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*Full Length Research Paper*

# **Recycling marketing system with a social approach and influence in the corporate image of the companies**

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The present research analyze the recycling marketing system with projection of social assistance, and its impact on the corporate image of companies. Through recycling, organizations can bring their links to the customer and society by solving various social problems with the implementation of social marketing projects. The study was based on a qualitative-quantitative approach by combining and contrasting data derived from different sources, it is also supported by descriptive research, correlational, and field research types, since it was necessary to emphasize the study in both sources primary and secondary. The observation technique was applied to the economically active population of some communities in the Esmeraldas and Manabí canton, and 22 people were affected by the earthquake on April 16, 2016. The study determined that the impact of the implementation of recycling marketing with the projection of social assistance, made by the Company Plasticaucho, improves the corporate image by solving problems of society through the implementation of marketing strategies coupled with psycho social factors, these findings allow us to propose a recycling marketing system with a social focus. It was determined that the recycling marketing system with social assistance projection maintains a good impact with the corporate image of the companies, thus becoming a strategic tool for the solution of social needs that should be covered in society, and in this way they are contributing to the environment in their care and the sustainability of future generations.

**Keywords:** Marketing of recycling, corporate image, society, social assistance.

## INTRODUCTION

The importance of this issue is based on the need to implement the recycling marketing system in organizations, in this case by recycling pallets to provide housing construction in order to establish social support to society, and in this way take advantage of the company, as it is to achieve a good corporate image, for the market.

Recycling is becoming increasingly important in the world of pallets and timber. This has several causes, on the one hand, the intense economic crisis that has passed, recycled or reused pallets are more affordable than new ones and offer the same support.

"52% of companies at the national level implement some kind of corporate social responsibility practice." That is, they do business not only in terms of money, but also try to include, in different magnitudes, a positive role in society. They respect the environment, its workers and the laws and, in addition, they fulfill social programs. (Portfolio, 2013).

It has been found in the study inefficient recycling marketing systems, this is due to the lack of innovation in the application of Corporate Social Responsibility aspect that causes difficulties for the development of social practices, and this is due to an inadequate business management, making low profitability and an imbalance in business growth. Also the absence of a communication plan is detrimental to any organization, which is why insufficient allocation of marketing budgets, leading to a limitation of resources in the company, a problem that is not always easy to combat but is possible to counteract them by applying strategies to reduce the considerable losses that managers have to face, this is caused by inefficient recycling marketing systems, thus inciting a decline in economic revenues due to the lack of marketing planning of the social causes, resulting in poor work performance and non-compliance with objectives.

The objective of the research is based on an analysis of the marketing of recycling with projection of social aid, and its impact on the corporate image. Through theoretically substantiating the benefits of Pallet Recycling Marketing for companies and the most vulnerable sectors. To diagnose the impulse that would give to the company to start the marketing of recycling of pallets and its incidence in the most vulnerable sectors.

Design a recycling Marketing program with a projection for social assistance in the most vulnerable sectors of the provinces affected by the earthquake. And partially implement the recycling marketing program with social assistance projection (pilot test) in the most vulnerable sectors in the provinces affected by the earthquake.

## THEORETICAL FRAMEWORK

To support this study it is necessary to determine several issues that are involved with the recycling marketing system, social support, and corporate image in companies.

### Marketing

According to Ferrell and Hartline (2012) "It is an organizational function and a set of processes to create, communicate and deliver value to customers and to manage customer relationships in a way that benefits the company and its stakeholders" (p. 8)

According to Coca (2012) in his scientific article defines marketing as "the result of the activity of companies that directs the flow of goods and services from the producer to the consumer or user, with the pretension of satisfying the consumers and to achieve the objectives of the companies"(p. 396).

In reference to these definitions, marketing is considered as the area or site where plans are made and decisions are made for the manufacture of the products or services that the organizations will provide, in addition the prices and the places where such products or services will be sold, and of this meet the objectives set in the companies.

### Green Marketing

This point is considered more than the marketing or sale of any product has to do with the environment, it is aimed at the concern of environmental problems such as loss of species, destruction of ecosystem and poverty of developing countries.

