

The role of Adherence to Marketing Ethics in promoting Corporate Social Responsibility: case of the Patagonia Clothing Company

دور الالتزام بأخلاقيات التسويق في تعزيز المسؤولية الاجتماعية للمؤسسة : حالة شركة بتاغونيا للملابس

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Abstract: This study aimed to know the role of marketing ethics in establishing the principles of corporate social responsibility, in the context of the social orientation of organizations, which depends on the ethical dimension as a basis for achieving sustainable performance and secure its position in the market.

The descriptive analytical approach was invoked, by examining different concepts related to the study variables then by analyzing the different marketing strategies of Patagonia's Clothing, the study concluded that the company's commitment to marketing ethics increased its commitment to social responsibility and this within the framework of achieving sustainability within its business model.

Keywords: Marketing; Marketing Ethics; Corporate Social Responsibility; Patagonia Clothing Company; Environmental Sustainability

Résumé : cette étude visait à connaître le rôle de l'éthique marketing dans l'établissement des principes de responsabilité sociale des entreprises, dans le contexte de l'orientation sociale des organisations, qui dépend de la dimension éthique comme base pour atteindre une performance durable et sécuriser sa position sur le marché.

L'approche analytique descriptive a été invoquée en examinant différents concepts liés aux variables puis en analysant les différentes stratégies marketing de Patagonia, l'étude a conclu que L'adoption de l'éthique marketing a conduit Cela conduit à un engagement accru envers la responsabilité sociale dans la réalisation de durabilité au sein de son modèle économique

Mots-clés: Marketing; Éthique du marketing; Responsabilité sociale des entreprises; Entreprise de Vêtements de Patagonie ; Durabilité Environnementale

ملخص: هدفت هذه الدراسة الى معرفة دور أخلاقيات التسويق في ارساء مبادئ المسؤولية الاجتماعية للمؤسسات ، وهذا في سياق التوجه الاجتماعي لجميع منظمات الأعمال والذي يعتمد على البعد الأخلاقي كركيزة لتحقيق الأداء المستدام و ضمان مكانتها في السوق.

وقد تم الاعتماد على المنهج الوصفي التحليلي بالتطرق الى مختلف المفاهيم المرتبطة بمتغيرات الدراسة ، ومن ثم تحليل مختلف الاستراتيجيات التسويقية لشركة بتاغونيا للملابس ، حيث خلصت الدراسة الى أن التزام الشركة بالجانب الأخلاقي في التسويق أدى الى زيادة التزامها بمسؤوليتها الاجتماعية ، كل هذا في إطار سعيها لتحقيق الاستدامة ضمن نموذج أعمالها.

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الكلمات المفتاحية: التسويق ؛ أخلاقيات التسويق ؛ المسؤولية الاجتماعية للمؤسسات ؛ شركة باتاغونيا للملابس ؛ الاستدامة البيئية.

1. Introduction :

Nowadays, the social role of companies plays an increasing importance, especially with the increasing interest in environmental issues. Here, the institutions took the initiative to reconsider their social responsibilities towards their environment.

The American Patagonia Garment Company has been one of the institutions that worked hard to support the concept of social responsibility since 2011, And by applying marketing ethics in its various marketing campaigns, here the concept of competitive advantage is no longer dependent on providing new products and services, but rather on providing what is in the interest of the environment, all this in the context of its pursuit of sustainable performance.

❖ The Problematic:

Today we live in a society whose members aim to achieve their personal interest before the group's interest, and even more so than achieving it in various legitimate and illegal ways, responsible and irresponsible, without preceding the interest of society and its surroundings.

Patagonia has been one of the institutions with a responsible social sense in its work, by focusing on the ethical side of marketing what it offers, with the aim of achieving a competitive advantage that preserves the environment on the one hand, and maintains its brand on the other hand. Here, we must be asked the following main question: **How did Patagonia's commitment to marketing ethics within her business model contribute to her social responsibility?**

In order to understand this main question, the following **sub-questions** have been asked:

- ✓ What is marketing ethics? And what is its importance?
- ✓ What are the principles of social responsibility that must be adhered to by the institution?
- ✓ How to implement marketing ethics within the institution to establish the concept of social responsibility
- ✓ What is Patagonia's strategy for applying ethics in Patagonia's marketing campaigns and what are its implications?

