



Value marketing as a mechanism to enhance the concept of social responsibility and achieving sustainable development goals

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Abstract :

Mouloud Kacem Naït Belkacem's "authenticity" blends tradition with modernity, driving a proactive, future-focused vision. This study explores how value-based marketing can promote sustainable development in Algeria. It focuses on using authentic Algerian values to influence consumer behavior and corporate social responsibility. The aim is to achieve Sustainable Development Goals by leveraging cultural heritage. Value-based marketing's effectiveness in promoting CSR is examined. Strategies for activating this approach are highlighted. It emphasizes nurturing responsible consumer attitudes from their immediate environment. The research integrates consumer decisions within value-based marketing. This aims to create a self-renewing, culturally grounded sustainable development. Ultimately, it seeks to advance society through conscious consumption.

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- ✓ value-based marketing
- ✓ corporate social responsibility
- ✓ sustainable development
- ✓ humanization model

1. *Introduction:*

The primary objective behind the emergence of the consumer movement lies in establishing and consolidating consumer rights, whether for individuals or groups, and in reinforcing the concept of social responsibility within the marketing practices of institutions and organizations towards consumers. From this standpoint, modern marketing endeavors to keep pace with these developments by striving to adhere to the principle of maximizing positive behaviors and minimizing negative ones towards the consumer, i.e., not taking social responsibility into account in marketing practices. Many modern pioneering organizations have hastened to adopt the concept of value-based marketing by embracing the value dimension in organizing social awareness campaigns to rationalize consumer behavior and create and enhance consumer values. This is to reduce excessive or extravagant consumption, thus protecting public resources from the standpoint of organizational citizenship. Fundamentally, value-based marketing seeks to develop a culture of responsible consumer awareness and to attempt to reduce or limit the demand for the consumption of a particular good or product on a permanent or temporary basis, based primarily on social and humanitarian grounds, as a reflection of the organization's social responsibilities.

1.1. *Research Problem:*

From here, the following conceptual question arises: What role does value-based marketing play in consolidating and enhancing the concept of social responsibility and achieving the principles of sustainable development?

This can be explored through the following sub-questions:

- What are the most important conceptual shifts in marketing from the exchange model to the humanization model and value-based marketing?
- How does social responsibility contribute to achieving the goals and principles of sustainable development?
- Is there a relationship between the contribution of value-based marketing through consolidating the concept of social responsibility and achieving the goals and principles of sustainable development?

1.2. *Research Objectives:*

This research aims to:

- Attempt a foundational and conceptual search to build a theoretical model that explains the contribution of adopting value-based marketing to achieving the goals and principles of sustainable development through enhancing the concept of social responsibility and activating responsible consumer behavior.
- Contribute to the field of epistemological studies rooted in the concepts of value-based marketing and social responsibility and their contribution to achieving the goals and principles of sustainable development focused on responsible consumer behavior.
- Identify the importance of value-based marketing and social responsibility, and ways to develop and qualify them.

1.3. *Significance of the Study:*

The importance of this research lies in the fact that it addresses a contemporary and significant topic that has an impact on the economic, social, and environmental lives of individuals and society. It also attempts to establish a general knowledge framework for the effectiveness of adopting value-based marketing, which has created a significant conceptual stir, in creating and enhancing the principles of social responsibility for stakeholders, as well as consolidating consumer values as a fundamental psychological and behavioral entry point for achieving sustainable development goals through activating responsible consumer behavior. This study also highlights the importance of demonstrating the contribution of adopting value-based marketing to

enhancing and consolidating the principles of social responsibility and creating consumer values, as well as activating responsible consumer behavior, which in turn establishes family consumer values.

Based on the previous overview, we will try to understand, present, and clarify the problem through the following points:

- The conceptual shift in marketing thought from the product to humanization;
- Values through the development of the concept of social responsibility;
- Sustainable development: Concepts and Objectives;
- Responsible consumer behavior;
- The contribution of value-based marketing to consolidating the principles of sustainable development through creating and enhancing responsible consumer values.

2. *The Conceptual Shift in Marketing Thought from Product to Humanization:*

The marketing activity is no longer confined to the sole task of disposing of products after they have been produced. It has evolved into a knowledge system with diverse activities that begin before the production process and continue beyond the completion and realization of the exchange process. Modern marketing, born from the womb of holistic marketing, is based on following a multi-conceptual marketing system that reconciles conflicting objectives by working to provide satisfying values for all stakeholders associated with the organization. As a result, values have become a central pivot in all marketing thought, and the focus has shifted from material exchange to the search for more profound core values, from material benefits to human and spiritual dimensions, in the pursuit of a model for the quality of life.

