

OPPORTUNITIES FOR IMPROVING THE SOCIAL DIMENSIONS OF LOGISTICS SERVICES

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Abstract: Activities such as logistics and marketing, through their contemporary manifestations - social logistics and social marketing, can be seen as elements of social policy. The most important prerequisite for the development of social logistics and social marketing as elements of the common social policy is awareness of their focus on the needs of society as a whole and of individuals, improving the quality of life, protecting the environment and achieving sustainable development. Social marketing promotes ideas in this direction, and social logistics puts them into practice. Socially, logistics should be developed in the following three areas: social logistics; socially oriented business logistics based on the concept of corporate social responsibility; and implementation of social practices by logistics providers. Social logistics is entirely based on the logistic concept, but instead of the economic system, the social system is considered, and individuals and the links between them are perceived as elements and corresponding links of the logistics chain. These logistics applications are based on basic logistical assumptions and principles, but they have a specific social direction. The purpose of the management of material flows and the accompanying information flows in these fields is to achieve the desired social effect, which is measured by the degree of satisfaction of basic social needs. In social logistics, members of the public are not just consumers who buy goods or services, but people who need protection and a higher quality of life. Social logistics applications are related to fundamental civil rights, such as the right of people to be protected, healthy and to settle their life at different levels. The implementation of social logistics in the public sphere requires active state intervention and the establishment of the necessary logistics structures at the national, regional and municipal levels, the appointment of logistics specialists and the use of the experience gained in the field of business logistics.

The article sets out tools for implementing European social practices that relate to logistical tools and complement each other. The interaction between logistics and marketing has been explored and the role of application of customer relationship management (CRM) systems as a prerequisite for the social behavior of the organization has been highlighted. The characteristics of social marketing are presented in two areas of application - in the public sector and in the business sphere and the aspects of interaction between social logistics and social marketing are outlined in order to achieve a synergistic effect for the development of social policies. Models for improving the social dimensions of logistics services in two directions are proposed - a model for assessing the social impact of logistics services and a marketing model for satisfying the users of logistics services with quality, service and value. The proposed models are interconnected on the basis of the interaction between social logistics and social marketing and aim to increase the level of satisfaction of people's needs, their satisfaction and quality of life.

The purpose of the article is to explore the opportunities for improving the social aspects of logistics services through the application of appropriate tools and models.

Keywords: social logistics, social marketing, social policies, logistics service

1. INTRODUCTION

In our view, **social logistics** is a multidimensional concept that involves the application of a logistic concept based on the integration and optimization of material and human flows and associated information flows, through logistical tools, to the provision of public spheres and activities directly or indirectly related to people's health, their quality of life and their safety and security. (Author's definition)

The development of social logistics and its elements and enhancing their role and importance for social policies and social practices requires the effective application of modern logistics tools. In this respect, they are essential, but other tools are also important, such as marketing tools implemented by social marketing and tools based on the interaction between social logistics and social marketing.

The purpose of the article is to explore the opportunities for improving the social aspects of logistics services through the application of appropriate tools and models.

2. SOCIAL MARKETIG AND SOCIAL LOGISTICS

Social marketing and social logistics are inextricably linked and their interaction is imperative.

What they have in common is their focus on the needs of society.

Social marketing aims to persuade people to adopt a particular idea for their benefit or benefit to the environment, to give up bad habits, to consume goods and services that are useful for them. However, presenting the message in an

effective communication campaign is followed by its acceptance and as a result a change in people's behavior. Implementing this change requires the application of social logistics, which should create the necessary conditions such as space, time, staff, optimal costs and more to provide the idea, product or service promoted by social marketing.

For messages to be effective, they must be obvious and located in time and space closer to the desired behavior, as social marketing is viewed in terms of influencing individual behavior. The proximity in time, space and place is ensured by social logistics.

In response to the challenges posed by requests to improve service delivery within their limited budgets, public sector organizations need to take joint action in the field of social marketing and social logistics, and the expected result should be the delivery of programs and services with higher speed, quality, efficiency and convenience.

