

CONTRADICTIONS IN SOCIAL MARKETING: CASE OF LATVIA

Ieva Andersone¹, Elina Gaile-Sarkane²

^{1,2} Riga Technical University, LV-1048 Riga, Meza 1/7-406,
E-mail: ieva.andersone@rtu.lv; elina.gaile-sarkane@rtu.lv

Abstract. The article is devoted to socially responsible marketing. Authors have analyzed the definitions and its different formulations of socially responsible marketing, the social responsibility, the concepts of marketing and sustainable development and establish the mutual interrelation thereof influence factors. The authors described two interpretations of the term social marketing, analysing various socially responsible marketing campaigns organized in Latvia. Based on previous researches done by the authors, they offered their own classification of socially responsible marketing campaigns in Latvia. Research done by the authors provides an insight in the interpretation of the concept of social marketing and its impact upon sustainable development. The results of the study provide only small insight in the problematic of the study and demonstrate the main directions that might be subject to in-depth study.

Keywords: socially responsible marketing, social marketing, sustainable development, social advertising

1. Introduction

The concept „socially responsible marketing” is widely used and sometimes it is hard to comprehend is it just a modern approach towards attracting the attention of the consumers or is it a true necessity dictated by the market. To undergo in-depth study, it is necessary to analyse the social responsibility, the concepts of marketing and sustainable development and establish the mutual interrelation thereof.

Research object is particularities of socially responsible marketing.

The **main goal** of research is to analyze definitions of socially responsible marketing and interpretations of the term socially responsible marketing. Very special role in presented research is devoted to analysis of various socially responsible marketing campaigns organized in Latvia.

This goal was achieved through the solution of following **tasks**:

- To analyze different definitions of socially responsible marketing;
- To analyze two interpretation of the term social marketing;
- To analyze and classify social campaigns in Latvia.

The authors employ well known methods of research – statistical analysis, grouping, evaluation, predicting etc. In the course of the present research by synthesis of theoretical developments and practical experience, the analysis of impact of socially responsible marketing on sustainable development is done.

2. Socially Responsible Marketing, Social Marketing and the Society

Social marketing is joined tightly with meaning of sustainable development. The most widely accepted definition of sustainable development is creatively ambiguous: Humanity has the ability to make development sustainable – to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs (Kates, Parris, Leiserowitz 2005).

Sustainability is the capacity to create, test, and maintain adaptive capability. Development is the process of creating, testing, and maintaining opportunity. The phrase that combines the two, ‘sustainable development’ thus refers to the goal of fostering adaptive capabilities and creating opportunities. It is therefore not an oxymoron, but a term that describes a logical partnership (Holling 2001). Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for future generations. The goals of economic and social development must, therefore, be defined in terms of sustainability. In this context, development is taken to mean a progressive transformation of economy and society which is sustainable in a physical sense (Lozada 1999).

According to H. Vancoek (2007) , sustainability is a process which tells of a development of all aspects of human life affecting sustenance. It means resolving the conflict between the various competing goals, and involves simultaneous pursuit of economic prosperity, environmental quality and social equity famously known as three dimensions with the resultant vector being technology, hence it is a continually evolving process; the ‘journey’ (the process of achieving sustainability) is of course vitally important, but

only as a means of getting to the destination (the desired future state). However, the 'destination' of sustainability is not a fixed place in the normal sense that we understand with destination. Instead, it is a set of wishful characteristics of a future system.

Social marketing is an umbrella, term used to describe how, in different ways, marketing can encourage positive social behaviour, and includes 'critical marketing' and 'green or sustainable marketing'. Sustainable marketing – implements marketing in compliance with the principles of responsibility (organic marketing, environmental marketing, green marketing, ecological marketing).

Social marketing is the systematic application of marketing along with other concepts and techniques, to achieve specific behavioral goals for a social good (National Social Marketing Centre 2008)

Many scientific and public information sources include explanation of the term 'social marketing'. At the same time, it is to be noted that when looking for literature sources on social marketing, most frequently found are scientific articles and professional literature about socially responsible marketing or ecological marketing.

Social marketing encourages us to use our skills and insights as marketers to progress social good. On the other hand, it facilitates the control and regulation of conventional marketing through critical studies of its impact on the health and welfare of society. Social marketing is most often used to define the ways in which policy makers can use the techniques of marketing to change human behaviour for the better – whether it is concerned with obesity, gambling, smoking or drink-driving. To drive slowly, think about recycling, stop smoking, eat healthily - marketing can be instrumental in getting people to think differently (Kotler 2009).

