Social Marketing Role in Adopting Social Responsibility

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Abstract
This research aims to study the Social marking role in adopting Social responsibility .The findings show that Social marking, as a whole, plays apart in adoption of social responsibility. A total of 250 Questionnaires were distributed to respondents working at Al-Sadr teaching Hospital , in Najaf province , out of which 215 forms that were properly filled were used for analysis . Research data was collected and analyzed through statistical analysis by employing a package of (SPSS). The findings demonstrate that Social marking has a tremendous positive effect in adopting social responsibility. Furthermore , the findings of the study will present a significant contribution to literature through creating awareness concerning this subject , empower the study sample to be enlightened about social marking role in adopting social responsibility , to pay much more efforts to develop this concept due to its impact on working individuals ' behavior .
Keywords: Social marketing, Social responsibility, Al-Sadr Teaching Hospital

1. Introduction

Performance measurement indicator is no longer exclusively restricted to the financial and economic performance ,but it has become a social performance of organizations by their rigorous pursuit to make balance between their goals on one hand , and community desires , on the other hand . Social marketing, normally, presents a new approach in connection with changing the practices in most areas, also contributes considerably in various fields, including the health field. The purpose of this action was to identify customer needs in order to bring about a change in their behaviors and in the manner required; social marketing is not the same as conventional commercial marketing, but social marketing is an approach used to develop activities aimed at influencing the target audience's behavior in order to benefit targeted audience, in the first place, and society as a whole, not restricted for marketing purposes (Schivinski et al., 2016:201).

Typically the goal of social marketing is aimed to achieve specific behavioral and society- oriented objectives (for a social or public good) .Unlike a regular commercial marketing which has primarily a financial aim. Social marketing is normally used by non-profit organizations, for instance, government agencies, health services bodies such as Red Crescent societies and the international committee of the Red Cross(ICRC). Nevertheless, that does not prevent those organizations from using social advertisements and sites when necessary or to market   their social efforts through social media means in order to promote to a specific service or activity(Felix et al.,2016:10).However , Social marketing represents a modern development in the marketing ideology ,also it is principally concerned with the social change. In addition to , it is related with using generally marketing concepts and technology , in order to enhance particular ideologies and behaviors aiming to find solutions to the social issues and problems (Hajirnis& Aditi,2015:5).

2- Research methodology
2-1 The research problem
Social marketing has received a growing interest and that is clearly embodied in the pursuit of establishment a long –term relationship with customers, as a result, it has become necessary to gain knowledge relevant of social marketing and its role in adopting the social responsibility.
The main research problem lies in the following:**(Is there   a role to Social Marketing in adopting Social Responsibility)** .A set of sub questions has been emanated from the main research problem and are formulated as follows:
    a)   Is there any role of customer orientation in accomplishing social responsibility?
    b)   Is exchange regarded essential to attain social responsibility?
    c)   Does long –term planning have a part in the activation of social responsibility?

2.2 The importance of the study
The modern marketing activities seek to create balance for various groups in society which could be represented by , for instance , customers, through having their wants and desire fulfilled , also meeting social satisfaction requirement .Based upon the above-mentioned the importance the research lies in referring to the concept of social marketing and its role in social responsibility adoption within organizations . As a general matter, social marketing and social responsibility are seen one of the most important, considerably principal, modern topics in

the world of business organizations. It should be noted that organizations' adoption of social marketing makes a tremendous contribution with regard to reside improved organization image in customers' minds ,also plays a considerable part in achievement the goals that organization strive to , leading to support and develop society .The substantial factor that organization needs to develop and maintain its position lies in the extent and magnitude of social responsibility adoption.Therefore the importance of social marketing can be illustrated as follows:

a) Social marketing has a remarkable role in creating a kind of social responsibility concerning customer orientation and loyalty toward the offered product or service.

b) Social marketing works to achieve customer satisfaction and gain their trust leading to attain social responsibility within organizations.

c) Finding appropriate ways to maintain a good relationship among customers and organization working individuals, consequently making a social contribution which is considered very vital in the attainment of social responsibility.

