

Ambev - Marketing Actions for a Better World

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ABSTRACT: - Marketing is the main tool used to develop terms of trade (wish x need) aimed at meeting these needs (demands) of the satisfaction of consumers. Marketing is a two-way process, as it is a philosophy of life for consumers and for the market / community in which it appears. The exchange ratio (sale x purchase) is mutual, because the consumer is a key role of agent in the social, economic, environmental and cultural environment in which he lives and organizations that produce goods and services are the supporting actors of this reality that should pay a benefit and assistance to the society that they live.

KEYWORDS:- Social Marketing. Environment. Equity. Responsible Consumption. Social Report. Square Product. Competitive Strategy. Social Ethics

INTRODUCTION

This article aims to conduct a study to analyze the key role the organizations are undertaking in various scenarios of society (economic, social, environmental and cultural), how marketing can bring benefits to the community and the market that are inserted through the via exchange that offers consumer relationship.

Organizations generate value for those who are close to it in the context of social responsibility, therefore, that responsibility is no longer an option and has become a requirement as a matter of strategic vision and survival to remain competitive. Companies that do not seek to conform their activities the idea of sustainability and social responsibility are certainly predestined to failure.

ETHICS OF MARKETING AND SOCIAL RESPONSIBILITY

The Social Responsibility seeks to stimulate the development of the citizen and foster individual and collective citizenship. Social ethics is focused on civic duty (...). The Social Responsibility actions are extended to all who participate in the life of society - individuals, government, business, social groups,

social movements, church, political parties and other institutions (MELO NETO and FROES, 2001).

According to Ashley (2002), Cheibub & Locke (2002) the term "social responsibility" does not have a defined concept and even their antonyms (socially irresponsible or not responsible) is subject to multiple interpretations. Social responsibility is a new concept, it has become a new area of knowledge and is gaining increasing importance in the business world. Because it is a complex subject, they have been different settings according to the chosen focus (ASHLEY, 2002).

For Valls (1993) "ethics is of those things that everyone knows what they are, but they are not easy to explain, when someone asks." According to the dictionary (2005), ethics is conceptualized as "study of appreciation judgments concerning the susceptible human conduct qualification from the point of view of good and evil, whether in respect of a given society, is absolutely".

CSR can be understood as a commitment that an organization must have towards society, expressed through actions and attitudes that focus positively in

any community, demonstrating a proactive and consistent stance of the company with respect to its specific role in society and its accountability to her (ASHLEY et al., 2002).

Cardoso and Silva (2000) characterize the effectiveness of social responsibility from the moment it is inculcated a new culture within the company, and this built-in management and key organizational sectors such as marketing, human resources, production and finance.

To Kotler (2011), companies have a need to assess whether their marketing policies are being ethical and socially responsible because due to high expectations on the part of employees and pressures exerted by governments, through stricter legislation, was increased the level of demand, that is, organizations must have a high standard of social responsibility, thus meeting the perspectives of its customers.

The term social responsibility is a much discussed topic, since some organizations have used this practice by various social programs aimed to demonstrate its social function in the community that the organization operates.

The activities of companies has caused environmental and social effects that generate concern and discussions aimed at strategies for improving the quality of life, contributing to the ethical, moral and social values.

Organizations need to be aware of the effects of their activities on society, thus social responsibility is an exercise of citizenship as well as being a return / investment plans at local, regional and national. Social responsibility can be understood as a return initiative to the society or community that the organization is located, demonstrating that the organization is not only concerned about profit, but as well, with the advancement and development of the company's operations sites.

Corporate actions for socially responsible marketing

According to Kotler (1992), Social Marketing "is a behavior change strategy to social transformation" or if what is happening is only the maintenance of the marketing ideal.

According to Mendonça and Schommer (2000), in Brazil, the term "social marketing" is being used, especially by the media to describe the business activities in the social field, in order to obtain competitive advantages, without these actions have the order to influence collective behavior.

