

MODELING SOCIAL RESPONSIBILITY IN THE FIELD OF GREEN MARKETING OF ORGANIC PRODUCTS WITH AN EMPHASIS ON BRAND ATTACHMENT

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1. INTRODUCTION

The category of green marketing and social responsibility has become an important and challenging issue for most economic enterprises since green marketing requires a comprehensive and integrated review. The implementation of green marketing is a reflection of the implementation of social responsibilities of companies from the consumers' viewpoint and is a symbol of green measures and social responsibility for organic commercial brands. The lack of sufficient understanding of the dimensions and different aspects of social responsibility in green marketing has made it necessary to conduct scientific and applied research. In the present study, researchers seek to present a model to explain the social responsibility of companies on green marketing from the point of view of consumers of organic products, emphasizing brand attachment and using a grounded theory.

2. MATERIALS AND METHODS

The present study is a qualitative study that uses Grounded Theory. This theory is used for systematically examining qualitative data, to arrive at a theory or hypothesis. Data is gathered through in-depth interviews. In this regard, first, based on the theoretical background and related literature, an interview protocol with 15 questions was compiled, and during the interview process, other questions were added according to the answers of the interviewees. The statistical population of the research in the qualitative part includes managers and experts of companies producing organic products that have a social responsibility and green marketing approach and at least 3 years of work experience in this field. In theoretical saturation sampling based on the researcher's theoretical sensitivity, in-depth interviews with experts proceed to the point of reaching theoretical saturation. The sampling method used in this research was the snowball method, through which a total of 14 experts were interviewed. To validate the research model, three criteria of validity (credibility), generalizability, and reliability were considered. In this research, qualitative data was analyzed through coding and in three stages open coding, central coding, and selective coding.

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3. RESULTS AND DISCUSSION

After coding the research data, a total of 325 concepts were extracted, which were categorized into 83 categories. The research model has been presented based on the classification of categories (26 main categories) according to the Grounded Theory. After coding, the group of factors of acceptance of social responsibilities, social cultivation, general acceptance of social activities, health orientation in business, and responsibility of society members was identified as causal variables. Healthy production, environmental protection, implementation of social responsibility, environment-oriented marketing, and social marketing was introduced as the main phenomenon elements of the model. Customers' mental image of the brand, trust in organic brands, and attachment to organic brands were introduced as background factors. In the performed coding, the factors of adherence to ethics, the degree of customer payments, and the value of organic products were identified as intervening variables. The factors of observance of the rights of stakeholders, customer relationship management, development of green marketing, clarification of social actions, the special value of the brand, and expansion of greenism in the business space were identified as strategies and some factors were presented as outcomes of the proposed model including improvement of green and organic purchases, customer satisfaction, sustainable business development, and business success. The set of factors mentioned in the presented model indicates the multiplicity and diversity of the elements and indicators of social responsibility, and this is intensified when the marketing of organic products and emphasis on brand attachment is considered. Therefore, it is necessary to examine comprehensively and systematically the social responsibility of companies and businesses in today's business environment, and it is unlikely to ensure observance of social responsibilities simply by emphasizing certain issues.

4. CONCLUSION

Today, it is necessary for organizations and institutions to address social responsibility, and its absence is considered an important shortcoming in business. The issue of social responsibility in marketing, despite the numerous emphases of experts, has been rarely analyzed practically. Furthermore, creating a suitable marketing system for the implementation of social responsibilities (in the field of organic products and even non-organic products) is a challenging issue for managers and experts in the field of marketing. In addition, it is essential to provide managerial contexts to implement social responsibility. Managers should follow a set of measures such as customer relationship management and green marketing development to make the implementation of social responsibility tasks possible.

Keywords: Social Responsibility, Green Marketing, Brand Attachment, Organic Products