

# Ethical and Social Value Creation of Positive Marketing for the Company, Customer and Community

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## Abstract

**Introduction:** Positive marketing is a type of marketing that works for the benefit of consumer groups, companies and the community and works to create value. The purpose of this study is to investigate the ethical and social value creation of positive marketing for the company, customer and community.

**Material and Methods:** The present study was applied and descriptive-correlational. The statistical population was the customers of entrepreneur insurance services who were selected as in access sample (N=384). The gathering tool was a five-choice Likert scale questionnaire and structural equation modeling methods were used to analyze the data.

**Results:** The results showed that the role and effect of "positive marketing" on "company value", "customer value" and "social value" were statistically confirmed and based on these results, positive marketing has the greatest effect on social value.

**Conclusions:** Positive marketing emphasizes ethical and social value creation and responsibility for both the company and the community and the customer. Ignoring social responsibility and unethical marketing may succeed in the short term, but it is certainly not a good long-term strategy. Over time, customers will become distrustful of the brand as a whole, and it will be difficult to find brand supporters who want to spread awareness about the company's product or service through word of mouth marketing.

**Keywords:** Positive Marketing, Value Creation, Responsibility, Ethics

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## INTRODUCTION

Value creation means a responsible approach that an organization takes towards all stakeholders, especially the community and its customers, in which it puts the community and the customer at the center of all its activities and processes, and from his point of view, the organization in a way It engineers the products and services it offers to meet the needs and wants of the community and the customer. The existential philosophy of the organization must begin with value creation. In the organization's value creation plan for society and customers, non-value-added activities are eliminated and a chain of activities and processes is formed that begins with the wants and needs of society and the customer and ends with customer satisfaction [1, 2].

Value in the process of acceptance, survival and institutionalization requires value creation. The interaction of value and value creation brings synergies that will affect all value processes and, most importantly,

value-based management thinking. Value in simple terms is the beliefs and beliefs that are very important to us, while the goal of value creation is primarily to improve the lives of others and then add something to the world that did not exist before and make it an easier way to live and work. It puts it in front of human feet [3]. Accordingly, marketing should be based on social and ethical considerations, and this has become one of the most important goals of companies. One type of marketing is positive marketing.

Positive marketing is a type of marketing that works for the benefit of consumer groups, the company and the community. Positive marketing is any marketing activity that creates value for the company, its customers, and the community [4, 5].

Positive marketing is a new approach in marketing to achieve organizational profitability goals and social benefits. In this approach, the interests and needs of people in the community are also taken into account in

the company's marketing processes. In positive marketing, the company is not just looking to introduce and promote the sale of its products. It also engages in social activities [6]. In today's world, most companies are under pressure from customers to consider positive marketing in their business plan. With positive marketing, organizations take responsibility for shaping their cultural values and those of their customers. Managers have found that without creating value for customers and the community along with creating value

for the company, they cannot achieve their goals, including customer satisfaction and market leadership. The goal of positive marketing is to influence customers in a meaningful way. It inspires emotions such as confidence and hope. Win-win or positive marketing has the power to lead to individual and social change. At the same time, it promotes brand loyalty [7, 8].

Positive marketing is more innovative than other marketing concepts [9]

**Table 1.** Construct Validity of the Questionnaire and Its Components by Factor Analysis

| Variable / Dimensions / Question     | No. Question | Confirmatory Factor Analysis |         |
|--------------------------------------|--------------|------------------------------|---------|
|                                      |              | Factorial Load               | T-Value |
| <b>Positive marketing</b>            |              |                              |         |
| CMR                                  |              |                              |         |
| Voluntary gathering                  | Q1           | 0.47                         | 7.66    |
| Help the consumer                    | Q2           | 0.56                         | 9.09    |
| Help with shopping                   | Q3           | 0.57                         | 9.24    |
| Committed approach                   | Q4           | 0.18                         | 9.91    |
| GMR                                  |              |                              |         |
| Social value                         | Q5           | 0.58                         | 10.73   |
| Tendency to environment              | Q6           | 0.74                         | 14.36   |
| Experience green transitions         | Q7           | 0.61                         | 11.57   |
| Environmental responsibilities       | Q8           | 0.36                         | 6.48    |
| Environmental support                | Q9           | 0.33                         | 5.77    |
| SMR                                  |              |                              |         |
| Promoting social responsibility      | Q10          | 0.51                         | 8.43    |
| Public benefit activities            | Q11          | 0.60                         | 9.88    |
| Sponsorship of charitable activities | Q12          | 0.52                         | 8.60    |
| <b>Value</b>                         |              |                              |         |
| CMP                                  |              |                              |         |
| Competitive Advantage                | Q13          | 0.86                         | -       |
| Market value                         | Q14          | 0.70                         | 13.45   |
| Profitability                        | Q15          | 0.24                         | 5.37    |
| Growth                               | Q16          | 0.29                         | 5.80    |
| Brand value                          | Q17          | 0.87                         | 15.94   |
| CST                                  |              |                              |         |
| Quality of services                  | Q18          | 0.29                         | -       |
| Innovation                           | Q19          | 0.35                         | 4.37    |
| Satisfaction of customer             | Q20          | 0.52                         | 5.01    |
| Service efficiency                   | Q21          | 0.39                         | 4.69    |
| Value vs. cost                       | Q22          | 0.43                         | 4.75    |
| Commitment                           | Q23          | 0.39                         | 4.61    |
| Trust                                | Q24          | 0.26                         | 3.91    |
| Customer oriented                    | Q25          | 0.21                         | 3.48    |
| Accessibility                        | Q26          | 0.25                         | 4.04    |
| Responsibility                       | Q27          | 0.28                         | 3.87    |
| Protection                           | Q28          | 0.27                         | 3.78    |
| Function                             | Q29          | 0.19                         | 3.86    |
| Improvement of construct             | Q30          | 0.23                         | 3.71    |
| SOC                                  |              |                              |         |
| Value in view of users               | Q31          | 0.52                         | -       |
| Value in view of Society             | Q32          | 0.51                         | 7.31    |
| Value in view of colleagues          | Q33          | 0.48                         | 7.71    |