In a broader view, Las Casas (1993) states that marketing is an area of knowledge that encompasses activities directed to the terms of trade, focused on the satisfaction of desires and needs in order to achieve certain objectives of companies or individuals and considering always the means of operation environment and the impact of these relations with sociedade. A marketing expression for social causes rather than social marketing, was first used by Thompson and Pringle (2000), according to which the marketing to social causes can be defined as a strategic tool for marketing and positioning associating a company or brand to a relevant social issue or cause, for mutual benefit.

It is through this scenario that arises Socially Responsible marketing with their strategies created with the main base social actions to contribute directly to a specific question or the needs of a society. One of the goals of the organizations with this strategy is to be seen positively by consumers, through their commitment to social causes, win it so it always make a company's association with your brand and the social cause that is acting.

A socially responsible company approach with much more ease of society in general and its target audience, building a positive image, adding value to your brand.

Socially responsible Marketing brings benefits not only to society but also to the companies involved in this type of social project. Soon, a socially responsible company, integrates solutions to

communities in need, nursing homes, shelters and people in general, while making a strong advertising campaign to publicize these services in order to promote the market and returning through a positive feedback to consumers, the result Generate financial gain to the company's products. Therefore, the success of these non-profit investment actually brings more profit than to engage business directly, but they also bring unique benefits to the population and society at large in the long run.

Public actions and citizenship for the regulation of marketing and responsible consumption

According to Portillo (2005) green consumption reflects a consumer concern in addition to the variable price and quality in the purchase decision making process to include environmental variables for an assault on the environment in this decision-making process (Silva 2012) taking into account the balance between personal satisfaction, environmental opportunities and social effects of their decision. Silva (2012) conceptualizes sustainable consumption as the pattern of consumption resulting from the interplay of social actors in political interaction perspective, aimed at achieving sustainable development, assuming the existence of an individual consciousness (when considering the individual as a citizen), an organizational alignment directed to social and environmental aspects for an active government action as well as other actors belonging to the social, through the coordination of practices and relationships in the dynamics of sustainable consumption.

Thus he realizes his responsibility as an actor in society through socially responsible consumption, equivalent to conscious consumption (VIERA cited SILVA, 2012). The philosophy of responsible marketing determines that the marketing of an organization should support the best performance of the marketing system in the long run. Consisting of five principles: customer value marketing, innovative marketing, consumer-oriented marketing, marketing with social vision and societal marketing.

The principle of customer value marketing, the company must apply most of its resources on building value of marketing investments. Many of the actions promoted by companies such as: Isolated sales promotion, small changes in packaging, hype, can increase sales in the short term, but add less value than the actual improvements in the quality, features or product practicality aware consumers about responsible consumption.

The principle of innovative marketing requires the company continuously seek real improvements of product and marketing. The company pass new and better ways of doing things may come to lose customers to another company that discovered a better way to do it.

The principle of consumer-oriented marketing means that the company should view and organize its marketing activities from the consumer point of view. It should strive to understand the needs of a defined group of consumers, as well as meet and satisfy them. While the concerns of consumer groups is to judge whether the marketing system satisfactorily meets the consumer's needs, environmentalists worry about the effects of marketing on the environment and the costs of meeting the needs and consumer desires. More and more companies are adopting sustainable environmentalism policies, by developing strategies that not only preserve the environment but also generate profits for the company.

The citizens' concerns about the marketing practices often arouse public attention and inspire bills. The new proposals will be debated many are rejected, other modified, and only a few will turn into laws.

The principle of marketing with social vision means that the company must define its mission in broad social terms, not limited in terms of product. When a company defines a social mission, employees feel better at work and have a clearer sense of direction.

And finally the guidance the principle of societal marketing says that a socially engaged company makes marketing decisions in accordance with the

wishes and interests of consumers, the company's requirements and long-term company.