"Green marketing involves the development and promotion of products and services that meet the needs and desires of customers in terms of quality, performance, competitive prices and convenience without causing pollution or detriment of the environment." (Echeverri, 2010, p. 5)

Organizations must be concerned about having green processes and products; therefore, they must make a communication to their target audience as a strategy of differentiation from their competitors; in addition, green marketing plays a proactive role, and corresponds to a systematic and complex process. Based on the design of products and formulation of marketing strategies for the care and protection of the environment.

## Recycling Marketing

The society has accepted the problem of pollution as part of the development tax, and the public authorities have tried to respond to the demand of citizens by increasing the collection, storage and destruction of solid urban waste; that is, they have tried to activate a policy that is always behind the problem.

"Recycling marketing comes as the social framework in which the marketing activity takes place." (Puelles and Gonzalez, 1992, p 117). This would be, therefore, this social objective in which the generic concept of the environment would fit and that should be defined to be able to contemplate in the performance of the company and the recycling marketing as a social objective of distribution of the waste of natural resources scarce and avoid the development of the environment.

## Recycling of Pallets

According to the page PACK abc (2016) mentions the following: A pallet is a frame of wood, plastic or other materials used in the movement of load as it facilitates the lifting and handling with small hydraulic cranes called forklifts.

The pallet consists of a platform, generally of wood, constituted by two floors joined by large ones, that can be manipulated by forklifts of forks, that allows the grouping of the merchandise on her, constituting a unit of load.

Also to determine what social aid is about can talk about social marketing:

## Social Marketing

According to Rufin and Medina (2012) social marketing "It is the adaptation of marketing to programs designed to influence voluntary behavior, and whose sole purpose is to seek the benefit of the individual and society, not the organization that develops social programs" (p. 289).

Also social marketing "is the use of marketing principles and techniques to influence an objective audience to voluntarily accept, reject, modify or abandon behavior for the benefit of individuals, groups or society as a whole" (Kloter et al., 2002)

So social marketing is based on the use of techniques or systems voluntarily to influence the benefit of the environment, the benefit of individuals and society, and in this way establish solutions to social problems.

The need for social marketing is to identify which of the various possible social causes relates best to existing and identified values. The important thing is to choose social causes that have little or nothing to do with the image that the customers have with the company, but in certain cases these causes may represent an effort by the company to be able to link its brand to innovative values.

## Corporate social responsibility

According to Guillani, et al., (2012). One of the first authors to conceptualize CSR was Carroll in 1979. In this sense, companies became aware, first of all, that they should pay attention not only to the partners or shareholder of the business, but also to all people that somehow relate to it, such as employees, suppliers and customers. The organizations then became aware that they have responsibilities to society, not only to those who relate to it, but to society as a whole.

In summary, CSR is a commitment to the wider community and a way of approving the use of unusable resources in companies that could have other benefits in this case, the development of products for society that meets the objectives of social marketing.

## Social help

According to Reyes (2012) mentions that; Social aid is part of the term (humanitarian aid), which is a transfer that society must make for people who are victims of disasters. The latter can be caused by natural factors, such as earthquakes, avalanches and landslides or floods. Or they can be disasters caused directly by human factors.

The need to resort to social assistance is a vital condition through which society tries to insert groups that are in extreme marginality. This is directly related to achieving minimum social functionality and the fact that human resources can be used as elements of collective well-being.

## Corporate image

The corporate image is currently one of the most important elements that organizations have at their disposal to make their audiences understand who they are, what they are engaged in and how they differ from the competition.

According to Pintado and Sánchez (2013) he mentions that the corporate image can be defined as an evocation or mental representation that conforms each individual, formed by a cluster of attributes referring to the company; each of these attributes may vary, and may or may not coincide with the ideal attribute combination of said individual.

## MATERIALS AND METHODS

For the current research is based on the social or constructivist paradigm because an interaction was carried out with the subjects to be investigated regarding the social assistance they will receive in terms of the construction of houses with recycled pallets, through the implementation of recycling marketing.

In addition, a qualitative-quantitative approach was applied by different instances, such as combining and contrasting data derived from different sources, with the pragmatic use of information collection and analysis techniques by means of a comprehensive search of the problematic that covers the inefficient recycling marketing. It was also stipulated the descriptive research that allowed obtaining real and reliable data by means of the application of an observation sheet thus serving as support for the validation of the investigative work.

