marketing programs and campaigns lies in the strength of partnerships and alliances, based on the principle of "strength in unity." Partnerships are often achieved when the organization is active in the field of marketing communications, and vice versa.

7. Policies: Social change requires policy change first. There is an urgent need to alter policies; however, state policies may not change without pressure from social organizations and public opinion. To do so, policymakers need evidence of the feasibility of social change. They are often influenced by the social marketing mix elements, organizational inputs, the objectives of social organizations, their achievements, and the extent of their service to society and its interests. Social organizations can resort to influencing factors, in addition to marketing communication efforts, to push policies toward positive change that facilitates social behaviour change.

8. Funding: Social organizations depend on external sources to fund their programs and campaigns. Therefore, funders need proof of the good conduct and credibility of these organizations. For this reason, such organizations work to capitalize on their achievements and to inform funding bodies about them to gain their support. Marketing communications are usually used to connect with individuals and institutions that support social marketing efforts. Certainly, the organization's reputation, the nature of its products, its history, social strategies, mission, and objectives all attract the financial and moral support to sustain voluntary social work.

Section Four: Models of Socially Outstanding Global Institutions

The Corporate Social Responsibility Magazine launched a ranking of the top 100 corporate citizens for the year 2014. The ranking assessed companies' practices based on seven key areas: environmental impact, climate change, human rights, philanthropy, employee relations, corporate financial performance, and governance.

First: Bristol-Myers Squibb

It is an American pharmaceutical company that ranked first among the world's top 100 corporations fulfilling their social responsibilities in 2014. Examples of the company's community and environmental activities include:

1. Improving global health: Among the grants provided by the company between 2011 and 2012 were the following:

-Donated about \$150 million to assist patients in the United States. The number of patients benefited was approximately 252,000 in 2011 and 220,000 in 2012.

-Donated to various countries worldwide amounted to \$220 million, including \$133 million for developing countries.

-Reduced health disparities worldwide. It collaborated with partners to implement and enhance innovative programs to improve health outcomes for populations disproportionately affected by HIV/AIDS in Africa, hepatitis in Asia, health and wellness in the United States, and cancer in Europe. Total donations exceeded \$60 million worldwide during 2011 and 2012.

2. In environmental protection

- Enhanced environmental aspects and managed medicines throughout their life cycle.

-Established a dedicated chemical society within the American Green Chemistry Institute to advance the green industry.

-Published two usage guides for green chemistry in 2012: The Green Chemistry Approach in the Pharmaceutical Industry and The Use of Electronic Laboratories to Facilitate Green Chemistry in the Pharmaceutical Industry.

-Reduced packaging materials by approximately 930 tons between 2009 and 2013.

-Reduced total energy use by 8.1% between 2009 and 2012, along with a 6.5% reduction in greenhouse gas emissions during the same period.

-Established a Water Council to evaluate and implement projects for reducing water use, especially given the 2% increase in consumption between 2009 and 2012.

Second: Dell

Dell is a global company providing products and services in more than 190 countries, with over 40,000 employees living and working across six continents. Its main products are enterprise computing solutions, desktop publishing systems, computer monitors, printers, laptops, software, hardware, and accessories. It focuses on the integration of environmental performance into business practices, marketing efforts, and corporate giving.

In a statement on the company's commitment to the environment, the Chairman and CEO, Michael Dell, wrote: "Dell is committed to producing products and implementing practices that minimize environmental risks and ultimately eliminate environmentally sensitive materials and keep them out of landfills." This direction is also expressed through an environmental policy that includes designing environmentally friendly products, preventing waste and pollution, and fostering an environmentally focused corporate culture.

A detailed description of each of the company's programs is presented below:

1. Promotional activities for issues and product recycling: Electronic equipment represents a rapidly growing portion of American waste. Through Dell's partnership with the National Christina Foundation, customers can donate their personal computers for charitable purposes, thereby helping reduce landfill waste and potentially obtaining a tax deduction. The Christina Foundation is a non-profit organization that provides used computers and other forms of technology to non-profit institutions and public agencies serving people with disabilities, children, and low-income adults.

2. Issues-related marketing: Another effort for recycling used equipment, Dell offered a promotion in the summer of 2003 to recycle up to three selected units, such as computers, monitors, and laptops, at 50% of the normal recycling fee per unit. Any brand of computer, keyboard, mouse, or monitor was accepted. The offer also included a 20% discount for any online purchase of software or accessories. Initial results indicated a 200% increase in daily requests.