Social responsibility and its interface with marketing and loyalty with external customer

According Houaiss (2002), the word responsibility derives from the Latin *respondere*, (say, ensure respond) and means "the obligation to answer for own obligations or others. Character or state who is responsible. " Corporate social responsibility is widely perceived as a "social-marketing content" intended to balance the balance between the company's business objectives and the company's well-being as a whole (CHAHAL; SHARMA, 2005). Samara; Morsh (2005) defined CSR as "a concept and a management philosophy that sees the company not only as a business economic nature (with unique function to generate profit for their shareholders), but also as a socio-economic organization committed to social well-being of all its stakeholders (interested parties): shareholders, employees, consumers, suppliers, environment, government, society, etc. "The organization, in this sense, takes moral character of obligations than those laid down by law even if not directly linked to their activities, but they can contribute to sustainable development (ASHLEY, 2002). Already Birou (1982) meant by social responsibility the ability to "answer for their acts against the society or the public, to the extent that such acts take dimensions or social consequences."

In social marketing, socially engaged companies take marketing decisions according to the interests and wishes of consumers, the company's requirements and long-term interests of society. By neglecting the long-term interests of society the companies fail to meet this target. Smart companies view social problems as opportunities.

Development of Environmental Marketing adds perspectives values relative to the value of preserving the environment, showing the quality of sustainable product within the consumer market and society. Thus, there is a new market vision, highlighting the

importance of this sustainable responsibility for the consumer. This strategy enables an objective to develop a sustainable training within the marketing context, obtaining a differential and implementing the environmental issue for consumers. The Green Marketing stands out for its system, an internal and external deployment in the organization, supporting the importance in the development of sustainable products and contributing to a better quality of life.

The most valued environmental benefits are those that contribute to the sustainability of the planet's ecosystems. Therefore, the environmental issue is set for the consumer awareness about environmental impacts and when buying a sustainable product, find a quality of life, socially responsible consumption and environmentally in the consumption of goods and services, so that from that choice, either built awareness about existing ecological needs.

CASE STUDY: AMBEV ON BUILDING A BETTER WORLD

The company's history begins in 1999 when the centenary Breweries Brahma and Companhia Antarctica come together to create the American Beverages Company - AMBEV. The 16,000 people that the two companies employed at the time joined forces to start to what we do today: boosting the Brazilian beverage industry, enabling the market entry of new brands, expand the range of quality products at affordable prices, stimulate innovation, create jobs and resources.

The cold drinks sector is one of the most traditional of the country, created in 1853 with the founding of Bohemian Brewery in Petrópolis, Rio de Janeiro state, the first brewery in Brazil. This market has ample capillarity and is present in all Brazilian cities, a chain that goes from agribusiness to small retailers, through packaging, logistics, machinery and construction, among others.

AMBEV believes that the sustainability of our business is directly linked to corporate responsibility.

Defense actions are organized the responsible consumption practices for over 10 years.

Since 2003, participate in the discussions of the World Health Organization (WHO) on the effects of inappropriate use of alcoholic beverages and guide these practices by the premises of WHO. The aim of the Responsible Consumption Program is to encourage compliance with the law prohibiting the sale of alcohol to minors, and to promote road safety and encourage moderate consumption.

AMBEV entered the topic in awareness campaigns and communication materials, donate breathalyzers to the government and work in network with dozens of NGOs. We also engage employees, mobilize sales points and train professionals of bars and restaurants. Thus contributing to the strengthening of the economy in all countries where it has operations.

IBGE study shows that our industry is what has the highest multiplier effect: for every real invested by a beverage company, other real 2.5 are generated in the Brazilian economy. Job creation, our investments are also reflected in benefits beyond our walls. According to the Getulio Vargas Foundation, for each job generated in a liquor factory, another 52 are added to the production chain.

The company always seeks efficiency in the use of natural resources. In line with the dream of being the best beverage company, bringing people together for a better world, save and use correctly the water recycle by-products and waste and reduce emissions of greenhouse gases, among other actions.

The dream of being the best beverage company, bringing people together for a better world, is what drives the company forward. Through rigorous standards, practices and processes, developed into a recognized management system efficiency, capable of delivering exceptional results not only for shareholders but for the whole society as a whole.