In the worldwide famous electronic dictionary *Wikipedia* it is said: social marketing should not be confused with the societal marketing concept which was a forerunner of sustainable marketing in integrating issues of social responsibility into commercial marketing strategies.

Socially responsible marketing is a marketing philosophy that states that a company should take into consideration what is in the best interests of the society at present and in long term (Armstrong, Kotler 2008). Socially responsible companies should aspire to produce desirable products. Desirable products provide immediate satisfaction and long term benefits. These products are sought by the consumers for immediate gratification and also benefit society and consumers in the long term.

It is obvious that there are two concepts – social marketing and socially responsible marketing, though, both these concepts are directed towards improvement of social environment, however, it is not one and the same. In the opinion of the authors of the article, socially responsible marketing is ethical approach of an enterprise towards consumers and general public, whereas, the social marketing, on its turn, includes convalescence, education and improvement functions.

By analysing the afore-mentioned social marketing and socially responsible marketing definitions, it is to be concluded that ecology is among the components that are included in one definition. Moreover, it is closely connected with entrepreneurship and professional ethics. For example, effective marketing must be matched by strong sense of ethics, values and social responsibility.

Development of the global market also attributes to improvement of the marketing definition. In the eighties of the previous century, the marketing definition was mainly based upon sale. One of the most recognized marketing definitions provided by P. Kotler is: "Meeting needs profitably". The marketing definitions of the 21st century have evolutionized.

P.Kotler (2009) has defined marketing as - social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others, whereas Palmer has said: marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of the customer on whom the organization depends. In the traditional sense, the task of marketing is expansion of entrepreneurial activity and product sale, whereas the social marketing is oriented towards long-term relations by considering public interests. So, on its merits, marketing cannot be socially oriented, because the main task of marketing is to sell. What is the task of the social marketing? In the explanatory dictionary of foreign words the concept social is explained as – connected with the society, human life and relations in the society.

To sum up, the authors would like to stress that socially responsible marketing is a contemporary marketing trend directed towards solution of many topical for general public (Fig 1.).

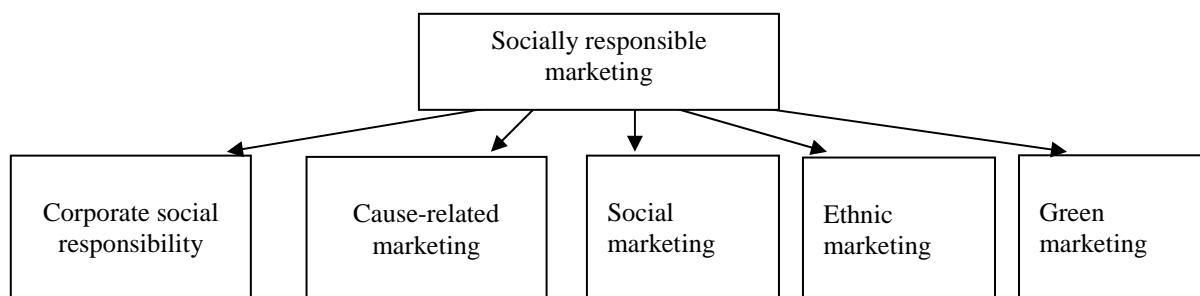


Fig. 1. Socially responsible marketing (Kotler 2009)

To generalize, it is to be concluded that the marketing trends are directed towards increased putting into practice of social responsibility in entrepreneurship. Consequently, the social responsibility process will involve all stakeholders, i.e. directors, shareholders, managers, customers, suppliers, intermediaries, state, etc. To note that the present explanations of the concepts socially responsible marketing and social marketing in the society are incomplete, mutually confused and exchanged. To understand the essence of social marketing, it is necessary to undergo in-depth analysis of the very concept.