3. Corporate social marketing: In 2003, Dell produced new printers and promoted a recycling program for the old ones. Now, when customers purchase a Dell printer, they can recycle their old ones at no extra cost and without leaving their homes. All they need to do is place the old printer in the box of the newly purchased one, attach the prepaid shipping label provided by Dell, and arrange online for free pickup at home or via Airborne offices.

4. Corporate philanthropy: Direct giving programs opens opportunities for employees to contribute to non-profit organizations of their choice through payroll deductions. Among the beneficiaries of employee generosity in recent years is Earth Share of Texas, which is a funding source for many environmental projects and organizations.

5. Community volunteering: The Eco-Efficiency Team is a forum where environmentally project are proposed, reviewed by the company, and followed by opportunities for staff to volunteer in the community.

Employee participation in recycling events not only increased the effectiveness of these initiatives but also gave staff direct exposure to Dell’s commitment to sustainable practices.

6. Applications of socially responsible business practices: Dell’s 2003 Annual Environmental Report outlined its Design for the Environment (DfE) program, which highlights measures taken when designing products to extend their life span, reduce energy consumption, minimize the use of environmentally sensitive materials, especially those harmful at end-of-life, encourage lower material use per product, and maximize recyclability.

The company participates in the U.S. Environmental Protection Agency’s Energy Star Program, which aims to reduce energy consumption of office equipment. This program allows manufacturers to collaborate with the EPA in designing and certifying products that meet or exceed federal energy efficiency guidelines. Dell has been an active participant since 1993.

Currently, the company is committed to using 50 composite materials in its manufacturing processes and finished products. It has set a target of reducing lead content in display screens by at least 20% compared to previous levels, in addition to transitioning from cathode ray tube (CRT) displays to flat-panel technologies. As a result, lead levels decreased significantly. Furthermore, Dell collaborates with resin suppliers to increase the use of recycled plastics after consumer disposal.

Table 1: Examples of Dell’s Corporate Social Initiatives

	Issues Promotion	Issues-related Marketing	Corporate Social Marketing	Corporate Philanthropy	Community Volunteering	Socially Responsible Business Practices
Description	Supporting social issues through promotional activities to raise awareness and collect donations.	Donating a percentage of revenues to specific issues based on product sales.	Supporting campaigns to change behaviour.	Making direct contributions to a charity or an issue.	Performing volunteer services in the community.	Adopting and implementing voluntary business practices and investments that support social issues.
Example	The company sponsors efforts to collect used computers to donate them to non-profit organizations and public agencies.	The company offers a 10% discount on selected new products when up to 3 used items are recycled online.	The company allows customers to return used printers for free recycling or reuse.	Through employee direct-giving programs, donations are made to Earth Share, which supports multiple environmental projects.	Employees participate in the annual Global Community Involvement Week every September, including park-cleanup activities.	The company develops programs to design products with specific guidelines, policies, and environmental objectives.

Source: Philip Kotler, Nancy Lee, Corporate Social Responsibility, trans. Ola Ahmed Islah, 1st ed., International House for Cultural Investments, Cairo, Egypt, 2011, p. 55.

Third: Toyota Company “A Model of Social and Environmental Leadership”

Toyota is the world’s largest automobile manufacturer that produces 5.8 million cars per year. It operates in more than 160 countries and generates an annual income of 108 billion dollars. Toyota produces a complete range of car models and employs 246,700 workers. It is one of the world’s top ten

companies in the Fortune Global 500 list, and the most respected automobile manufacturer. Today, Toyota is the undisputed leader in the Asian market.

This significant positioning of Toyota in global markets has compelled it to take into account both the orientation of the global consumer and international bodies toward a responsible economy. Therefore, it was a pioneer in adopting eco-friendly products and addressing global environmental issues. Below is a presentation and analysis of Toyota’s pioneering experience in adopting social marketing and the impact of that on its corporate image.