❖ Study hypothesis:

This study is based on the basic premise that the Patagonia application of marketing ethics in its marketing campaigns led to the strengthening of its social responsibility.

❖ Study particles:

To answer the problematic we divided this research to the following particles:

- **First:** Generalities about Marketing Ethics.
- **Second:** The relationship between corporate social responsibility and marketing ethics.
- **Third:** marketing Ethics Practices in Patagonia.

❖ Study importance :

The importance of the study lies in the importance of ethical marketing practices, especially after the abuses that this activity has witnessed in many organizations, which has led to a loss of customer confidence in the institution, as the importance of the study appears from the importance

of social responsibility to institutions and tobacco are the products of adopting ethical management in the conduct of business.

❖ **Study objectives :**

This study aimed to clarify the concept of marketing ethics especially in the context of moral transgressions of business organizations, which harm the economy; the environment and the society, Also the study aimed to identify the concept of social responsibility, as well as to identify the institution's strategies to adhere to the principles of the latter, and the extent of its reflection on its activity and the surrounding environment

❖ **Study methodology:**

To complete the elements of the research, we relied on the desk survey of various books and previous studies on the topic of marketing ethics and corporate social responsibility, then the analytical approach, where various marketing strategies of the Patagonian company were analyzed based on the data available on the Internet about the company's statistics and strategies.

2. Generalities about Marketing Ethics:

Marketing is one of the activities that contribute to the ease of commercial exchange and one of the most important activities in the organization, and the forms of marketing have evolved to include several areas, especially after the development that the economy has known passing through the knowledge economy to the digital economy, But this development was a double-edged effect, a positive effect represented In creating competitive advantages for the organization, and a negative impact through abuses that harm the consumer on the one hand and expose the environment on the other hand.

2.1. Marketing Ethics Concept:

Before referring to the concept of marketing ethics, we must first distinguish between Morals & Ethics and Professional Ethics.

A. Difference between Morals, Ethics and Professional Ethics:

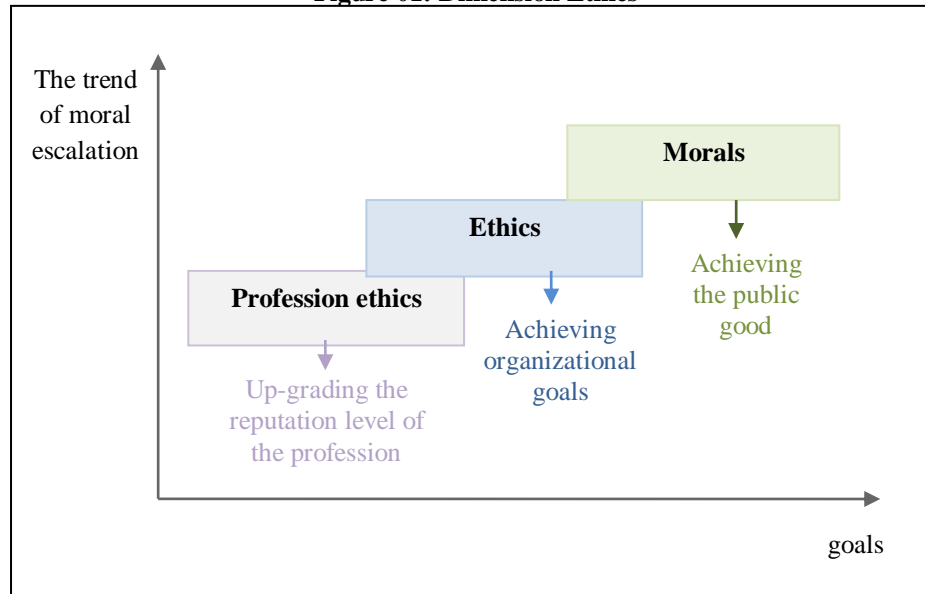
Here; we distinguish the following:

