

Understanding level of CSR and Marketing in Albania in 2020

Mateus Habili

University of Tirana, Albania

Email: mateus_89@live.com

Abstract

This study aims to understand the level of marketing and corporate social responsibility (CSR) based on the opinion of the citizens. Data were collected through surveys of 935 Albanians during the month of April in 2020. This is a description study based on primary and secondary source. The result shows that people think that the level of marketing is 1.0 and the level of CSR is the first level. The questions in the survey are easy to understand for all the people. The questions are camouflage from the real purpose and the people are answered how they think. In Albania there is a primitive form of marketing and CSR, because is a poor country and the people have essential problems and they think that they want the security and quality of product from a business.

Keywords: level of CSR, level of marketing, Albania

1. Background

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their brands.

As important as CSR is for the community, it is equally valuable for a company. CSR activities can help forge a stronger bond between employees and corporations, boost morale and help both employees and employers feel more connected with the world around them. For a company to be socially responsible, it first needs to be accountable to itself and its shareholders. Often, companies that adopt CSR programs have grown their business to the point where they can give back to society. CSR is primarily a strategy of large corporations. Also, the more visible and successful a corporation is, the more responsibility it has to set standards of ethical behavior for its peers, competition, and industry. Small-and-mid-sized businesses also create social responsibility programs, although their initiatives are not often as well-publicized as larger corporations.

Starbucks has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. According to the company, Starbucks has achieved many of its CSR milestones since it opened its doors. According to its 2019 Global Social Impact Report, these milestones include reaching 99% of ethically sourced coffee, creating a global network of farmers, pioneering green building throughout its stores, contributing millions of hours of community service, and creating a groundbreaking college program for its partner/employees.

Starbucks' goals for 2020 and beyond include hiring 10,000 refugees, reducing the environmental impact of its cups, and engaging its employees in environmental leadership. Today there are many socially responsible companies whose brands are known for their CSR programs, such as Ben & Jerry's ice cream and Everlane, a clothing retailer.

2. Literature Review

In 2010, the International Organization for Standardization (ISO) released a set of voluntary standards meant to help companies implement corporate social responsibility. Unlike other ISO standards, ISO 26000 provides guidance rather than requirements because the nature of CSR is more qualitative than quantitative, and its standards cannot be certified. Instead, ISO 26000 clarifies what social responsibility is and helps organizations translate CSR principles into practical actions. The standard is aimed at all types of organizations, regardless of their activity, size, or location. And, because many key stakeholders from around the world contributed to developing ISO 26000, this standard represents an international consensus.

The idea of Corporate Social Responsibility (CSR) has been a topic of discussion since the 1950s. However, it wasn't until much later that people started understanding its meaning, significance and impact. CSR, in the form that we see today, became popular after it was defined by Archie Carroll's "Pyramid of Corporate Social Responsibility" in 1991. Its simplicity, yet ability to describe the idea of CSR with four areas, has made the pyramid one of the most accepted corporate theories of CSR since. Carroll's pyramid suggests that corporate has to fulfil responsibility at four levels – Economic, Legal, Ethical and Philanthropic.

The lowest level of the pyramid represents a business's first responsibility, which is to be profitable. Without profit, the company would not be able to pay their workers, employees will lose their jobs even before the company starts CSR activities. Being profitable is the only way for a company to be able to survive long term, and benefit society. Additionally, this also means that it is a company's duty to produce goods and services that are needed/wanted by the customers, at a reasonable price.

The second level of the pyramid is the business's legal obligation to obey the law. This is the most important responsibility out of the four levels as this will show how companies conduct their business in the marketplace. Employment laws, competition with other companies, tax regulations and health and safety of employees are some examples of the legal responsibilities a company should adhere to. Failing to be legally responsible can be very bad for businesses.

The ethical layer of the pyramid is described as doing the right thing, being fair in all situations and also avoiding harm. A company should not only be obeying the law, but it should also do their business ethically. Unlike the first two levels, this is something that a company is not obligated to do. However, it is best for a company to be ethical as this not only shows their stakeholders that they are moral and just, but people will feel more comfortable purchasing goods/services from the company as well. Being environmentally friendly, treating suppliers/employees properly are a few examples of being ethically responsible.

