

## The Application of Concept of Marketing and Social Responsibility



### Commerce

**KEYWORDS :** Social Responsibility, Saudi Telecommunications Company(STC) , Concept of Marketing , New original ideas in social work.

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### ABSTRACT

*This study investigates the importance that the Saudi Telecommunications Company(STC) attaches to social responsibility through adopting an ambitious programmes that focuses on undertaking national and social responsibility towards the staff and further on towards community development by means of concentrating on some of the urgent issues in the Saudi society such as those relating to health, education ,capacity building ,and tourism. Hence this study, which attempts to answer the following questions:*

*Does STC propose any new original ideas in social work as to responsibility?*

*In addition, there are some other activities conducted by STC in service of the Saudi society: STC has sponsored and convened several social support programmes such as those relating to the disabled people.*

*In conclusion, the study shows that STC has proved to be of great help in this field by injecting new ideas and concepts of social work that is characterized by creativity and originality in social responsibility. This is reflected in such programmes that aim at developing tourism in KSA, the support of all activities and festivals such as those for horsemanship and races, besides celebrating and honouring a number of Saudi Sheikhs, sponsoring scientific symposiums and exhibitions, and many other social and cultural activities such as the Research Day, the Mathematics Olympiad Contest and the second educational meeting on Hyperactivity and Distracted Attention. STC has also supported a number of activities such as "How to Become an Inventor" and "Arab Voluntary Campaign" that originated in the Eastern Region of KSA. It has of late facilitated visits to prison inmates ,connecting them with their relatives through modern communication facilities, via sound and picture, for those relatives who cannot go and see them there.*

### 2. INTRODUCTION

Morality and values have long been regarded as a costly spiritual heritage incongruent with features of our contemporary predominately materialistic world. In fact, the phenomenal progress culminating in the Industrial Revolution and Information Age has cemented the position of morality in most societies as a way of life and as cornerstones of civilization itself that contemporary societies cannot do without. This leads to the need to investigate the potential role such constructs can play in boosting natural incomes, raising levels of living and attainment luxury through satisfaction of collective community desires in ways compatible with values dominant in that particular society.

A considerable number of telecommunication companies have established themselves in the Kingdom of Saudi Arabia. These institutions are credited with creating work opportunities for thousands of nationals, increasing the national incomes, as well as effectively raising living standards, establishing levels of welfare and fulfillment of present and future community desires in a manner congruent with the values acceptable to society. It is within such context that the above companies have championed positive thoughts and attitudes in dispensable in any civilized society. Consequently, the focus of this research is one of the giant Saudi telecommunication companies, namely the Saudi telecommunication companies. The aim is to specifically determine the social responsibility shouldered by this particular company, underpinning privatization of the company and the subsequent endeavour to transform its government enterprises so they comply with the established commercial principles. Thus, the company laid down explicit strategies geared to meeting the demands of its clients while adhering to its social and natural responsibilities. Such strategies stressed society development embodied in tackling some pressing issues in the Saudi society, including health, education, capacity-building and development of tourism.

STC was established in 2002 and is justifiably regarded as the pioneer in the field of integrated communication services in the kingdom of Saudi Arabia. As the result, the company constantly strives to meet the needs of the market while keeping abreast with the latest technological communication, innovations. To an even greater degree, the company endeavours to faster strategies centred round clients and to be ever responsive to the demands of its consumers in whatever it does. On the other

hand, the national orientation of the company springs from its well-grounded Saudi identity leading to commitment to contributing to many important national events and support of many government development projects. The behavior of the company creasing reflects the increasing attention paid by the international companies to social initiatives advocated by the science of social marketing that emphasizes the need for positive social attitudes and values that are crucial to the survival of all civilized societies. This research will investigate the issue of whether the company has burdened its social responsibilities. The fundamental issue here is whether or not Saudi company has put forward novel areas of social responsibilities that reflect a spirit of innovation and creativity according to the criteria of collective responsibilities.

The descriptive analytical (content analysis) was employed to study the effect of application of the social marketing and responsibility in Saudi telecommunication company on society at large in the kingdom of Saudi Arabia. The research parameters include the implementation of collective marketing and responsibilities-shouldering by the company within the period extending from September, 2002 to April, 2014. Extensive has been made of specialized references, reports, documents and publications dealing with application of the concept of community marketing and responsibilities with regards to the Saudi Telecommunication company.