- ❖ **Morals:** is a body of the established self, from which verbs are issued easily and without the need for thought and narration, if it was issued by good deeds, the body was good creation, and if it was issued by ugly deeds called ugly creation (Rezik & ALI Azeyen, 2017, pp. 137-138).
- ❖ **Ethics:** Ethics is a set of principles and standards that govern the behavior of an individual or group, and directs it to what is right. It is also a reflection of what this individual has of the values that control his actions (Kehli, 2016, p. 10).
- ❖ **Professional Ethics:** The sum of ethical values and behaviors derived from religion and the social environment, in which employees of business organizations are obligated to work according to their dealings with various stakeholders (Bounegueb & Zouwawid, 2018, p. 9).

Therefore, we note that morals relates to the behavior of the individual, and that directing it towards the proper path leads to achieving the goals of society, while ethics is an attempt to organize behaviors that serve a specific organization, according to need and purpose, and by dropping its

amendment to accomplish tasks, we find that ethics of the profession seeks To achieve more specific goals, which are to improve the reputation of the profession, the above can be summarized in Figure No (01).

Figure 01: Dimension Ethics



The Source: Kehli Imen, (2016). Marketing ethics and its impact on final consumer behavior (case study of consumers of national food products of Boumerdes Province), Boumerdes, College of Economics, Business and Management Sciences, Algeria: Mohamed Bougherra Boumerdes University, p 12.

B. Marketing Ethics definition:

Moral conflicts arise in any field as a result of conflict of many reasons. Perhaps the most important reason in the field of marketing is "when there are differences between the needs of the three groups (organization, industry, society), as it arises when personal values conflict with the values of the organization or company" (Ben Salah, 2014, p. 113), therefore it was Marketing ethics approach is the solution to reduce the outcomes of these conflicts and maximize the value and prestige of the organization.

Here, interest in the ethical dimension appeared in marketing practices, to show the concept of marketing ethics as a way to achieve ethical behavior within the organization, Marketing ethics refers to principles and standards that define acceptable behavior in marketing as defined by the stakeholders in the organization (Anis, 2016, p. 422), Also is "defined as the basic principles and values that govern the business that is engaged in promoting products or services to customers" (RAJAN, 2019, p. 194).

In general and from the foregoing it can be said that marketing ethics is the sum of principles and standards that correspond to the values of society, taking into account the customer and all

stakeholders, where it is evaluated through the validity of marketing decisions as well as defining marketing plans in light of achieving the desired goal.

2.2. Reasons for adopting a marketing ethics:

Philip Kotler sees that ethical businesses will outperform others in the long term this is because a company sufficiently hard-pressed to free itself from all rules in its race for profits commits a serious strategic error and jeopardizes the money of its shareholders, As a shareholder, he prefers modest results and a heap the action to a financial scandal likely to make almost all of my investment vanish in smoke (Kotler, 2005, p. 196), Thus, the institution's commitment to marketing ethics maintains the reputation of the organization on the one hand, and maintains its position in the market, and also raises customer confidence in it, which leads to increased customer satisfaction and long-term loyalty.

Therefore, we find that marketing ethics are of great importance, as they provide the following (Ben Salah, 2014, pp. 115-116):

- Ethical marketing can help the organization increase its level of confidence in the public;
- Ethics marketing professionals adhere to a violation of government laws;
- Ethical marketing helps gain the trust of the public;
- Moral behavior builds a good image of organizations and protects them from deformation, which avoids them affecting confidence the consumer;
- Marketing ethics is also a branch of business ethics, which is a major part of the growth industry organizations after that are a huge amount of scandals and abuses and the breadth of the crime and administrative corruption in particular;
- The crimes of embezzlement, bribery and the exploitation of influence that organizations are witnessing in the world, which it generates societies need to have more sophisticated standards and work ethics, and the need to define their relationships with workers consumers, organizations and the public.

Marketing ethics is one of the concepts related to the environmental or social aspect, and its importance lies by linking with one of the most prominent social concepts that aim to achieve the goals of environmental protection, which is the social responsibility of institutions or corporate social responsibility (CSR).

