

Отримано: 03.09.2025

Прийнято: 14.10.2025

Опубліковано: 22.10.2025

УДК 330.341.1

DOI: 10.30857/2786-5398.2025.5.8

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**SOCIAL RESPONSIBILITY AS THE FOUNDATION FOR IMPLEMENTING
SOCIALLY-ORIENTED MARKETING IN ENTERPRISES**

The modern business environment is characterized by high market volatility, intensified competition, and a shift in consumer priorities toward ethical and socially significant corporate behavior. Under these conditions, traditional marketing tools are not always capable of ensuring long-term competitive advantage, as they primarily focus on economic outcomes and insufficiently consider the social, environmental, and ethical aspects of business operations. Socially-oriented marketing, which integrates the principles of Corporate Social Responsibility (CSR) into the enterprise's strategy, becomes a key instrument for achieving balanced development and enhancing the trust of consumers, partners, and society as a whole. Implementing socially responsible practices enables enterprises not only to meet the expectations of modern consumers but also to create added value through reputation building, development of partnerships, increased customer loyalty, and adaptation to social and environmental challenges. This article explores the theoretical and methodological foundations of social responsibility as the basis for implementing socially-oriented marketing, examines its key components and expected effects for enterprises, and presents an authorial model for the implementation of socially-oriented marketing. It demonstrates that the systematic adoption of socially responsible practices allows enterprises to combine economic efficiency with social impact, build a positive reputation, mitigate reputational risks, and ensure sustainable competitive advantages. The study confirms that social responsibility is not only an ethical obligation for businesses but also a strategic mechanism for sustainable development and enhancing enterprise adaptability in a digitalized and globalized environment, harmonizing economic and social goals and contributing to the creation of long-term competitive advantages.

Keywords: *social responsibility; socially-oriented marketing; corporate social responsibility; sustainable development; corporate reputation; marketing strategies; societal value of business.*

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**СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ ЯК ОСНОВА ІМПЛЕМЕНТАЦІЇ
СОЦІАЛЬНО-ОРІЄНТОВАНОГО МАРКЕТИНГУ ПІДПРИЄМСТВА**

Сучасне бізнес-середовище характеризується високою нестабільністю ринків, загостренням конкурентної боротьби та зміною пріоритетів споживачів на користь етичної та соціально значущої поведінки підприємств. У цих умовах традиційні маркетингові інструменти не завжди здатні забезпечити довгострокову конкурентну перевагу, оскільки фокусуються переважно на економічному результаті та недостатньо враховують соціальні, екологічні та етичні аспекти діяльності. Соціально-орієнтований маркетинг, що інтегрує принципи корпоративної соціальної відповідальності (КСВ) у стратегію підприємства, стає ключовим інструментом забезпечення збалансованого

розвитку та підвищення довіри споживачів, партнерів і суспільства загалом. Впровадження соціально відповідальних практик дозволяє підприємствам не лише відповідати очікуванням сучасних споживачів, а й формувати додаткову цінність через зміцнення репутації, розвиток партнерських відносин, підвищення лояльності клієнтів та адаптацію до соціальних і екологічних викликів. У статті досліджено теоретичні та методичні засади соціальної відповідальності як основи впровадження соціально-орієнтованого маркетингу, розглянуто ключові компоненти та очікуваний ефект для підприємств, а також представлено авторську модель імплементації соціально-орієнтованого маркетингу. Показано, що системне впровадження соціально відповідальних практик дозволяє підприємствам поєднувати економічну ефективність із соціальним впливом, формувати позитивну репутацію, знижувати репутаційні ризики та забезпечувати стійкі конкурентні переваги. Дослідження підтверджує, що соціальна відповідальність є не лише етичним обов'язком бізнесу, а й стратегічним механізмом для сталого розвитку та підвищення адаптивності підприємства у цифровому та глобалізованому середовищі, забезпечуючи гармонізацію економічних та соціальних цілей і сприяючи створенню довгострокових конкурентних переваг.

Ключові слова: соціальна відповідальність; соціально-орієнтований маркетинг; корпоративна соціальна відповідальність; сталий розвиток; репутація підприємства; маркетингові стратегії; суспільна цінність бізнесу.

Problem Statement. The modern business environment is characterized by market instability, intensified competition, and a transformation of consumer priorities toward ethical and socially significant corporate behavior. Under these conditions, traditional marketing tools increasingly fail to ensure long-term competitive resilience, as they focus primarily on economic outcomes and insufficiently address social and environmental challenges. This situation necessitates a shift toward the concept of socially-oriented marketing, which integrates the commercial interests of the enterprise with the needs of society and the principles of sustainable development.

The relevance of this study lies in the growing role of social responsibility as a strategic resource for enhancing enterprise competitiveness. Social responsibility is no longer viewed merely as a voluntary ethical initiative but increasingly manifests as a systematic managerial approach that shapes the nature of interactions between the enterprise, consumers, partners, and society at large. The integration of social responsibility principles into marketing activities fosters stakeholder trust, strengthens reputational stability, and creates sustainable market advantages.