**Table 2.** Pearson Test Results

| Correlation    | Casual marketing | Green marketing | Social marketing | Positive marketing |
|----------------|------------------|-----------------|------------------|--------------------|
| Company value  | 0.278            | 0.357           | 0.582            | 0.576              |
| Customer value | 0.355            | 0.502           | 0.280            | 0.504              |
| Social value   | 0.332            | 0.386           | 0.380            | 0.500              |

**Table 3.** Test of Research Hypothesis

| Hypothesis                        | Path coefficient | T-Value | Sig.  | Results  |
|-----------------------------------|------------------|---------|-------|----------|
| Positive marketing→company value  | 0.51             | 8.53    | 0.000 | accepted |
| Positive marketing→customer value | 0.72             | 5.08    | 0.000 | accepted |
| Positive marketing→social value   | 0.80             | 8.07    | 0.000 | accepted |

Creating value for the company

Creating value for the customer

Creating value for society

So far, several models of value creation based on marketing approaches have been presented. But models are not necessarily comprehensive. Each deals with a series of specific concepts and instead ignores the other concepts. In many cases, overlaps and frictions can be observed between these models, which can be achieved by purposefully combining a coherent and comprehensive view of value from the customer's point of view.

Considering that today insurance plays an essential role in facilitating and prospering economic activities in society and this industry is one of the leading and important sectors in the economy and capital market. In the current situation, insurance and banking are among the necessities of modern economy and any economic activity without the support of these two, it will fail. However, it is necessary to improve the position of the insurance industry in the national economy, and with this approach, on the one hand, its supportive dimension in the economy can be improved and on the other hand, more resources can be invested in this sector. The development of the insurance industry is essential for the prosperity of the country's economy by providing various and appropriate insurance coverage to alleviate the worries of investors and increase the welfare of families.

The existence of private insurance companies and their competition has had a decisive impact on the generalization and development of insurance, and it is necessary to diversify insurance services and offer new insurance coverage in accordance with the needs of society to expand investment and economic growth in the development plan. Follow the insurance industry. Therefore, due to the important role of the insurance industry in the country's economy and considering the ability to apply positive marketing theory in this industry, the overall purpose of this study is to investigate the ethical and social value creation of positive marketing for companies, customers and society in the insurance industry.

Based on this goal and based on the research background, the main hypotheses of the research are:

Positive marketing is related to the value of the company.

Positive marketing is related to customer value.

Positive marketing is related to the value of the community.

## MATERIAL AND METHODS

The present study was applied and descriptive-correlational. The statistical population was the customers of entrepreneur insurance services who were selected as a sample using available sampling of 384 people. The data gathering tool was a five-choice Likert scale questionnaire. Table 1 shows the construct validity of the questionnaire and its components by factor analysis. One of the valid scientific methods for studying the internal structure of a set of indicators and measuring the validity of the structure is the confirmatory factor analysis method, which estimates the factor load and the relationships between a set of indicators. Factor load represents the correlation of the index with the relevant factor and is interpreted like any other correlation. Accordingly, the larger the index in a factor, the more weight should be given to the interpretation of that factor.

Finally, the obtained data were analyzed by structural equation modeling.

## RESULTS

Pearson test was used to examine the correlation between research variables. The results of the Pearson test are presented in the Table 2. Based on the results, there is a correlation between all research variables at the 99% confidence level, so the relationships (research hypotheses) can be measured.

