

The impact of product ethics on protecting basic consumer rights: A study on a sample of soft drink and juice consumers in Setif, Algeria.

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Abstract:

This study aimed to determine the extent to which soft drink and juice establishments adopt product ethics, and to identify the nature of the relationship between adopting product ethics, protecting the rights of the end consumer, and the end consumer's purchasing decision. To this end, a questionnaire was distributed to a random sample of 550 soft drink and juice consumers in Setif, Algeria. The results of the study showed that soft drink and juice establishments in Setif adhere to product ethics, and that there is a positive and moderate correlation between product ethics and the protection of basic consumer rights.

1. Introduction:

The product is a crucial element of the marketing mix. Through it, an organization can meet consumer needs and desires. Decisions regarding all other elements of the marketing mix (promotion, pricing, and distribution) are dependent on it. Therefore, it plays a key role in determining the overall success of marketing efforts. However, some organizations that are unaware of their social and ethical responsibilities and unable to compete effectively resort to several misleading and unethical practices in their products, such as deceptive advertising, the use of unsafe or low-quality raw materials, and misleading packaging, etc. These practices not only disrupt the balance of contractual and commercial relationships but also pose a direct and immediate threat to fundamental consumer rights recognized internationally.

Technological advancements, economic liberalization, the dissemination of information about local and global products, and the rise of consumerism have led to the formation of a more environmentally conscious consumer, aware of their rights and attentive to the social, ethical, and environmental aspects of organizations. Consumers link their satisfaction to the quality, health, and excellence of the products offered by these organizations—products that meet their needs and desires, protect their rights, and conform to prevailing social and ethical standards. This has compelled organizations to adopt new concepts based on ethical standards, aiming to gain consumer satisfaction and safeguard their rights.

1.1 The Problem: Product quality is no longer measured solely by its technical and functional characteristics or its price level. It is now inextricably linked to product ethics, which represents the normative and ethical framework governing an organization's conduct throughout the product lifecycle, from concept and design through production and assembly, to packaging, pricing, promotion, and after-sales service. In light of this, we have formulated the following problem:

To what extent does product ethics impact the protection of fundamental consumer rights? Based on the main problem, the following sub-questions can be formulated:

What constitutes an ethical product, and what are the most significant unethical practices in the product sector?

What is the concept of consumer protection, and what are its fundamental rights?

To what extent does product ethics impact consumer protection in beverage and juice establishments in Setif?

1.2 Study Hypotheses:

In response to the previous questions, we formulated the following two main hypotheses:

The soft drink and juice establishments under study adopt product ethics from the consumer's perspective in Setif at a significance level of $\alpha \leq 0.05$;

- There is a statistically significant effect of adopting product ethics on the protection of fundamental consumer rights in soft drink and juice establishments in Setif at a significance level of $\alpha \leq 0.05$.

1.3 Significance of the Study:

The study derives its importance from the nature of its subject matter. It sheds light on the concept of ethical products and highlights the most significant unethical marketing practices in product development. Furthermore, it emphasizes the role of adopting product ethics in protecting fundamental consumer rights. The study's significance is further underscored by its empirical examination of the impact of adopting these ethics on protecting fundamental consumer rights. This was achieved through a study conducted on a sample of soft drink and juice consumers in the city of Setif.

1.4 Study Methodology:

The study methodology employed a descriptive-analytical approach. The descriptive method involved collecting data and information related to the study topic by reviewing various articles, books, presentations, and websites. The analytical method was adopted through the design and implementation of the practical aspect of the study. 550 paper and electronic questionnaires were distributed, and 506 were returned. This data was then analyzed using appropriate statistical tools, specifically the SPSS software, to determine the relationship between variables and test the hypotheses.

1.5 Study Structure:

To address this issue, this research paper has been divided into three main sections, as follows:

- The concept of ethical products and the most significant unethical practices in the product field;
- The concept of consumer protection and fundamental consumer rights;
- An applied study on a group of soft drink and juice consumers in Setif, Algeria.

2. Theoretical Framework of the Study

2.1 The Concept of Ethical Products and the Most Significant Unethical Practices in the Product Field:

An ethical product refers to a quality product that aims to satisfy and develop a long-term relationship with consumers. It aligns with the fundamental principles of the Due Care to Customers (DCC) theory, which answers the question: What do organizations owe their consumers? This theory includes the following (Majtan & Dubcova, 2008, pp. 1-3):

- Design: Products must comply with all legal regulations in terms of specifications and be safe under all anticipated circumstances, including if misused by the consumer; - Manufacturing Materials: Manufacturing materials must comply with legal regulations and be durable enough to withstand reasonable use;

- Production: Products must be free from defects;

- Products must be inspected regularly and consistently to ensure their quality. Quality attributes include reliability, warranty, maintainability, product safety, etc.;

- Packaging, Labeling, and Warnings: Product packaging must be secure and include clear and easy-to-understand instructions for use, as well as a clear description of any potential hazards;

- Notification and Notice: Organizations must have a system in place for withdrawing products from the market that prove to be dangerous some time after manufacturing and distribution.

*Major Unethical Marketing Practices

Unethical marketing practices aim directly to influence consumer behavior in a misleading way, such that they "lead consumers to believe they will receive more value than the actual or true value being marketed to them" (Abdul-Azim, 2008, p. 235). This includes providing information about the advantages and characteristics of goods or services that is exaggerated to the point of deception and fraud, negatively impacting consumer decisions. It is also defined as "any marketing practice that

results in the formation of a false impression, belief, assessment, or personal judgment in the consumer regarding the product being marketed, or related elements of the marketing mix such as pricing, promotion, and distribution" (Jumah, 2003). These practices result in consumers making unsound decisions that may harm them in one way or another, in the short or long term.

