

RELATIONSHIP OF SOCIAL MARKETING WITH PRODUCT POSITIONING: A FIELD STUDY IN IRAQI STATE COMPANY OF FERTILIZERS INDUSTRY

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ABSTRACT

A purpose of this research is enhance product positioning through company's commitment to social marketing, as Iraqi State Company of Fertilizers Industry was chosen to test correlation and influence between social marketing and product positioning with sample size of (51) managers. Majored conclusion is product positioning in the industry in which company operates can be improved if company applies aspects that competitors did not care about such as social marketing. Majored recommendation is the company can achieve leadership in its industry when it guarantees customer loyalty and has a large market share, a company may be achieving this when reinforce social marketing which requires achieving economic business, human rights and natural environment.

Keywords: Social Marketing, Business Economics, Human Rights, Natural Environment, and Product Positioning.

INTRODUCTION

Company prepares a marketing mix that affects the general perception of the market audience towards its brand or product mix, as the company tries to design its marketing offers in a way that creates value for both the customer and the company together, which earns it a certain position in market, and this is the main idea of the concept of product positioning that it can get (Anuar et al,2021:73). Social marketing appeared in its infancy in the form of an official report agreed upon by some international companies that included guiding principles to support the social responsibility of the company and achieve international standards of corporate behavior in product marketing, as social marketing focuses on achieving business economics, the rights of human society and the protection of environmental resources (Terho et al,2022:300). Social marketing represents a continuous commitment for the company to act ethically and contribute to achieving economic development and work to improve the quality of living conditions for the workforce, their families, the local population and the community, in addition to achieving fair profits for the business to ensure its sustainability (Salem and Jassim,2022:1240).

Company's commitment to social marketing is a marketing necessity because it inspires customers with manifestations of confidence and the company's keenness on the comfort of society and the safety of its members (Vences et al,2020:1789). Product positioning requires that the company make continuous attempts to change product positioning and make it at forefront in the industry in which it operates, by providing products with the best quality, price and benefit, which adds value that customers are looking for in their preferences and requests (Rocha et al,2020:207). Product obtains a legal position from the customer's point of view

compared to products of competitors, as the positioning refers to the set of perceptions and impressions that the product raises among customers compared to competing products, which is also known as the mental position that the product occupies in the customer's thinking in terms of its acceptance, loyalty, level of efficiency, quality, and ability to satisfy needs (Kotler et al,2022:361).

THEORETICAL APPROACH

Social Marketing

it is commitment of owners of economic activities to contribute with self-motivation to sustainable development by working with components of local community to improve the standard of living of people in a way that serves economy and development together on community and environment, to make its activities in harmony with benefits of society and sustainable development (Rajagopal,2020:46). Social marketing is based on ethical behavior and respect for government laws and environmental regulations in daily activities of companies, it has general principles as the following:

- Environmental protection and restoration, it includes the company's protection and rehabilitation of the environment and the promotion of sustainable development and its incorporation into its daily operations (Iglesias et al,2020:157).

- Accountability and accountability, it means demonstrating the real desire of companies to disclose information and activities towards stakeholders (Hayyawi and Al-Shammari,2021:3301).

- Strengthening and enhancing powers, it means working on balancing strategic goals for marketing management among interests of customers, investors, suppliers, affected communities and other stakeholders (Shafieizadeh and Tao,2020:236).

- Financial performance, it means is working company aims to achieve financial gains for shareholders in capital at a competitive rate of return and maintains property and assets and the sustainability of these returns and that company is keen to prepare policies aimed at promoting growth in the long term (Jassim and Mahmoud,2022:3155).

- Work site specifications, it means that company considers its employees as key partners in its business, which requires respect for their rights and commitment company has fair work, competitive wages and be safe and friendly work environment free from harassment (Grewal et al,2021:163).

- Cooperative relations, it means that a company is characterized by fairness and honesty with business partners and works to promote and follow up the social responsibility of these partners (Jose,2022:114).

- Providing products of appropriate quality, it must to be a company identifies and responds to needs and rights of customers and stakeholders by providing high quality products (Anjala et al,2021:187).

- Community interdependence, it means that company is keen to build open relationships with community in which it is located (Singh et al,2021:301).

Social marketing includes many areas of application, most notably respecting laws regulating business sector and all laws in country in which company operates, paying taxes without evasion, managing activities and business according to ethical principles and rules, ensuring

financial rights of shareholders, developing and preserving them, and workers' rights as appropriate working conditions, receiving wages and job security (Orazalin and Baydauletov,2020:1668).