To systematize and standardize these practices developed for over 20 years an Environmental

Management System. Comprehensive and integrated, it establishes processes and monitors the evolution of eco-efficiency indexes of all our activities.

The basis of the success of this system is an informed and engaged team, which meets environmental policies and achievements. All large projects are geared towards the preservation of natural resources are focused on goals we have set periodically. Where goals are reached or exceeded, stipulate other to increasingly improve our eco-efficiency indexes. In 2013 and 2014, AMBEV established eight new environmental goals, which are shared among the 25 countries where Anheuser-Busch InBev group has operations. These goals must be achieved by 2017.

In celebration of World Environment Day, June 5th, the company has prepared a special action for bars and retail outlets. After two months of study, a booklet with practical tips for saving water in everyday life of these partners was launched. 300,000 booklets were distributed free by Brazil. If all the suggestions are followed, the reduction of water consumption can reach 62%. In addition to practical, solutions require little investment. Measures to efficiently use the water already part of our routine.

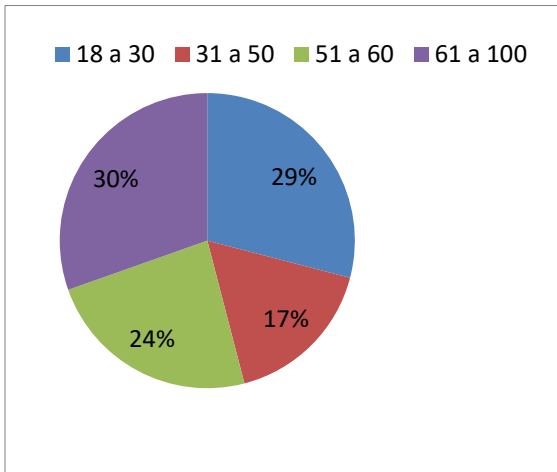
The campaign takes apart the units practices that have turned us into a global reference in water savings in the production process of beverages. In the last 12 years they have reduced by 40% consumption. With this national mobilization, want to share the knowledge and experience acquired over the last 20 years, engaging with the closest partners in this cause.

In order to mobilize and raise awareness on the last day June 2, 2015, the company's president, Bernardo Paiva, toured some bars in the city of Rio de Janeiro to start water-saving campaign will be extended by about 600 points sale throughout the country.

COLLECTED DATA PRESENTATION

Following the data collected in interpersonal survey of 150 respondents.

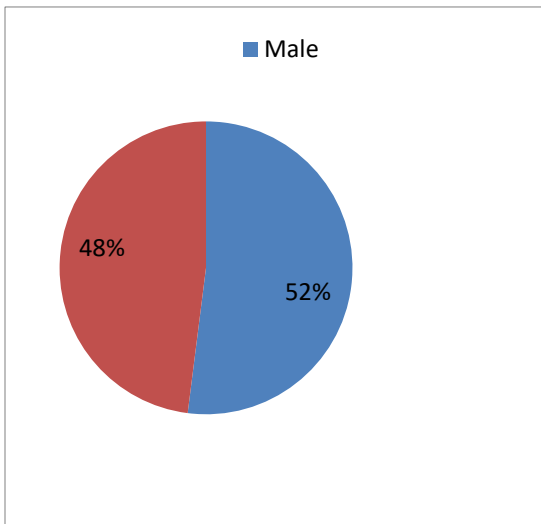
Figure 1: Age Group (age)



Source: Prepared by author, 2015.

Respondents are aged 18-100 years, and 35% are aged between 18 and 30 years; 35% are aged 31-50 years; 15% are aged 51-60 years and 15% are aged between 61 and 100 years.