3. Relationship between corporate social responsibility and marketing ethics:

The great development witnessed by the marketing activity produced a lot of moral transgressions that affected the individual and society, which created an atmosphere of dissatisfaction with the consumer, the state, society and all the parties affected and related to the products of these abuses, and this appeared the term social responsibility To determine the obligations of each party, in order to organize life in general

3.1. Corporate social responsibility concept:

Social responsibility represents the new trend of business organizations, and this is in the context of its endeavor to achieve a competitive advantage that enables it to stay and continue in the competition arena. Corporate Social Responsibility is a process that is concerned with treating the

stakeholders of a company or institution ethically or in a responsible manner" Ethically or responsible" means treating key stakeholders in a manner deemed acceptable according to international norms (Hopkins, 2014, p. 02).

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental (Chen, 2019).

All of the aforementioned indicates that corporate social responsibility is a form of self-organization for companies that aims to embrace responsibility for the company's business and encourage a positive impact through its activities on the environment, consumers, employees, and all stakeholders.

3.2. Reasons for adopting corporate social responsibility:

The emergence and growth of the concept of social responsibility is due to the endeavor to overcome many excesses, perhaps the most important of which are (Elasrag, 2012, p. 6):

- **Globalization:** It is considered one of the most important driving forces for organizations to adopt the concept of social responsibility, as many multinational companies have raised the slogan of social responsibility, and have become focused in their promotional campaigns that they are concerned with human rights and that they are committed to providing safe working conditions for workers, and that they hear the employment of children It also cares about environmental issues and the preservation of natural resources.
- **Increased government and popular pressure:** Through legislation that calls for the necessity of protecting the consumer, workers, and the environment, which may cost the organization huge sums of money if it wishes to abide by these legislations, otherwise it may be subject to boycotts and exit from the market in general.
- **Moral disasters and scandals:** Many international organizations have been exposed to ethical issues, which has caused them to incur large sums of money as compensation for victims or losses as a result of defective products.
- **The rapid technological developments:** which were accompanied by many challenges before business organizations imposed on them the necessity of commitment to product development, employee skills development, and the need to pay attention to changes in consumer tastes and the development of decision-making skills, especially in light of the industrial and cognitive transformation.

Thus, in light of the changing work environment and in the pursuit of achieving a competitive advantage and in order to keep pace with everything new and obtain the keys to success, it has become imperative for business institutions to redouble their efforts and be able to face the challenges they are exposed to in our current era.

3.3. Dimensions of Social Responsibility:

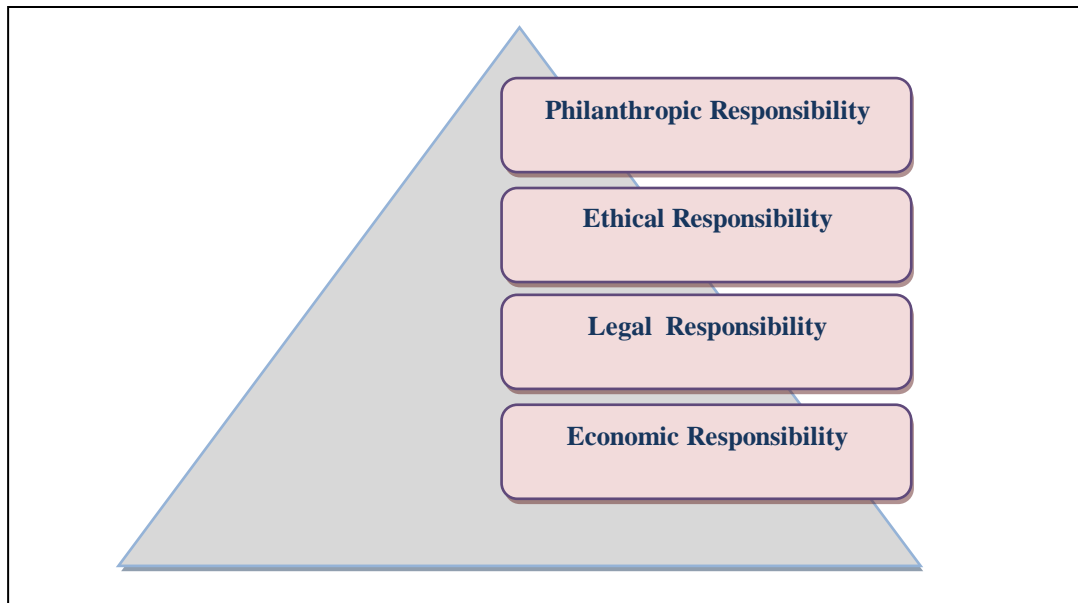
Carroll presented four types of responsibility, which by its meeting constitute social responsibility, which can be summarized as follows (Makhloufi & Sirat, 2016, p. 466):