Therefore, when Kotler, in collaboration with the Muslim marketing researcher Kartajaya, launched his new theory of marketing (Marketing 3.0), he stated: "In the third theory of marketing, we are witnessing an era driven by values. Instead of treating people as if they were simply consumers, we must look at them as human beings with minds, hearts, and souls... People in this age are increasingly searching for what fulfills their deep desires for social, economic, and environmental justice... They seek to fulfill not only their material and emotional needs but also their spiritual needs through the products and services they choose." As a result, the concept of value-based marketing has become the focus of attention for many researchers and those interested in academic studies in the field of marketing as a modern starting point that seeks to achieve the principle of humanizing the marketing act.

Table 01: Evolution of Marketing Thought

Marketing	Marketing 1.0	Marketing 2.0	Marketing 3.0
Focus	Focus on the product	Focus on the customer	Focus on the human
Objectives	Selling products	Satisfying and retaining customers	Developing society
Driving forces	Industrial revolution	Information technology	High and smart technology (the new wave)
Market perception by institutions	The general public has material needs	The smarter consumer expresses their emotions and knowledge	The human as a whole expressing emotions, knowledge, and awareness
The core concept of marketing	Product development	Distinction	Values
Guiding marketing principles	Product specifications	Product and institutional positioning	The company's message, vision, and values

Values	Functional	Functional and emotional	Functional, emotional, and spiritual
Interactions with consumers	The deal from one to many	1 towards 1	All towards all

Source: (Kotler et al., 2015)

2.1. The Concept of Values:

A value system is defined as an organized pattern of values within a society or among individuals. Individual values within this system are interconnected, supporting each other to form a cohesive whole. Consequently, it is a primary component of a society's cultural structure, serving to preserve and sustain it. Based on these concepts, the significance of a value system lies in:

- Its ability to interconnect various parts of a culture, creating a sense of coherence.
- Its role in providing a rational foundation that resonates with members of a particular culture.
- Its function in providing members of a society with a purpose and meaning of life, fostering higher values rather than merely satisfying individual desires and motivations.

Values are hierarchically arranged within a value system based on their priority and importance, much like a ladder. The most sacred and important values for individuals and society are at the top of this value ladder. These values hold a high social status and impose a sense of obligation on individuals and society, drawing their strength from customs and laws. The third level consists of ideal values that, while unattainable in their entirety, influence individual behavior. Values within an individual or societal value system may vary or even conflict. For instance, an individual might value both generosity and a love of money.

2.2. Shared Value:

Shared value refers to the benefits that accrue from an activity and are enjoyed by multiple stakeholders. It is understood that these interests often conflict, making stakeholder analysis a crucial component of strategic analysis. Through this analysis, an organization can determine which stakeholders have the most influence in terms of power and authority. One of the stakeholders that often conflicts with an organization's economic goals is the local community in which it operates. In an effort to increase profits, an organization might intensify its activities to improve performance, which can negatively impact resource depletion and lead to other negative consequences such as pollution.

As a result of the limitations of voluntary donations and corporate social responsibility, modern organizations of all types and sectors have sought to develop strategies or management plans that balance both social and economic objectives. These organizations have pursued both social and economic benefits under the concept of creating shared value (CSV).

Given that culture is both a social and economic activity, the pursuit of creating shared cultural values within the broader framework of shared value is seen as more explicit and collaborative.

2.3. The Concept of Creating Shared Value:

The concept of creating shared value was first introduced by Porter and Kramer, who defined it as the business practices and policies that enhance a company's competitiveness while simultaneously improving the social and economic conditions of the communities in which it operates.

Creating shared cultural value is also defined as the process of generating economic value by creating social value, building upon the societal dimension of culture. This represents a driving force for innovation, growth, and is the most appropriate way for an organization to regain its legitimacy within society (Michael & Kramer, 2011).