### Test of research hypotheses

As can be seen in Table 3, the results show the path coefficient between "positive marketing" and "company value", "customer value" and "social value".

According to the results of the above table, "positive marketing" affects "company value", "customer value" and "social value" at the 95% confidence level with an impact of 0.51, 0.72 and 0.80, respectively; Therefore, hypothesis zero (H0) on non-relationship is rejected and hypothesis one (H1) on the direct and positive effect of "positive marketing" on "company value", "customer value" and "social value" is confirmed. Positive marketing has the greatest impact and role on social value. Index R2 indicates the ability to estimate changes in dependent

variables in the model based on changes in variables affecting it. Based on the results of the R2 regression

model, changes in the independent variables can predict 1.00 changes in the mediator variable.

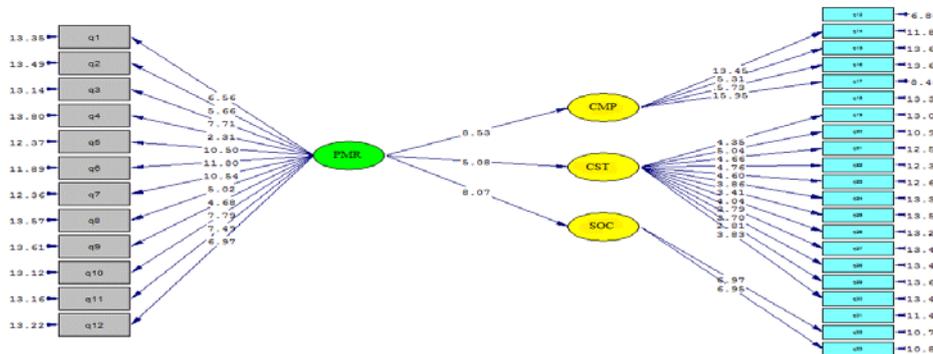


Figure 1. Results of significant numbers of hypotheses

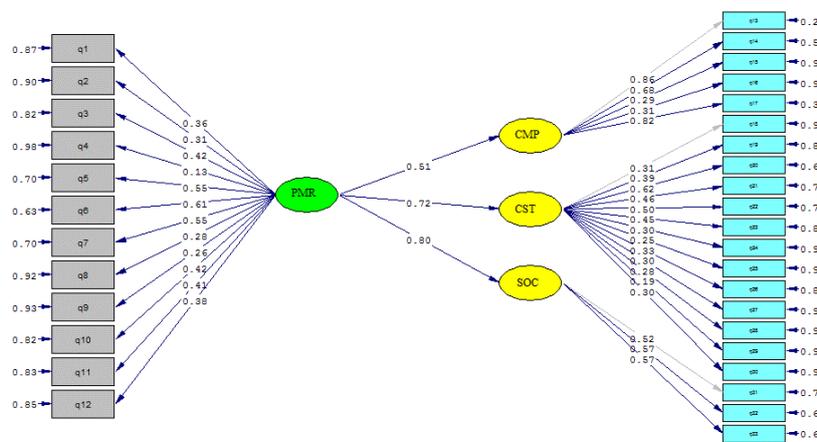


Figure 2. Results of the coefficient path of hypotheses

Table 4. Evaluation Indicators of Overall Model Fit

| Indicator        | Index Rate | Acceptance Rate |
|------------------|------------|-----------------|
| GFI              | 0.912      | >0.9            |
| AGFI             | 0.948      | >0.9            |
| NFI              | 0.884      | >0.8            |
| NNFI             | 0.879      | >0.8            |
| CFI              | 0.802      | >0.8            |
| RFI              | 0.859      | >0.8            |
| IFI              | 0.802      | >0.8            |
| Standardized RMR | 0.097      | <0.5            |

R2 values indicate the ability to predict the amount of changes in the dependent variable by related independent variables. Based on the results of the general model, in case of changes, ie improvement or decrease in positive marketing (company value, customer value and social value), the probability of changes in company value will be 0.26, customer value 0.59 and social value 0.73. The results of RMSEA, which represents the main model fit index, since 0.08 is the minimum acceptable value, indicate the confirmation of the model fit.

Based on the results of fitness indicators, it indicates that the model is in good condition in terms of fitness and fitness indicators; because the ratio of chi-square to degree of freedom ( $\chi^2 / df$ ) is 2.736, which is less than the

allowable value of 3 and the value of RMSEA is equal to 0.036 which is less than the allowable value of 0.08. Therefore, it does not need much reform.

