

INTERNATIONAL PRACTICES IN THE FORMATION OF SOCIALLY RESPONSIBLE MARKETING CONCEPT

The new era of marketing is determined by the accentuation of attention of businessmen to the new types of marketing – a relationship, socially responsible, environmental, ethical, etc. The identity of the content of these concepts is in the fact that the main emphasis of the influence of marketing tools is transferred to the social responsibility of business before the society as a whole.

Corporate social responsibility of the European society of consumer cooperatives is regarded as a social co-operative the responsibility of the consumer cooperatives (Consumer Cooperative Social Responsibility – hereinafter CCSR), the basic idea of which is based on the social nature of cooperatives, and the peculiarities of their social policy are determined not only by the search for General economic results in the form of profit growth, and by a greater extent focused on the introduction of measures, which contribute to the solution of common environmental issues, production and sales of high quality products, consumer rights protection, the fight against poverty, the development of the idea of Fair trade.

Introducing the idea of cooperative social responsibility into its activity, Eurokoop has developed Recommendations, in which it is examined the key theoretical provisions of CCSR, as well as the experience of the activity of the co-operative societies in five countries – Finland, Italy, Spain, Sweden and the United Kingdom.

Propositions given in the recommendations of CCSR together with examples of their implementation by the European consumer co-operatives are a new «religion» in business, but their formation is carried out according to the adopted principles of cooperation. And their key components are determined by the social orientation of the protection of the rights of consumers and require the use of the Toolkit of socially-responsible marketing.