The Impact Of Adopting The Social Responsibility On Marketing Performance An Applied Study on NAFTAL Company

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Abstract:

This research paper aims at studying the effect of adopting the corporate social responsibility on marketing performance indicators, where the study adopted the descriptive method for theoretical concepts, in addition to the statistical approach by using the SPSS v25 program to analyze the questionnaire and test the hypotheses of the study. The results showed that there is a positive correlation between social responsibility and marketing performance indicators, and the study found that it is better for NAFTAL Company to mix the environmental and social responsibilities in order to improve its marketing performance. Also, the study recommended that Naftal should adopt the four responsibilities equally, correctly and make its workers more aware of environmental and social responsibility through establishing it as a belief in its mission and vision, in order to gain a global position.

Keywords: social responsibility, marketing performance, environmental.
Jel Classification Codes: M14-M31

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1. Introduction:

According to the fierce competition experienced by enterprises, the one that can understand customers' needs and desires will be the most able to survive and gains profits, which is no longer an easy goal, and more difficult than this is how to gain new customers. Also enterprises work to maximize their profits by gaining wider market shares and charting a positive image by improving their efficiency and marketing effectiveness. This is what represents the most important indicators of the marketing performance, which is considered as a mediator between the change in the enterprise's environment and its adaptation to this change, in order to improve its competitive capabilities and then its marketing results. However, improving marketing performance indicators has raised the pace of industrialization and development, which negatively affected the environment, and this has lead to raise the level of environmental and social awareness; so the enterprises were forced to assume their responsibilities towards the society and the environment where they are active, in addition to their ethical and Philanthropic responsibilities in order to gain the prestige of the market and improving their image. However, adopting these responsibilities and activating their principles will inevitably affect the enterprise and its activities. So in light of this dilemma we posit the following problematic: What is the impact of adopting corporate social responsibility on the key marketing performance indicators? To answer this problematic , the study used the analytical method using regression to reach the objective of the study, which is the extent of the impact of the dimensions of social responsibility on the marketing performance.

2. Research Methodology:

In order to answer the problematic of the study, we will relay on the descriptive approach when we review the basic concepts of marketing performance, social responsibility. We will also use the statistical method through the program of SPSS v25 for questionnaire analysis and testing the hypothesis.

2.1. Hypotheses:

In order to answer the problematic of the study, we formulated the following hypotheses:

H_0: There is no significant effect relationship between social responsibility and marketing performance at significance level 0.05.

H_1: There is a significant effect relationship between social responsibility and marketing performance at significance level 0.05.

2.2. The objective of the Study:

This study aims to know how the adoption of social responsibility affects the organization's marketing performance indicators. And to make sure of that, we will go to a leader Algerian institution in the field of marketing and distribution of petroleum products, which is the Naftal Company, then we will distribute a questionnaire and treat it through the SPSS program.

3. Literature Review
3.1 The social responsibility

The concept of CSR is based by Dubois philosophical idea that follows: "Think global , Act local".(Gervereau, 2012, p. 87) This idea means the process of integrating the global and local context into the strategic thinking of enterprises. The scholars of Total Quality Management "T.Q.M" have articulated the concept of social responsibility generally in two requirements that business organizations must adhere to the society, which are:(Charantimath & Poornima, 2011, pp. 94-95)

First: its direct responsibility on the damages that may causes to the environment due to its activities, whether these damages are visible or invisible.

Second: Its responsibility to treat some problems that inherent originally inside the community, such as illiteracy, health, poverty, informal housing… .

3.1.1. Definitions of social responsibility

Generally there are many definitions of social responsibility as follows:

-According to Drucker, the Social responsibility is "the organization's commitment to the community where it operates", which means manage its behavior morally. this includes not only its internal efforts, how it makes its products and services, but also how its activities impact customers and society.(Drucker & Peter.f, 2005, p. 244)

- According to Kotler& Lee, the social responsibility is a commitment to improve the society's welfare through the expected business practices as well as through the contributions of company resources.(Lee, Kotler, & Nancy, 2005, p. 03)

- According to Crowther&Guler, the social responsibility is a concept whereby companies incorporate social and environmental concerns in their business operations and in their interactions with stakeholders on a voluntary basis.(Aras, Crowther, & Guler, 2008, p. 11)