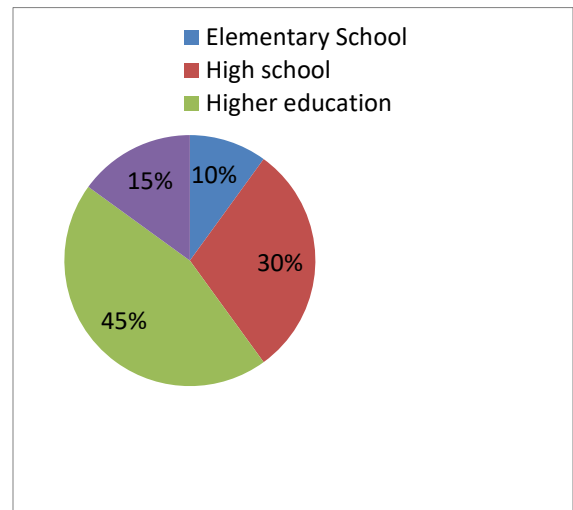
Figure 2: Gender



Source: Prepared by author, 2015

Among respondents 52% are male and 48% female.

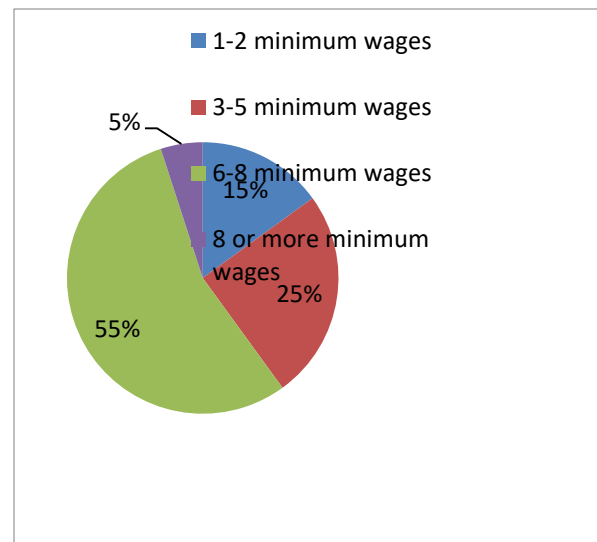
Figure 3: Degree of Education



Source: Prepared by author, 2015

The degree of Education, it was found that 10% of respondents have primary education, 30% have secondary education, 45% have higher education and 15% have higher education Postgraduate or Master.

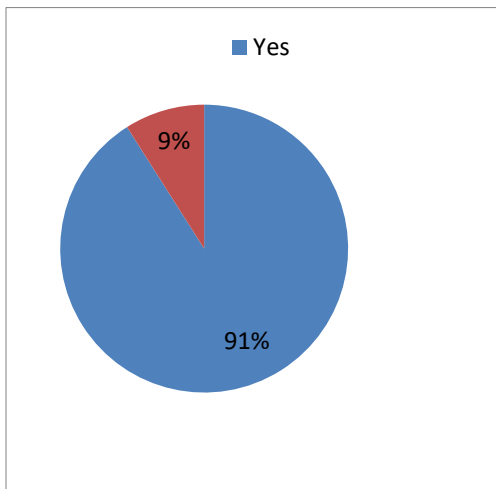
Figure 4: Monthly Income



Source: Prepared by author, 2015

At this point, the data were concentrated in the social class of consumers surveyed, it was found that 15% receive 1-2 times the minimum wage; 25% receive 3-5 times the minimum wage; 55% receive 6-8 minimum wages and 5% receive 8 or more minimum wage.

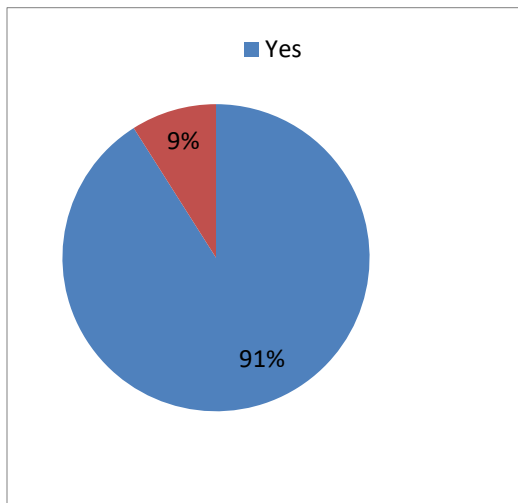
Figure 5: Know the company of AMBEV drinks?