Creating shared cultural value forms the basis for the practices of modern entrepreneurial organizations. This principle acknowledges that to create long-term value for shareholders, specific cultural values must be created for the community. At the same time, creating shared cultural value goes beyond mere responsiveness and sustainability (Høvring, 2017). Any long-term, multi-faceted activity that adopts sound economic principles creates shared value for both shareholders and the community. However, within the principle of creating shared value, organizations go much further. They intentionally focus on key areas, such as:

- Cultural areas where the interests of shareholders and organizations strongly intersect.
- Areas where shared cultural value can be created most effectively for both groups. As a result, organizations invest resources, such as skills and capital, in sectors that are best able to produce shared cultural value and simultaneously seek collaborative activities with relevant stakeholders in the community.

Consequently, the process of creating shared cultural value prioritizes socio-cultural benefits and seeks to balance them with economic value when making decisions and formulating policies.

2.4. Creating Shared Value and Related Concepts:

Social Innovation: A novel approach characterized by organizational methods to achieve specific goals, especially those related to new organizational patterns, regulations, and lifestyles. It influences the direction of social changes and challenges, addressing problems in ways that differ from previous practices. Social innovation is a new mindset aimed at addressing social issues within an organization's objectives. The goal of social innovation is to create shared value, a priority for many, especially competitive, companies. This represents an opportunity and advantage for organizations in terms of meeting the needs of the community in which they operate, while also benefiting the organization itself (Mansaray, 2019).

2.5. Corporate Social Responsibility (CSR):

One of the most prominent and precise definitions of corporate social responsibility comes from Harvard Kennedy School's Jane Nelson, a leading figure in the field of business's role in society. She suggested that social responsibility goes beyond what companies do with their profits, extending to how they earn those profits and the nature of their activities. It also emphasizes a company's commitment to society and its charitable endeavors. Furthermore, corporate social responsibility focuses on an organization's management of its relationships with all parties and aspects of its operations (Fernando, 2024).

Table 2: Difference between Corporate Social Responsibility and Creating Shared Value

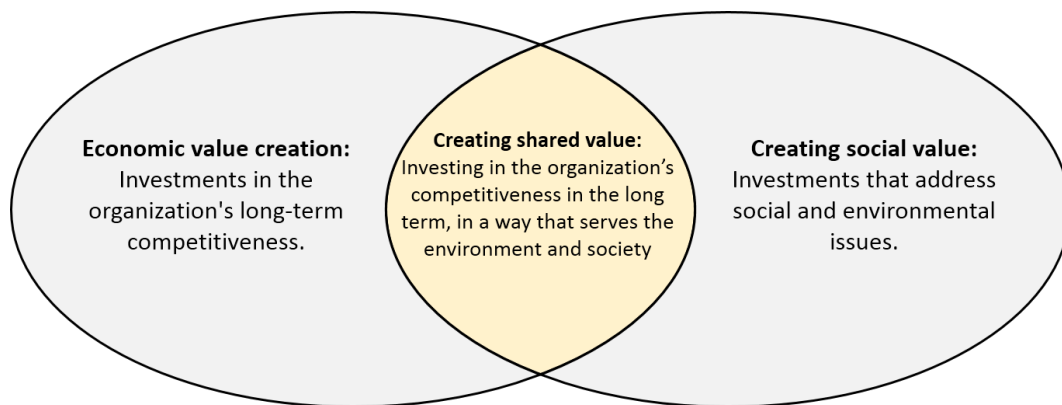
Feature	Corporate Social Responsibility (CSR)	Creating Shared Value (CSV)
Value	Doing good	Economic and social benefit relative to costs
Focus	Citizenship, philanthropy, sustainability	Linking economic and social benefit
Profits	Separate approach from profit maximization	Integrated approach with profit maximization
Agenda	Driven by external pressures and personal preferences	Internally generated by leveraging resources, skills, and management capabilities to improve the social dimension
Funding	Limited to a specific portion of the budget	Connected to the overall company budget

Source: (Maryam et al., 2017)

2.6. Shared Value Between Social and Economic Benefits :

Modern companies view the societies in which they operate from a new perspective, in contrast to the traditional approach that saw a conflict between the goals of society and those of shareholders (businesses). Organizational activities contribute significantly to societal progress and well-being, while at the same time, the operations of organizations rely on the vitality and prosperity of the communities in which they operate. Therefore, these organizations explore opportunity costs and work to improve the standards of these communities by creating social value that benefits the organization's activities (Michael & Kramer, 2011). This is achieved by integrating social issues into the organization's business strategies, leading to the concept of creating shared value to enhance societal well-being and the organization's long-term competitiveness. This is summarized in the following model:

Figure 01: Creating Shared Value



Source: (Hasbu et al., 2022)

3. The Evolution of Values Through Corporate Social Responsibility:

Corporate social responsibility has undergone several stages that have shaped its current understanding. The social and ethical responsibilities of organizations have evolved and become increasingly focused on their impact. At each stage, regulations and systems have played a role in solidifying this responsibility (Kozma, 2024), making it more explicit through a comprehensive strategic vision. The evolution of corporate social responsibility can be divided into three generations:

- **First Generation:** This stage was characterized by a more limited view of corporate social responsibility, whereby organizations saw their responsibility as contributing to commercial success. This form of social responsibility was widespread but was not considered a core part of organizational policies. Rather, it was seen as an add-on that could enhance the company's reputation, such as donating computers to schools or volunteering for charitable organizations. This approach was more focused on public relations than on ethics or social responsibility.
- **Second Generation:** This stage marked a shift in perspective, with organizations recognizing corporate social responsibility as a strategic goal for successful business operations. Organizations began to take a leadership role in social and ethical responsibility, particularly in marketing.
- **Third Generation:** In this stage, organizations viewed corporate social responsibility as essential for addressing poverty, environmental degradation, and economic decline. While this is a highly idealistic perspective, few organizations prioritize social over commercial objectives. For organizations to reach the second and third generations of corporate social responsibility, they must influence and reshape markets to allow for sustainability and stability. This, of course, requires the involvement and engagement of civil society in public policy.

(Ahmad et al., 2016) identified three stages in the development of corporate interest in social responsibility, as reflected in the attitudes of managers towards it:

- **Profit Maximization Stage (1800-1920):** The primary responsibility of businesses in this period was to maximize profits, with a focus on self-interest. Money and wealth were considered paramount, and the belief was that what was good for the individual was good for the country.
- **Trusteeship Stage (late 1920s to early 1960s):** During this period, the primary responsibility of businesses shifted to achieving a reasonable profit that satisfied both self-interest and the interests of other stakeholders, such as shareholders and employees. While money was important, individuals were also valued, and the belief was that what was good for individuals was good for the country.
- **Quality of Life Management Stage (late 1960s to present):** In this stage, the primary responsibility of businesses is to recognize that while profit is necessary, individuals are more important than money. This approach aligns with enlightened self-interest for businesses, as well as the interests of shareholders and society as a whole. The belief is that what is good for society is good for the country (Ahmad et al., 2016).

Table 3: Historical stages of managerial attitudes towards social responsibility:

Attitudes	Stage 1: Profit Maximization (1800-1920)	Stage 2: Trusteeship (late 1920s-early 1960s)	Stage 3: Quality of Life Management (late 1960s-present)
Orientation	Pure self-interest	1. Self-interest, 2. Shareholder interests	1. Enlightened self-interest, 2. Shareholder interests, 3. Societal interests
Economic Values	What's good for me is good for the country	What's good for the organization is good for the country	What's good for our society is good for the country
Profit	Maximum profits	Satisfactory profits	Profit is necessary, but people are more important than money
Values on Money and Wealth	Money and wealth are most important	Money is important, but people are also important	
Buyer-Seller Relationship	Let the buyer beware	Let's not cheat the customer	Let the seller beware
View of Labor	Labor is a commodity bought and sold	Workers have specific rights that must be recognized	The dignity of the worker must be respected
Managerial Accountability	Management is accountable to owners	Management is accountable to owners, customers, employees, suppliers, and shareholders	Management is accountable to owners, shareholders, and society
Technology Values	Technology is very important	Technology is important, but people are also important	People are more important than technology
Social Values	Workers' problems should be left at home	I'm a tough individual and I run my business as I please	Minority groups are inferior to whites and should be treated accordingly
Political Values	The natural	People have the power to	Conservation of the

	environment controls the destiny of people	control and manage the environment	environment for the quality of life
Aesthetic Values	Aesthetic values? What are they?	Aesthetic values are good, but they're not for us	We preserve our aesthetic values on our own

Source: (Mauricio et al., 2019)

Without a doubt, this table, as well as some of its levels of social responsibility, aligns with the profit-maximizing economic responsibility perspective. This is not only because institutions must operate within the framework of regulatory laws but, more broadly, because the law imposes similar responsibilities on all organizations, thereby affecting the economic performance of any institution to the benefit of other competing institutions.