- In 2011, the European Commission proposed a new definition of the social responsibility, it define it as " the responsibility of enterprises for their impacts on society". This new definition is already having an impact with respect to sustainable corporate governance.(Malecki & Catherine, 2018, p. 31)

So, many definitions were provided in order to define the concept of social responsibility, up to now there is no agreed definition, which contributes to a misunderstanding of the concept itself, and generally we can define the corporate social responsibility as: "The commitment of the enterprise to take in consideration the environment's preserving, respecting the community, and working to achieve its well-being, including creating jobs and contributing to the development of the economy, also taking into account the benefits and harms of all stakeholders within its policies and strategies while seeking to achieve its goals, and this will be done on a voluntary basis.

3.1.2. The dimensions of corporate social responsibility

For well understanding the corporate social responsibility, Carroll proposed in 1979an approach based on a hierarchy includes four levels of responsibility. Where these levels represent the dimensions of social responsibility which are: the economic responsibility, the legal responsibility, the ethical responsibility and the philanthropic responsibility.(TAHRI, 2014, pp. 33-34)

-. Economic Responsibilities: Business organizations practice economic activities, so they have to exploit rationally natural resources for producing goods and services in order to meet the needs of consumers, also they distribute profits and wages for both workers and shareholders, and this is related to economic responsibility.(Boone & Kurtz, 2009, p. 100)

- Legal Responsibilities: This represents the legal responsibility of the organizations in their attempt to achieve economic goals in accordance with the actual laws and legislation. For example consumer protection, investment and competition regulation, environmental protection from any damages, as well as safety and fairness for workers.

- Ethical Responsibilities: The ethical part refers to ethical responsibilities of business as expected by the general population and relevant stakeholders; and it reflects the moral standards. This dimension includes responsiveness to both domestic and global ethical imperatives.(Mark & Schwartz, 2011)

- Philanthropic Responsibilities: The philanthropic or discretionary activities were referred on the Carroll's pyramid, which refers to contributions that a business operator makes in an effort to be a good citizen. It is now often argued that social responsibility goes beyond simply meeting community expectations, and that firms need to be more proactive (and not just reactive) in relation to social issues. Social responsibility requires organizations to anticipate social change, move along with it and even lead it. The origins of this movement from reactive to proactive responses began with the concept of "corporate citizenship", which encourage firms to participate fully in their social environment.(Murray & Peter, 2006, p. 206)

3.1.3. Carroll's Pyramid:

To understand the origins of the dimensions discussed above, one needs to start with one of the most frequently referenced CSR models, developed by Archie Carroll, known as the Pyramid of Corporate Social Responsibility. His pyramid is based on his proposed definition of CSR:

As a helpful way of graphically depicting the components of his CSR definition and expounding upon them, he later incorporated his four parts categorization into a pyramid model. Carroll's Pyramid of CSR is presented in Figure 1.(Mark & Schwartz., 2011, pp. 87-88)

The purpose of the pyramid was to define the corporate social responsibility and to clarify the nature of the building block of the four-part framework. The pyramid was chosen as an engineering design because it is simple, intuitive and built to withstand the test of time.(Archie & Carroll, 2016)

Figure 01: Carroll's Pyramid of CSR

Source: Louis E Boone & David L Kurtz,2009, Op. Cit, P : 100.

The CSR perspective, according to Carroll, focuses on the overall pyramid as a unitary block and how the company engages in decisions, procedures, policies and practices that simultaneously fulfill all of its components.

This pyramid should not be construed as being expected to fulfill business social responsibilities in a sequential manner, beginning with the bottom. Instead of that, businesses are expected to fulfill all of their responsibilities simultaneously. Briefly, the overall social responsibility of the business requires the simultaneous fulfillment of the company's economic, legal, ethical and charitable responsibilities. In an equation formula as follows:

Figure 02 The dimensions of corporate social responsibility

Source: (Boone & Kurtz, 2009, p. 100)

In sum, for a company to be socially responsible it must strive to:
Make a profit
• Be familiar with the law and work with it
• To be morally committed
• And to be a good corporate citizen.(Archie, Buchholtz, & Carroll, 2008, pp. 45-46)

3.1.4. The principles of corporate social responsibility:

According to the International Organization for Standardization, corporate social responsibility, means "the responsibility of an organization for the effects of its decisions and activities on society and the environment, and this responsibility is embodied in the form of transparent and ethical behavior".(Turcotte, Salmon, & autres, 2005, p. 89) So, the non totally agreement of the corporate social responsibility activity's nature made it difficult to define the social responsibility of organizations, and in order to achieve the goal of adopting social responsibility, the organization should be based on three principles:(Crowther & Aras., 2008, pp. 14-16)

• **Sustainability:** This is related to the effect of the action taken at the present on the options available in the future. If resources are used today, they are no longer available for use in the future, and this is particularly worrying if resources are limited in quantity.