Social marketing also includes development of society through employment and the company's contribution to solving societal problems, providing financial and technical support to charitable institutions, cooperating with non-governmental companies, and preserving consumers' rights by providing the finest products of goods and services, providing product security, not using misleading advertisements, and continuous communication with consumers and listening (Abuzayed et al.,2021:519). In addition to protecting natural environment, reducing environmental pollution, paying attention to ways and means of clean production, and ensuring professional safety in production processes (Waheed et al,2020:1310). Social marketing has many practices like preventing bribery, smuggling and administrative and financial corruption, and that the company is keen to deal in ethical ways with indirect partners such as banks, other competing companies, civil society organizations, and dealing with partners who respect ethical rules (Ji et al,2020:178). Social marketing is requiring to achieve the following:

1. **Business economics:** includes maintaining rights of shareholders to obtain invested financial returns as well as creating wealth that contributes to achieving economic development, it also refers to commitment to ethical practices within companies, prevention of bribery and corruption, protection of consumer rights and ethical investment (Gilal et al,2020:279). The company adopts and implements principles of accountability, transparency, ethical behavior, respect for the wishes of stakeholders in it, objectivity of decisions, and commitment to implementing governmental laws and legislation (Jahmane and Gaies,2020:136). Company's commitment to requirements of to be economic gives it opportunity to finance applications required of it in a field of social marketing, reduce complaints' costs and help activates of marketing (Hwang et al,2020:63).
2. **Human rights:** It includes company's contribution to achieving welfare of society in which it operates and improving affairs of its employees and taking care of them, which will reflect positively on increasing their production, developing their technical capabilities, providing occupational and job security and health and community care (Andres et al,2022:171). Contemporary companies adopt a policy of equal employment opportunities and own entertainment clubs for families, its employees are administrators and technicians, encourage its employees to complete their higher studies and motivate them to participate in training programs and to organize recreational trips during holidays (Hein and Harris,2020:179).
3. **Natural environment:** company must take into account environmental aspects when performing its activities, so it works to eliminate toxic emissions and waste to achieve maximum efficiency and available productivity, and reduce practices that may affect future generations' enjoyment of natural resources stored in earth (Dong and Shanshan,2023:302). Company must also participate in programs supporting preservation of environment and natural resources, so company's responsibility will be to secure the natural foundations of human life through the company's practice of responsible environmental behaviors that protect society from the dangers of pollution that precede some of the company's business (Jassim,2022:6). So it can achieve this endeavor by adopting a responsible environmental policy in addition to its

contribution to addressing environmental damage, a company is keen to adopt pattern of green processes in its marketing and pattern of environmentally friendly products (Buertey et al,2020:261).

PRODUCT POSITIONING

Company is differentiating its product mix offerings with a variety of advantages commensurate with the preferences of customers in market, and company should decide how it will create value that suits the target market segments (Huynh and Duong,2022:8). Product positioning attracts the attention of customers on the most important aspects of adding value to them and aims to present the advantages of the offers in a way that highlights its basic benefits (Alsharif et al,2021:829), and provides customers with a convincing reason to choose the company's product, especially when it has distinctive and important characteristics for customers which generates a feeling of the importance of its acquisition, so they take the initiative to buy it (Palmatier et al,2020:92). Accordingly, the company that diagnoses the value of its product mix is the most likely to increase its sales resulting from the transformation of customers into agents who are keen to repeat purchases of its products and become buyers and marketers at the same time (Sharma and Sinha,2020:14669). New to industry in which company operates, it can achieve a position for its product in the market based on various marketing policies emanating from the experience of marketers, assuming that the customer compares the cost of obtaining the product and the value that he will add to it in the event of possession (Harikrishnan and Kumar,2022:18). Company may resort to adopting one of the bases for positioning, which includes: **Firstly**, product positioning on the basis of value, which is the most popular basis for positioning because the price-quality relationship is one of the most important considerations of the customer when making a purchase decision (Mamun,2020:9). **Secondly**, product positioning on the basis of characteristics, which includes the prominent features in the general appearance of the product, which represent the attractive force for customers and the most important in the market (Iloka and Onyeke,2020:30). **Thirdly**, product positioning on the basis of the symbol, that mean company's choice of well-known symbols in the market to be placed on its product can give the company obtaining high degrees in customer judgment on the company's products (Reutov,2020:1381). **Fourthly**, product positioning on the basis of competition, which mean that company may want to compare its product with a similar product offered by other competing companies that should be characterized by leadership in the industry in which the company operates (Singh,2021:4197). Product positioning in the market requires that the company be able to provide customers with the value they are looking for, which directs their purchasing behavior (Jassim and Ridha,2022:91), and this is done through the following marketing techniques:

- Competitor analysis: In order for the company to establish product positioning, it must determine everything that concerns the target market audience through marketing research that can explain to the company how customers view the products of competing companies in terms of characteristics and benefits, and diagnose how customers perceive the product of competing companies (Kerin and Hartley,2020:89).
- Competitive distinction: It means the set of unique qualities and essential resources that company possesses to present its product mix in a manner that makes the market audience see

company that its product is the best and outweighs the products of other companies (Evania et al,2023:15).

- Marketing mix: That mean company is interested in designing its marketing mix, which includes product planning, pricing, promotion and distribution in an integrated manner, in order to maximize the company's sales and enable it to penetrate the market and achieve its goals (Ashe-Edmunds,2020:4).

- Customer response: The company should continuously evaluate the responses of the market audience so that company can adjust the approved marketing strategy to be more effective over time (Kotler et al,2022:107).

The value proposition alternatives that allow the company to establish product positioning are: *Firstly*, the most-to-most alternative, which includes providing a high-quality product at a high price in order to cover the high production and marketing costs required by the company to provide the benefits that the customer is looking for, such as pride in owning the product (Santini et al,2020:358). *Secondly*, the alternative is more for the same thing, which includes the company facing competitors who have a high product positioning, by providing the company with a product of the same quality as the competitors' product, but at a lower price than them (Fripp,2020:9). *Thirdly*, the most versus the least alternative, which includes the company offering a high quality product at the lowest possible price in the long run to obtain customer satisfaction and expand the market share (Gao et al,2020:2665). *Fourthly*, the alternative of the same thing for less, which includes the company offering a product with the same characteristics as competitors' products, but with lower discounts than them, depending on market indicators that are related to purchasing power and cost reduction, this alternative is suitable for industry leaders (Mansor and Isa,2020:26). *Fifthly*, the least-for-less alternative, which includes that the company provide a product with acceptable performance, at the lowest possible price, and with limited specifications, for the purpose of obtaining new customers, especially from the audience of customers with low purchasing power (Belda-Medina,2022:117).

When the company achieves product positioning at a certain level, it can change the level by advancing or regressing according to the conditions of the company and the market (Massaro,2020:9). Product repositioning involves making changes in both the characteristics of the product and the marketing mix of the company, provided that these changes aim to better meet the needs of customers and improve their previous impressions of product (Ntapiapis and Ozkardesler,2020:309). The company may face some errors in relocating product, but it can avoid this by focusing on beginning emphasizes the importance of clear and strong product positioning that achieves desired marketing goals (Jassim and Shubar,2020:2381). Perhaps the most prominent justification for company in product repositioning when it is diagnosed that it is in one of the following cases: (Czinkota et al,2021:87)

1. Incomplete positioning, which means that market audience does not know any positive details about the product.
2. Limited positioning, which means that the market audience is aware of few positive details about the product.
3. Confused positioning, which means that the market audience is confused and has multiple opinions towards the positivizes of the product due to the continuous change in the information provided by company in its promotional operations about the product.

4. Questionable positioning, which means that the market audience is concerned and unsure of the available positive information about the product.

Company should realize that the significance of product positioning lies in real understanding of how customer compares among alternative products in the market, and how company can make its product distinct and superior to competitors' products (Arora et al,2020:309).

PURPOSE OF RESEARCH

The research is diagnosing the correlational relations among investigated variables provides a guide for marketing management in Iraqi State Company of Fertilizers Industry in particular and rest of companies in general, which is main purpose of study. As for theoretical compilation of most important intellectual premises and scientific implications of social marketing and product positioning, it is secondary purpose of study.

