

# The Interrelationship Between Csr and Marketing Strategy

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**Abstract:** The main purpose of this research is to describe the interrelationship between CSR, and marketing strategy. This study also aims to determine the approaches of CSR that has a direct impact in improving the business performance of an organization. Simple random sampling technique will be chosen for this study, and a sample of 278 participants will be selected as the sample population for this study. The collection of the data will be performed through survey method, and the analysis of the information will be continued through SPSS software.

**Keywords:** CSR; Marketing Strategy; Business Performance; Simple Random Sampling

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## 1. Introduction

### 1.1 Background of the study

The extensive purpose of this research context is to describe the interrelation between marketing strategy, and corporate social responsibility (CSR) in China.

### 1.2 Problem Statement

The problem statement of this research involves improper implicating of the CSR approaches that directly affect the marketing management of an organization.

### 1.3 Research Questions

The motive of this research is to identify the important approaches of CSR for improving the operation management of an organization.

The research questions below-

RQ1: What are the benefits of CSR in improving the strategic management of an organization in China?

RQ2: How is CSR interlinked with the marketing strategies of the organizations in China?

RQ3: What are the positive impacts of implementing marketing strategies in an organization?

RQ4: How to utilize primary quantitative research methodology in describing the interrelationships between CSR and marketing strategy?

### 1.4 Research Objectives

CSR has an important contribution in reducing the costs of the products, and services. The research objectives are-

RO1: To understand the advantages of CSR in developing the business management, and strategic management of an organization

RO2: To predict the relationship between marketing strategy and CSR

RO3: To know the benefits of major effects of improved marketing strategies in an organization in China

RO4: To use the primary quantitative research methodology in explaining the relationships between marketing strategy and CSR

### 1.5 Significance of the Study

The importance of this research involves it properly providing an idea about the relationship between marketing strategies, and

CSR approaches.

## **1.6 Scope of the Study**

The scope of this research is to provide knowledge about the benefits of market strategies that must be implemented for improving the business management of an organization.

## **1.7 Organization of Thesis**

This research will be constructed on the basis of five chapters.

## **1.8 Definition of Terms**

Corporate social responsibility (CSR): It is based on different principles that involve transparency, accountability, and sustainability.

## **1.9 Chapter Summary**

From the above study, it will be concluded that the study will focus on describing the important relation between marketing strategy, and CSR.

## **2. Literature Review**

### **2.1 Introduction**

In the literature review section, different journals and articles are taken into the research account to get in-depth knowledge about the chosen research topic.

### **2.2 Identification of the relationship between CSR and marketing strategies of organizations**

CSR initiatives mean corporate social responsibilities that can be followed and fulfilled by different business organizations.

Other, taking CSR initiatives in the working sector and incorporating these strategies in the marketing sector can be beneficial for the company.

### **2.3 Analysis of the Role of CSR implementation in developing sustainability marketing in an organization**

Taking and fulfilling all the responsibilities towards the stakeholders of an organization is the main motive of the CSR initiatives. Every business organization has some responsibilities to take toward their stakeholders.

### **2.4 Understanding the Importance of incorporating CSR initiatives in the marketing operation of organizations**

In today's business world, customers become more concerned about the environment and its sustainability. On the other hand, maintaining a transparent delivery system where the customers get to know about the products will also be beneficial for obtaining the trust of the customers and clients.

### **2.5 Evaluation of the Issues and challenges faced by marketing managers to incorporate CSR in marketing strategy**

There are many beneficial factors of incorporating CSR initiatives in the working sector but choosing the right CSR movements and fulfilling all the responsibilities are important to gain the desired market position in the business market.

### **2.6 Mitigation strategies to overcome the CSR implementation problems in different marketing strategies**

Choosing the right mitigation strategies is important to get the full benefit of the CSR initiatives taken by a Chinese business

organizations. At the initial stage, setting the mission, vision, objectives and goal are important and being committed to these factors is important and can be beneficial for understanding the working strategies or choosing the right path.

## 2.7 Theories related to the study

### CSR Theory

CSR theories have four obligations such as philanthropic Obligation, ethical obligation, economic obligation, and legal obligations.

### Stakeholders Theory

Every business organization has to take care of their stakeholders which are an important factor to maintain good relationships with them along with a stable sustainability rate.

## 2.8 Hypotheses Development

Independent Variable: CSR policies

Dependent Variable: Marketing strategy of the firm

Taking the CSR initiatives and implementing those policies in the marketing sector of a company can be beneficial for increasing the marketing of the business organization.

H(1): There is a significant relationship between CSR policies and the marketing strategy of the firm

Independent Variable: CSR implementation

Dependent Variable: Improvement in marketing performance

Taking CSR initiatives can be beneficial for maintaining a healthy environmental balance and gaining economic stability for the business organization.

H(2): There is a positive relation between CSR implementation and improvement in marketing performance of the organization.

Independent Variable: Ethical, and economic responsibility

Dependent Variable: Customer loyalty in marketing

The customers who are concerned about the raw materials of the products and the packaging materials that the company is using, these customers are well aware of environmental sustainability and its importance.

H(3): There is a strong relationship between ethical, and economic responsibility and customer loyalty in marketing.

Independent Variable: Social responsibility of business CSR

Dependent Variable: Marketing growth of the organization

Gaining the attention of the customers and maintaining a good customer retention rate while managing all the important factors to fulfill the CSR responsibilities toward the stakeholders will be beneficial for the company.

H(4): There is a significant relationship between the social responsibility of business CSR and the marketing growth of the organization.

## 2.9 Chapter Summary

In this chapter of the research paper, different sub-points have been made and discussed to understand the impact of CSR initiatives in the market sector of different Chinese Organizations.

## 3. Methodology

### 3.1 Introduction

This research will focus on explaining the interrelationships between marketing strategy, and CSR. A quantitative research method will be selected for performing this research work.

### 3.2 Research Design

Choosing the right research design is one of the important factors for completing the research paper successfully.

### **3.3 Research Method**

Choosing the right research method is important for gathering important information and relevant data for the research paper. Selecting the right method of data collection should be done according to the research topic. Gathering real-time data, understanding different challenges, and mitigation strategies are the main purposes of the data collection strategy.

### **3.4 Population and Unit of Analysis**

Choosing the right population as the participants is another important factor in the data collection process.

### **3.5 Sampling**

A simple random sampling technique will be chosen for this study, and a sample of 278 participants will be selected as the sample population for this study.

### **3.6 Instrumentation and Measurement**

Different research instruments will be used in this study such as SPSS software, Google form, Microsoft PowerPoint, and Excel Sheet.

### **3.7 Reliability and validity**

The data collection process will be the survey method, and the data analysis of the collected information will be analyzed through SPSS software.

### **3.8 Data Collection Procedures**

The survey method is considered as the technique, tool, and process that a researcher can use for collecting information in a study by asking questions to the predefined people.

### **3.9 Data Analysis**

SPSS will be picked out as the data analysis technique by which analysis of the information for this research work will be performed.

SPSS may take information from any kind of file, and utilize them for generating plots, charts, and tabulated reports, descriptive statistics, and performing complex statistical analysis.

### **3.10 Chapter Summary**

This study properly explains that there will be a clear relationship between CSR, and marketing strategy from the analysis of the data through SPSS software.

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