• **Accountability:** This principle relates to an organization that realizes that its activity affects the external environment, and therefore bears responsibility for the effects of its activities. Consequently, this concept includes a quantitative measurement of the effects of actions taken internal or external, and more precisely the concept involves reporting these quantities to all parties affected by those actions. This means reporting to external stakeholders on the effects of the actions taken by the organization and how they affect them, also how it trait those effects.

• **Transparency:** Transparency, as a principle, means that the external influence of an organization's actions can be confirmed from that organization's reports and the relevant facts are not hidden within those reports. Consequently, all effects of the Organization's activities, including external influences, should be clear to everyone from the use of the information provided to the Organization's reporting mechanisms.

3.2.Marketing Performance

Every enterprise aim at gaining the loyalty of its customers, ensuring its survival,....ext, and the continuity in dealing with customers oblige the Marketing Department to achieve an acceptable level of performance.

3.2.1. Define performance and marketing performance:

According to Oxford English Dictionary, performance is what people or machines do, so it is a tool and not an economic result.(Neely, 2004, p. 55)It can also be said that performance is an activity carried out by an individual or group for an individual or another group.(Schechner, 2015, p. 29). Also Druker, defined it as "the ability of the institution (the state) to survive and maintain a balance between the two aspects, general satisfaction and work".(Tremblay & Diane-Gabrielle, 2012, p. 13).

According to "Kotler& Armstrong", marketing performance "represents a comparison between the company's performance and the performance of its competitors to identify its strengths to strengthen them and identify its weaknesses in order to address them."(Khan, 2017, p. 631) .Also its defined as "The philosophy of marketing that is driven by data and strives to gain higher and higher levels of business performance and value through the application of measurement, testing, learning, and measurement cycles."(Tonkin, Whitmore, & Cutroni, 2010, p. 403).

Also, Jacques Castelnau defines marketing performance as "the improvement of an organization's competitiveness then its marketing results".(Castelnau & autres, 2002, p. 77) .

3.2.2.Marketing performance indicators:
Researchers and writers differed in determining the indicators of marketing performance in their studies and according to their different points of view. Some of them see that the indicators of measuring marketing performance are as follows:
For Kotler, the performance indicators of the market are(Kotler & Armstrong, 2018, p. 618):
(. Customer satisfaction; Market share; Customer loyalty; Product quality; Quality of service)
For others Marketing performance are(Bernard, 2012, p. 05):
(Customer satisfaction; Profitability; sales growth; social responsibility; Image; Market share; Efficiency;. Effectiveness.

3.2.3. Using Marketing Key Performance Indicators
Key Performance Indicators or "KPIs" form an important part of the data that companies need to explain how they're progressing towards their marketing and business goals.

In basic terms, a key performance indicator is simply a measurable component that can be used to demonstrate the efficiency with which a company achieves their business objectives. Organizations use KPIs in their marketing campaigns to determine whether they're spending their budget in the right areas(Nichols, 2018).

4. Data Analysis
4.1. The approved method and tools used in conducting the empirical study
Based on the nature of the data that we need to collect and the followed approach in this research paper, we found that the most appropriate tool for achieving the objectives of this study is the "interview" and "questionnaire", so we designed a questionnaire based on the follow:
- Some studies that treated marketing performance, social responsibility, environmental responsibility.
- Notices and suggestions of and arbitrators' professors.

This is for collecting the necessary data to test the research hypotheses and know the impact of adopting the social responsibility on the key marketing performance indicators of the Naftal Company" branch of the GPL the fuel ", Bechar district.
4.1.1. Method of conducting the field study
The first branch: fields of study
1- Spatial domain: Our study targeted the Bechar Petroleum Corporation, with two branches, GPL and fuel, which called Naftal Company.
2- The human sphere: tires of Neftal Bechar.