4. *Sustainable Development: Concepts and Objectives:*

The concept of sustainable development is considered the most important development in modern development thought and the most significant addition to development literature in recent decades. This has been accompanied by the development of a number of actors involved in achieving sustainable development. There are several definitions of development, including the following:

- It is the development that seeks to optimally and equitably utilize natural resources so that current generations can live without harming future generations.
- Continuous development means that the current generations can satisfy their needs for goods and services without reducing the ability of future generations to meet their needs.
- Webster's Dictionary defines it as the development that uses natural resources without depleting or destroying them, either partially or completely (merriam-webster, n.d.).
- William Ruckelshaus, the administrator of the U.S. Environmental Protection Agency, defined it as the process that recognizes the need for economic growth that is compatible with the capacity of the environment, based on the premise that economic development and environmental conservation are complementary, not contradictory processes (Demortain, 2020).
- Herman Daly defined it as the process by which long-term environmental quality is maintained, where economic growth becomes increasingly constrained by the capacity of the ecosystem and the socio-economic system to perform two primary long-term functions: the restoration of economic and environmental resources and the absorption of waste from human activity (Booth, 1994).
- From these definitions, we can focus on the following:
 - Development: in its broad sense, aiming to improve the living conditions of the human element in a healthy and safe environment and gradually elevating it.
 - Sustainability: meaning that the definitions have included the time factor in defining this development, which has moved beyond the stage of a static state to a stage of continuous movement towards the future.
 - Justice and equity: the definitions focused on the right of current generations to exploit resources without neglecting the rights of future generations, which reinforces an important principle in the distribution of resources.
 - Pillars: these definitions have shown that sustainable development does not concern only one aspect but extends to include integrated and interrelated aspects, namely: economic, social, and environmental, which are aspects that concern all countries, rich or poor.

Sustainable development can be defined as the process of rationally exploiting available resources, given their scarcity and vulnerability to extinction, to meet our needs and achieve our satisfaction with environmental safety and balance, while preserving the right of future generations to exploit the same resources and live in the same healthy and clean environment.

4.1. Characteristics of Sustainable Development

The various definitions presented in the content of sustainable development have contributed to highlighting its characteristics and features, which are as follows:

- Intertwining of quantitative and qualitative dimensions: It is impossible to separate its elements or measure its indicators (Puja, n.d.).
- International dimension: This requires the intervention of all wealthy countries to develop poor countries.
- Focus on the poorest: It is based on meeting the needs of the poorest segments of society and seeks to reduce the exacerbation of poverty in general (Dimple, 2024).
- Long-term perspective: This is one of its most important features, as it takes the time dimension as a basis; it is a development focused on the fate and future of future generations.
- Equality and consideration of the rights of future generations: It is a development that considers and provides for the rights of present and future generations to natural resources and fairness in this context is of two types: the first is between the current generation, and the second is between the current and future generations (Edwin, 1999).
- Multidimensional and interconnected process: It is based on planning and coordination between economic and social development plans, on the one hand, and environmental development, on the other.
- Emphasis on spiritual and cultural aspects: It seeks to develop spiritual and cultural aspects and preserve the cultural identity of societies.
- Human-centered: It gives great consideration to the human aspect and development, and prioritizes meeting basic human needs and requirements.
- Comprehensive change: It means bringing about changes in all economic aspects of life, represented by an increase in the average per capita real income, as well as preserving natural resources, whether renewable or non-renewable, through their rational exploitation.
- Social and environmental aspects: This is achieved by achieving social justice among the segments of society and environmental balance to reflect on the social aspect of society.
- Comprehensive and shared responsibility: This is in all sectors of the state and falls on the shoulders of the state at all levels to contribute to the decision-making process.
- Global concept: This is through political, economic, and cultural studies that have contributed to incorporating a concept that embodies sustainable development (Edwin, 1999).
- Intertwined environmental, social, and economic dimensions: These interact within a framework characterized by precision, organization, and rationalization.
- Complementary relationship between environment and development: This relationship is directly proportional, as it is linked by a complementary and harmonious relationship to achieve comprehensive development in all different sectors.