Source: Prepared by the author, 2015.

As for respondents 91% said that they know AMBEV company and claims 9% who do not know AMBEV company.

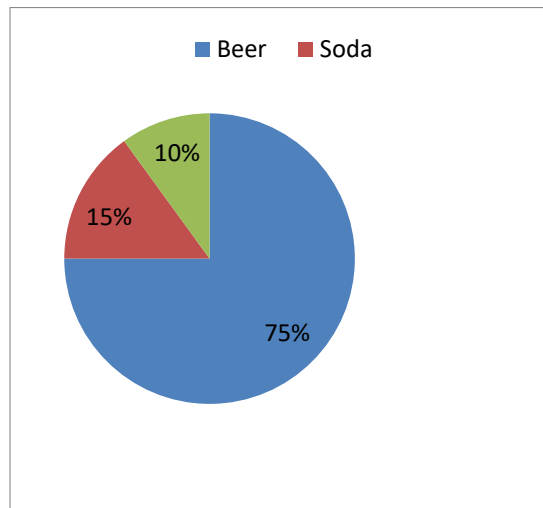
Figure 6: Buy a product company?



Source: Prepared by the author, 2015

In relation to product acquisition of the company, 91% claim they buy and 9% claim that they buy.

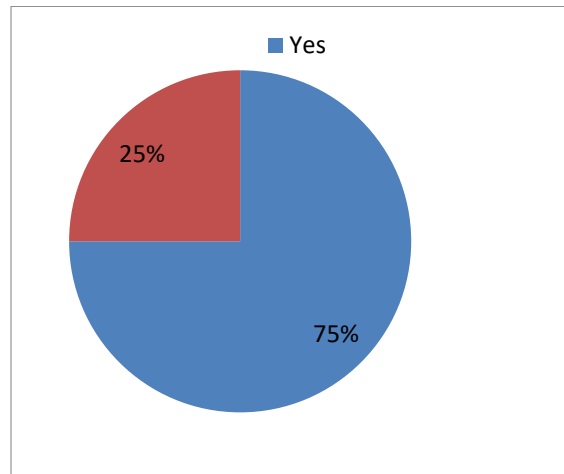
Figure 7: Ambev Product Acquisition. (Only if positive)



Source: Prepared by the author, 2015

As for the main products purchased by respondents are 75% beer, 15% coolant and 10% other products.

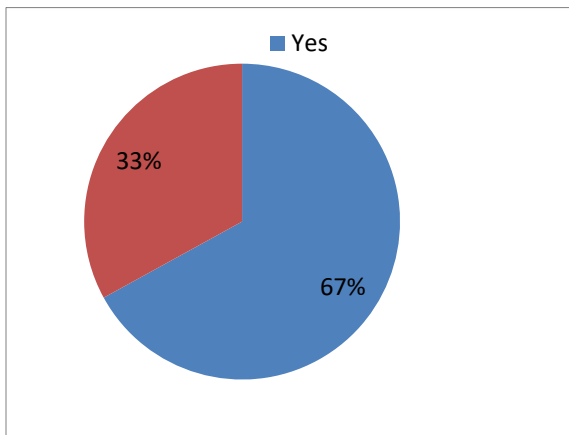
Figure 8: Level of concern for the environment.



Source: Prepared by the author, 2015.

It was found that 75% of respondents are concerned with the environment ambeinte and 25% do not care about the environment.

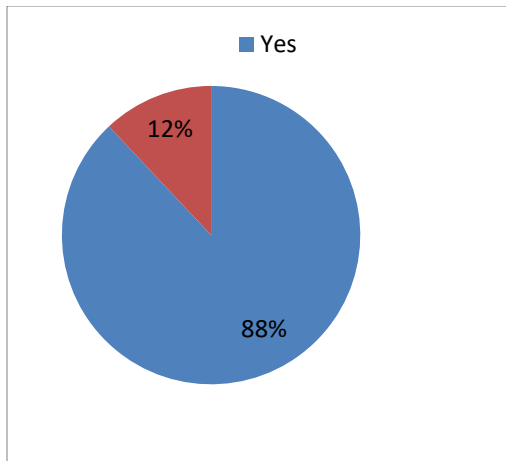
Figure 9: Knowledge of actions (social, economic, environmental and cultural) of AMBEV.