4.1.2. Choose a study sample

The study population is represented in the frames of the economic institution Naftal (the GPL and fuel branches). As for the sample, it will be represented in 80 frameworks, then they are chosen from the institution at the level of the mandate of Bechar.

80 questionnaires were distributed to the study sample. We were able to retrieve 74 valid questionnaires due to the presence of incomplete questionnaires.

4.1.4. The study variables:

We relied on two variables in this study, which are the independent variable and the dependent variable, as shown in the following table:

Table 01: The study variables

| Variables	Name	Symbol
dependent variable	key marketing performance indicators	Y
independent variable	Social responsibility	X

Source :Prepared by the researchers

For the key marketing performance indicators of Naftal, we have to choose customer satisfaction, profitability and the image, because these three were only the available indicators.

4.1.5. The study model:

Through this study we are looking to identify the impact of the independent variable "the social responsibility", on the dependent variable "Key Marketing performance indicators" as shown in the following figure:

Figure 03:The study model
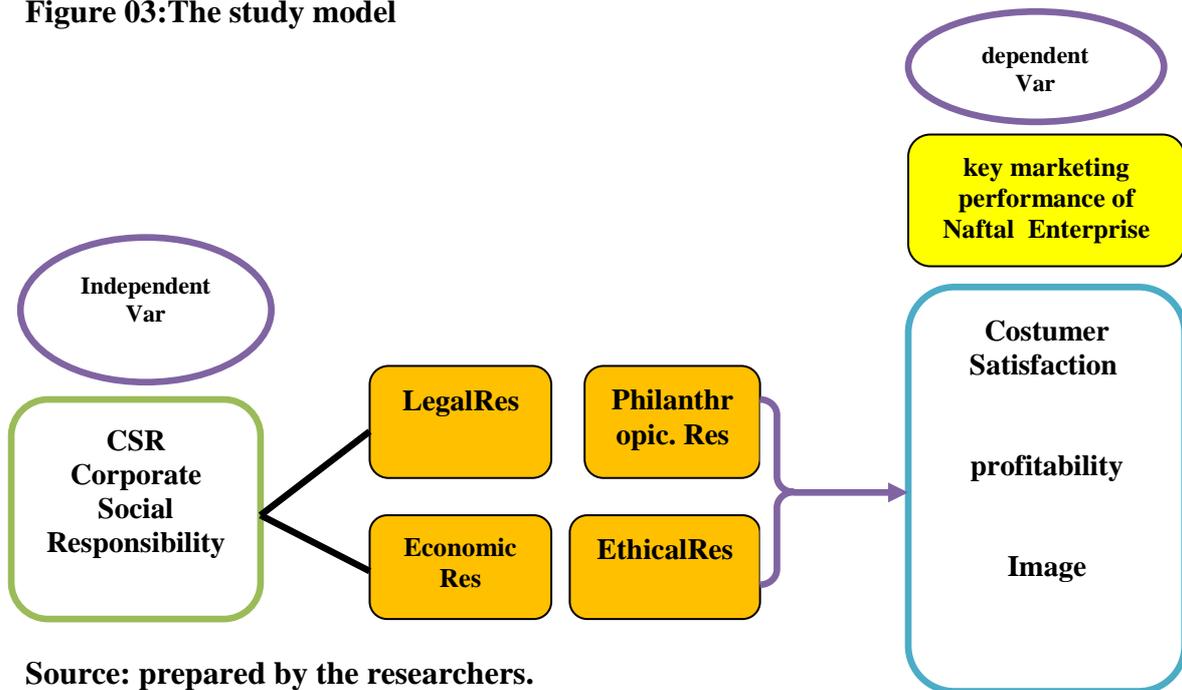
Source: prepared by the researchers.

5. Results Discussions :

Through this research, we seek to present and discuss the most important findings of the study at Naftal enterprise, with of providing appropriate recommendations to the enterprise in particular, which may be circulated to other Algerian economic institutions.

5.1. View and analyze survey results

5.1.1. Reliability test

For testing the survey questions we used a stability parameter, which is Alpha Cronbach . As well as the coefficient of validity through the square of the reliability coefficient, the following table shows the rate of reliability and validity for each axis of the questionnaire.