4.2. Goals of Sustainable Development:

Sustainable development is the process that aims to raise and improve the quality of life of society. Sustainable development means the continuity of the development process without setbacks and the rational use of depleting resources, so that their consumption does not affect the rights of future generations, taking into account the limited capacity of the environment to absorb waste. The optimal goal of sustainable development is to reconcile economic development and environmental conservation, and this is done within the framework of balancing costs and returns. The basic principle is that preventing harm takes precedence over achieving benefits, and there is no harm or injury, so harm is prohibited from the beginning to the end. Sustainable development seeks to achieve the maximum goals, which are as follows:

- Achieving a better quality of life for the population: Sustainable development seeks to raise the quality of life of the population economically, socially, and environmentally by focusing on the qualitative aspects of growth and not just the quantitative, in a fair, acceptable, and democratic manner (undp, n.d.).
- Respecting the natural environment: Sustainable development deals with the content of natural systems on the basis that they are a source of human life without harming either.
- Raising public awareness of future environmental problems: Sustainable development seeks to develop citizens' sense of responsibility towards them and encourage them to participate in finding appropriate solutions through their participation in the preparation, implementation, follow-up, and evaluation of sustainable development programs and projects (Marsh, 2024).
- Achieving rational exploitation and use of resources: Sustainable development deals with natural resources as limited resources and therefore strives to reduce their depletion or destruction and works to rationalize their use and seeks to recycle the waste resulting from this exploitation.
- Linking modern technology with societal goals: Sustainable development, through its awareness-raising for the population and demonstrating the advantages of using modern technologies to improve the living conditions of the population, either because of the benefits of this technology in terms of saving time and energy or in not polluting the climate.

The 1991 United Nations Declaration outlined three key axes for development goals within sustainable production systems:

- Ensuring an adequate and balanced level of food.
- Achieving a suitable level of employment, increasing growth, and creating income.
- Preserving natural resources and protecting the environment (Edwin, 1999).

This dimension can be summarized in the following objectives:

- Raising education and health levels.
- Providing adequate housing.
- Creating job opportunities.
- Reducing poverty rates.
- Ensuring fair distribution of income and wealth among society members.
- Focusing on women and involving them in the development process.
- Protecting human rights and respecting and protecting privacy and cultural diversity.

Similarly, the social dimension of sustainable development can be summarized in the Millennium Development Goals, which aim to:

- Eradicate extreme poverty and hunger.
- Ensure that all children complete primary education.
- Promote gender equality and empower women.
- Reduce child mortality rates and improve maternal health.
- Combat HIV/AIDS.
- Ensure environmental sustainability.
- Develop a global partnership for development.

Based on the aforementioned, population and educational policies contribute effectively to developing the social structure of individuals and adopting moral and cognitive aspects, making them more capable of integration into a common crucible that helps build and develop human and social capital together and achieve sustainable development from its social and then environmental aspects.

5. Responsible consumer behavior:

Given the societal development built on the centrality of consumption and the issue of potential energy consumption, the concept of responsibility has emerged. The consumer is

primarily responsible - through their choices and consumption behavior and the resulting social and environmental impacts - by legitimizing the economic, ecological, and ideological system. Responsible consumption means that everyone should reconsider their relationships in self-determination, to nature and society. This is a break from the consumer's status quo, and a deconstruction of the different roles we play (consumer, user, worker, taxpayer, voter...) to work from a global perspective. In our purchasing and usage decisions, it is about reanalyzing the marketing mix (product, price, place, promotion), while reassessing our needs to set new criteria for choosing and acquiring new responses (Zakia & Chetta, 2014).

5.1. The Concept of Responsible Consumption:

The term "responsible consumption" first emerged in 1996 at the World Summit on Social and Economic Aspects of the Information Society in Montreal. It was defined as a collective action, an environmentally friendly approach taken by consumers when shopping due to their increased awareness through individual consumption choices. It was also defined as giving a sense of ethics and social benefit during the purchasing process. The consumer must become an active consumer, "consom'acteur," meaning that the thoughtful purchasing process should not be negative in consumer law (Zakia & Chetta, 2014).

Numerous definitions have attempted to construct a cognitive understanding of the concept of the responsible consumer. They describe a consumer with deep environmental and health awareness who primarily deals with the values they believe in. These values drive them to avoid purchasing products with questionable environmental orientations and not just to avoid consuming products harmful to the environment. It is behavior that encompasses the fact that resources are limited and is consistent with the civic commitment to personal and collective quality of life. In addition to considering the environmental and health aspects of an individual's consumption behavior, the social aspect is no less important, through choosing products from institutions that respect labor conditions, products that comply with international laws, products that conform to the culture of society, and also products from institutions with social goals such as achieving social justice (Middle, 2024).