At the top of the pyramid, occupying the smallest space is philanthropy. Businesses have long been criticized for their carbon footprint, their part in pollution, using natural resources and more. To counterbalance these negatives, they should "give back" to the community they take from. Even though this is the highest level of CSR, it should not be taken lightly as many people would want to do business with companies that are giving back to society. Philanthropic

Responsibility is more than just doing what is right, but it is something that holds true to the company's values, to give back to society.

According to Carroll's pyramid, responsible business is one which qualifies all the levels of responsibilities before taking up philanthropy. Without fulfilling the other responsibilities, a business cannot sustain.

Corporate Social Responsibility (CSR) is referred to as a technique of carrying on a corporation that not only focuses to increase the profitability, but also attempts to look for solutions to emphasise on social, culture, and environmental results of the corporation. Also, an entity should be responsible to a community or you can say in simple words, society as well as other stakeholders that are influenced by its actions and related functions. When such a plan or policy is applied by the senior management, it targets to create a goal to support ethical terms and the habit of valuing the societies, individuals living in the communities, and the overall culture where the company is needed to handle its compliance with the set standards in CSR and to report this with similar occurrence as to how frequently it accounts its annual reports.

There are advantages of CSR as follows:

a. It improves value and profitability

A CSR plan focuses on the energy-efficiency tactics, for instance waste recycling that can diminish the operational costs, while offering advantage to the environment. Continuing with that, it will enhance an entity's transparency as well as responsibility with the media coverage, capital analysts, investors or owners of the company, and domestic societies. As an outcome, it improves the firm's reputational image among the owners that they integrating the similar plan and strategies into their shares selection tactics. Hence, it would turn into a virtuous circle where the corporation's shares' value would improve, with accessibility to capital investment being relieved.

b. It enhances organisation's reputation

Mixed with genuine action, a policy regarding CSR can serve to create or enhance the company's reputational image. If it occurs that a brand is experiencing from adverse reputation that has resulted in losses, particularly because of environmental concerns, the CSR plan would be considered as effective solution to improve the damaged image and ultimately increase the profitability. In various situations, applying the CSR policy operates as part of the business model, where buyers are commonly seen showing more loyalty to a specific brand that has the ability to show strong commitment to environmental concerns.

c. It assist to bring motivation among the employees

Almost of the global corporations know that employees or the staff of a company are considered as the most esteemed resources, which can be regarded as a fundamental structure of a company in relation to the CSR compliance. In other words, it means that treating the workforce with utter dignity and respect, providing them desirable office infrastructure, friendly working culture, developing fair and unbiased hiring practices, as well as developing a workplace that does not promote work discrimination (regarding race or gender) is a must. Focusing these points enhances the teamwork and confidence among the employees within a good office culture.

There are disadvantages of CSR as follows:

a. It needs higher costs and expenses

One of the major drawbacks of implementing CSR plans and policy is to bear high costs in relation to install CSR strategies and implementing it, particularly for small entities. Whereas, large companies have the ability to bear such high cost regarding the allocation of a set budget to CSR reporting. Also, small entities that comprise of only 10 to 200 staff commonly experience issues with bringing capital investment. Although they can consider using media coverage to convey their policy to the domestic societies and their potential buyers, it would be time consuming to handle the alterations, which would involve hiring of additional staff, meaning further salaries expenses. Furthermore, there is a common thinking that the high costs of CSR would result in the downturn of small entities as majority of them cannot consider the required budget to be socially accountable. As per the critics, these entities does not have ability to bear the high costs of social media solutions, equipment, and training sessions required to fulfil the social responsibility.

b. It can increase investor's resistance

While several investors are attracted to grab shares in entities that are publicly responsible, majority of them would consider for investment with the hope of generating high profits. Besides, while few organisations have created reasonable profitability from CSR, others that consider such a plan always prove as probable to lose cash resource. Considering the spotty path record of CSR in determining growth in earnings, shareholders focus to restrict attempts by entity managers to progress their companies in that path.

c. It promotes Greenwashing

As per the critics, CSR can be considered a practice that might result in ineffectiveness, debating that it can result to green-washing. They show that an entity's management workforce has inefficient responsibility to its investors, which is directly contradicting by CSR plans. They further focus that the accountability of senior management to their investors is to increase profitability, and executives who emphasise on creating huge revenue for the society and their employment. Hence, this is the main motive why some entities argue about such policy, but would do nothing or take action regarding it.

When Marketing 1.0 was recently started, it was based on the product, since it develops all its strategies around it. It is based on the basic needs of the consumer without taking into account feelings. Its diffusion is by traditional means such as television and radio, so it is not present on the Internet. It should be mentioned that its message is unidirectional because it does not provide feedback to the client and the units of measurement are very few and variable.