Table 02 : Reliability test

Axes	number of paragraphs	Alpha Cronbach	validity
Economic Res	04	0.862	0.928
Legal Res	04	0.947	0.973
Ethical Res	04	0.887	0.941
Philanthropic Res	03	0.915	0.956
Customer Satisfaction	03	0.910	0.953
Profitability	03	0.889	0.942
Image	03	0.955	0.977
$\sum$	24	0.916	0.957

Source: Prepared by the researchers using the SPSS program.

According to the previous table that shows the results of the alpha-Cronbach reliability test and the validity coefficient, it is clear to us that the questionnaire phrases in the seven axes are characterized by high reliability according to this coefficient which exceeded 0.6 or 60% and it is close to the one, so the total percentage achieved is 91.6%, which is acceptable through 24 paragraphs.

So, the average consistency of the first axis in its four phrases was 0.862, which indicates that is somewhat consistent, while the second axis achieved a reliability rate of 0.947 in its four phrases, which means that it is noticeably more consistent in its paragraphs than the first axis, but the degree of consistency increased from one axis to another one, so for the third axis, its reliability rate was 88.7%, while the fourth axis has reached a reliability rate of 91.5%. These four axes represent the social responsibility.

So, for the fifth axis, its stability rate was 91%.About the sixth axis, its consistency rate was 0.889, while the seventh axis achieved a rate of reliability 95.5%,These axes have witnessed a variation in the degree of consistency from one axis to another, as these three axes represent the key marketing performance of the study.

We conclude that the questionnaire is sincere, and if we re-study the subject through the same questionnaire, we will get results that approximate its results or are almost identical to it. So, for the validity coefficient, which is the square of the Alpha Cronbach coefficient, which is directly related to it, we notice as shown in the previous table that the more coefficient of reliability increased the

coefficient of validity increase and vice versa. So, based on that we find that the questionnaire has achieved what was set to measure.

5.2. Apply statistical methods

We try to review the results of mean and standard deviation with determining the direction of the sample for each of the axes of the questionnaire and calculating the coefficient of Spearman correlation between the axis of the social responsibility with the axis of the key marketing performance as well as extracting the regression equation.

5.2.1. Displaying the results of the mean and standard deviation with determining the direction of the sample

Table 03 : direction of the sample for social responsibility axis

N°	Paragraphs	Mean	Standard Deviation	Direction of the Sample
01	Naftal enterprise seeks to maximize its profits by increasing the volume of its services and thus supporting the national economy.	3.65	1.340	Agree
02	Naftal offers prices appropriate to the community members' income in order to achieve their satisfaction.	3.72	1.277	Agree
03	The enterprise considers the fulfillment of social responsibility as additional costs that are indispensable.	2.30	1.258	Disagree
04	Naftal is considered as one of the largest enterprises in terms of employment and reasonable wages, in addition to bonuses and incentives.	4.17	1.105	Agree
05	The enterprise is committed to applying all laws, whether organizational, what makes the employees feeling fairness, which increases their effectiveness or legislative laws, especially as they relate to the consumer and the environment, which allow the enterprise to earn a good reputation, and customer loyalty.	4.07	1.375	Agree
06	Naftal adheres to laws and treaties, whether local or international, especially the ones related to the characteristics of products and / or environmental and consumer protection.	3.46	0.985	Agree
07	Naftal supports the activities of unions aimed at ensuring employee rights and has an effective system to combat the administrative corruption, which enhances the employees' awareness of their responsibilities, whether towards the institution or society.	3.50	1.025	Agree
08	The non-adoption of the social responsibility principles and non-compliance with laws and specifications that take into account the social and environmental aspects such as ISO specifications or occupational safety standards does not entail anything harmful to the institution and does not cost them anything meaningful, which means this matter is voluntary	1.76	0.889	Strongly Disagree
09	The mission, vision and goals of Naftal coincide with the traditions and moral values prevailing in society, and this enhances its image.	4.09	1.231	Agree
10	Naftal is dealing ethically and making sure on respecting all parties concerned, especially its customers.	3.71	1.178	Agree

