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**Hershey Foods**

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### **Hershey Foods**

Hershey Foods has applied the principles of socially responsible marketing by helping cocoa farmers improve their productivity, thus assisting their families in raising their living standards. Therefore, they can easily send their children to school. Similarly, Hershey Foods have reduced the waste of water use hence lowering the cost. Consequently, this has protected the land and reduced the negative impact on the environment, which is favorable for locals since doing the right thing is good for business, thus encouraging and building better lives. They have also been working on improving the well-being of children (The Hershey Company, 2015). For instance, they built a school in Ivory Coast and supporting the peanut butter project in Ghana in the fight against malnutrition, bringing overall goodness to the world.

Perhaps the most crucial benefit of having a formal code of ethics is that it may encourage an atmosphere of confidence, moral behavior, integrity, and quality, which is of significant benefit. In addition, if everybody in the company follows a similar set of standards and performs consistently towards each other, productivity rises as disputes and misunderstandings fade. On the other hand, philanthropic and social responsibility helps improve individuals' attitudes within an organization, leading to increased behavioral objectives, which has a positive ripple effect on individual and team performance (Hwang et al., 2019).

### References

Hwang, J., Cho, S. B., & Kim, W. (2019). *Philanthropic Corporate Social Responsibility, Consumer Attitudes, Brand Preference, and Customer Citizenship Behavior: Older Adult Employment as a Moderator*. *Social Behavior and Personality: An International Journal*, 47(7), 1-10.

The Hershey Company. (2015, June 16). *HERSHEY'S Shared Goodness [Video]*. YouTube.

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