A field research modality was established because the information collection took place at the place of the events in the areas affected by the earthquake of April 2016 that received help from the Company Plasticaucho, based on the technique called direct observation.

Also, the research was based on secondary sources since it was necessary to search for concepts that cover the variables with the contribution of some authors.

The population estimated for the current research project is composed of the economically active population based on the categorization at the national level, coastal region, province of Manabí and Esmeraldas, Canton Manabí and Esmeraldas Canton, in addition was taken into account the people around the parishes Riochico (Rio Chico) with its communities San Francisco and Playa Prieta, with a total population and the cube parish, with the communities Chucaple and El Porvenir, belonging to the provinces mentioned above, thus giving a total of the study population for the investigation. Who will be the potential customers who buy the product boots from the Company Plasticaucho.

By means of the application of the sample a total of 377 people were obtained the sample of 22 people benefited of a house by the Company Plasticaucho in the earthquake of the 16 of April then it was applied to 399 people the technique of the observation based on a file .

## **RESULTS**

Regarding the results obtained from the technique used in the investigation, based on the first and second questions, it is determined that the quality of life of the victims of the earthquake of the previous year has been improving excellently, in this process the Company Plasticaucho S.A. Had to see much, through a program of social assistance, in the construction of wooden houses, which the people who received a house are satisfied by this generous act, this helped to improve the image of the company, in addition to the application of recycling marketing strategies individuals feel identified with the organization, this provides to achieve customer loyalty with the brand of the company's products, you could also say that the company manages to achieve a good positioning of your brand in mind of society, since they have a good concept of the company, the qualification they gave the staff for the social work was

very good, it is necessary to encourage the human talent of the organization as these will also give a good or bad image of your company, this would serve to create differentiation strategies before the competition.

Conceptually the products that companies provide should be considered as a means to solve customer problems because they buy the benefits of the product for resolution. Then the organization must give importance to the way in which the consumer perceives the product as satisfying a need. In this case the people in study have a good perspective of the products of the Company Plasticaucho because they rated it as excellently, this is very good because it helps to increase the demand in the market.

Through recycling marketing with the projection of social assistance, not only would the company improve its corporate image, but organizations that assign responsibility to the environment, can find a very good communication link with customers, but what is suitable for these In this case the Company Plasticaucho wants to implement this project by building houses with recycled pallets, with the purpose of providing social assistance to the community, through that to solve the problems of people, and effectively meet the needs of customers.

The proposal of the present study was based on the construction of houses with recycled materials of the companies. Where these materials are the pallets that some companies discard them, but the Company Plasticaucho wants to reuse these materials and in this way do no more harm to the environment, and what is more to help those in need in the community, through an excellent infrastructure of a house. It could be said that in previous studies the constructions of the houses with recycled materials allowed an adequate selection of marketing with projection to the social aid.

This proposal was developed in order to implement a recycling marketing system with projection of social assistance and generate impact on the corporate image, in this way to use materials that usually did not use it, which this company will apply social marketing and CSR as promoted by organizations and the state.

In addition, marketing aims to seek the satisfaction and well-being of the community and that in many cases of recent times the ecological marketing has sought a balance between the production of the companies and the care of the environment.

With the analysis of the results in the research the feasibility of enhancing the construction of the houses with recyclable materials was seen, and that resulted in the recycling marketing system with projection to the social aid those impacts on the corporate image, which provides to people of limited resources. The houses will be constructed in 95% with recycled materials, being in their greater percentage the wooden pallets, this includes the floor that will also be of wood.

The houses built, have a building area of 6 meters long by 5.5 meters wide, giving a total of 33 square meters