5.2. Principles of Responsible Consumption:

Responsible consumption encompasses several principles that can be summarized as follows:

- Principle of Utility: Avoiding the purchase of products that do not satisfy real needs, in order to reduce excessive consumption and the depletion of natural resources.
- Principle of Prevention: Opting for products/services that have the least possible harm to the environment, health, and society (Zakia & Chetta, 2014).
- Principle of Efficiency: Considering the use of more economical means for natural resources and energy, suitable for working conditions in the production process.
- Principle of Quality: Preferring products with a longer lifespan, as they use the least possible amount of resources and energy and result in the least possible amount of waste.
- Principle of Integration: Promoting trade methods that achieve integration between the producer, distributor, and consumer to ensure a fair distribution of wealth.

5.3. Patterns of Responsible Consumption:

There are various perspectives on defining patterns of responsible consumption. In this study, patterns of responsible consumption will be categorized into three main axes:

- Reducing consumption (Our World in Data team, 2023).
- Consuming products/services with a positive environmental and health contribution.
- Consuming products/services with a positive social contribution.

5.4. Reducing Consumption:

The idea of reducing consumption does not mean that the consumer gives up satisfying their needs and desires, but rather it means improving the style of consumption. This can be done through:

- Optimal energy consumption: By choosing products that consume less energy, resources, and especially non-renewable resources (Olga & Nadezhda, 2023).
- Rationalizing consumption: By prioritizing the consumer's needs and spending to satisfy their real (actual) needs.
- Reducing, reusing, and recycling (3R): By choosing products with a long lifespan (durability), reusable products, and products with recyclable packaging (Zakia & Chetta, 2014).

5.5. Consuming Products with a Positive Environmental and Health Contribution:

This criterion includes considering all the effects of consumption behavior on the environment and health. This is done by choosing products that pollute the environment less and preserve natural resources, animals, and plants. At the same time, these products must comply with the laws and conditions to preserve consumer health.

5.6. Consuming Products with a Positive Social Contribution:

In addition to considering the environmental and health aspects of an individual's consumption behavior, the social aspect is no less important. This is done by choosing products from institutions that respect labor conditions, products that comply with international laws, products that conform to the culture of society, and also products from institutions with social goals such as achieving social justice (Zakia & Chetta, 2014).

6. The Contribution of Values-Based Marketing in Consolidating Sustainable Development Principles Through Creating and Enhancing Responsible Consumption Values:

Values differ from one society to another. In a study of American society comparing Mexican-origin families to Anglo-Saxon origin families, joint decision-making between spouses was prevalent in the latter. Another study found that spouses in developing countries made more individual decisions, while joint decisions were more frequent in developed countries. One study revealed that husbands in devout Catholic families had a greater influence than their wives in making purchasing decisions, while husbands in Jewish and non-religious families involved their wives in most decisions. Within Islam, the lenient creed places guardianship in the hands of the man, and the man has the final say in decision-making while allowing his wife to participate in his opinion and offer advice within the framework of affection between them (Aysu & Oğuzhan, 2023).

Values-based marketing seeks to create and enhance more rational and responsible consumption values through a set of targeted marketing strategies that largely intersect with social marketing campaigns, most notably:

- **Cognitive Change Strategy:** Some social change strategies aim to provide individuals with information and increase their awareness of an issue; in other words, to work on creating cognitive change. This type of public information or public education campaign includes campaigns related to the nutritional value of different types of food, working to increase individuals' awareness of the importance of a healthy diet, or providing individuals with information on how to avoid contracting a disease or encouraging young people to pursue higher education. This type of campaign is considered one of the easiest social change campaigns because it does not aim to make a deep change in behavior, but rather its goal is achieved by providing individuals with information related to the social issue. It is worth noting that despite the ease and simplicity of this type of social change campaign, it may fail to achieve its goals in some cases due to the inability to reach the target audiences or to meet their needs, or due to the lack of appropriate means to reach the target audiences or the limited budget, which may not

allow for the implementation of the necessary programs at the quantitative and qualitative levels to achieve the desired goals (Aysu & Oğuzhan, 2023).