METHOD

Sample and Methodology

Research community is Iraqi State Company of Fertilizers Industry, it was announced in Iraq on (2/11/1969) the establishment contract of company with a capital of (12) million dinars, with only one factory for the production of agricultural fertilizers. Due to increasing needs of market for urea fertilizer for purposes of use in agricultural and industrial development together, it was decided to establish two giant factories to produce Urea fertilizer at a cost of (192) million dinars in Basra, with a production capacity of (3200) tons per day. In the year (1914) a company concluded contracts with international companies to carry out a study for the rehabilitation of factories, as it was contracted with consulting companies such as Japanese Unico Corporation as an external consultant for rehabilitation project, and Italian Saipem Company to supply and technical support for requirements of its rehabilitation.

Company relies on four outlets to market its products: 1- Umm Qasr Port, which is ten kilometers away from the company's stores, 2- Khor Al-Zober Port, which is five kilometers away from the company's stores, 3- A railway inside the company's stores that transports urea to all parts of Iraq, Syria and Turkey, 4- A land line to deliver urea to all parts of the world across Syrian, Turkish, Iranian, Jordanian, Saudi, and Kuwaiti borders. Company is trying to attract investments through cooperation with the Fertilizers and Petrochemicals Committee at Ministry's headquarters to work on setting up major projects for the fertilizer industry, as several international companies have now applied to invest in this field. After covering entire country's needs of urea product necessary to implement plans to develop the agricultural sector and enhance food security in Iraq (<https://www.scf.gov.iq/>). The table (1) shows the characteristics of product mix at Iraqi State Company of Fertilizers Industry, one of the formations in Iraqi Ministry of Industry and Minerals.

Table (1) Product Mix at Iraqi State Company of Fertilizers Industry

No.	Products	Designing Capability	Specification
1	Urea fertilizer as a final products	Two factories each one produces (1600) ton per day	- NITROGEN (46%) - BERET (1%) - MOISTURE (0.5%) - FREE AMMONIA (0.05%)
2	Amonia Liquid as intermediate product	Two factories each one produces (1000) ton per day.	- MOLECULAR WEIGHT (17.03) - BOILING POINT C'(33.4) - PURITY (99.7%) - MOISTURE (0.3%) - OIL RATE PPM (5)
3	Nitrogen Liquid as typical product	Gas (1200) cubic meters per hour.	- BOILING POINT C'(196) - LIQUID DENSITY kg/m3 (810) - GAS DENSITY kg/m3 (1.2) - OXYGEN ppm (10)
4	Ammonium Hydroxide	Upon demand and request	- CONCENTRATION (20%-28%) - IRON RATE PPM (50)

Source: (<https://www.scf.gov.iq/>)

Research sample was selected using intentional sampling method for a field study, which assumes that sample has a direct relationship with variables investigated social marketing and product positioning. The surveyed sample is (51) managers, they are heads of departments and officials of people and their collaborators in Iraqi State Company of Fertilizers Industry, all they received and filled the questionnaire form that was prepared specifically for this. An idea of research can be clarified in figure (1).

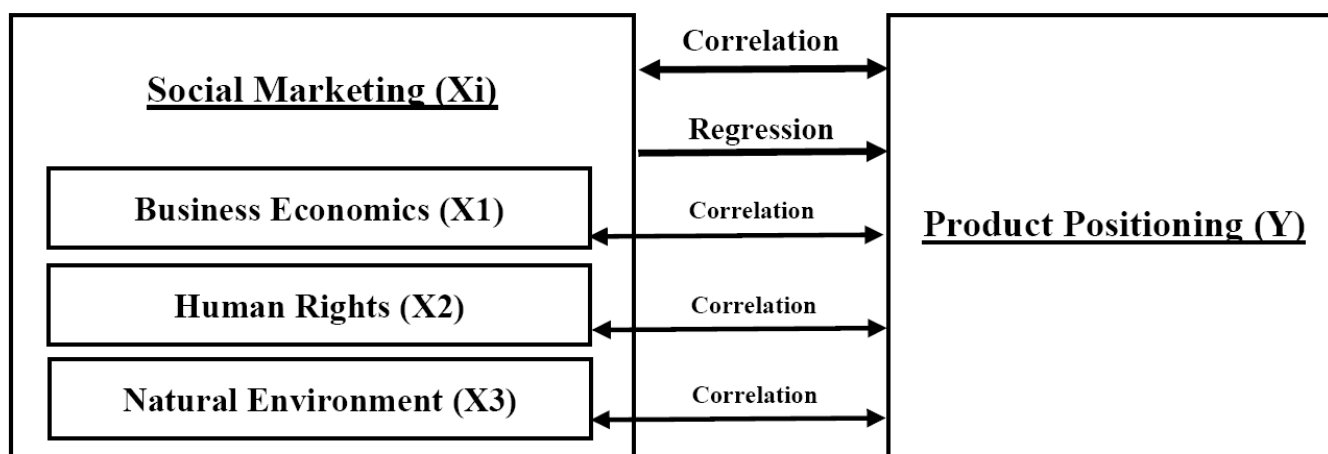


Figure (1) a Procedure chart of research

The research attempts to verify the validity of its hypotheses through the statistical correlation and regression coefficients, and based on procedure chart, the following hypotheses were developed:

1. There is a significant correlation between business economics (X1) and product positioning (Y).
2. There is a significant correlation between human rights (X2) and product positioning (Y).
3. There is a significant correlation between natural environment (X3) and product positioning (Y).
4. There is a significant correlation between social marketing (Xi) and product positioning (Y).
5. There is a significant effected regression of social marketing (Xi) in product positioning (Y).

DATA ANALYSIS

The research relied on (Likert) five-point scale in answers of sample surveyed amounting to (51) managers on paragraphs of questionnaire form that were prepared specifically for this research. The statistics were relied on (The arithmetic mean, standard deviation and mean relative weight) for studied variables using SPSS V.23 program, as shown in table (2).

Table (2) Frequency of answers for researched sample (N=51)

Paragraph content		Totally Agree		Agreed		Neutral		Not Agree		Not Totally Agree		Arithmetic Mean	Standard Deviation
		No.	%	No.	%	No.	%	No.	%	No.	%		
Social Marketing (Xi)	Company strives to improve employee productivity.	5	8.3	31	64.6	8	14.6	7	12.5	0	0	3.69	0.803
	Company is committed to the ethics of business dealings.	5	8.3	34	70.8	7	12.5	5	8.3	0	0	3.79	0.713
	Company achieves higher revenues from production and marketing costs.	3	4.2	36	75.0	5	8.3	7	12.5	0	0	3.71	0.743
	Company's management is keen to achieve the satisfaction of all stakeholders.	6	10.4	36	75.0	4	6.3	5	8.3	0	0	3.88	0.703
	Overall Average											3.76	0.740
	Availability of Business Economics (X1) in Iraqi State Company of Fertilizers Industry											79.15%	
	Company trains its employees to develop their job skills.	16	31.3	31	64.6	2	2.1	2	2.1	0	0	4.25	0.601
	Company carries out charitable activities in its work to serve the community.	3	4.2	38	79.2	5	8.3	5	8.3	0	0	3.79	0.651
	Company achieves the satisfaction of all its members at the same time.	11	20.8	31	64.6	6	10.4	3	4.2	0	0	4.02	0.699
	Company maintains the privacy of its customers.	8	14.6	38	79.2	3	4.2	2	2.1	0	0	4.06	0.522
	Overall Average											4.03	0.618
	Availability of Human Rights (X2) in Iraqi State Company of Fertilizers Industry											89.63%	
	Company is keen to be green business.	12	22.9	29	60.4	7	12.5	3	4.2	0	0	4.02	0.729
	Company applies requirements of international standard ISO-14000.	10	18.8	33	68.8	5	8.3	3	4.2	0	0	4.03	0.668
	Company invests defective products in beneficial areas.	11	20.8	31	64.6	7	12.5	2	2.1	0	0	4.04	0.651
	Company consumes minimum amount of natural resources during production processes.	5	8.3	35	72.9	6	10.4	5	8.3	0	0	3.81	0.704