Thus, the study of social responsibility as a conceptual foundation for the implementation of socially-oriented marketing is both scientifically justified and practically significant, as it enables the development of new approaches to harmonizing an enterprise's economic performance with the social and environmental requirements of contemporary society.

Undetermined parts of the problem. Existing research in the fields of corporate social responsibility (CSR) and socially ethical marketing does not fully reveal the practical aspects of their implementation at the enterprise level. The need remains to improve approaches for integrating social responsibility into marketing strategies, to evaluate the effectiveness of related initiatives, and to develop a comprehensive model of socially responsible marketing in the context of digitalization and globalization. In business practice, such initiatives are often applied in a fragmented manner, which reduces their strategic coherence and overall effectiveness. Moreover, contemporary business practices frequently demonstrate piecemeal adoption of socially responsible measures, failing to ensure systematic and strategically aligned marketing activities.

The purpose research is to substantiate the theoretical and methodological foundations of social responsibility as a basis for implementing socially-oriented marketing within enterprises, and to develop an authorial perspective on its role in ensuring sustainable business development.

Analysis of literary sources of the study. The issues of socially responsible and socially-oriented marketing have been thoroughly examined in the works of both domestic and international scholars. In particular, the conceptual foundations of socially-ethical marketing were addressed by Philip Kotler, who emphasized the necessity of aligning an enterprise's commercial objectives with societal interests and the long-term well-being of consumers [1].

The formation of a socially responsible marketing system and the adaptation of marketing mix elements to consumer expectations have been explored in the research of L. Kozin [2]. Ukrainian scholars, including S.M. Illyashenko, stress that orienting marketing activities toward the principles of sustainable development and social values enhances business efficiency [3].

The interrelation between corporate social responsibility and enterprise marketing strategy is substantiated in the works of O. Kanishchenko [4], demonstrating their mutual influence in creating long-term competitive advantages. In international studies, Archie Carroll presents social responsibility as a multi-level model that shapes corporate behavior in the market [5].

Moreover, M. Porter and M. Kramer have shown that integrating socially responsible initiatives into corporate strategy contributes to increased competitiveness and improved stakeholder engagement [6].

At the same time, despite this substantial body of research, the issues of systematic implementation of social responsibility in enterprise marketing activities-considering contemporary economic transformations and market digitalization-remain insufficiently explored.

Presentation of the main research. Corporate social responsibility (CSR) is a management concept that involves the voluntary consideration of not only economic, but also social, ethical, and environmental aspects when making managerial decisions. It is aimed at achieving a balance between the commercial objectives of a business and the interests of society, creating a foundation for sustainable development and long-term stability of the enterprise.

Social responsibility goes beyond simple social programs or philanthropy. It acts as a strategic tool that strengthens market positions, enhances consumer trust and loyalty, and builds a positive company reputation. Through the systematic implementation of CSR principles, a company can combine economic efficiency with social impact, ensuring benefits for both the business and society.

Modern Ukrainian and international scholars pay significant attention to corporate social responsibility as a key element of strategic management and marketing activities. In particular, M.V. Shehda [7] considers CSR as a factor that ensures the formation of competitive advantages and strengthens the company's reputational assets, enabling it to adapt to the social challenges of the present.

Within marketing practices, responsibility is regarded as an integral part of managerial decisions that foster consumer trust and positive brand perception. L.M. Minko [8] emphasizes that socially responsible marketing not only enhances a company's reputation but is also integrated into marketing strategies through ethical, communication, and product policies to increase trust among clients and partners.

Supporting this view, M.V. Resler and Ya.M. Halyo [9] note that socially responsible practices contribute to strengthening the company's market position and creating additional value for both consumers and society as a whole. Similarly, A.S. Telnov and S.L. Reshmidilova [10] highlight the importance of socially responsible marketing in trade enterprises, which allows marketing strategies to be adapted to changes in consumer behavior and digital market conditions.

O. Vrublevska [11] considers socially ethical marketing as an approach that combines economic efficiency with the social consequences of enterprise activities, promoting harmonious interactions with stakeholders and increasing market trust.

In the international academic discourse, social responsibility in marketing is also a key topic. J.C. Sanclemente-Téllez [12] identifies social factors as a critical element of marketing strategy, influencing consumer behavior and brand perception. P. Eteokleous, L. Leonidou and C. Katsikeas [13], in their review article, emphasize that CSR in international marketing strengthens stakeholder engagement and enhances the competitiveness of companies in global markets.

Thus, both domestic and foreign scholars agree that socially responsible marketing approaches contribute to building a positive reputation, enhancing consumer and partner trust, adapting to changes in consumer behavior, and creating sustainable competitive advantages—factors that are crucial in today's economy.

Therefore, corporate social responsibility serves as a key element of modern management and marketing activities. It balances the economic objectives of the business with societal interests, builds a positive reputation and consumer trust, and allows for the creation of long-term competitive advantages. The systematic integration of CSR principles across all aspects of operations—from production processes to marketing strategies and stakeholder communications—enables companies to combine economic efficiency with social impact.