- **Action-Oriented Strategy:** There is another type of strategy that aims to convince as many individuals as possible to perform a specific action within a specific time. These campaigns include those that aim to convince individuals of the need for vaccination against certain diseases, or to encourage mothers to vaccinate their children according to the vaccination schedule determined by health centers, or to donate blood, or to agree to a law to clean up the environment and preserve it, or to encourage women over the age of forty to undergo the necessary tests to detect certain diseases early, such as tumors, or to encourage parents not to marry off their daughters at a young age before 18 years. Campaigns that require action, or *Action-oriented Campaigns*, not only require informing the public and providing them with information but also encouraging them to do or act. This action or deed may require some expenses, time, or effort, which may prevent individuals from engaging in it. Therefore, the entity that encourages and demands change must provide some incentives that may include the expenses and costs that the action or deed required of individuals may entail, as a kind of encouragement for individuals to adopt the desired idea or behavior, in addition to the importance of providing implementation mechanisms (Monika, 2020).

- **Behavioral Change Strategy:** This is a type of marketing strategy that aims to encourage individuals to change some of their patterns. Examples include campaigns that encourage individuals to quit smoking or reduce consumption or change eating and drinking habits to lose weight and fat. These campaigns are considered the most difficult campaigns because it is difficult to change some patterns of behavior and habits that individuals have been accustomed to for a long time. In this type of campaign, mass media messages alone are not enough to bring about the desired change, but rather must be accompanied by other types of interviews and personal communication.

- **Value Change Strategy:** These are campaigns aimed at changing values and beliefs, such as family planning campaigns. The success rate of this type of campaign is significantly low as it is difficult to change the values and beliefs that individuals have held for a long time. Entities wishing to bring about change in this type of campaign may resort to using laws and regulations that compel individuals to change their values and beliefs, which they cannot change on their own and voluntarily. After a period, adherence to laws and regulations can lead to the desired changes in attitudes and beliefs. Thus, this pattern of change can begin by changing behavioral patterns, which in turn leads to a change in individuals' perspectives on things (Monika, 2020).

7. Recommendations and Proposals:

- Strengthening the culture of values-based marketing among stakeholders and marketers in modern organizations: This can be achieved by developing and activating innovative modern systems that contribute to encouraging the application of values-based marketing and awareness campaigns to create and enhance more responsible and rational consumption values in line with that.

- Organizations and consumer protection associations should focus on developing and encouraging their voluntary and awareness-raising campaigns through family-based values marketing, especially as a modern mechanism for creating the desired social change.

- Working to create and activate values-based marketing programs to create family consumption values that balance the traditional heritage and the requirements of modernity within the goals of sustainable development and the requirements of technological necessity, with the need to adapt the legal and legislative system to provide the necessary legal and legislative protection for the consumer.

- Working to highlight the family's consumer value characteristics (family consumption identity) and focusing values-based marketing on combating consumer extravagance and waste, and trying to change irresponsible consumer behavior, especially during religious and national occasions and holidays, based on the principle of promoting responsible consumer behavior as an effective mechanism for achieving effective family values marketing that ensures and achieves the principles and goals of sustainable development.

8. Conclusion:

Through this research paper, we have tried to identify the effectiveness of values-based marketing as a modern conceptual starting point in enhancing the concept of social responsibility and achieving the principles and goals of sustainable development through developing and activating responsible consumer behavior, and identifying the most important variables affecting it. We have arrived at a number of conclusions, including:

- Responsible consumer behavior has a significant impact on creating and enhancing family consumption values through family upbringing of environmentally, healthily, and socially responsible consumer behavior, which reinforces the strategic goals of sustainable development that seeks to encourage families to adopt consumption values based on social responsibility through values-based marketing.

- The family, as well as stakeholders, plays a significant role in the relationship between adopting values-based marketing and creating family consumption values through responsible consumer behavior, through its formation stages and also in the case of the mother being a working woman or a housewife in the economic aspect, as the higher the family's monthly income, the higher the spending rate, which requires adapting values-based marketing strategies accordingly.

- Values-based marketing should focus on increasing the awareness of family members, especially mothers, as role models in consumer upbringing, of the importance of family members' participation in purchasing decisions and giving them the opportunity to shop so that they have an independent personality, while developing a sense of responsible consumer behavior among them.

- The impact of values-based marketing should be focused and higher on the family level or family marketing, aiming to increase parents' awareness to avoid purchasing products that harm their children's health, in addition to their efforts to preserve the environment by purchasing and using environmentally friendly products that do not cause harm in the long term, as well as preferring products with packaging that can be reused and benefited from as a family consumption culture and values that embody the significant role of stakeholders in embodying the concept of social responsibility.

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