3. Social Marketing and its Forms

Social marketing is such marketing which main task is to raise of public awareness. Mainly it is directed towards healthy life style and improvement of the quality of life. Social marketing emerged in 1970 when Philip Kotler and Gerald Zatlman implemented the already existing marketing principles to bring over their ideas, attitude and objectives. The main scope of social marketing is not to affect the market and product sale, but to change the mode of thinking or attitude towards some particular issue. The main objective of social marketing is to ensure active public participation in solution of some issue, by achieving it by means of persuasion and not by talking somebody into something. Such marketing encourages to assume civic liability and active participation, instead of passive observation of the ongoing (El-Ansary 1974) In the very essence, society benefits from social marketing, because it encourages public participation and establishment of one's attitude towards various topical issues. In terms of traditional marketing, the marketing task is extension of entrepreneurship and product sale, whereas the social marketing is orientated towards long-term relations, by considering public interests.

Though, what concerns social marketing, the talk is about social responsibility what causes ambiguity with regard interpretation of the term social marketing what is understood in two ways:

A. In combination with the term corporate social responsibility (CSR). According to A. B. Carroll (1991), one of the pioneers of CSR: the total corporate social responsibility of business entails simultaneous fulfilment of firm's economic, legal, ethical and philanthropic responsibilities. Stated in more pragmatic and managerial terms, the CSR firm should strive to make a profit, obey the law, be ethical, and be a good corporate citizen. In today's competitive marketplace, however, altruistic intentions alone can no longer justify charitable giving and expenditures related to philanthropic activities. Sophisticated customers and stakeholders are looking at the behaviour of the firm; are they donating just to gain goodwill or are they truly concerned about particular issues? For their part, corporations regard their contributions today not as outright donations but as investments that are intended to benefit the company as well as the recipient. The direction - green marketing has emerged from the corporate social responsibility. It has been defined by the American Marketing Association as 'the marketing of products that are presumed to be environmentally safe' (Kotler 2009). Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers' liability, life-cycle analysis, material use and resource flows, and eco-efficiency. Thus, the subject of green marketing is vast, having important implications for business strategy and public policy (Prakash 2002). Hereinafter this direction will be referred to as securing of socially responsible processes.

B. The perception of the second concept is drawn towards social conception. With the term "social" understood are ethics, public values and humanity (holistic marketing). Social marketing has been defend by French and Blair-Stevens as – systematic application of marketing alongside with other concepts and techniques, to achieve specific goals, for a social good', often by non-

profit or governmental organizations (Kotler 2009). Lazer and Keller define social marketing as: ...that branch of marketing concerned both with the uses of marketing knowledge, concepts, and techniques to enhance social ends as well as with the social consequences of marketing policies, decisions, and actions. Kotler and Zaltman: ... the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications, distribution, and marketing research (El-Ansary 1974). Hereinafter this direction will be called social improvement of the society.

Hereby it may be concluded that in case A (securing of socially responsible processes) social marketing more concerns the non profit segment and takes place more at national scale. There are people engaged, however, it is not a „science”, or a „doctrine”. Why? One of the main reasons could be the small market that is not bringing profit. This is also where the ambiguity about application of the concept originates, because every time when someone looks for social marketing in scientific and library data bases, produced is information that concerns corporate social responsibility.

Which of these directions is the most important for science and also in practice? Talking about the direction of securing socially responsible processes, frequently companies use such form of marketing that positions a particular brand as socially responsible, by pure strategically associating some company with charity. Though, *Edward de Bono* an authority in the business management creative sector has uttered that it is not that simple to determine whether a particular enterprise is socially responsible on its merits or it is just a smart marketing trick. This form of marketing is based upon the opinion that charity is an opportunity for promoting one's business. The brand is strategically associated with charity events what, undoubtedly, enhances the value of the brand and increases reputation in the society. By implementing such marketing policy, the beneficiary is not only the company but also its customers. The consumer obtains two benefits – acquires a product through purchase and supports charity events organized by the producer or supplier of the respective goods. The consumer is satisfied because of having done a good job without spending additional means. The company *The Body Shop* is excellently functioning according to this practice – it sells ecologically clean and environmentally friendly production and donates part of its income to charity. The business is successful because people gladly purchase the goods in the form of a present. Thereby demonstrating that the person giving the present cares for others, i.e. that he/she is socially responsible. Without doubt, this is a complex form of marketing because it has to successfully combine two different interests – social and commercial. A successful outcome is possible only if charity and commercial interests share one and the same „area”, respectively, the management of the company has to believe that the business activities of the company can promote positive developments in the society.