		Overall Average										3.98	0.688
		Availability of Natural Environment (X3) in Iraqi State Company of Fertilizers Industry										84.38%	
Product Positioning (Y)	Company resorts to publishing video clips of manufacturing processes of its products.	6	10.4	40	83.3	2	2.1	3	4.2	0	0	4.00	0.546
	Company cooperates with cinemas for purpose of displaying its products during films.	10	18.8	30	62.5	6	14.6	4	6.3	1	2.1	3.93	0.857
	Company is keen to portray its products in a way that shows its advantages and hides its flaws.	3	4.2	38	79.2	6	10.4	4	6.3	0	0	3.79	0.607
	Company is keen on packaging its products in an attractive way for attracting attention of customers.	8	14.6	29	60.4	10	18.8	4	6.3	0	0	3.83	0.753
	Company owns a packaging unit within organizational structure of marketing function.	4	6.3	38	79.2	5	8.3	4	6.3	0	0	3.85	0.618
	Company cooperates with famous design agencies in field of product packaging.	5	8.3	35	72.9	6	10.4	5	8.3	0	0	3.81	0.704
	Company uses marketing consultants from universities to develop packaging of its products.	2	2.1	32	66.7	7	12.5	10	18.8	0	0	3.52	0.825
	Company allocates fixed amounts for packaging from marketing budget.	5	8.3	32	64.6	6	10.4	8	14.6	0	0	3.69	0.829
	Company adopts a coloring policy for all its products.	6	10.4	38	79.2	3	4.2	4	6.3	0	0	3.94	0.633
	Company allocates a specific color to paint all its buildings.	10	18.8	29	60.4	6	10.4	6	10.4	0	0	3.88	0.841
	Company tends to use color green because it is associated with issues of nature.	7	12.5	36	75.0	3	4.2	5	8.3	0	0	3.92	0.710
	Company emphasizes that its product mix has a gradual assortment of colors according to importance of product to market.	5	10.4	38	79.2	4	6.3	4	6.3	0	0	3.90	0.627
		Overall Average										3.837	0.712
		Availability of Product Positioning (Y) in Iraqi State Company of Fertilizers Industry										%82.13	

RESULTS

It is noted from table (2) that social marketing with its researched sub-variables (business economics, human rights and natural environment) and product positioning have obtained well-weighted averages, which indicates their application and presence in Iraqi State Company of Fertilizers Industry in which a search application was run. Statistical analysis program (SPSS) was used for purpose of extracting *correlation coefficients* between social marketing and product positioning, and results of analysis appeared as in table (3).

Table (3) Results of correlation coefficients between social marketing and product positioning.

Independent Variables	Business Economics	Human Rights	Natural Environment	Social Marketing	Indication Level
Dependent variable (product positioning)	0.436	0.752	0.736	0.648	0.000
Correlation is significant at the 0.01 level (N=51).					

It is clear from table (3) there are correlations among the investigated variables, allowing transition to measure effect relations among those variables by calculating *regression coefficients* using statistical analysis program (SPSS), as which is shown in table (4).

Table (4) Results of regression coefficients for social marketing at product positioning.

Independent variable	Dependent variables	Value of marginal slope coefficient (β)	Computed (T) value	Tabular (T) value	Coefficient of determination (R ²)	(F) calculated value	(F) Tabular value	Indication type
Social Marketing	Product Positioning	0.761	8.322	1.846	0.601	69.251	4.048	significant
Regression is significant at the 0.05 level (N=51).								

Based on the foregoing, it is possible to determine the results of correlation and regression that were reached for the variables researched in Iraqi General Company for Fertilizer Industry, as in figure (2).

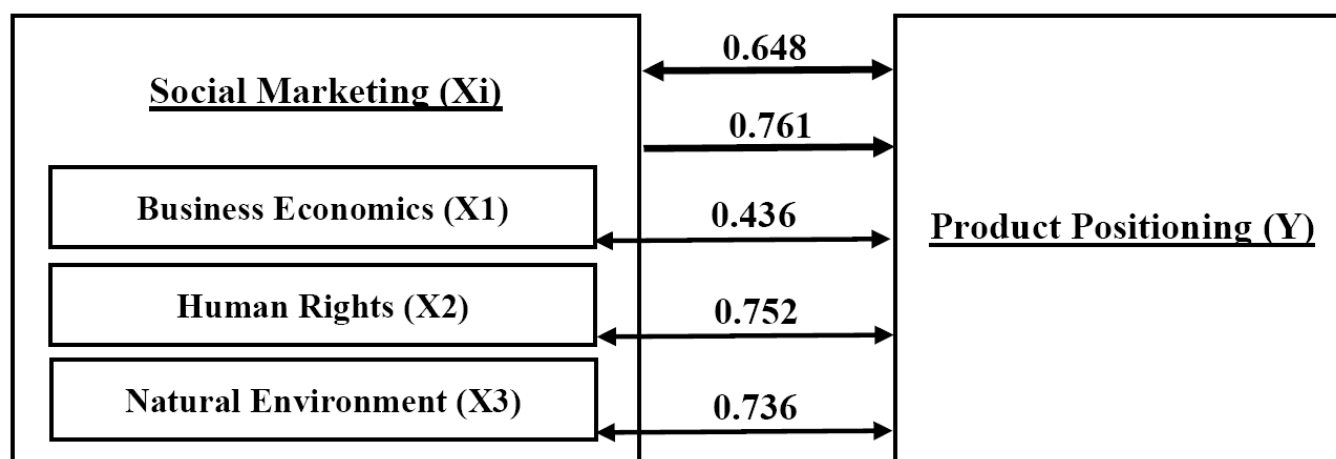


Figure (2) The results of the relationships among researched variables in Iraqi General Company for Fertilizer Industry