An example of a cancer campaign and smoking cessation campaign shows that the main three strands of the social marketing campaign are: • Smoking warnings; • Presenting methods for quitting cigarettes; • Organizing teams of physicians tasked with implementing the new methods. (Mineva, 2016)

The implementation of the second and third strands of the campaign is impossible without the social logistics, whose task is to organize the entire logistical process of gathering people in one place - users of the idea / service and specialists, ways of presenting the methods and training on them, providing additional consultations, promotional material and more. And this whole process has to be coordinated and synchronized across time, place, information service, quality and quantity and cost optimized.

A campaign for the conservation and purification of nature also cannot be carried out without social logistics, because people who embrace the idea and want to put it into practice must be organized and provided in terms of time, place, materials and organization needed for disposal. of waste.

One of the main areas of application of social marketing and social logistics is healthcare. It, in turn, is extremely important for the quality of life of people and their safety and security.

Social marketing is an effective tool for promotion and prevention of health, and social logistics - for their implementation in the following areas: commitment of the state to a certain health problem and ensuring the quality of health services for its resolution; implementing outsourcing as an innovative means of reducing costs and increasing the effectiveness of public health promotional programs, by outsourcing to private sector companies and subcontracting certain services and more.

The main tasks of social marketing are related to the study of the needs of the society and the individual groups of users, the degree of their satisfaction, defining the most effective approach to persuade the audience, developing a communication program to promote the idea, product or service, providing methods for implementing a specific promotional or prophylactic program, not just "selling the idea" for promotion or prevention.

The main tasks of social logistics are related to the actual satisfaction of the needs of society or individual groups of consumers, by delivering the presented goods and services from the social marketing program or by providing the necessary conditions for the practical implementation of the promoted social idea.

The intersection between social marketing and social logistics is the third element of the marketing mix - place.

In the definition of the elements of the social marketing mix, a place to acquire a product in social marketing is where and when the target audience may be able to display the desired behavior to obtain a nonprofit product. (Nikolova, 2016)

In classical marketing theory, the third element of the marketing mix is logistics, whose task is to deliver the product or service to the consumer in the most efficient way.

The role of social logistics in the mix of social marketing is the same. The difference is in the goals, which in social marketing and social logistics are not only economic - profit and cost reduction, but are mainly focused on the needs of society and the environment. - Table 1.

Table 1. Relationship between social marketing and social logistics

Social marketing - elements of the mix			
Product	Price	Social Logistics	Promotion
-an idea for the benefit of society -change of behavior in a positive aspect -goods for the benefit of society -service to the benefit of the community	-a value characteristic of the change in human behavior	-provision of space, time, people, conditions, material resources and optimal costs to enable the target audience (consumers) to exhibit the desired behavior to obtain the non-profit product	-communication persuasion and the tactics by which the product is made known, even desired by the community

The aim of the interaction between social marketing and social logistics is to achieve a synergistic effect in the social system. It is important for social marketing and social logistics to make minor sacrifices on the part of each individual, which, however, have an added value (higher than the overall cost) for society as a whole.

An important reason for the development of social marketing and social logistics is the tendency to achieve sustainable development, protect the environment and increase corporate social responsibility. Social marketing promotes ideas in this direction, but it is social logistics that puts them into practice.

However, the most important prerequisite for the development of social marketing and social logistics is the awareness of their focus on the needs of society as a whole and of individuals, improving the quality of life, protecting the environment and achieving sustainable economic development.

For the practical implementation of the interaction between social marketing and social logistics, marketing and logistics programs need to be developed jointly by the appropriate specialists when launching a social campaign, to ensure the necessary degree of synchronization and coordination. This is the way to ensure that the ideas, products or services presented by social marketing will be put into practice.