2.3 Study objectives

The main objective of the study is an attempt to explore the role played by social marketing in achievement of the social responsibility. This is to be done by accomplishing the following objectives:

a) Knowing to what extent that social marketing concept with dimensions had been applied on the research sample.

b) Identifying social marketing role in achieving social responsibility in the research sample.

2.4 The Study hypothetical scheme.

Based upon the research problem, importance and objectives, the following hypothetical scheme was formulated as follows:
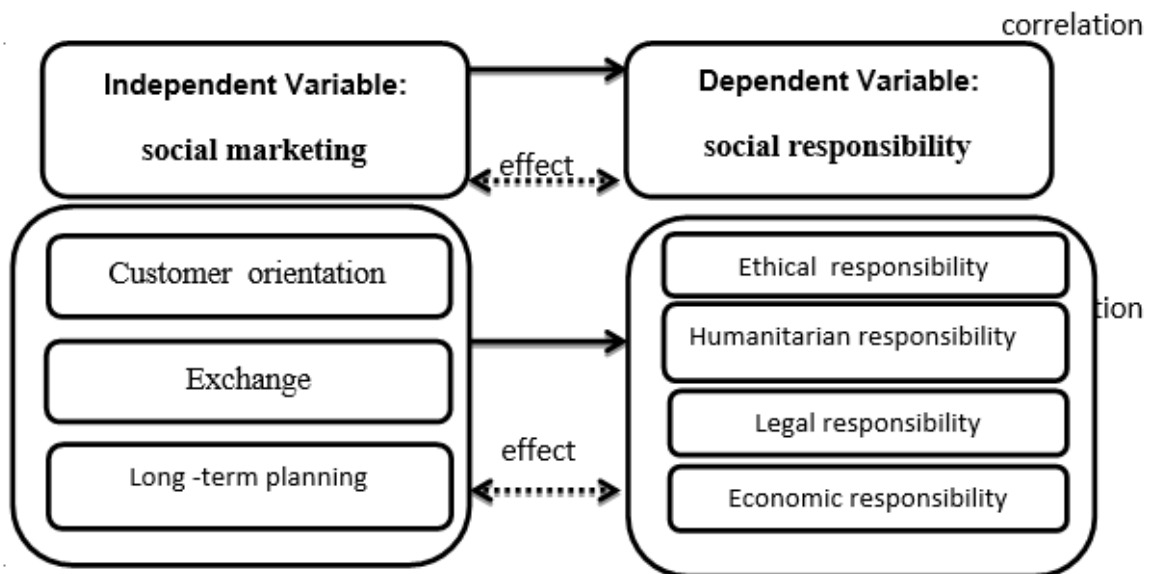
correlation

Fig (1) Study hypothetical scheme

2.5 ResearchHypotheses

In light of the foregoing of their search problem, importance and objectives, a set of hypotheses will be formulated, from the main one which states as follows:

H1:**A statistically significant correlation exists between social marketing and social responsibility)** .The following will be sub hypotheses based on the main one which are as follows :

H1.1: There is statistically significant correlation between customer orientation and social responsibility

H1.2: There is statistically significant correlation between exchange and social responsibility

H1.3: There is a statistically significant correlation between long –term planning and social responsibility.

H2:**Second main hypothesis:** statistically significant effect exists between social marketing and social responsibility.

3. Conceptual framework

3.1social marketing

Social marketing is seen as one of the modern concepts used in the organizational management, therefore , much attention has been given to this topic since organizations have started realize growingly the over whelming magnitude and the important aspects, resulting from the application of this approach in administration work (Bloom&Novelli,1981:83).However , Many organizations have also been interested in examination of surrounding work environment as long as the secret of their survival and perpetuation lies to what extent organization's interest is harmonized and overlapped, on one hand, and the interest of society and its individuals on the other hand. Doubtlessly, attaining such harmony and overlapping demonstrate organizations' mounting awareness of the pressing necessity to implement social marketing since it strongly supports, for a very long time, their survival and perpetuation. Therefore, it imposes significant challenges to perform all the required responsibility toward society they work for.(Lefebvre, 2011:59) .