In this case, one could give the following example – this year from 7–12 of June the NGO society „*Jaunie*” (the Young) organized a social campaign in Riga „It is time to change your habits!” with the scope to bring attention to the smoking problem and to convert general public, especially youth to healthy life style. During the campaign residents of city Riga had the possibility to exchange their cigarette packs against single visits to the fitness club „*Atletika*” and client cards of the insurance company BTA. All in all several hundreds of fitness club visits were exchanged against cigarette packs during the campaign. The sponsors of the campaign were: the fitness club network „*Atletika*”, insurance joint stock company BTA, political party „*Jaunais laiks*” (New Time) and agency CRA.

The social improvement of the society (B) can be illustrated by means of separate social campaigns organized by various non-governmental organizations and state institutions. One of the methods to change public attitude and behaviour is social advertisements and persuasive social campaigns in which such social advertisements are used. It is a new type of advertising in Latvia that is developed and more frequently applied for solution of issues topical for the public and also for popularization of healthy life style.

The conducted surveys demonstrate that if an individual feels involved in some particular behaviour, he will more frequently tend to apply and identify everything connected with such behaviour, resulting in attitude and behaviour change in long term perspective. One of the methods to change public attitude or behaviour is social advertisements and persuasive social campaigns in which such social advertisements are used. It is a new type of advertising in Latvia that is developed and more frequently applied for solution of issues topical for the public and also for popularization of healthy life style.

To name as an example, the informative advertisement on osteoporosis. Osteoporosis is a disease of bones that causes reduced mineral density of bones, making them porous and hollow, considerably reducing the mass of the bones and leading to an increased risk of fracture caused by even small daily strain. Usually bone fractures make patients fully dependant on their peers and medical staff, because require

lasting treatment. The World Health Organization (WHO) has ranked osteoporosis among 10 most serious and widespread chronic diseases, causing not only health, but also major social problems. Specialists of the field have estimated that the disease affects more than 150 000 people in Latvia. According to the data of the International Osteoporosis Association, a bone fracture caused by osteoporosis „breaks” every 3rd woman and every 5th man after the age of 50. Around 200 million women suffer from osteoporosis in the entire world. The objective of the Latvian Association of Osteoporosis Patients and Disabled Persons in 2005 was to stir potential and existing patients to particular action – inform oneself about the disease, diagnostics, actively apply preventive measures and/or treatment, by being duly aware of the possibilities to receive state support for purchase of medicine in particular cases. For the purpose of the campaign a survey of paediatricians was conducted in the spring of 2005. The results of the survey demonstrated that 65% of paediatricians were of the opinion that all in all the available information about osteoporosis symptoms, consequences, diagnostics and treatment possibilities is insufficient, although general information is available. 72% of paediatricians stressed that osteoporosis is a disease whose treatment can be afforded only by well-off people (the survey was conducted before inclusion of osteoporosis medicine in the list of drugs reimbursed by the state).

Another equally vivid example is diverse social campaigns directed towards psychological assumptions why drivers undergo risk. A number of such campaigns have been organized within the last couple of years, e.g. in 2007 there was a campaign **Organ Donor** - the amount of the advertising campaign in mass media during 2007 was considerable:

- Although only 3 advertisements of the campaign were placed in **newspapers and magazines**, the total size thereof exceeded 2 thousand square centimetres;
- The advertisement could be heard on the **radio** more than 300 times, what, in case of uninterrupted listening to the advertisement, would compose 3 hours of listening;
- **TV** media was used in the campaign most intense – the video clip was transmitted almost 500 times what in terms of broadcasting time compose 4 hours net broadcasting time.

By considering the extent of this campaign and the topicality of the issue, the question arises on how effective the campaign has been? According to the statistical data published by the Road Traffic Safety Directorate (CSDD) on road accidents, the number of accidents in the first two months of the year had reduced by almost 10 % or by around thousand accidents as compared to the same period of the previous year when the campaign was started. Moreover the number of deaths in road traffic accidents has reduced by 25 % or 20 persons and that is not few!

This social advertising campaign is organized every year since 2002 before summer solstice. In other countries, e.g. in the United Kingdom such campaigns are organized on annual basis since 1979. Specialists are of the opinion that organization of such annual campaigns cannot be discontinued, because new drivers have to be constantly reminded how dangerous it is to drive under the influence of alcohol, because exactly young drivers are the ones to most frequently cause traffic accidents under alcohol. TV clips and reminders on the radio, posters on the streets and coffee-bars have promoted raising of public knowledge and awareness most and have also helped change the attitude against drunk driving and thereby also – abstention thereof.