### 3. THE FIRST SECTION : THE CONCEPT OF MARKETING AND SOCIAL RESPONSIBILITY

The concept of social responsibility emerged as a product of the emergence of systematic behavior that added more experimental and applied dimension to the marketing and then it started analyzing the social interests. Following the historical development of social marketing, it was noted that the development of marketing curriculum started in early 1902, which was initially confined to the scope of distribution through the perception that brokers can bring added value to the production processes more than increased costs (Czinkata, 1997: 8) .

And in the same line of the historical development of marketing, many marketing concepts, which have become the focus of interest of the consumer emerged. And In early 1960, Marketing seemed to take the modern form that based on the needs and desire of customers because they are considered the right ap-

proach to the formulation of the modern marketing concept. In 1970 the ideas of marketing activities began to develop through the accumulated experiences process. This happened beside the addition of the large number of research papers that aimed to study marketing activities. In addition, marketing became a new important disciplines added to the business disciplines. However, marketing became an important discipline by delivering service industries and Financial service that shown by the findings that are extracted from scientific experiments and its role in providing guidance for non-profit organizations and the marketing's role in performing all these activities that resulted in huge changes for its role in life (Boues, et al., 1995 : 86).

The emergence of Strategic concept of Marketing began in early 1990, and this resulting in a major shift in the history of marketing, where the transition seemed to focus on the product and the customer about the organization and the external environment study to identify them, after reaching a result that identify the client process alone is not sufficient. The success of shoppers depends on the identification of the consumer and the external factors surroundings him. These factors are in competition and government policy and Regulation and political factors and freedom of economic and social factors.

All these factors help to form a clear conception that leads to a realistic assessment of the market, therefore, during the present time the use of technical marketing has resulted in increasing the confidence in the output of production compared to the limited results that was achieved by the deal according to the traditional concept of marketing. But the actual change in the marketing system grew up in the light of the new circumstances that emerged in late 1990, where marketing has become responsive to the social demands through the correlation with the directions of cooperation from the perspective of social responsibility and through building orientations according to the ethical standards prevailing as well as deal Marketing according to the demands of human activity towards the preservation of the environment. Unlike the case of ideological planning in the past with the beginning of central planning, which has witnessed the emergence of marketing.

Marketing has become one of the means of change to improve livelihoods through the proper distribution of goods and services that resulting in improving the quality of life and led to the well-being community (Kochers, 1989: 143). In addition, the social marketing is a promotional activity of ideas and positive human values and aims to improve the living conditions of the members through the promotion of positive lifestyles and behaviors mission to rescue the people and save the community from a rigid material. Some may think that social responsibility is limited to charities and social institutions, and this is a misconception because private institutions and through their activities offered by, have a social contribution and many consumers ignore and can not respect those institutions that do not care about human beings and do not keen on them, and the real planning for starting manufacturing products must accompany whims and wishes of consumer in an earnest way, and to identify a consumer wishes which is considered the most important necessities that should be understood by the successful marketing management. The marketing has credited by producing the goods and services community according to customers' need

Then came the most important phase, which involves a focus on sales and then the focus on the marketing stage, which contains the application of the social concept of marketing and social responsibility, as it is useful for companies to work to harmonize their projects productivity between the environment and the interest on the one hand and consumer interest on the other hand, its philosophy should be based for achieving the social good firstly and then followed by the considerations of profit,

this idealism in corporate policy of the companies is required, some of them have applied this idealism to be the first initiators of the actual leading to participate in the field of the environment, and support charitable activities, and social and educational participation and the adoption of some of the social attention. Therefore, the bottom line is that, the social marketing science is considered an important revolution in the business world, because it makes material profits through the promotion of a revolution name as well as a moral profit for the community, and all the institutions should take a care of social marketing and keen to serve the community so as to be respected by the members of the community and the trademark for the institutions should be respected by the consumers. Thus, the trend emerged towards a simple and easy standards use that can be used as controls to meet the great social transformations such as the rules and regulations that are used for fighting against Environmental Pollutions, and these problems worsen and become more difficult if they are added to the multiple environmental and cultural factors, with different components of Legal system. All communities need to develop a code of ethics for marketing organizations' work, and the organizations and companies that do not have any voluntary work for the benefit of society, will face negative impression from public opinion; and thus, there is a need to develop ethical standards that define the behavioral pattern of business organizations in accordance with the general moral values. Therefore, the social responsibility can be expressed in values and morality, and several levels of social responsibility had been identified through the correlation of ethical, legal and social behavior (Kotler, 1989: 143) and this can be illustrated by the following:

1. Legal behavior: the business organizations should work to educate all employees to practice marketing activities in the legal framework, for example, the administration of sales should be honest when promoting the goods and the services that are displayed. Moreover, sales points operations should not be resorted to the use of techniques that belong to other competition companies or by undermining their products and services.