DISCUSSION

From results in figure (2), table (3), and table (4) it is possible to reach following:

- 1) Hypothesis test (*There is a significant correlation between business economics and product positioning*) The calculated value of correlation coefficient between (business economics) and (product positioning) reached (0.436), and indicates the existence of a **poor direct positive** correlation relationship between the two variables at significance level (0.01) and accordingly *the hypothesis is accepted*.
- 2) Hypothesis test (*There is a significant correlation between human rights and product positioning*) The calculated value of correlation coefficient between (human rights) and (product positioning) reached (0.752), and indicates existence of a **strong direct positive** correlation relationship between two variables at the significance level (0.01) and accordingly *the hypothesis is accepted*.

- 3) Hypothesis test (*There is a significant correlation between natural environment and product positioning*) The calculated value of correlation coefficient between (natural environment) and (product positioning) reached (0.736), and indicates the existence of a **strong direct positive** correlation relationship between the two variables at the significance level (0.01) and accordingly *the hypothesis is accepted*.
- 4) Hypothesis test (*There is a significant correlation between social marketing and product positioning*) The calculated value of correlation coefficient between (social marketing) and (product positioning) reached (0.648), and indicates the existence of a **strong direct positive** correlation relationship between the two variables at the significance level (0.01) and accordingly *the hypothesis is accepted*.
- 5) Hypothesis testing (*there is a significant effect of social marketing in product positioning*), the results of simple regression analysis indicate that there is a significant effect of social marketing on product positioning at two degrees of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (69.251) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.601) and by following (B) coefficients and (T) tests for them, it was found that the calculated (T) value amounted to (8.322) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.

CONCLUSION

Product positioning is one of important topics targeted by contemporary marketing operations, as company's products determine their fate according to their position in market compared to products of other competing companies in the industry in which they operate themselves. In order for company to achieve leadership in product positioning, it must show the positive characteristics in its product and the benefits that buyer can obtain when he owns a product, and in particular the value added by company's product that cannot be added by another product. This research, which was applied in Iraqi General Company for Fertilizer Industry, found that opinions of community or public present in market in which company operates are very important in number obtained by product positioning, which whenever it is a small number indicates that company has achieved a higher position than others in an industry in which it operates, noting that most companies seek to obtain the number one product positioning, but their resources and capabilities are the main determinants in that. Perhaps most prominent topics that have become preoccupied with the general public is impact of product on the lives of people and the planet, as customers in our current era have become more aware of health seriousness and environmental pollution, and accordingly the concept of social marketing has emerged, which emphasizes planning, pricing, distribution and promotion of products that should achieve fair profits for company, not to violate people's rights, and not to deplete natural resources.

Social marketing includes an emphasis on three main aspects: *Firstly*, business economics, a research in field company found that it is weakly associated with product positioning, due to a company that wants to get the lead in industry should spend money more in areas different requirements for advanced product positioning. *Secondly*: Human rights, a research in field company found that it is highly associated with product positioning, and the main reason is

that opinions of market audience are positive towards companies that do not violate laws and try to obtain the satisfaction of their employees in addition to the satisfaction of external customers. *Thirdly*: natural environment, a research in field company found that it is highly associated with product positioning because of community's desire to live in a clean and sustainable environment, and thus customer's voices rises, calling for products that conserve air, water and soil and do not deplete natural resources that secure the life of future generations. It can be clearly said that social marketing has correlations and influences on product positioning. Therefore, a company that wants to occupy an advanced and leading position must emphasize aspects on which competitors focus weakly, such as social marketing. A company must realize that its superiority over its competitors in industry lies at market audience's views on the added value provided by its product mix, which product positioning can enhance through its commitment to balancing social marketing applications that can provide company with a competitive advantage that achieves industry leadership and increases market share.

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