The main scope of the campaign was to reduce the number of traffic accidents and drunk driving accidents on the roads of Latvia, thereby the success of the campaign is to be measured in terms of road traffic accident statistics. The data collected by the Road Traffic Safety Directorate show that in 2005 for the first time within several years the trend towards reduction of drunk driving accidents, deaths and injuries including, could be observed. The number of drunk driving deaths in 2005 had reduced by 15 % and the number of injured by 13 %.

On its webpage the Road Traffic Safety Directorate informs that more than 88 thousand drivers have been „caught” for speeding in 2009 and the choice of improper speed has been the grounds for over 1900 road traffic accidents. However, ignoring of speed limits and improper driving speed is a common practice among drivers and the most frequent violation of traffic regulations. According to the statistical data, 1/3 of all traffic accidents is caused by speeding or selection of improper driving speed – almost every second registered traffic accident concerns speeding and most frequently speeding is typical for young drivers in the age from 18–30.

The Road Traffic Safety Directorate in cooperation with the Ministry of Transport and State Police. The social campaign has been directed against speeding – “Speed! Deadly cunning! Be smarter!” **The scope of the social campaign** is to motivate drivers to observe the speed limitations to reduce the number of traffic accidents, injuries and deaths on the road. **The target audience** is drivers. The form of expres-

sion of a typical bravado driver is depicted on the posters of the campaign. The results of the campaign were surprising because there was not a single traffic related death during the campaign and the number of road traffic accidents had reduced by 30%. Whereas after the campaign „Fasten the seat belt! Don't risk!" – on 11 October 2007 a raid was organized within which 78 means of transport were inspected, wherefrom half were transporting children. Only one child was not fastened with the seat belt and had no special child support – in all others the requirements for passenger carriage were duly met – the passengers were fastened and the children seats were equipped with proper support – according to their height and weight.

Various charity projects have been gaining immense popularity within the last couple of years. To name the first „The Generosity Day" that received considerable feedback and was highly appreciated by local population. The key factor of success was the fact that the campaign appealed to render assistance to particular children who required particular amounts of money to be able to live a full-fledged life. It is of importance that on the webpage of the organization Ziedot.lv each donator can inquire and find out how his/her donation has been disposed of. Moreover, each year the broadcasting organization LNT makes special broadcasts about treatment of children to whom the donations were made and everyone can reassure that the donations have reached the desired aim. Being aware that people of Latvia are able to unite for a common scope to help people in need, it was decided to organize another charity campaign shortly before Christmas – „Angels over Latvia". The main challenge of the campaign was the necessity to separate this campaign from the „Generosity Day" and unite people twice a year for charity projects.

A very vivid social campaign is „Don't pollute the forest!" The key figure of the campaign - *Pigman* has already become a national star with the recognition rate of 82 %. In his activities the *Pigman* is always accompanied by journalists. The PET inspection trip was reflected in all main national media. *Pigman* campaign had 100 % regional media coverage. The number of publications and TV broadcasts exceeded 400. The profile of the *Pigman* in the social network draugiem.lv has been visited by 140 000 thousand people and the profile has 11 000 regular fans. The appeal of the *Pigman* on environmentally friendly policy has been signed by 30 000 people.

Thanks to the campaign, the recognition of the state joint stock company „*Latvijas valsts meži*" (Latvia State Forest) and its management has gone up by 15 %. In the reputation rank the company has moved up by 33 positions and the experts have recognized it the greenest Latvian enterprise. Right after the campaign many retail networks introduced environmentally friendly alternatives for plastic bags and the *Pigman* could proudly announce an unplanned campaign activity – the day on which the victory over plastic bags is celebrated. The largest national newspaper „*Diena*" expanded the topic by posting a provocative appeal to the largest retailers to completely give up plastic bags and at present also this aim has been reached.

There are multiple such examples both in Latvia and also other Baltic countries. In comparison to the first years of independence, the number of such campaigns has gone up. It can be explained with the overall increase of social responsibility level, integration into the European Union and development of new standards of ethics. Meanwhile it is to be noted that not all members of the society fully understand the usefulness of such campaigns and treat with certain incredulity.

A number of different factors account for such a perception. To name, according to the study of the authoress:

- Use of financial resources and the mutual interrelation thereof with the reached results. It is linked to several aspects, among them, lack of confidence in lawful disposition of the funds and reflection about whether in the context of economic crisis it is useful to organize such campaigns;
- Public confusion with regard the contradictions between national and business interests (see image 2).