Marketing 2.0 is responsible for developing strategies based on the consumer, is responsible for knowing them and satisfying their needs, reaching a specific segmentation of sex and age, as well as highlighting their feelings and the wide capacity for evaluating different products or services. This is why Marketing 2.0 communicates with, in addition to traditional media, interactive media that promote the participation of society and obtaining constant feedback. Here applies communication through social networks.

Marketing 3.0 is based on the values of society, so it seeks to reinforce the integral image of the person and therefore create a better and balanced world, this is why companies start making public that they are socially responsible. It also seeks to improve the environment, retaking

green marketing tends in order to reinforce products and campaigns, joining in this trend some of the most important brands around the globe.

Marketing 4.0 is the sequel to our widely-recognized concept of Marketing 3.0, which calls for brands to touch the human spirit. Marketing 4.0 is based on intricate observation and analysis of the paradoxes in view of the digital technology boom. We explain how online meets offline, why style must be complemented with substance, and why Machine-to-Machine is incomplete without Human-to-Human.

Digital technology is increasingly moving at the heart of most modern businesses today. As OECD states, digital economy is fast percolating a wide range of industries, from banking, energy and transportation to media and health. No wonder thus how often we hear of the word ‘disruption’ in the context of business.

Marketing for B Corps often involves marketing the very concept of a B Corp certification, as part of your business message. Unlike related certifications, like “Fair-Trade” or “Organic”, B Corps haven’t quite made themselves a household name, despite the fact that there are over 2000 of them in 42 countries, across 120 industries. In fact, we’re San Francisco’s first and only full-service B Corp-certified digital marketing agency. We’ve been certified since September of 2016. Marketing for B Corps is actually quite simple. A B Corp certification announces that a business has agreed to conduct itself in an environmentally and socially conscious way. This can involve eco-friendly business practices, inclusive hiring practices, and so on. In order to become certified, a business must score at least 80 points out of a possible 200, in a variety of metrics all relating to progressive, responsible, forward-thinking business practices.

No matter how progressive the conduct of your business is, the B Corp certification is a clear and incontestable way of announcing those practices to clients, customers, investors, prospective employees, and anyone else. B Corps have a unique challenge, not faced by other businesses. A standard business needs to imprint itself upon a customer or client, increase awareness, and explain what they do. It’s a give-and-take between outreach and follow-up, and it has the primary aim of generating conversions.

For B Corps, the marketing process is a little different. A B Corp needs to cast a wider net. This will help make their business practices clear, so that the right kind of customer will be able to seek them out. In a way, you need to market *the fact that your business is B Corp-certified*. A recent Nielsen study demonstrated that close to two-thirds of customers would go out of their way, or pay more, to support a company that could be demonstrated to be making a positive social or environmental impact. By announcing the impact your business is making as a B Corp, the conversions may begin to come almost unbidden.

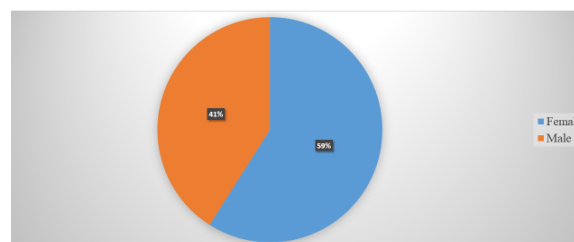
First and foremost, the goal is to make your business visible in places where like-minded investors and clients are likely to be looking. If your digital marketing agency, for instance, sets itself apart from the pack, then you’ll be sought out by clients and investors who share your passion for social and environmental progress. Don’t ignore the special avenues you have at your disposal, too. As a B Corp-certified business, you can join the B Hive, a social network exclusive to B Corps. B Corp-certified businesses, in any industry, stick together and help each other out. They tend to share business leads or networking avenues amongst themselves. That’s the thing with B Corps — unlike most other corporations, they put their goals ahead of their shareholder interests. B Corp businesses put progress *for everyone* first. So, by helping another business in need, they advance the cause, even if it might drive profits to undercut the