### DISCUSSION

Based on the results, it was found that "positive marketing" has a positive and significant relationship with "company value", "customer value" and "social value" and positive marketing has the greatest effect on social value. Looking at the research background, we find that this result is confirmed by the results of some similar studies [7, 10-13]. Based on this, suggestions are made based on each of the hypotheses, which are mentioned below:

*"Positive Marketing" and "Company Value"*

Research Proposal: Since "positive marketing" is considered as a basic stimulus for evaluating and estimating "company value", it is suggested to improve "company value" by increasing integrated marketing communications, while avoiding unrealistic and theatrical advertising. , Increased the level of customer awareness and knowledge of the dimensions of activities related to positive marketing, to create a positive and distinctive image of the brand in the opinions and minds of users and customers in the study community. Practical suggestions for improving "company value" through "positive marketing" are as follows:

- Create real advantage and value for the company
- Efforts to develop the industry and increase the share of industry instead of increasing the share of the company
- Creating a structure and policy for implementing positive marketing in the company
- Improving a committed approach and culture at the company and employee level
- Continuous evaluation and measurement of company value
- Creating a win-win attitude in business negotiations and contracts
- Participate in social campaigns related to the company's activities
- Promoting social responsibility at the company level
- Carrying out non-profit activities related to the company's activities
- Improving environmental responsibilities related to the company's activities
- Avoid unrealistic and dramatic advertisements
- Avoid destructive actions against competitors and industry activists
- Focus on the company's competitive advantages

*"Positive Marketing" and "Customer Value"*

Research proposal: Based on the research results, "positive marketing" is effective in evaluating and predicting "customer value", to improve "customer value" is recommended by using the capacity of public relations and customer relationship, while identifying factors Effective on value from the customer's point of view, in order to create, improve and evaluate the "value of the company" due to the role of "positive marketing" took an effective step in this field. Practical suggestions for improving "customer value" through "positive marketing" are as follows:

- Improving the quality of service delivery
- Innovation in products and services
- Identify, evaluate the factors affecting customer satisfaction

- Improve service efficiency
- Increase value versus cost
- Commitment to the customer
- Responsibility
- Efforts to build and maintain customer trust
- Creating and promoting a customer-oriented culture
- Improved ease of access to services
- Increase the level of responsibility towards the customer
- Customer service support and troubleshooting
- Evaluate and improve the performance of human resources towards the customer
- Honesty in dealing with the customer
- Avoid double standards in front of the customer
- Unity of procedure towards the customer and organizational goals
- Adherence to contracts and winning promises
- Customer support and compensation
- Respect for customer values
- Participation in public activities
- Support and participate voluntarily in customer campaigns

*"Positive Marketing" and "Community Value"*

Research proposal: Based on the research results, "positive marketing" is effective in evaluating and predicting "community value". To improve "community value", it is suggested by using the capacities of social responsibility and active presence in providing social services. And participation and investment in the improvement of public culture, in order to create, improve and evaluate the "value of society" through the role of "positive marketing" took an effective step in this area. The company or organization must make marketing decisions not only by considering the demands of the consumer, but also the needs of the company, as well as the long-term interests of the community. It must then deliver superior value to the customer in a way that preserves or improves the well-being of the customer and the community. According to the concept of positive marketing based on community value, marketing managers of organizations have to consider important factors such as consumer demands and community interests in the short and long term in determining their marketing strategies and policies. Despite the fact that this field is very new compared to commercial marketing, but its role and importance in social development has caused it to be highly regarded by the general public. Practical suggestions for improving "community value" through "positive marketing" are as follows:

- Meeting the needs and interests of stakeholders and stakeholders

Respect and adherence to the values of society, including moral, economic, political, religious, national, legal, legal, cultural, scientific and other values.

Do not worry and provoke the minds of society in the face of public events and suffering

Altruism in brand relationships

Efforts to support and improve human resources and internal factors

A committed approach to society

Efforts to improve social image

Participate in creating a culture oriented towards the environment

Environmental responsibility

Environmental support

Promoting social responsibility

Public benefit activities and financial support for charitable activities

## CONCLUSION

Positive marketing is a marketing approach that seeks ways to create win-win strategies for the parties involved in the exchange process, while protecting the rights of third parties by consciously aligning marketing practices with the interests of the organization and consumers at

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every stage of the marketing process. . Positive marketing emphasizes ethical and social value creation and responsibility for both the company and the community and the customer. Ignoring social responsibility and unethical marketing may succeed in the short term, but it is certainly not a good long-term strategy. Over time, customers will become distrustful of the brand as a whole, and it will be difficult to find brand supporters who want to spread awareness about the company's product or service through word of mouth marketing.

## ETHICAL CONSIDERATION

Ethical issues (such as plagiarism, conscious satisfaction, misleading, making and or forging data, publishing or sending to two places, redundancy and etc.) have been fully considered by the writers.

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## CONFLICT OF INTEREST

The authors declare that there is no conflict of interests.