- **Philanthropic Responsibility:** Where acting as a good citizen contributes to enhancing resources in society and improving their quality ;
- **Ethical Responsibility:** When the organization observes ethics in its decisions, it does what is right, right and fair and avoids harming different groups ;

- **Legal Responsibility:** Through compliance with the laws, because the law is the mirror that reflects what is right or wrong in society and represents the basic rules of work ;
- **Economic Responsibility:** With the understanding that the organization is making a profit, this is a basic basis for meeting other requirements.

Thus, we find that social responsibility takes into account the solidarity dimension in light of achieving the justice dimension, all this within the framework of the legal dimension and aimed at the end to achieve the economic dimension, and the dimensions of social responsibility can be summarized in **Figure No2**.

Figure 02: Dimensions of social Responsibility



The Source: Aadhil Ahmed, **Corporate Social Responsibility**, available at :

<https://www.slideshare.net/mobile/AadhilAhmed/corporate-social-responsibility-csr-77963466> , Viewed on 22/12/2019

Here we conclude that the social responsibility of the institution involves an ethical aspect, and this dimension is evident through the application of the principles of marketing ethics as it can be clarified in the following points:

- **Honesty:** Be forthright in dealings and offer value and integrity.
- **Responsibility:** Accept consequences of marketing practices and serve the needs of customers of all types, while being good stewards of the environment.
- **Fairness:** Balance buyer needs and seller interest fairly, and avoid manipulation in all forms while protecting the information of the consumers.
- **Respect:** Acknowledge basic human dignity of all the people involved through efforts to communicate, understand and meet needs and appreciate contributions of others.
- **Transparency:** Create a spirit of openness in the practice of marketing through communication, constructive criticism, action, and disclosure.
- **Citizenship:** Fulfill all legal, economic, philanthropic and societal responsibilities to all stakeholders as well as giveback to the community and protect the ecological environment (RAJAN, 2019, p. 195).

So, the institutions adopt social responsibility in order to provide products and services with a responsible approach that increases consumer confidence in their brand; guarantees the realization of its position in the market; and contributes to the application of laws and legislation that call for environmental protection and ensuring the future of future generations.

Perhaps the most prominent example that should be followed in terms of the application of ethics in marketing practices, "the American Patagonia Garment Company" where has achieved many positive results after directing its business model to social responsibility.

4. Marketing Ethics Practices in Patagonia:

In September 24, 2019 - The US Patagonia Ready-made Garment Company won the United Nations' Land Champions Award, as it received the highest environmental awards granted by the United Nations in recognition of its dynamic policies that put sustainability at the heart of its successful business model (United Nations Environment Program, 2019). By this, the company was able to achieve one of the most important competitive advantages in its field of business, and more than that it achieves environmental sustainability as a pioneering goal.

4.1. Company Presentation:

Patagonia is an American clothing company that markets and sells outdoor clothing, The company was founded by "Yvon Chouinard" in 1973 and is based in Ventura, California, Its logo is the outline of Mount Fitz Roy in the border between Chile and Argentina (Patagonia) (Wikipedia, 2019).see Table No1.

Table 01: Patagonia Clothing information.

Patagonia	
Type	Private benefit corporation
Industry	Retail
Founded	1973; 47 years ago
Founder	Yvon Chouinard
Headquarters	Ventura, California, U.S.
Key people	Yvon Chouinard-Founder Rose Marcario-CEO
Products	Outdoor apparel
Revenue	\$209.09M (2017 estimate)
Number of employees	1000 (As of 2017)
Website	patagonia.com

The Source: Wikipedia, **Patagonia Clothing**, Dec 2019, [https://en.m.wikipedia.org/wiki/Patagonia_\(clothing\)](https://en.m.wikipedia.org/wiki/Patagonia_(clothing)) viewed on Jan 02.2019.