3.MODELS FOR IMPROVING THE SOCIAL DIMENSION OF LOGISTICS SERVICES

The toolkit for improving the social dimension of logistics services also includes the application of models whose main objective is to achieve a higher level of social impact and social efficiency. Social efficiency is a consequence of higher economic efficiency, but it is also higher and has an adverse effect on it. Social outcomes affect the image of businesses and objects, attract and retain customers, business partners and employees, and this, in turn, has serious economic consequences in a positive direction. Social efficiency is determined by the resource efficiency or costs of obtaining certain social results, which are expressed through better satisfaction of needs and consumer demand, saving time or less time for buyers, greater satisfaction from purchases and service, more additional services for buyers and visitors, and more. (Behmanesh, Pannek, 2018)

Achieving better social results in the provision of logistics services is directly linked to the application of a high level of logistics service culture. The logistics sector is one of the fastest growing sectors worldwide and in our country. This sector is fully focused on customer service, both natural and legal, and on this basis, awareness of the role of the logistics service culture is of the utmost importance.

The logistics service culture is related to the quality of customer service in organizations providing logistics services. The high culture of logistics services requires contemporary modern material and technical facilities, offering the sought-after attractive updating portfolio of logistic services, as well as high cultural manners, attention and competent care by the service personnel. (Grant et al., 2017, p. 35, Nahata, 2018, Wei et al., 2019)

The proposed and validated model for improving the social performance of logistics service providers by enhancing the culture of logistics services involves the consistent implementation of the following steps: (The model is adapted according to Salova, 2010) - Table 2.

Table 2. A model for improving the social performance of logistics service providers by enhancing the culture of logistics services

Stages of application of the model	Contents of the different stages
Analysis of the main elements and factors of the logistics service culture	Factors and elements related to the material and technical base
	Factors and elements related to the range and quality of logistics services offered, according to customer demand
	Factors and elements related to the direct customer service of logistics staff
	Factors and elements related to the direct customer service of logistics staff
Assessment, through a system of indicators, of the social performance of logistics service providers, based on the state of the logistics service culture	Logistics level assessment
	Indicators:
	-Width and depth of the offered range of quality and demanded logistics services in order to fully satisfy customer demand. - Service speed. -Terms and conditions of service. -Quality of direct service by logistics staff. -Organizing appropriate forms of additional service.
	Assessment at the level of a large logistics company, municipality, region and the whole country

	Indicators: <ul style="list-style-type: none"> - The most complete satisfaction of customer demand for logistics services. -Reducing the time spent by customers in connection with the use of logistics services. - Providing greater satisfaction with the purchase of logistics services and visits to logistics sites. - The most complete satisfaction of the consumer demand for a variety of additional logistical and cultural services provided through the logistics sites.
Highlight problems and identify measures to improve social outcomes by enhancing the culture of logistics services	Promoting the importance of a logistic service culture in perspective Increasing and increasing influence of logistics on consumption Problem with saving time for customers Assessment and incentive issues to enhance the culture of logistics Problems related to the maintenance and development of the material and technical base Problems related to better management, formation and regulation of the portfolio of logistics services Issues related to the training and quality of logistics staff.

In the face of intense competition and dwindling demand, there is a growing need to shift organizational philosophy from product and sales philosophy to customer and marketing philosophy. In this sense, targeted action is needed to win customers and outstrip competitors, with the answer being to better guess and meet customer needs. (Kotler, 1996, Kotler, Lee, 2005, Kotler, Zaltman, 1971)

Customer-oriented philosophy requires exploration of issues related to determining what customer value is and customer satisfaction; how leading organizations produce and deliver high value and customer satisfaction; how organizations retain and attract customers; how customer profitability is determined and how total quality marketing is conducted. (The model was adapted by Kotler, 1996, Kotler, Lee, 2002)

The answer is the proposed model for satisfying the users of logistics services with quality, service and value - Table 3.

Table 3. A model for satisfying the users of logistics services with quality, service and value

Steps for implementing the model
Step one: Determine the value for the customer.
Stage Two: Delivering value to the customer.
Stage Three: Customer Retention.
Stage Four: Key Account Management (KAM).
Stage Five: Determining the customer's profitability.
Stage Six: Marketing the Total Quality Marketing.

The marketing model presented and tested has a social dimension as it aims to better satisfy the users of logistics services with quality, service and value.