**Table 1.** Results obtained from the research

N°	ÍTEMS	CATEGORIES				
		1 = Bad	2 = Fair	3 = Good	4 = Very Good	5 = Excellent
1	How would you rate your standard of living based on the social support of the company Plasticaucho	0	0	72	88	239
2	What is your level of satisfaction with the construction of houses	0	0	0	96	303
3	What is your level of identification with the company Plasticaucho	0	0	0	104	295
4	As you see the image of the company Plasticaucho on the basis of Social Marketing implemented	0	0	0	112	287
5	What is the concept that you have of the company Plasticaucho	0	0	0	40	359
6	How would you rate the social work carried out by the company Plasticaucho (donation of basic housing to vulnerable sectors)	0	0	0	0	399
7	How would you rate the products sold by the company Plasticaucho.	0	0	0	104	295
9	How would you rate the application of recycling marketing to generate social support in the company.	0	0	0	144	255
10	As he believes it is the level of communication of the victims with the company Plasticaucho	0	0	144	255	0
11	How do you rate recycling marketing to generate new values in companies.	0	0	32	136	231
12	As you qualify the social welfare that has applied the company Plasticaucho.	0	0	0	64	335
13	Of a qualifying criterion on the construction project of houses based on the recycling.	0	0	32	24	343
14	Applying a Recycling Marketing system will help the care of the environment is.	0	0	0	311	88
15	How would you rate the business relationship of the community with the company Plasticaucho	0	0	0	72	327

Source: Field Research  
Prepared by: Research Group



**Image 1.** Front view completed house  
Prepared by: Research Group



**Image 2.** Side view finished house  
Prepared by: Research Group

and are designed with an average family of 4 people so they have two rooms, a kitchen, the area social and bathroom that is located outside the house, is comfortable and comfortable in addition to being built with treated wood that makes it durable. In the following chart you can see the construction of this house.

Also the house will be furnished with a master bed, bunk bed kitchen furniture, a dining table and a table for the living room, complements that are also made with recycled materials.

In the elaboration of this program it is also necessary the communication is of vital importance since it

constitutes a very effective tool so that the companies can make known the productive activities, as well as the activities that are organized or realized in favor of the community, in with respect to social marketing and CSR, this is how every company approaches the market, giving its image the same image that must be very effective since this will depend on the success of a certain product and the impact on the public objective, reaching the privileged seats in the market, so that the company will be more competitive.

The company would launch an advertising campaign called "Venus leaves footprint", through which the various works carried out on behalf of the families affected by the earthquake in the provinces of Esmeraldas and Manabí would be made public through social networks and its website. This will create a positive impact on the Venus brand, further loyalty to its frequent customers and gain more potential customers, since society and people often like to be part of something that involves social work, this will make the Venus brand strengthen even more in the national and international market.

The average cost of construction of the house evaluating the finishes that will have because the pallets are recycled therefore has no costs, then the expense that will have this program is 1,423.98, that is a very comfortable cost to provide social assistance and achieve excellent benefits for the company as it is to improve the corporate image, achieve customer loyalty, etc.

## DISCUSSION

The results of the collected information that manifests itself previously has positive effects for the organizations, since the marketing of recycling is a basic component of the philosophy and management of the companies, giving place to the care of the environment and the social aid that they must provide and takes into account that for the elaboration and commercialization of some products it must be taken into account that the needs to be satisfied by the clients are in line with the present and future interests of society subordinated to the respect of the natural environment.

As mentioned (Hoyos, 2015); Marketing could redirect society's image, increasingly challenged the image that the company is assuming, through the deviant action of certain marketing activities. Recycling, as an activity that can help to reduce waste and the consumption of natural resources, should be considered as an activity of this concept of social marketing that responds to the needs of consumers, recovery of the environment, and respond to these new values of society.

This project saw the feasibility of recycling marketing through the construction of houses based on recyclable materials, and thus fulfilling the projection of social

assistance, as these houses are aimed at people with low resources, in addition is achieved that the corporate image of the company is very good, and in this way the organization can easily position itself in the market, establishing this type of social marketing strategies, and thus creating barriers to entry to the competition.

## CONCLUSIONS

It is determined that the recycling marketing system with social assistance projection maintains a good impact with the corporate image of the companies, thus becoming a strategic tool for the solution of social needs that should be covered in society, and in this way they are contributing to the environment in their care and the sustainability of future generations.

The characteristics of recycling marketing determined the social aid, would be through a previous study and in this way facilitate in the decision-making to generate appropriate marketing strategies, to become a win-win opportunity that on the one hand will benefit the organization and also society.

With the proposal of the recycling marketing system through the construction of the Company Plasticaucho and determining the social assistance as an important point in the organization, the company has managed to maintain a good image before the national community.

The impact of the recycled marketing system with the projection of social assistance in the vulnerable sectors of the earthquake of the previous year, generates that the company has a social and environmental commitment, since this construction of the houses will be a continuous project, for affect satisfactorily the needs of customers.

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