11	Naftal is committed to the credibility and transparency in the production, distribution and promotion of its products in addition to taking into account the purchasing power of consumers.	4.18	1.036	Agree
12	Naftal must provide a system for its clients to contact it and submit their complaints, as well as submitting annual reports that include its professional and social mistakes, while disclosing the extent of the damage left by its activities in addition to its achievements in the field of sustainable development.	4.16	1.015	Agree
13	Naftal contributes to finance a social solidarity fund for employees and it funds charitable projects for the benefit of society.	3.32	1.233	Neither agree nor disagree
14	Naftal allocates jobs for people with special needs, in addition it encourages volunteer work to protect the environment that organized by local associations.	3.38	1.056	Neither agree nor disagree
15	Naftal seeks to finance and participate in conferences and scientific seminars, especially those related to technology and environmental protection.	4.15	1.124	Agree
∑	The means & standard deviation 'Global'	3.52518	1.05551	Agree

Source: Prepared by the researchers using the SPSS program.

We observe that the table above displays the mean, the standard and direction of the sample of each statements of the social responsibility axis .So, the result shows that the global mean for axis was 3.52518 with a standard deviation of 1.05551 while the sample direction of this axis was 'Agree' according to the known weight. So, we find that the greatest value of the mean agreed with the phrase "Naftal is committed to the credibility and transparency in the production, distribution and promotion of its products in addition to taking into account the purchasing power of consumers" by an average of 4.18 and a standard deviation of 1.036, meaning that most of the sample members agree with the transparency and reliability of their organization, and this is confirmed by the green marketing mix through its green products in the form of GPL_C and ways of its distribution through the pipes to protect the environment.

Although, the lowest value of mean agreed the phrase, "The non-adoption of the social responsibility principles and non-compliance with laws and specifications that take into account the social and environmental aspects such as ISO specifications or occupational safety standards does not entail anything harmful to the institution and does not cost them anything meaningful, which means this matter is voluntary." With an average mean of 1.76 and a standard deviation of 0.889, this means that most of the sample members do not strongly agree that their enterprises will not be affected if their enterprise does not have an international certifications concerned with CSR. This is confirmed by the fact that the products of institutions that do not have ISO certificates are not allowed to enter the international markets, as well as bear environmental taxes.

For the axis of Key marketing performance, which is the dependent variable in our study, we will present its mean and the standard deviation with the direction of the sample in the following table:

Table 04: direction of the sample for marketing performance axis

N°	Paragraphs	Mean	Standard Deviation	Direction of the Sample
01	Naftal believes that its real capital is its customers and works to expand its customer base by satisfying their needs.	4.00	1.214	Agree
02	Naftal works to satisfy its customers and gaining their loyalty by communicating them and listening to their complaints.	3.00	1.284	Neither agree nor disagree
03	Naftalseeks to satisfy its customers through its social contributions and environmental protection in addition it provide healthy products which does not harm the environment.	3.60	1.435	Agree
04	Naftal thinks that the adoption of the S.R principles and charitable contributions are additional costs that limit its profitability.	3.00	0.987	N.A nor D
05	The activation of international standards such as ISO 14001 requires external expertise that costs the corporation large sums of money, which means reducing its profitability.	3.88	1.013	Agree
06	The application of the circular economy principles in the exploitation of waste as raw materials contributes to reducing costs which allow the enterprise to gain a competitive advantage and thus increases its profitability.	4.00	1.104	Agree
07	Naftal works to provide its products according to the requests of customers and constantly adjusts them in order to improve the perceptive image of all consumer not only its customers.	2.12	0.954	Disagree
08	The adoption of social and environmental standards by the enterprise, contributes to improve its perceptive image despite its high costs.	4.30	1.112	Strongly Agree
09	Naftal uses the characteristics of the circular economy in order to recycle waste and make the best use of waste, which improve its perceived image locally and internationally.	3.30	1.063	N.A nor D
∑	The means & standard deviation 'Global'	4.0183	1.09723	Agree

Source: Prepared by the researchers using the SPSS program.

Through this table we can read the mean and standard deviation for each of paragraph of the marketing performance axis, with determining the direction of the sample. The global mean for this axis was 4.0183 with a standard deviation of 1.09723 and the direction of the sample for this axis was "Agree" .The table above shows that the highest mean agreed with the phrase "the adoption of social and environmental standards by the enterprise, contributes to improve its perceptive image despite its high costs". With a value of 4.30 and a standard deviation of 1.112, this means that most of the sample members strongly agree that the enterprise's possession of these standards is considered a condition to gain customers' loyalty, which means improving its perceived image.