4.APPROBATION OF THE MODELS FOR IMPROVING THE SOCIAL DIMENSION OF LOGISTICS SERVICES

To evaluate the relevance and applicability of the proposed models - a model for assessing the social impact of logistics services and a marketing model for satisfying users of logistics services with quality, service and value, a survey was conducted among companies providing logistics services. The survey was conducted in the end of 2019. It included 35 respondents - companies providing logistics services. Respondents were provided with the models proposed in the dissertation in advance in order to familiarize themselves with them and give their opinion for the purpose of the questionnaire.

The surveyed companies are from different fields of activity - wholesale, retail, international trade, distribution, production, transport, logistics, repair, service and other services and two non-profit organizations that also provide logistics services and serve customers. According to the volume of activity and the number of personnel, the enterprises are mainly small and medium-sized and one of them can be defined as a large logistics company with headquarters in Vienna, Austria.

The surveyed enterprises are from different regions of the country and from abroad - Veliko Turnovo, Gabrovo, Sofia, Shumen, Varna regions and from Vienna, Austria and Pristina, Kosovo. The surveyed entities can be identified as 1PL, 2PL and 3PL logistics service providers.

The questionnaire includes 10 questions. Respondents' opinion was examined as to whether they felt it necessary to apply social practices in their activity - 94.28% answered positively and only 5.72% negatively. The high percentage of positive responses clearly indicates that logistics providers are aware of the need to apply social practices. The next question focuses on the type of social practices that each business deems necessary. In this respect, the answers are different according to the type of activity, the size of the enterprise and the awareness of the need to apply the concept of corporate social responsibility. Figure 1 shows the distribution of responses by type of social practice. Each of the respondents indicated more than one social practice.

The analysis shows that the main social practices that are applied are ensuring good working conditions, taking adequate safety measures, social practices aimed at staff and pursuing a policy of lasting relationships with customers and suppliers.

Figure 1. Types of social practices implemented by logistics providers



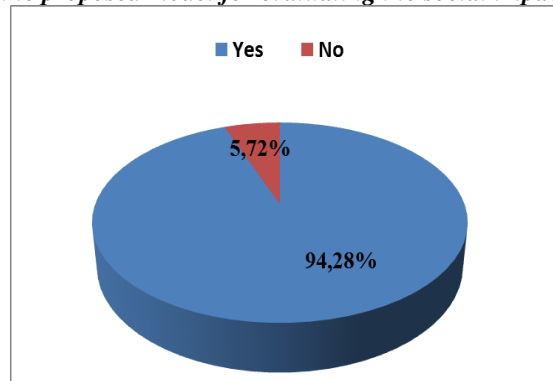
The percentage of those companies that focus their efforts on targeted staff training is smaller. These are mainly larger enterprises. The smaller ones underestimate the role of this practice by not taking into account the benefits, both for their activity and for increasing the satisfaction of their employees.

The percentage of businesses that consider community-focused social practices important is lower. The main reason is that the need to apply such practices to enhance the image of the enterprise and the confidence of its clients is not yet sufficiently understood. Another important reason is the limited financial capacity of smaller businesses and the inability to devote resources to such social practices.

It is very good impression that almost half of the surveyed companies apply environmental practices - 40%. This clearly shows that they are aware of the need to implement measures for the protection of the environment and the care for human health.

The respondents' opinion was examined as to whether the proposed model for assessing the social impact of logistics services could be useful for their activities. Figure 2 presents the results obtained.

Figure 2. Utility of the proposed model for evaluating the social impact of logistics services

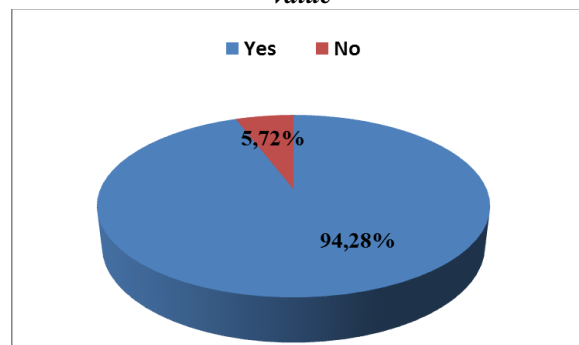


Responses indicate that the majority of the logistics service providers surveyed believe that the proposed model for assessing the social impact of logistics services can be useful for their business.