competition. In our case for instance, in a niche that doesn't put profits first, finding companies that are large enough to hire outsourced digital marketing or hire full time digital marketers can be a real challenge, so working with other, like-minded B Corps is a great way to advance our cause and still do good business as a company. As a corollary to this, B Corps tend to do better in times of economic downturn or financial hardship. With such a robust support network, B Corps tend to thrive even when other businesses in the same industry might be struggling. This is the sort of thing your business will want to market to potential investors. Marketing for B Corps often means attracting investors, and the double-whammy of progressivism and safe investment will be hard to resist. B Corp status has a tendency to attract young, enthusiastic, loyal talent. This quality will make your business especially attractive to clients and investors as well. Marketing your B Corp status will make it clear what people can expect from your business, and it will tidily augment the talent and services of your business in all your marketing communications. As B Lab puts it, becoming B Corp-certified is as easy as 1-2-3. The process begins with your 150 question "B Impact Assessment", passing grade 80 points out of a possible 200 (40%). Following this, once certain legalities are put in order, you'll sign the B Corp Declaration of Interdependence and Term Sheet, thereby cementing your participation in the B Corp movement. For some businesses, this may be a relatively quick process, but for others, it's not uncommon for the process of certification to take 1-2 years.

3. Methodology

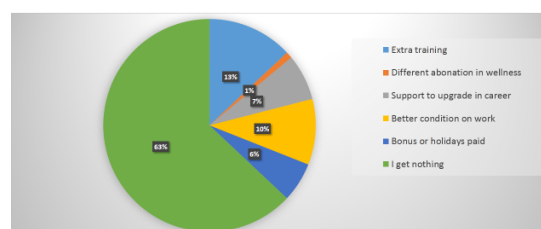
This study is a description study, because it shows a full panorama of the issues. It's based on deductive method, because first we get data and then make a theory. The source of information are two types primary and secondary. The data from primary source are get from the survey. The data from the secondary source are get from searching in web, in studies, different papers, diploma, books, ect. The campion is 935 responders , the survey was distributed online in period 25 April-25 June .

Which is your gender ?



In this study have responded 59% Female and 41 % are Male.

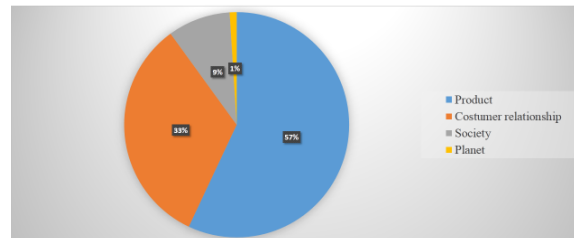
At your work do you get?



63 % of the responders say that have get nothing from the business in which work. This fact

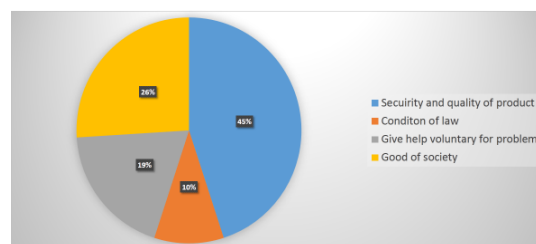
share that the business in Albania don't care about the employees. Don't exist In CSR in Albania.

What do you think the bussines in Albania, where is focus most?



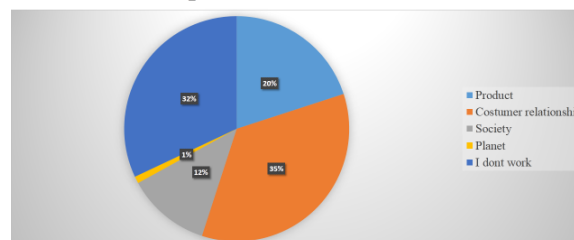
57 % of the responders have answered that the focus of business is at the product, that mean that they think that Marketing in Albania is Marketing 1.0 .

Based in your opinion the focus of bussines will be ?



45% of responders have answered that they want that the business have to focus on the security and quality of product. This is in the same line with the reality of the level of CSR.

In bussines when you work where is the focus in his politics?



35 % of responders say that the focus of the business where they work is in the costumer relationship. This share that the level of is Marketing 2.0 .

4. Conclusions

In Albania the employers don't get anything like extra training, bonus, holiday. This show that don't exist in CSR. The level of marketing is 1.0 a kind of marketing that is applied in 1960. The level of CSR is in the first level that shows that business in Albania don't see CSR like an investment. People in Albania want that business based their focus on the security and quality of product. This shows that security and quality of product is a problem in Albania . Those fact shows that Marketing and CSR are in a low level in Albania.

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