Social marketing is one of the modern concepts used in marketing science for dealing with various activities which have the potential to create a sort of integration between the offered products and services by organization and society value and objective. On a related level, that concept is directly linked with individuals, works to achieve individual needs and desires, aims to improve living standard by promotion the modern values and thoughts inside them in order to salvage society from the wades plead problems (Yoo & Gretzel, 2012:195).

In the late 20th century, social marketing came into existence, a result of social pressures that had occurred then. That, subsequently, prompted organizations to take the necessary steps to change their strategies and rethink the way dealing with target markets and target audience. For that reason, social marketing has become an essential matter and has been adopted by organizations when setting future plans, objectives and goals. Furthermore, this term "social marketing" is principally regarded one of the concepts related with social responsibility. The marketers, by employing social marketing appropriately , disseminates a particular ideology , value or behavioral pattern aiming to bring about change in a particular influence in a cognitive frame or in a behavior .(Saunders et al.,2015:167)

Social marketing is application of commercial marketing concepts and tools to influence voluntary behavior of target audiences to improve their lives or the society of which they are a part .More specifically, it can be said that social marketing focuses on behaviors, similar to commercial sector marketers whose objective is to sell goods and services. (Lefebvre&Craig,2013:4.).

Recently, Anderson, in attempt to clarify the role of social marketing, has proposed to influence the voluntary behavior of target audiences in order to maintain the desired behavior and prompt them to change their behavior. Although , some standards may have originated to increase knowledge and skills via teaching, but much more efforts will have to be made to change prevailing belies, attitude, feelings .It is evident from the above-mentioned that social marketing aims to change target audience behavior.(Schivinski et al.,2016:211)

It is evident from the foregoing of the ideological and conceptual concepts that have been reached; No agreed and comprehensive definition of social responsibility has been adopted by scholars concerned in this field, like the other management sciences do. Therefore, Scholars are beginning to advocate for a broader definition of social marketing going beyond behavioral change, which equally concerned of social marketing programmers .(Saunders et al.,2015:160).Hence , many different definitions of social marketing are formulated , including the following : It is defined as the design , implementation and the control of calculated programmers to influence the acceptability of social ideas , taking into account the planning for product , pricing , communication and marketing research (Kotler& Zaltman,1971:3).It is also defined by International social Marketing Association (ISMA) as follows "social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.(Board of International social Marketing Association ,2013)

It is also defined as "a process that goes beyond changing customer behavior which composes of altruism , efficiency and effectiveness , drawing an equal basis with social marketing programmers , fairness ,equity and sustainability .At a related level , social marketing encompasses of three dimensions as follows : Customer orientation , exchange , long term planning .(Saunders et al., 2015:163).The figure below Explains The dimensions of social marketing:

Fig (2) Explains The dimensions of social marketing

3.2 Social Responsibility

Marketing is not restrictedly concerned to achieve organization objectives, but it is also concerned to achieve society welfare and happiness. Specially, in the light of the responsibility burden that falls particularly omit. As a result of that , it is clearly noted ,in the closing years of the previous century, there had been a growth and development in business organizations' perspective concerning objectives, due to all economic, political and social developments. The economic ideas, in particular, have the invisible impact indentifying the nature of those goals. (Schermerhorn, 2001:126).Under the umbrella of the economic ideas, the prevailing perceptive of business organizations was aiming to maximize profits, by achieving the greatest possible return for investors. In return, profit -making will be accompanied by the achievement of society desires and objectives automatically. However, many different classical views have been expressed concerning social responsibility concept , two views emerged of such philosophy ,the first view was represented by the American economist Milton Friedman ,in which he viewed that organization adoption to this philosophy would significantly decrease profit rate , increase business expenses , as well as providing social power to organization businesses excessively .

The second view represented by the renowned American economist Paul Samuelson who is conceived one the most prominent advocate of social responsibility. He expressed this concept represents two -dimensioned model of SR (the social the economic dimensions). Also he indicated that today's organizations should not only be connected exclusively with social responsibility, but it should go deeply into that topic, strives to be creative when adopting this concept.