Unethical practices in the product field are numerous and varied, given that markets contain a huge number of different products and large numbers of marketers from diverse environments and cultures. This makes their marketing practices reflect the ethical principles and values they hold towards consumers and their societies in general. We will attempt below to address the common misleading practices in this element of the marketing mix, as shown in the following table:

Table No. (01): Misleading Marketing Practices in the Product and Their Forms

Forms of misleading marketing practices	Areas of misleading marketing practices in the product	
One change to the brand name: - Using the same packaging colors as the well-known brand.	Brand	
- Using unsuitable packaging. - Reducing the product contents while maintaining the same price. - Increasing the package size relative to its contents. - Misleading the public by stating the package weight instead of its volume.	Packaging	Packaging and labeling
- Insufficient or withheld information; - Misrepresentation of the product's production or expiry date	Clarification	
- Lack of credibility of the guarantees granted	Warranty	Warranty and during product development
- Launching a new product in the market with a change in the product's design, packaging, or wrapping, without changing its core essence	Product development	

Source: Prepared by the researchers based on:

- (Anis Ahmed, 2016, p. 423), (Jumah, 2003, p. 6)

From the table above, we find that misleading marketing practices in products are numerous and vary in form depending on the field. Among the most important are:

- Misleading practices in the product's brand (product name and logo): This method involves imitating products bearing famous and well-known trademarks, confusing consumers who then purchase them believing them to be the original brand (Jumah, 2003). However, they are then confronted with the difference in quality between the original and the counterfeit product.

One of the common methods of trademark counterfeiting is (Obaidat, 2014):

□ Changing a single letter of the trademark: This is done by manipulating a single letter of the name of the famous brand that the product bears, while maintaining the same font type, size, and color; Using the same packaging colors as a well-known brand to disguise the product being marketed and sell it.

- Misleading practices in packaging and labeling: There is no doubt that product packaging and labeling have significant marketing importance, especially for consumer products. Packaging is one of

the most effective elements in influencing a consumer's purchasing decision. Among the most important misleading marketing practices in these areas are:

□ In the field of packaging:

□ Using unsuitable packaging: Some companies use packaging that is not appropriate for the nature of the product. This packaging may be made of materials that react with the product's components, making this reaction dangerous to the consumer's health and safety. Alternatively, packaging may be used that does not adhere to quality and safety standards (appropriate thickness and dimensions, resistance to reaction and rust, etc.) (Obaidat, 2014, p. 26).

• Reducing the product's contents while maintaining the same price: This is done by using the standard package size that consumers are accustomed to, but reducing the contents so that the consumer doesn't realize the reduction (Anis Ahmed, 2016, p. 423).

• Enlarging the package size relative to its contents: This gives the consumer the impression that the contents are large, but this enlargement is only of the package size, not the product itself (Jumah, 2003).

• Misleading by stating the package weight instead of its volume: This occurs with products whose packaging is known to consumers by its volume (Obaidat, 2014, p. 26), by stating the weight on the product's package instead of the volume. □ In the area of labeling information: This refers to the data and information about the product found on the packaging. It usually includes a brief definition and description of the product in terms of weight, quality, ingredients, usage instructions, storage instructions, and expiration date. Some forms of deception and misleading practices in this area include:

□ Inadequate or withheld information: (Jumah, 2003, p. 6) This occurs when all the product's components or their concentrations of essential or added materials are not disclosed, as some of these can lead to health or environmental damage. Similarly, failing to explain the correct use of certain products can expose the consumer to danger or injury. Furthermore, omitting the country of origin (the country where the product was manufactured) misleads the consumer, contrary to their intentions. Finally, failing to warn or alert consumers that using the product may lead to specific harms is also problematic.

□ Misrepresentation of the product's production or expiry date: There are several methods of deception, including (Obaidat, 2014, p. 26):

- Failure to disclose the date at all, whether production or expiry date;

- Disclosing the production date without mentioning the expiry date;

- Falsifying the production or expiry date by adding a new date to make it appear that the product is fit for consumption.

- Misrepresentation of the gross and net weight: Marketing deception is used in several ways, including:

- Not stating the weight at all;

- Writing the gross weight but not the net weight;

- Clearly writing the gross weight while obscuring the net weight by reducing its size, blending it with other numbers, or shading it;

- The product's weight not matching what is stated on the packaging.

- In the area of warranty and product development

□ Warranty deception: Consumers often encounter unreliable warranties, with organizations evading their warranty promises, particularly regarding durable goods (Anis Ahmed, 2016, p. 432).

The failure to provide a warranty or to adhere to its terms constitutes a breach of contract, as the organization has not fulfilled its responsibility towards the product sold to the consumer.

□ Introducing a new product to the market with a change in its design, packaging, or label without altering its core components: Many businesses and projects employ this tactic, convincing consumers that the product has been improved and its effectiveness increased. This is achieved by changing its appearance or the packaging, but without any significant changes to its components or parts. (Obaidat, 2014, p. 24)

2.2 The Concept of Consumer Protection and Rights: The consumer is the weaker party in the consumer chain. In a free market economy, where market mechanisms control everything, consumers are vulnerable to several unethical practices aimed at deceiving, misleading, and compromising their safety. Therefore, it is essential to provide protection and defend consumer rights against the dominant players in the marketing process.

1.2.2 Definition of Consumer Protection: Consumer protection can be defined as "preserving consumer rights and ensuring their attainment" (Ibrahim, 2007, p. 33). Consumer protection involves guiding consumers correctly and assisting them in obtaining the goods and services they need at reasonable prices, at all times and under all circumstances, while mitigating any risks and factors that could harm their interests or lead to their deception and misleading (Khairy, