

## CORPORATE SOCIAL RESPONSIBILITY AND MARKETING MIX – A MODEL

**Ms. Ramyashree M G<sup>1</sup>**

*<sup>1</sup>PhD Research Scholar (UGC-SRF), Department of Commerce, Mangalore University, Mangalagangothri-574199, Karnataka, India*

**Dr. Ishwara P<sup>2</sup>,**

*<sup>2</sup>Research Guide & Professor, Department of Commerce, Mangalore University, Mangalagangothri-574199, Karnataka, India*

### ABSTRACT

#### "Doing Well By Doing Good"

To be successful in business, we must develop the habit of thinking in terms of exactly who is going to carry out each task and responsibility. What has changed more than ever is Privacy, Security, and Ethical Concerns? Our society is much more open than in the past. These changes have forced marketers to address real concerns about security and privacy, both online and offline. This study is exploratory in nature and assesses the relationship between the 7P's marketing mix and corporate social responsibility. The study also defines the strength of the aforementioned relation and shows whether the marketers need to alter their strategy as a result the practice of CSR has evolved considerably. The study reveals how a company blends its greenness sense into their marketing mix and CSR. A further study can be put on a research about how to gain advantages, such as customers' loyalty and trust, by improving their green CSR strategy. This paper also answers the relevance of continuing to teach this framework in the light of changing business, environmental and social demands, and increasing corporate social responsibility consciousness. This literary work focuses on marketing ethics and corporate social responsibility as veritable strategies for sustainable corporate growth, profitability and society at large. This conceptual study draws a new conceptual model in order to link the relationship of the concept of CSR and marketing mix.

**KEY WORDS:** Corporate Social Responsibility, Ethics, Marketing Mix and Model.