In fact, when organizations become creative in the field of social responsibility that would enhance the organizations' long term profits, strengthens its position among stakeholders, considerably help avoiding government pressures. Based upon that, it is believed that the concept the social businesses have been subject to substantial change since 1950s .Consequently, organizations had to be obliged to achieve many of the social objectives including, the preservation of the environment, the natural recourses and power recourses to be utilized very well , provides equal work opportunities for all society individuals and strives to meet customer needs(Martinez et el.,2011:2).

Accordingly, organizational performance evaluation has become increasingly essential , gaining more attention exceeding economic and financial performance evaluation , tending to manifest the magnitude of contribution offered by those organizations , in connection with paying increased attention to social activities . Therefore ,crucial considerations have begun remarkably pouring on the impacts that occurs by organization, the necessity of being [the impacts]consistent and harmonious with society objectives and desires. However, Organization, obviously, is a small entity operates with another bigger entity which is society. Accordingly, organization becomes fully utilized of the various facilities and potentialities offered by society, since there has been a reciprocal influence exists between them, therefore it becomes very important for organization to gain society satisfaction in order to achieve full integration between them, thereby serve society and welfare (Stehr et al.,2014: 148 –150).Additionally ,others believe that society needs business organizations devote much attention

to social responsibility. Specially, when social responsibility becomes a slogan raised by world successful organizations. Practically, organizations that do not adopt social responsibility in their works eventually will be diminished and vanished gradually, face customer and society dissatisfaction towards their activities (Giesler et al.,2014:849).Thus , today's organizations should not be exclusively restricted on associating with social responsibility ,but they should go deep-down through active implementation because that would be very lucrative approach for organizations .Furthermore , it would ,eventually ,enhance organization position among stakeholders (Schermerhorn,200:127) . Social responsibility encompasses four dimensions can be mentioned as follows : humanitarian responsibility , ethical responsibility, legal responsibility , economic responsibility(Stehret al.,2014:145)(.(Pride & Ferrell,1997,65).The figure below Explains The dimensions of Social Responsibility:
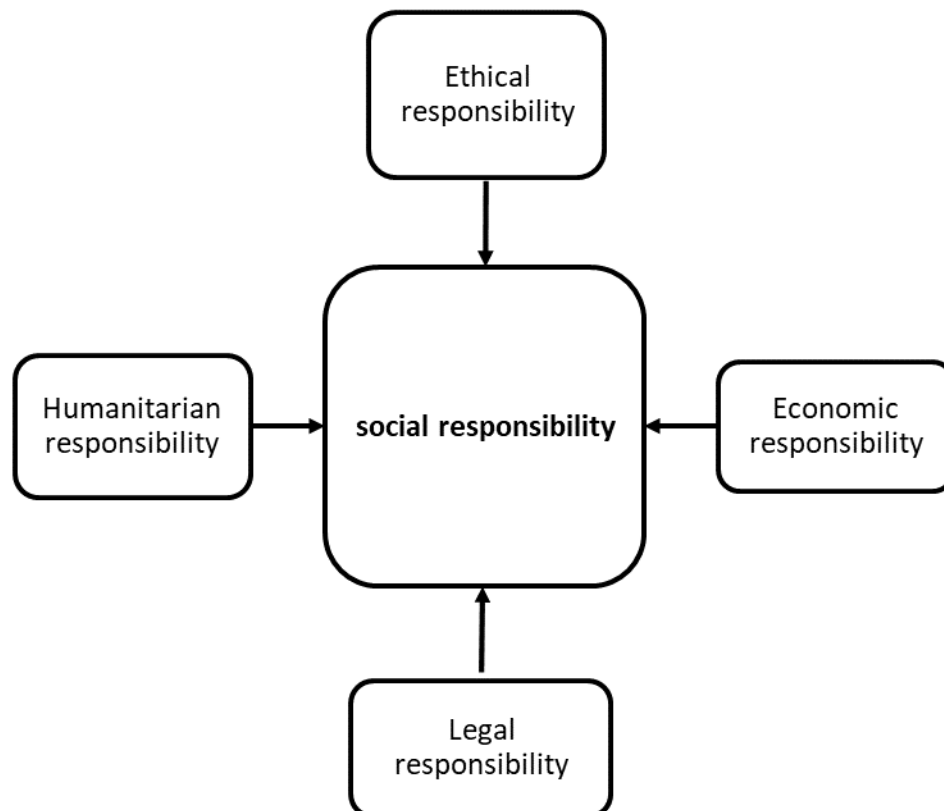