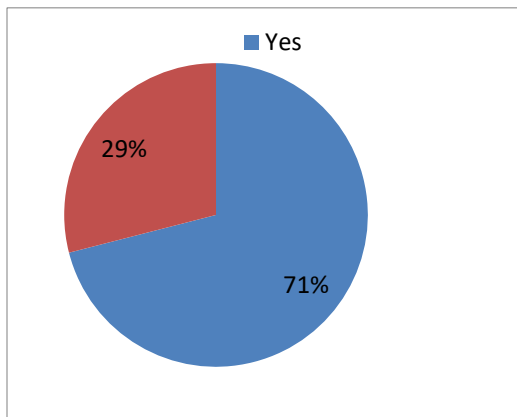
Source: Prepared by the author, 2015.

It was found that 67% of respondents know the shares of AmBev and 33% did not know the actions of AMBEV.

Figure 10: Concern issues (social, economic and cultural) in the country.



Source: Prepared by the author, 2015.



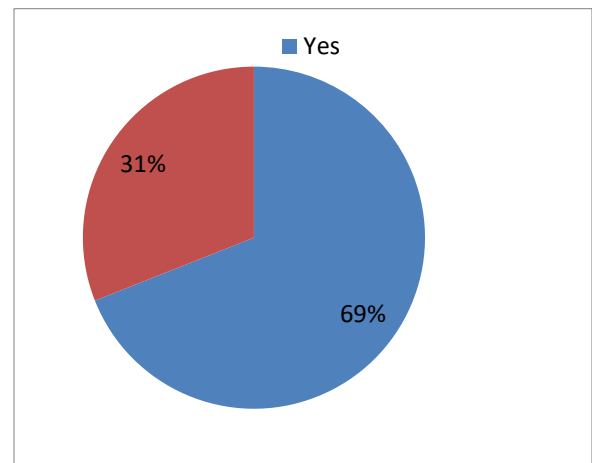
Source: Prepared by the author, 2015.

It is observed that 88% of respondents are concerned about the issues (social, economic and cultural) of the country and 12% of respondents do not care about the issues (social, economic and cultural of the country).

Figure 11: Before you buy products or services, you care about the social responsibility of business?

According profit for the 150 respondents, it is observed that 71% of respondents are concerned about the responsibility of the company before buying a product or service and 29% did not care about the company's liability before buying a product or service

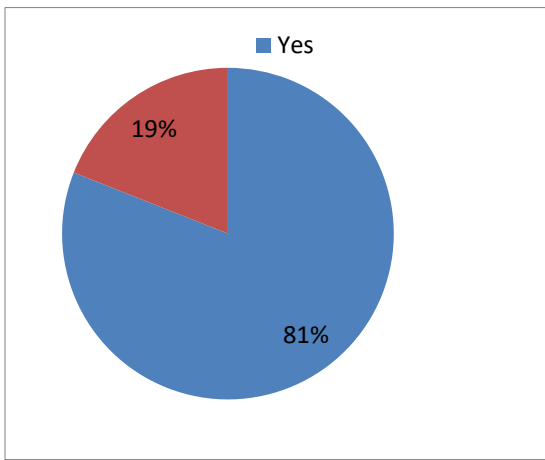
Figure 12: Social responsibility is a decisive factor when purchasing the product or service?



Source: Prepared by the author, 2015.

It appears that 69% of respondents say that social responsibility is a decisive factor when purchasing the product or service and 31% of respondents deny that social responsibility is a decisive factor when purchasing the product.