Since the Patagonia Corporation was founded in 1973 by renowned ecologist and businessman "Yvonne Schwender", it has won praise for its chains due to sustainable supply and environmental advocacy. The company recently updated its mission statement to reflect the urgency of the environmental crisis: "We are working to save our original planet." (United Nations Environment Program, 2019).

4.2. Patagonia's marketing campaigns

Patagonia has turned from a small company that builds tools for climbers, into a world leader in sustainability. Its drive to preserve the planet's ecosystems runs through its entire business, from manufactured products and materials used to donate money for environmental reasons.

However, what distinguished her activity since 2011 was her marketing campaign under the title "Don't buy this Jacket" (Masrawy, 2014).

Is an announcement in which Patagonia Company calls on the consumer not to buy the company's products, is an attempt to draw attention to the environmental problems resulting from manufacturing and other commercial activities.

In 2014, Patagonia launched a new campaign with the slogan "Buy the least of our products" to confront the environment problem in another less radical way.

Patagonia continued to support such campaigns on the premise that environmental protection precedes the consumer's desire to consume, and if the consumer does not need a company jacket he should not buy it, it is not about encouraging people to own things, but rather aims to change their relationship with these things.

Patagonia's warnings were a reason for its business growth, and according to the Encyclopedia of Financial and Economic Information" Investopedia", the company's revenue increased by 30% to \$ 543 million during 2012, followed by a growth of 6% during 2013, and the company's value was estimated at \$ 750 million The year 2017 (Numbers, 2019).

Here, its marketing strategies must be analyzed to determine the areas of application of the principles of social responsibility.

4.3. Analysis of Patagonia's marketing strategy:

Patagonia's commercial mission was to change people's relationship to things and encourage them to become more aware and cautious, as it did the following:

- As part of the advertising campaign: "Don't buy this jacket", the company mentioned the environmental cost of each of its best-selling wool jackets, and asked consumers to rethink before buying the product, or even to use a Patagonian product used instead (Numbers, 2019);
- In one of the Patagonia ads, the company said that producing one of its best-selling jackets cost 135 liters of water, which is enough to meet the daily drinking water needs of 45 people, and indicated that its manufacturing process starts from the recycled polyester that makes up 60% of it. , Generating 20 pounds (9 kilograms) of carbon dioxide (Numbers, 2019);
- Launching a special service to repair old clothes and launching a platform that allows customers to exchange pieces of clothing between them. Those who are fed up with their red coat can replace it with another blue owned by another customer who has the same desire to enjoy his warm raincoat, but with another color (Masrawy, 2014);
- The company donates a portion of its revenue to environmental causes and uses recycled, "Fair Trade" certified and organic material in its clothing, it also uses solar energy at its company headquarters (Thangavelu, 2015).

Through its various marketing strategies, Patagonia has been able to open 40 global stores since 2011, and the secret behind the increase in its sales lies in:

- **Paying attention to what matters to the customer:** especially after the increase in environmental issues, where the customer has become sympathetic, and prefers green products before others.
- **It affects the psychological side of the consumer:** “Jaffa Tawseig Edwards”, a psychiatrist in New York and Massachusetts, tells Ink that submitting the request to someone while reminding him of his ability to say “no” significantly increases the likelihood of a positive answer, as this makes him feel that he is not held hostage to a particular situation or is forced to do something (Numbers, 2019), this reflected positively on the company's sales, especially after the background of the ethical orientation of Patagonia's activity.
- **The company's interest in its workers:** it shed light on the difficult working conditions that workers around the world are subject to in a documentary film for them, where “Patagonia” was recognized by the harsh conditions experienced by workers was not the end of the message, it entered into a partnership with the American Fair Trade Organization Fire Trade USA, "which gives commercial entities a certificate of confidence confirming their commitment to appropriate wages and the creation of favorable conditions for work (Numbers, 2019).
- **Contribute to charitable and voluntary work:** engaged in initiatives such as sending out an environmentally friendly truck on a trip across the country, in a bid to help consumers repair their outdoor gear and sell used Patagonia wares to them. Moreover, as a way to promote used Patagonia wear (Thangavelu, 2015).