Fig (3) Explains The dimensions of social responsibility

4. The practical side of the research:
As the following section will show a paragraph encompasses a display of data, information and analysis shown in the questionnaire form. That was attained through conducting analysis of the respondents' opinions and responses at the given subject concerning study community, at Al -Sadr Teaching Hospital staff, about the study variables. Furthermore, the paragraph is designed to identify the study dimensions level represented by (social marketing, social responsibility) . For this purpose, the researcher uses five –point Likert scale. Basically, it is a typical multiple –choice options include various responses .It can be illustrated as follows: **1-** strongly agree **2-** agree **3-** neutral **4-** disagree **5-** strongly disagree. That can be conducted through using the responses minimum and maximum limit, mean and standard deviation. If each dimension has a hypothetical mean lower than 3, in this case, it certainly will be rejected**.**

4.1: analyzing the correlations among study variables.
This addresses the correlation analysis among all dimensions of social marketing and social responsibility, Pearson correlation coefficient is used by the researchers to test the correlation between the two variables, as an attempt to accept or reject hypothesis that relies upon analyzing the correlation between the two variables depending upon the following hypothesis:

   Null hypothesis (H0): The correlation between the two variables is existed Alternative hypothesis (H1):The correlation between the two variables is existed

The table (1) illustrates the correlations between social marketing dimension and social responsibility dimension.

dependent variable / independent variable		Social responsibility			
		Humanitarian Responsibility	Ethical Responsibility	Legal Responsibility	Economic Responsibility
Social marketing	Customer orientation	0.67*	0.63*	0.64*	0.65*
	Exchange	0.63*	0.65*	0.55*	0.55*
	Long- term planning	0.55*	0.67*	0.71*	0.79*

(P < 0>05) N = 215

It is evident form the results of the tables ,there is a positive statistical significant correlation between each item of social marketing and each item from the social responsibility within significance level (0.05) , with confidence level (95%) , that demonstrates the significance of the relationship .This finding can be explained that the greater study sample strives to apply social marketing through customer orientation , exchange and long –term planning , the more social responsibility would be adopted through humanitarian ,ethical , legal and economic responsibility . That can be illustrated as following:

*There is a positive statistical significant correlation between customer orientation and social responsibility variables (humanitarian ,ethical , legal and economic responsibility)Where the correlation among the variables reaches as follows:

0.67*	0.63*	0.64*	0.65*

Within significance level (0.05) , with confidence level (95%) , that demonstrates the significant relationship . This finding explains the attention being given to the study sample in studying and analyzing customer orientation, of which it plays a part in the adoption of social responsibility.

*There is a positive statistical significant correlation between exchange and social responsibility variables (humanitarian ,ethical , legal and economic responsibility) Where the correlation among the variables reaches as follows:

0.63*	0.65*	0.55*	0.61*

Within significance level (0.05),with confidence level (95%), that demonstrates the significant relationship. This finding explains the focus being given by the study sample of studying and analyzing the exchange, of which contributes to the adoption of social responsibility.

*There is a positive statistical significant correlation between long-term planning and social responsibility variables (humanitarian, ethical, legal and economic responsibility) where the correlation among the variables reaches as follows:

0.55*	0.67*	0.71*	0.57*

Within significance level (0.05) , with confidence level (95%) , that demonstrates the significance of the relationship . This finding explains the focus being given by the study sample of studying and analyzing long-term planning, of which contributes to the adoption of social responsibility.

In light of the foregoing statistical analysis , the alternative hypothesis (H1) can be accepted, which states "the correlation between the two variables is existed", and rejected the null hypothesis, which states "the correlation between the two variables is not existed".