On the other hand, the lowest value of mean in this axis, agreed the phrase, "Naftal works to provide its products according to the requests of customers and constantly adjusts them in order to improve the perceptive image of all consumer not only its customers " with a value of 2.12 and a standard deviation of 0.954 and this means that most of the sample members assert that the Naftal products does not relate to the requirements of its customers, but is a policy drawn from the top of the management pyramid, and even the pricing.

5.3. Calculating the Spearman correlation coefficient

Through this component, we tried to calculate the degree of correlation with the use of the Spearman coefficient and to know the quality of the relationship between the social responsibility and marketing performance. By using the SPSS program, we arrived to the following results shown in the following tables.

Table 05:Spearman correlation coefficient between social responsibility and marketing performance

		Social responsibility	Marketing Performance
Social responsibility	Spearman C.C Significance Frequencies	1 74	0.639** 0.000 74
Marketing Performance	Spearman C.C Significance Frequencies	0.639** 0.000 74	1 74
At Significance level 0.05			

From the table above, we find that the correlation coefficient of Spearman was 0.639, which is positive, and that Sig =0.000atsignificance level of 0.05. Here we can say that the relationship between the social responsibility and the marketing performance is a direct positive correlation, due to the correlation coefficient is approaching to the one "1".

This means that through the study that we conducted at Naftal "district of Bechar", there is a significant relationship between the social responsibility and the marketing performance according to the Spearman coefficient with a correlation rate of 0.639,Where the better indicators of social orientation and social responsibility it has, the better marketing performance will get.

5.4. The regression equation between the two variables

We try to apply the regression conditions which are represented by the multicollinearity condition, auto-correlation, normal distribution of data, residual distribution and its spread, and the regression equation.

The following table represents the multi - collinearity and auto-correlation test of the study variables.

Table 06: Multicollinearity and auto-correlation test of study variables

Marketing Performance	R	R²	Multicollinearity		auto-correlation
			Tolerance	VIF	Durbin Watson
Social Responsibility	0.847	0.717	0.589	1.697	1.990

Source: Prepared by the researchers using the SPSS program.

R-squared: Through the value R^2, that was 0.717, it becomes clear to us that the social responsibility represent 71.7% of the data, while the remaining 28.3% are due to other variables not included in the study.

5.5. Multi-collinearity Test

Where multicollinearity will be examined through the Diagnostics Collinearity scale, by calculating the Tolerance coefficient for the independent variable, then calculating the Variance Inflation Factor (VIF), where this model is a measure of the effect of the correlation between the variables. Note that the coefficient of the two variables did not exceed five (5), so it can be said that the study variables do not suffer from the problem of Multicollinearity, and this indicates the strength of the independent variable "Social Responsibility" in interpreting and determining the effect on the dependent variable "Marketing Performance".

5.6. Auto-correlation Test

This test is conducted to ensure that there is no problem of auto-correlation in the model through the Durbin Watson Test test, and the calculated D-W value of the study model is (1.990). So, it becomes clear that there is no problem of autocorrelation affecting the validity of the study model.

5.7. The Regression equation

Table 07: Variables and Significance of Variables

	Coefficient	Sig
b	0.704	0.001
A	2.097	0.017

$Y = 2.097 + 0.704 X$

This indicates that:

The social responsibility contributes to 0.704 in the marketing performance of Naftal Enterprise "Bechar's District".

5.8. Test of the hypothesis validity:

There is a significant influence relationship at the level of significance 0.05 between the social responsibility and marketing performance.

Where the hypothesis "H_0" and "H_1" e are formulated according to the following:

H_0: There is no significant effect relationship between social responsibility and marketing performance at significance level 0.05.

H_1: There is a significant effect relationship between social responsibility and marketing performance at significance level 0.05.

Table 08: Test of Hypothesis' validity

Independent Variable	F	Significance level of f	T	Significance level of t	Result of the hypothes
Social Responsibility	14.316	0.000	3.456	0.001	Refusing H_0

Source: Prepared by the researchers using the SPSS program.

