

The Social Marketing in Romania

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ABSTRACT

Social marketing began as a formal discipline in 1971, with the publication of "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing by marketing experts Philip Kotler and Gerald Zaltman. Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good. Social marketing can be applied to promote merit goods, or to make a society avoid demerit goods and thus to promote society's well being as a whole. A study of CSR Romania shows that, for mostly Romanian companies, the social responsibility mean only social investments: donations, sponsorships, philanthropic activities towards community interest achievements. Mostly of these programs are inefficient they do not have social objectives are not professionally assessed and promoted. The news about social programs are not very credible for the large public, and for the journalists these activities are not very attractive. Very few information about CSR and companies' policies, concerning interested groups (employers, employees, suppliers, distributors, clients, local communities) are available. In Romania only 24% of the companies had in 2007 a social audit half of them being multinational companies. Meantime in developed countries the social responsibility is passing from "to have" to "must have", in Romania, the first social report launched by a company (SIVECO-software industry) was issued only in the year of 2008, not many other initiatives being performed since then. Through the mostly mentioned advantage of these kind of reports, is mutual increasing trust, between interested partners, and very important, the growing customers' fidelity. Following this kind of initiatives the economic agents were forced to introduce the concepts of traceability for forest products and others, organic alimentation and agriculture energy savings, etc. Politically, in its strategy of communication to re-launch the Lisbon treaty debates, the European Community perceives the social responsibility concept like being an integrant part of economic competitiveness.

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