4.2- Impact analysis of the relationships among study variables.
The hypothesis illustrates the impact relationship of social marketing and social responsibility aggregately. Likewise, table (2) shows simple regression analysis tests, which encompasses un standardized beta coefficient, t –calculated and significant value and interpretation coefficient.

Below is table (2) illustrates simple regression analysis between social marketing and social responsibility dimensions aggregately.

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.303	.501	-	.000
social marketing	1.325	.020	36.107	.000
A- dependent variable: **social responsibility.**				

B:Rsquare = 0.729, f =184.324*

The table above shows that there is a significant impact relationship between social marketing and social responsibility variable. Obviously, unstandardized beta coefficient of the two variables reaches (1.325). With regard to t –calculated value, it was (36.107) that indicates to the significance level of unstandardized beta

coefficient reaching (%5). On a related level, F-test value reaches (184.324) with a significant level reaches (%5) that explicitly indicates the strength of statistical test model. Finally , the interpretation coefficient reaches (0.729) (R^2).

5- Conclusions & recommendations
5-1 Conclusions
1. It is found that customer orientation plays inessential parting connection with achieving the social responsibility.
2. It turns out that exchange (reciprocity)is not based on emotion or pettiness, but rather is based on "give-and- take principle"
3. The misuse of the social marketing dimensions has turned out to be obstacles hindering better performance and never achieve the desired objective represented by " the social responsibility " .Apparently each organization owns its particular methods to accomplish that, but when they come inconsistent with a customer's expectation, there would be counterproductive, would rapidly and directly have a reverse impact on customer orientation.
4. Using the social marketing dimensions in various sectors leads to a massive development in many services , along with their obvious role in the health sector , particularly , providing convenience to customers [patients] when going there .
5. It becomes clear that long -run planning has a tremendous role in developing the health sector in regard with improvement of the actual performance presented by working individuals at the hospital .

5-2 recommendations
In the light of the foregoing conclusions , a set of recommendations has been reached:
1. Generally, more attention should be devoted to sharpening the focus by organizations for the health sector, applying social marketing dimensions in their activities. Doubtlessly, taking these steps will lead to accomplish great success in various activities, improvement and development the quality of the service offered by them. Thereby social marketing adopts the social responsibility
2. Organization should focus their attention on exchange (reciprocity) since it is seen as a basis of development of social relations among others .
3. Organization should focus their attention on utilizing social marketing dimensions properly , if they could be optimized appropriately , an increase in the adoption of social responsibility within organizations would occur . So the organizations have to make advantage of that, work on establishing social bonds among customers, deliver the best services in line with the customers' requirement in the interest of preserving and maintain this relation.
4. Organization managements , in all various sectors including the health sector in particular , should focus their attention on the modern technology and drawing maximum benefit from employing that in developing their activities .The more these developments are characterized of uniqueness and distinction the more their values would be highly significant.
5. Organization managements should focus their attention on achieving social responsibility to their working individuals through fulfilling all their needs ,also deliver services appropriately satisfyingly to be near of customer expectation or better than that for ensuring a good maintained the relationship between the two parties .

6. Dedication
To all whom enlightened other minds with knowledge , guided askers' bafflement with right answer , divulged scientists' modesty through kind-heartedness ,unlimited space of scientists' agreeableness . We dedicate our modest effort to all whom participated in achieving this study, namely, Al –Sadr teaching hospital staff, at Najaf province.

7. Conclusion
This study reaches to outline social marking role in adopting social responsibility. That was clearly conducted through adoption two main hypotheses and three sub hypotheses aforementioned. The study also presents well – sustained explanation to the nature of the relationship between the two variables, along with an applied approach. Besides, it also reviews social marketing impact regarding adaptation of social responsibility in the study sample. That was also undoubtedly confirmed through the above –mentioned results .However, given what has been said about social marketing outweighs considerably and overwhelmingly pay and profit. This study primarily comes to demonstrate magnitude of service delivered by the study sample researchers for community.

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