According to the given examples, socially responsible marketing has two sides, see Fig 2:

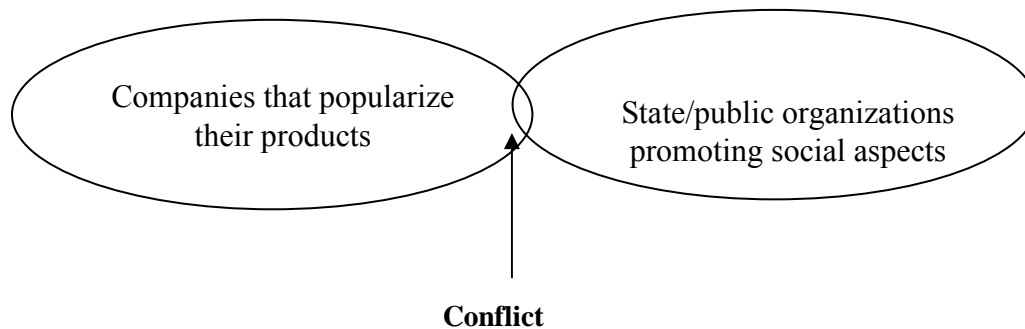


Fig. 2. The ideological conflict caused by socially responsible marketing in the society

Social advertising – information distributed with the scope of affecting the conduct of a person or a group of persons, their opinion and attitude, resulting in benefits to the entire society. Social advertising is not directly linked to increase of the amount of sale of some particular product, support or promotion of some particular business idea. Its scope is to motivate the target audience to act in socially responsible manner and promote positive changes in the society. Social campaigns have to be long-term, because short-term events might not bring the desired result or may bring no result at all. It is rather problematic to change some deeply rooted idea or opinion and the process is rather slow – taking place within an extended period of time. The form of a social advertisement coincides with the commercial advertisement, only the scope differs. Namely, commercial advertisements appeal to the consumer to acquire an item against a definite payment to satisfy personal needs. The commercial advertisement encourages take certain actions mainly due to selfish reasons. Social advertisements, on its turn, usually encourage people to refuse from something, thereby making the entire society benefit, by satisfying the social needs of some social group or some individual. Social advertisement encourages act due to unselfish reasons, and this is the spot where the conflict arises. On the one hand, an entrepreneur stimulates a consumer to consume, e.g. strong drinks. Of course, the laws regulating the respective field of the national economy impose certain limitations to be complied with by all entrepreneurs operating in the sector. So, for example, the advertising limitations of alcohol manufacturers provide that the advertisements have to contain a reference to alcohol-related harm etc. At the same time the advertisement is made in a manner to stimulate alcohol consumption. Sometimes it is directed towards affiliation to a certain social group, appealing to lusts, expectations of the consumers etc. In the circumstances of increasing statistical indicators of alcohol consumption at national level, youth drinking etc. the state responds by creating social campaigns. Such campaigns are directed towards reduction of consumption. Thereby a conflict emerges both within the consciousness of the consumer and also within the total marketing process. The criteria for implementation of socially responsible marketing are:

- Long-term process (the campaigns have to be sustainable, because deeply rooted ideas can be changed only within a lengthy period of time);
- Regular (cyclic);
- Results have to be measurable;
- Are to be beneficial for the society.

One of the founders of the marketing theory P.Kotler provides the following classification of social marketing campaigns:

- Cognitive campaigns;
- Action campaigns;
- Social campaigns;
- Value campaigns.

It is to be noted that P. Kotler has correctly described the different nature of social marketing and has managed to classify it in rather successful a manner. At the same time, the authoress is of the opinion that in each market – according to the development stage, historical and cultural and other factors, a unique social marketing campaign classification could be established. So, for example, analysing social campaigns that have been organized in Latvia and comparing such with the classification of P. Kotler, the authoress has elaborated recommendations for another classification of social marketing campaigns that corresponds the market of Latvia.

According to P. Kotler, cognitive campaigns explain the nutritional value of different foods and importance of conservation. Cognitive campaigns are organized comparatively seldom in Latvia, although the advertisements of food products contain cognitive elements. It can be explained with the fact that,

pure historically, people living in Latvia tend to consume comparatively healthy food, whereas the market of the USA is characterized by more than 30 % of overweighted people, what accounts for diverse health problems. Overweight, on its turn, is mainly caused by improper nutrition. In countries where such problems are less topical, such campaigns will be organized less, if at all.