1. The company’s environmental concepts achieved through the implementation of social marketing programs:

Toyota distinguished itself environmentally as a result of its social marketing practices, which were translated into environmental concepts that reflect its commitment to society. These can be summarized as follows:

Table 2: The Environmental Concepts of Toyota

Marketing Practice	Content
Green Toyota	This slogan was launched alongside Toyota’s achievement of “zero landfill” status. Toyota’s factories in the United States produce cars without waste; all waste from each car is recycled, with metals being remelted and plastics reprocessed for reuse.
The Concept of Total Cleanliness	Toyota introduced this concept to ensure that its products are completely clean across all stages: production, use, and disposal. This made Toyota the first automobile manufacturer to receive the <i>Global 500 Award</i> granted by the United Nations Environment Programme in 1999.
Green Energy	Toyota launched the national symbol for sustainable green energy as an independent certification of the company’s leadership in using renewable energy sources in its factories, such as solar, wind, biomass, geothermal heat, and small-scale financial power plants. As a result, 98% of Toyota’s electricity comes from these renewable sources.

Source: Karima Bekouche, Enhancing Marketing Performance through Greening the Corporate Strategy: Toyota as a Model, Journal of the New Economy, Vol. 4, Issue. 2, pp.

Toyota has consistently introduced innovations in everything related to environmental friendliness, as if bound by a contract with its environment. This vision has enabled the company to pursue initiatives that benefit both the environment and the company itself in an indirect way. Since Toyota operates in a sector that consumes environmentally harmful plastics, the idea emerged to recycle these materials for use in other industries. For example, used tires are cut and reused in the construction of artificial turf sports fields.

Toyota’s adoption of the completely clean product approach, through the development of technologies that improve energy efficiency, helps reduce harmful emissions. It also involves developing alternative energy vehicles, particularly electric-powered ones for public transport in congested cities. Toyota’s commitment to green energy extends not only to its products but also to its production lines, aiming for sustainable energy use by relying on renewable sources such as solar and wind power.

2. The Company’s Environmental Practices within Its Social Marketing Programs

Table 3: Toyota’s Marketing Practices

Type of Practices	Content
Environmental Practices	<p>-Contributing to the sustainable development of society and social involvement in areas such as environmental education, supporting environmental work, and preserving biodiversity through grant programs for non-profit environmental activities, launched since 2000 under the slogan <i>Environmental Technology and Human Resource Development for Environmental Conservation</i>.</p> <ul style="list-style-type: none"> - Programs to raise awareness among Chinese youth about environmental protection since 2005. -Anti-desertification program in China since 2001. -Forest protection project in Japan. -Toyota Foundation in Japan, which has offered environmental education programs for children and adults since 2005. -The Japan Sustainable Development Foundation, which has delivered environmental development programs in partnership with nonprofits since 2009. - <i>Toyota Eco-Youth Project</i> in Malaysia and Indonesia (2001): establishing secondary schools near Toyota branches to design and implement environmental improvement projects, such as electricity conservation and water purification. - Rainforest Restoration Initiative in the Philippines since 2007: partnering with environmental NGOs to plant trees in Cagayan Province. -<i>Environmental Leadership Initiative</i> with several European countries: improving fuel efficiency and vehicle technology by developing driving skills, through environmental workshops and driving simulators since 2007. -<i>Together Green</i> initiative in the U.S. (since 2008): funding conservation projects and promoting volunteer work. - Partnership with Brazil (2009) to restore and preserve the Atlantic rainforest in the country’s most damaged regions.
Community Practices	<ul style="list-style-type: none"> - Delivering educational programs for employees, including training in teaching English, mathematics, and science. - Scholarship programs in China since 2006 in cooperation with the <i>Song Ching Foundation</i> to support students in central and western China facing financial difficulties completing their university studies. - Organizing workshops to foster innovation among children in Japan in science and technology; as well as art workshops involving children and artists, in collaboration with nonprofits, to enhance children’s artistic sensibility through direct interaction with artists.

	<ul style="list-style-type: none">- Toyota Scholarship Foundation in Cuba since 2005, in cooperation with civil society organizations, providing annual scholarships for 45 students from poor schools.- Training courses in Portuguese on automotive studies for Brazilians living in Japan; recently celebrating the 10th anniversary of the program, with more than 200 graduates.
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Source: Khaled Kashi, Ramzi Boudarja, Marketing and Social Responsibility, Oussama Publishing and Distribution House, Amman, Jordan, 2018, pp. 231–232.

The company continues to the integration of social and environmental responsibility into its operations and the life cycle of its products, which represents for it an additional dimension of innovation in product design. This commitment is reflected in product-related decisions and in responding to consumer demand for sustainable choices.