In the context of digitalization, globalization, and rapid changes in consumer behavior, socially responsible marketing is no longer merely an element of corporate policy; it has become a strategic tool that ensures adaptability, resilience, and long-term business stability. By integrating social responsibility into corporate strategy, enterprises can simultaneously meet market and societal needs, strengthen relationships with partners and clients, and create positive social and economic value.

Thus, social responsibility is not only an ethical obligation of business but also a strategic prerequisite for effective operation of modern companies. It allows enterprises to act responsibly, proactively, and competitively, creating synergy between economic results and social impact.

In contemporary practice, socially-oriented marketing transforms into a comprehensive system encompassing the economic, social, and environmental aspects of enterprise activity. Key components of such marketing include (see Table 1): responsible pricing that considers the social and economic needs of consumers; environmentally safe products that minimize negative impact on the environment; ethical advertising and communications that promote transparency and stakeholder trust; social programs for stakeholders that generate additional societal value; and partnerships with the public that ensure active engagement and information exchange with various interest groups.

Integration of social responsibility into a company's marketing activities involves: developing a socially responsible corporate strategy; incorporating the principles of corporate social responsibility (CSR) into the marketing mix; fostering social innovations and responsible communications; and establishing long-term partnerships with stakeholders [6, 8, 11].

Thus, it can be noted that a key aspect of successful implementation of socially-oriented marketing is the transformation of the company's value paradigm: from a solely profit-driven orientation to one focused on the social value of the business. This approach allows for the alignment of economic and social outcomes, strengthening market positions, and ensuring the company's long-term sustainable development.

For practical implementation of these principles, it is advisable to apply a systematic model for the implementation of socially-oriented marketing (Table 2).

Table 1

Key Components of Socially-Oriented Marketing and Their Impact on the Enterprise

No.	Key Component of Socially-Oriented Marketing	Description / Significance	Expected Effect / Benefit for the Enterprise
1	Responsible Pricing	Considers consumers' social and economic needs, ensuring a fair pricing policy.	Increased customer loyalty and sales stability.
2	Environmentally Safe Products	Minimize negative environmental impact while supporting sustainable development.	Enhanced brand image and compliance with environmental standards.
3	Ethical Advertising and Communications	Promote transparency in business activities and build stakeholder trust.	Strengthened reputation and increased trust among customers and partners.
4	Social Programs for Stakeholders	Create additional value for society and address community needs.	Enhanced social responsibility and positive community impact.
5	Public Partnerships	Ensure active engagement and information exchange with various interest groups.	Expanded network of contacts, strengthened collaboration, and improved transparency.

Source: author's elaboration based on [1, 2, 4, 6, 8, 9, 13–15].

Table 2

Model for the Implementation of socially-oriented marketing

No.	Model Stage	Key Actions	Expected Results
1	Diagnosis of Social Responsibility Level	Analysis of the current marketing strategy and its alignment with CSR principles	Identification of strengths and weaknesses in the company's social policy
2	Definition of Socially Significant Marketing Goals	Formulation of specific objectives regarding impact on consumers, the community, and the environment	Creation of a clear roadmap for social activities
3	Integration of CSR Principles into the Marketing Strategy	Inclusion of social and ethical aspects in product policy, pricing, and communications	Harmonization of the company's economic and social interests
4	Implementation of Socially Responsible Marketing Tools	Use of ethical advertising, eco-friendly products, and social programs	Enhancement of consumer trust and positive brand perception
5	Evaluation of Socio-Economic Impact and Strategy Adjustment	Monitoring and analysis of results, making necessary adjustments	Ensuring the effectiveness of the marketing strategy and sustainable development

Source: author's elaboration based on [1, 2, 4, 6, 8, 9, 13].

The implementation model of socially-oriented marketing involves a structured sequence of steps that enables the integration of social responsibility principles into a company's marketing strategy, ensuring the harmonization of the business's economic objectives with societal needs.

Applying this model allows a company to: increase consumer trust; build a positive employer brand image; minimize reputational risks; strengthen market positions; and ensure stable, long-term development.

Thus, social responsibility is viewed not only as an ethical obligation of business but also as a strategic tool that enhances the effectiveness of marketing decisions and serves as a crucial factor in creating competitive advantages and achieving sustainable enterprise development.

Conclusions and prospects of research. Socially-oriented marketing today plays a key role in combining a company's economic efficiency with its social value. Implementing the principles of social responsibility enhances consumer trust, builds a positive brand image, reduces reputational risks, and simultaneously strengthens the company's market position.

The author's model for implementing socially-oriented marketing demonstrates how a systematic approach to integrating CSR into the marketing strategy facilitates the alignment of economic and social interests, creating synergy between profit and societal value. In the current environment of digitalization and rapid market changes, such a strategy helps enterprises remain adaptive, competitive, and resilient over the long term.

Future research can focus on improving methods for assessing the effectiveness of socially-oriented marketing, studying its impact on consumer behavior across various economic sectors, and adapting CSR models to the international business environment, taking into account the role of digital technologies and social platforms.

Thus, socially-oriented marketing is not only an ethical choice for businesses but also an important strategic mechanism for achieving sustainable development and establishing long-term competitive advantages.

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