The second group – action campaigns which attract people for mass immunisation, motivate people to vote ‘yes’ on a certain issue, donate blood or motivate women to go for breast screening. According to the opinion of the authoress, this is a disputable group, because the issue arises from such campaigns – who is the beneficiary? In case the campaigns are directed towards general improvement of human health (control etc.), then such can be attributed to this group. In case the campaigns are orientated towards particular conduct wherefrom only one particular enterprise benefits, it cannot be considered social marketing (see Fig. 2).

The third group – social campaigns what discourage cigarette smoking, discourage usage of hard drugs and excessive consumption of alcohol. This is among the groups directly orientated to the social behaviour or conduct. Analysing the Latvian market, it is to be concluded that it concerns the majority of campaigns. The authoress is of the opinion that this group is the source (beginning) of social responsibility. Countries in the initial stage of development (having acquired independence and/or changed the legal and/or economic form comparatively recently) usually start social marketing exactly with public improvement campaigns.

Value campaigns that alter the idea about abortion, change attitudes of bigoted people etc. Such campaigns usually contain viable social concepts directed towards strengthening and increasing public values.

To estimate the development of social marketing campaigns in each particular country, such would have to be compared with the life cycle of the state, the life cycle of the enterprise, undergo analysis of the behaviour and motivation of consumers and other key aspects. According to the observations of the authoress, marketing conception develops alongside with the development of the state. Eventually, by analysing social marketing campaigns of the state certain conclusions can be drawn about the development of the state etc.

By analysing various socially responsible marketing campaigns organized in Latvia, the authoress divides them into the following groups:

- For reduction of consumption or against some bad habit (e.g. reduce consumption of drugs, alcohol, tobacco etc.),
- Assistance or donations (animal shelters, „Angels over Latvia”, „Generosity Day”, „Let’s not divide Latvia in satiated and hungry”, etc.),
- Improvement and cleaning of environment and solving of ecological issues (e.g. campaign *Do not pollute in the forest, Plant your tree, United for greener tomorrow* etc.),
- Educational campaigns directed towards informing children and adults (e.g. campaigns as: *They will sell you as a doll!, You can be better than osteoporosis, Aids, hepatitis! Do not allow humiliate you on the internet!, Think for whom you vote! Pedestrian – deceased!* etc.),
- Other campaigns.

Having examined these groups and comparing with the classification developed by P. Kotler, the conclusion may be drawn that social and value campaigns dominate. Thereby the authoress dares to make the assumption that the next groups that could develop in Latvia are action and cognitive campaigns. From the perspective of the social marketing and by considering that state is more responsible for the social function, it is important to develop socially responsible entrepreneurship.

Socially responsible companies have named sustainable development among their values and implement their marketing activities in line with the principles of responsibility (*sustainable marketing*). Corporate social responsibility adds emotional colouring to the brand and considerably affects the decision to acquire a particular item. The study performed by the organization *Business for Social Responsibility* shows that socially responsible activities strengthen the brand and the corporate image and promote increase of the market share. The data of various consumer surveys show that the majority of adults would definitely choose the goods offered by an enterprise that has demonstrated care and has been more active “in making the world better”. Corporate social responsibility adds emotional colouring to the brand and to a considerable extent exactly emotions determine the decision to purchase a particular product. Socially responsible marketing means better communication, what, on its turn, is the basis for relations. The better the relations, the better the business. In 2008 the leading European business network CSR Europe published guidelines for responsible marketing where they explained the values of sustainable business. With sustainable development in the particular context understanding the undertaking of an enterprise to meas-

ure not only its financial indicators, but also investments for strengthening social well-being and environmental protection. It means – to pay special attention not only to the 4 „P”ies of marketing, but consider also another three - *People, Planet, Profit* (so-called *triple bottom line*).