The following question is intended to determine whether undertakings that have responded positively to the preceding question are inclined to apply the model proposed in this paper to assess the social impact of logistics services. As a result, all businesses responded positively - 100%.

The opinion of the respondents was also examined whether the marketing model proposed in the dissertation to satisfy the users of logistics services with quality, service and value can be useful for their activity. Figure 3 presents the answers given.

Figure 3. Utility of the proposed marketing model to satisfy the users of logistics services with quality, service and value



The last question is intended to determine whether the companies that answered positively to the previous question are inclined to implement the marketing model proposed in this paper to satisfy the users of logistics services with quality, service and value. All businesses responded positively - 100%. It is clear that two of the logistics service providers surveyed consider that the proposed models will not be useful for their business and are therefore not interested in applying them. These are smaller enterprises in the wholesale trade of construction materials and spare parts, which at this stage do not realize the need to apply social practices in their activity, as well as a scientific approach to improve the social dimensions of their logistic services.

The results of the study are definitely positive. They clearly show that the majority of the surveyed enterprises - 94.28%, consider that social practices are necessary. Most businesses apply different social practices that target both their employees, customers and suppliers, and to the benefit of the community. Environmental practices are also not neglected, and in their totality the results show that a large number of logistics service providers are aware of the need and benefits of implementing the concept of corporate social responsibility. The proposed models for improving the social dimension of logistics services - a model for assessing the social impact of logistics services and a marketing model for satisfying users of logistics services with quality, service and value, are positively accepted and 94.28% of the surveyed enterprises show, that they tend to apply them to their business.

5. CONCLUSIONS

- In terms of efficiency gains, marketing and logistics should work in synergy. Marketing and logistics activities and tools are complementary and the intersection between them is a customer-focused focus. Marketing research and analysis indicate what the customer's requirements are and how to reach them, and

the logistics tools are the ones that lead to their actual service. Businesses understand that their focus should be on the customer. However, there is a lack of skills to develop and implement comprehensive marketing programs for managing customer relationships.

- Social marketing is the application of marketing principles and tools to influence the target audience to voluntarily accept, reject, modify or abandon a particular behavior in order to provide benefits to individual groups or to the community at large. The main goal of social marketing is to improve the quality of life. Social marketing is a marketing concept that applies the basic principle of marketing to influence consumer behavior, but mainly in the public sphere. Social marketing is realized through the basic elements of the marketing mix, which, however, have specific content.
- Social marketing and social logistics are inextricably linked and their interaction is imperative. Social marketing aims to persuade people to adopt a particular idea for their benefit or benefit to the environment, to give up bad habits, to consume goods and services that are useful for them. However, presenting the message in an effective communication campaign is followed by its acceptance and as a result a change in people's behavior. Implementing this change, however, requires the application of social logistics, which should create the necessary conditions such as space, time, staff, optimal costs and more to provide the idea, product or service promoted by social marketing. The aim of the interaction between the tools of social marketing and social logistics is to achieve a synergistic effect in the social system.
- Achieving good social results in the provision of logistics services is directly linked to the application of a high level of logistics service culture. The logistics sector is one of the fastest growing sectors worldwide and in our country and it is fully focused on customer service, both natural and legal persons, and on this basis, awareness of the role of the logistics service culture is of the utmost importance. The culture of logistics services is related to the quality of customer service in organizations providing logistics services. The high culture of logistical services requires a modern logistical base, offering the sought-after attractive renewable portfolio of logistic services, as well as high cultural manners, attention and competent care by the servicing staff. The proposed model for improving the social performance of logistics service providers by enhancing the culture of logistics services involves the consistent implementation of the three steps.
- The importance of the marketing model for satisfying the users of logistics services is based on the fact that customers make their choice of product based on their idea of quality, service and value. In order to achieve better customer satisfaction, organizations should manage their value chain as well as the entire value system in a customer-oriented manner. The marketing model presented has a social dimension as it aims to better satisfy the users of logistics services with quality, service and value. The proposed models are interconnected on the basis of the interaction between social logistics and social marketing and aim to increase the level of satisfaction of consumers' needs, their satisfaction and quality of life.

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