The previous table shows that the significance level 0.05 is greater than the significance level of at "0.001", so we reject the null hypothesis "H_0" that denies the existence of an influence significant relationship at the level 0.05 between the social responsibility and marketing performance and we accept the alternative hypothesis "H_1".

6. Conclusions :

This research paper aimed at studying the impact of the adopting social responsibility on the key marketing performance indicators, so it became clear that irresponsible and immoral marketing practices have become a threat to the security and safety of all stakeholders, whether economic, social or charitable, and this is what imposed the necessity of implementing the social responsibility, which is represented by the continuous commitment of business enterprises to act ethically, contribute to achieving economic development and working for improving the living quality of their workforce, their families and the society as a whole. However, practicing this responsibility will inevitably affect the organization's marketing performance, which is represented by the results achieved through the enterprise's activities, which are reflected on the enterprise's survival and continuity. So, according to this study, we reached a set of results, which will be presented as follows:

• Marketing performance is the output of marketing activities compared to the objectives previously set;

• Marketing performance can be expressed as the extent to which the enterprise's marketing objectives are achieved and its success in gaining and maintaining customer preference and stakeholders;

• Marketing performance is a central component of companies 'success or failure to implement their strategies and decisions;

The concept of social responsibility focuses on assuming the enterprises their responsibilities to stakeholders where they operate;

•Corporate social responsibility is represented in economic, legal, ethical and philanthropic responsibility;

•A CSR is an enterprise's program based on shared values, and depends on the success of the employees 'commitment to this these values, and it reflects the enterprise's commitment to sustain the environmental and community conservation,

•Social responsibility is deeper more comprehensive than doing voluntary work or helping others or donating money to associations or individuals. Rather, it is an approach or behavior that the individual or organization pursues. It is simply practicing the true citizenship.

• Most of the study sample agrees that their enterprise is interested in protecting and managing the environment and incorporating it into its strategies.

• Through the outputs of the SPSS program, it became clear to us that the significance level 0.05 is greater than the significance level of t "0.001", so we reject the null hypothesis "H_0" that denies the existence of an influence significant relationship at the level 0.05 between the social responsibility and marketing performance and we accept the alternative hypothesis "H_1",which proves the validity of the first hypothesis;

• According to the correlation coefficient of Spearman that was 0.639, which is positive, and that Sig =0.000atsignificance level of 0.05. Here we can say that the relationship between the social responsibility and the marketing performance is a direct positive correlation, due to the correlation coefficient is approaching to the one "1".which proves the validity of the second hypothesis.

7. Recommendations

• We invite business organizations in general and the Petroleum Corporation in particular to take serious and effective attention to marketing performance and work to improve it continuously, because of its role in surviving and developing the enterprises,so NAFTAL must adopt the four social responsibilities equally, correctly and spread it in the company by adopting it as a belief in its mission and vision, also setting up training courses about the requirements of CSR, which allows it to be a distinguished company by its performance and its products, and able to meet the environmental requirements, customer needs and desires, especially foreigners.

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اثر تبني المسؤولية الاجتماعية على الأداء التسويقي دراسة تطبيقية على شركة نفطال

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مستخلص البحث:

هدف هذه الورقة البحثية إلى دراسة أثر تبني المسؤولية الاجتماعية للشركات على مؤشرات الأداء التسويقي ، حيث اعتمدت الدراسة على المنهج الوصفي للمفاهيم النظرية ، بالإضافة إلى المنهج الإحصائي باستخدام برنامج SPSS v25 لتحليل الاستبيان واختبار الفرضيات الدراسة. أوضحت النتائج وجود ارتباط إيجابي بين المسئولية الاجتماعية ومؤشرات الأداء التسويقي ، ووجدت دراسة التطبيقية في مؤسسة نفطال أنه من الأفضل لها مزج المسؤوليات البيئية والاجتماعية من أجل تحسين أدائها التسويقي. كما أوصت الدراسة بضرورة أن تتبنى نفطال المسؤوليات الأربعة بشكل متساو وصحيح وأن تجعل عمالها أكثر وعيًا بالمسؤولية البيئية والاجتماعية من خلال ترسيخها إيمانًا برسالتها ورؤيتها ، من أجل الحصول على مكانة عالمية.

المصطلحات الرئيسة للبحث: مسؤولية اجتماعية ، الأداء التسويقي ، مسؤولية بيئية.