6. Conclusions

The survey conducted by the authors provides an insight in the interpretation of the concept of social marketing and its impact upon sustainable development. The results of the study provide only small insight in the problematic of the study and demonstrate the main directions that might be subject to in-depth study. The following conclusions may be drawn on the basis of the results of the study:

- Development of the market and the society procures perfection of the marketing concept and awareness;
- The contemporary marketing trends are directed towards increased implementation of social liability in entrepreneurship. Thereby the social liability process involves all stakeholders.
- To sum up, sustainable development is among the driving forces of social responsibility. It is included in all the definitions and explanations of the term referred to above. At the same time corporate social responsibility is not the same as social (or socially responsible) marketing.
- At present the explanations of the terms socially responsible marketing and social marketing are incomplete, mutually confused and exchanged.
- Implementation of social marketing campaigns causes contradictions or conflicts in the eyes of the society. Such contradictions mainly concern the differences between national and business interests.
- The concept of social marketing develops alongside with national development. Probably analysis of the social marketing campaigns of each country may provide certain conclusions about the development of the state etc. Such study can be based upon the life cycle of the country, life cycle of the enterprise, consumers' behaviour and motivation analysis and many other important indicators.

The research contributes to better understanding of the definition *socially responsible marketing* in the context of sustainable development as well as challenges caused by development of marketing in general. However, the field of research is very vast and this study presents just an insight into the scope of the different questions that ought to be discussed in the future.

References

- Armstrong, G. Kotler P. Principles of Marketing. 12th ed. Upper Saddle River, NJ: Pearson Education, Inc., 2008.
- Ekspertu tops: Latvijas labākās sociālās kampaņas 01.06.2009 <http://www.7guru.lv/7gurupeta/article.php?id=55050>.
- El-Ansary A. I. 1974. Towards a Definition of Social and Societal Marketing. *Journal of the academy of marketing science, Volume 2, Number 2, 316-321p*, www.springerlink.com/index/2W55221420110784.pdf.
- Hasna, A. M. 2007. "Dimensions of sustainability". *Journal of Engineering for Sustainable Development: Energy, Environment, and Health 2 (1): 47-57*.
- Holling, CS. 2001. Understanding the complexity of economic, ecological and social systems *Ecosystems 4: 390-405*.
- Kampaņa, kas mainīja ieradumus – „Piesprādzē! Neriskē!” <http://www.7guru.lv/casestudy/article.php?id=54927>.
- Kampaņas relīze. Ātrums. Nāvīgi viltīgs. Esi gudrāks. Ceļu satiksmes drošības direkcija <http://csdd.lv/?pageID=1257939083>. 22.12.09.
- Kates, W. R; Parris M. T., Leiserowitz A.A. 2005. What is sustainable development? Goals, indicators, values and practice. *Environment: Science and Policy for Sustainable Development, Volume 47, Number 3, pages 8-21*.
- Kotler, Ph.; Keller, K. L., Bradly, M., Goodman, M., Hansen, T. 2009. Marketing management. *Pearson Prentice Hall: 1st. European ed.* 889 p.
- Labākais korporatīvās atbildības projekts – Cūkmēna kampaņa <http://www.7guru.lv/casestudy/article.php?id=52506>
- Lozada, H. R. 1999. Ecological sustainability and marketing strategy: review and implications. *Available at www.sbaer.uca.edu/research/mma/1999/24.pdf*.
- National Social Marketing Centre, 2008. http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume3/editorial/cases_3_01.pdf.
- Neļauj sevi pazēmot internetā! www.drossinternets.lv.

- Newman, L. 2006. The Virtuous Cycle: Incremental Changes and a Process-Based Sustainable Development. *Sustainable Development* 15, 267–274 (2007) Published online 20 December 2006 in Wiley InterScience (available at www.interscience.wiley.com).
- Prakash, A. 2002. Green marketing, public policy and managerial strategies. *Business Strategy and the Environment* No. 11, 2002, 285–297 p. Published online in Wiley InterScience (available at www.interscience.wiley.com).
- Siliņš, A. Sociālā kampaņa „Laiks mainīt ieradumus” http://sportacentrs.com/citi/10062010-sociala_kampana_laiks_mainit_ieradumus.
- Social marketing http://en.wikipedia.org/wiki/Social_marketing.
- Sociālā kampaņa ”Paēdušai Latvijai” <http://www.paedusailatvijai.lv/lv/par-projektu/>.
- Sociālās kampaņas ir vajdzīgas sabiedrībai! 09.12.2008 www.7guru.lv.
- Socially responsible marketing http://en.wikipedia.org/wiki/Socially_responsible_marketing.
- Statistics about Overweight USA <http://www.wrongdiagnosis.com/o/overweight/stats.htm>.
- The World Commission on Environment and Development, New York: Oxford University press, 1987, 8. p.