5. Results and discussion :

From the above, we find that the company's adoption of marketing ethics has positively reflected on its fulfillment of its social responsibility, by achieving the following dimensions:

- **Economic Responsibility:** Through the fulfillment of Patagonia of its economic responsibilities in terms of the return provided to investors,” where the value of the company was estimated at about 750 million dollars in 2017, before it jumped to one billion dollars in 2018” (Numbers, 2019), on the one hand, and on the other hand, the company fulfills its economic responsibilities to employees through fair compensation To them, “this is what Patagonia translated in partnership with the American Fair Trade Organization” (Numbers, 2019);
- **Legal Responsibility:** Where the company fulfill its responsibility towards the land, which led to its winning the Earth Champions award at the end of 2019;
- **Ethical Responsibility:** Where the company has committed to its moral responsibility towards society and its members, and this is translated by the marketing strategy of Patagonia with its ethical commitment in marketing its products;
- **Philanthropic Responsibility:** Where the company has committed to its charitable responsibility by supporting employees and doing voluntary green activities aimed at protecting the environment.

Even beyond that, Patagonia worked to bring together a quantity of people with each other to dialogue about ways to achieve a responsible economic model that is not based on the idea of pure consumption, and therefore adopted the ethical aspect in marketing in order to target a greater number of consumers with an ethical orientation, in order to raise their social sense and Directing

them towards caring for environmental issues and staying away from the trend of fashion that has swept the world in recent years.

6. Conclusion:

From the foregoing it can be said that in the context of the excesses adopted by business organizations in an attempt to highlight its position in the competition arena, the moral approach to medicine to address such a dilemma was, especially in light of the increasing environmental problems that threaten the future of the earth and future generations.

The Patagonia company was crowned as one of the most successful companies that applied ethical marketing in its various activities aimed at achieving environmental sustainability through its recyclable products on the one hand, and its advertisements urging not to buy its products, which gave the marketing campaign a special character, especially after raising its sales despite urging The consumer has to do the purchase of its products, and this is due to the institution being socially responsible in its activity, which made the consumer trust his products on the one hand and supporting his activities on the other hand, as the Patagonia company tried to raise the social sense of the consumer by leaving the purchase decision in his hand on the one hand and urged him to Consumption in Its products are at a lower rate, especially after supporting the reform of old products as a strategy adopted by Patagonia on the other hand, all of this reflected positively on the returns of the institution and the environment.

After its commitment to marketing ethics, the Patagonia company has been able to achieve the four dimensions of social responsibility, whether it relates to its charitable responsibility towards society and the environment; or what it relates to its moral responsibility towards members of society; or what is related to its economic responsibility towards the investor and employee; without forgetting its social responsibility towards the law And the green planet in general.

In this way, the Patagonia Company will set an example in the commitment to marketing ethics, which has raised its returns, making it benefit from many privileges and prizes, without forgetting that it can fulfill its social responsibility, all this in order to achieve sustainability in performance and the environment.

As **recommendations**, it can be said It can be said that establishing the responsible sense in individuals is the goal that must be pursued before the rest of the goals, as the planet and its resources are under threat, which threatens the future of future generations, and therefore, in order to raise the social sense, it must first start with moral principles, whether they are related to behavior Individualism, or professional and management ethics, and this is through:

- Be forthright in dealings and offer value and integrity;
- Accept consequences of activities, while being good stewards of the environment;
- Avoid manipulation in all forms while protecting the information of the consumers;
- know basic human dignity of all the people involved through efforts to communicate, understand and meet needs and appreciate contributions of others;
- Create spirit of openness in the practice of marketing through communication, constructive criticism, action, and disclosure;
- Fulfill all responsibilities: legal; economic; philanthropic and societal to all stakeholders as well as giveback to the community and protect the ecological environment.

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