In global markets, consumers have options and can make evaluations based on criteria beyond product, price, and distribution channels. Research confirmed that consumers make their purchasing decisions based on the reputation associated with fair and sustainable business practices and on contributing to community welfare. The marketing advantages are numerous

like enhanced brand recognition in society, creating product preference, building brand image, improving product quality, and increasing social respect. As the other social initiatives, these activities build relationships with external partners such as non-profit organizations.

-The company leverages its expertise to design programs that advance science and technology and supports educational programs worldwide.

-Competition in the automobile market is highly intense, especially since competitors are all major players with advanced technologies. However, what distinguishes the company is its expansion of social performance through broadening its areas of activity. The company engages in charitable initiatives, environmental and social awareness, youth development, public health promotion, and the improvement of living systems.

-By examining the development of the company's social and environmental activities, it is clear that it has a promising forward-looking vision with regard to embedding social and environmental responsibility at a level consistent with the necessities of life, the needs of society, and the company's objectives. As societal needs evolve, the company's social and environmental practices expand accordingly, which positively reflects on sales growth through stronger market positioning and reinforcement of its image in consumers.

3:Promising Community Projects of Toyota

According to the statement of Toyota's CEO Show in Las Vegas, "No one wants a crystal ball as much as the automobile industry does." Yet few predicted his next step, when Akio Toyoda announced that the world's largest automaker by market value would build a "crystal ball" near Mount Fuji, a smart city spanning 175 acres, powered by hydrogen fuel cells, and designed to accommodate 2,000 residents. The idea provides scientists and Toyota itself with a living laboratory to observe how residents lead futuristic lives with next-generation technologies, self-driving cars, and a variety of internet-connected devices.

The continuity and survival of organizations depend on how well they keep pace with technological advances and the knowledge society by building intelligent information systems that enable them to enhance competitiveness, seize opportunities, and overcome obstacles. Competitive advantage built on customer loyalty is the most sustainable; as it cannot be easily imitated and can only be achieved through social and environmental practices that safeguard the interests of both society and the environment.

Through its promising projects, the company demonstrates that business acumen and social awareness cannot be separated. With this combination, Toyota seeks to build the community of the future, founded on knowledge as its cornerstone. The company strives to develop information systems that both reinforce social awareness and expand the sphere of science and knowledge, while also delivering indirect returns

on investment. These initiatives represent the foundational building blocks for other promising projects to come.

Fourth: Microsoft Corporation

Microsoft is one of the largest software companies in the world. It ranked fourth globally among the top 100 companies practicing corporate social responsibility, according to the Corporate Social Responsibility Magazine in 2014. Among its programs are:

-It carries out activities and programs to serve society, and encourages its employees to engage in community service by granting them up to three days of paid leave to participate in voluntary work.

-Employees can join volunteer teams within the company and use company resources for volunteer activities. In the United States, Microsoft provides grants to non-profit organizations in which employees volunteer, contributing \$17 per hour to those organizations.

-In 2014, the number of volunteer hours by employees reached 456,000 hours in the U.S. alone, compared to 430,000 hours in 2013. The number of volunteering employees rose to 7,144 in 2014 from 5,341 in 2013.

-Since Microsoft launched its volunteer programs, the rate of employee participation in the U.S. increased from 64% to 66% in 2013.

-Microsoft also focuses on environmental sustainability, working to preserve the environment by using information technology to improve energy efficiency. This includes the development and manufacture of software and technological products that consume energy more efficiently.

-The company set a target in 2014 to reduce its CO₂ emissions by 600,000 tons. It identified four main operational areas for emissions reduction: Data centres, transportation and travel, buildings, and computer labs.

5 Conclusion

Social marketing represents a cornerstone for driving change or modifying the behaviour of individuals or groups in the desired direction. When social marketing campaigns are properly designed by specialized entities, they can raise awareness among target audiences, achieve intended objectives, and correct behavioural patterns. Effective social campaigns that are well-structured in terms of messages, programs, and tools can successfully adjust institutional and individual behaviours within specific timeframes and at reasonable costs.

There is a clear trend among global companies to adopt this new approach, which improves their competitive position and provides them with sustainable competitive advantage.

Social marketing also exerts a direct and powerful influence on consumer behaviour through persuasion strategies and marketing communication. Once a company successfully integrates these into its strategies, it establishes itself as a marketing leader.

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