2. Moral behavior: The practice of the actual application of the principles of marketing is committed to provide the safety element of the goods and services that are produced.

3. The responsibility of social behavior: This behavior must concern with the external environment and contribute for preservation of the environment various elements.

Third: the contribution of STC for creating new ideas in social work, which reflects the creativity and innovation among its officials in social responsibility.

Therefore, STC adopted future projects that support the idea of sustainable development, focusing on the health, environment, education and development of humans.

STC has worked to transform its strategy to comprehensive initiative towards employees and the Saudi society by contributing to solving some social issues and put forward new creative ideas. This can be found through the following:

#### **4.1 PROGRAM - CARE , WHICH AIMS DEVELOP TOURISM IN SAUDI ARABIA :**

1. STC has supported the annual festival tourism in Abha.
2. STC has participated in the Festival Summer of Prince Sultan bin Abdul Aziz Center for Science and Technology (Saitek) 2009 " which belongs to King Fahd University of Petroleum and Minerals.
3. STC has witnessed the Festival (tourist of Onaizah 29), which was held at the King Fahd cultural center where STC has contributed in individuals and residential sectors.

4. S T C has participated in the second Festival of Olive, which was held in Prince Abdul Ilah bin Abdul Aziz cultural center in Sakaka in Al-Jouf on 1 November 1429.

#### 4.2 CARE OF EXHIBITIONS AND SCIENTIFIC SEMINARS IN SAUDI ARABIA

(Saudi Telecom.2013)

1. ST C has witnessed the events of the International festival of Asir (Biennale) for Technical drawing for all students including the students of Gulf countries.
2. . STC has contributed in “ A Research Day” which was launched by Prince Sultan University Faculty of girls.
3. STC has witnessed the fifth Olympiad Competition of Mathematics which organized by King Fahd University of Petroleum and Minerals.
4. STC has sponsored the second educational meeting “hyperactivity and Attention Deficit” in Intercontinental Hotel which organized by the General Directorate of Education for Girls in Riyadh in the presence of a large number of educational leaders.
5. Saudi Telecom has sponsored the Educational Seminar (What Children Want from Parents) in collaboration with the Ministry of Islamic Affairs and Endowments.
6. STC and in cooperation with the Saudi Centre for Culture of Invention have sponsored the programs of Association of Benevolent Convoy for Social Services for the year 1430. It has also supported the Training Pouch (How to Be an Inventor) which has been published lately.
7. Saudi Telecom has sponsored the workshop development for executives in the private and public sector, and held in collaboration with the King Fahd University of Petroleum and Minerals which organized by Aljwa International Foundation and was entitled (the Pursuit of Excellence for Individuals and Organizations).
8. STC has facilitated the visit of prison inmates by harnessing modern means of communication, so that families can easily communicate with their relatives in prisons.

#### 5. CONCLUSION

To answer the research question “ Did STC add any new creative ideas to social work which demonstrates the creativity and innovation in social responsibility?”

STC has introduced many new creative ideas in social work by supporting and sponsoring the following program:

1. events and activities tourist tent of Abha as well as the tourism Dawah programs in it.
2. the Summer Festival program of Saitk in 2009.
3. the program of festival tourism of Unaizah 29, and the second Zaitoon Festival program.
4. the field program for horsemanship in Abha.
5. The international events for the technical drawing of students in Biennial Asir.

6. Research Day “which was organised by Prince Sultan University.
7. The fifth Olympiad Contest for Mathematics which was organized by the King Fahd University of Petroleum and Minerals.
8. the second educational meeting “Hyperactivity and Attention Deficit” which was organised by the General Directorate of Education for Girls in Riyadh.
9. Educational Seminar (what he wants the children of parents) in collaboration with the Ministry of Islamic Affairs and Endowments.
10. Association Programs of Khair Convoy for Social Services for the year 1430
11. Training Pouch (How to be an inventor).
12. Competition of ( the eighth Registrar Office in the university) at King Fahd University of Petroleum and Minerals in Dhahran and the distribution of awards for participating students
13. finally, the facilitating the visit of prison inmates by harnessing modern means of communication, so that families can easily communicate with their relatives in prisons.

Through the results that have been reached, it was suggested that S T C should sponsor “ a Day of Research,” which was organised in cooperation with Prince Sultan University.

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