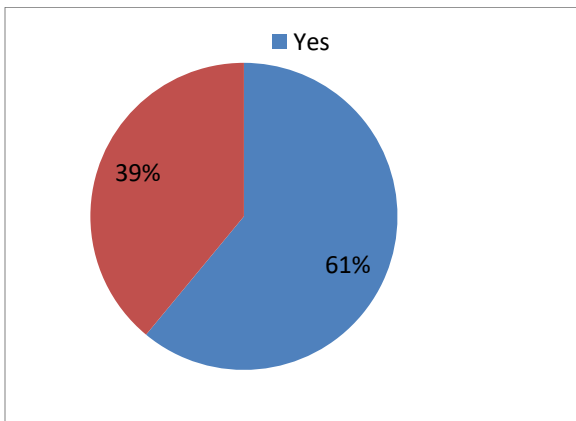
Figure 13: Do you support companies that are socially responsible?



Source: Prepared by the author, 2015.

It is observed that 81% of respondents support the organizations that are socially responsible and 19% do not support organizations that are socially responsible.

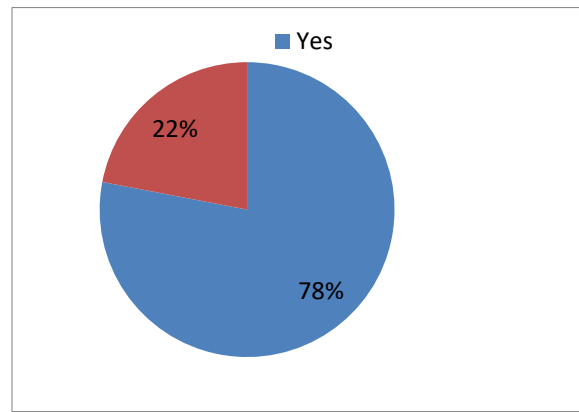
Figure 14: Do you think AMBEV informs through communication social actions perform?



Source: Prepared by the author, 2015.

In response to the survey, noted that 61% of respondents think the AMBEV reports by communicating the social activities she organizes.

Figure 15: Do you think the actions (social, environmental, cultural and economic) that AMBEV and businesses realize contribute to building the world's a better place?



Source: Prepared by the author, 2015.

At that moment the data collection were concentrated on the contribution of social actions taken by AmBev and organizations, after data collection it turns out that 78% of respondents think the actions (social, environmental, cultural and economic) that AMBEV and businesses perform contribute to building a better world and 22% of respondents did not think the actions (social, environmental, cultural and economic) that AMBEV and businesses realize contribute to building a better world.

The benefits and the change in perception

The adoption of practices that help in the development of society and the preservation of the environment can represent a strong competitive advantage and contribute directly to the improvement of society. On the other hand, the absence actions that preserve the environment and ensure local development, can have a strong negative impact on consumers, generating a company image degradation and its products.

The carelessness with society and the practice of processes that harm the environment can generate in consumers a sense of dissatisfaction and desire for punishment to those who adopt these practices.

This study presented results that state that companies using marketing actions to build a better world can impact positively on the company's image and behavior of consumers.

FINAL CONSIDERATIONS

Social marketing is a true form of citizenship, responsibility, concern, respect for the consumer and the market in which the organization operates. They are these initiatives and attitudes that have created a differential value for the brand and add value to your product, and competitive highlighted in relation to their potential competitors.

From this study, it can be stated that organizations seeking social responsibility benefits that reinforce your image directing an ethical and responsible behavior in attitude that will contribute to social project financing where the organization for providing these social activities will become more known and therefore sell more.

Suit developing products and services that not only meet the environmental requirements imposed by political scenarios, social and government, but it also demonstrated the awareness, concern over the use and exploitation of resources, is a different dynamic for organizations and markets in which they are .

The study contributed to indicate the possibility of a major motivator for companies to adopt good practices environmentally friendly, socially responsible actions that directly impact on the behavior of consumers. For the participants, social action appears to be an important factor in the purchase decision process.

This study found that marketing actions used by Anheuser are synonymous with competitive advantage in the segment.

Future studies should be conducted to identify strategic success factors for the organization and loyalty from external customers.

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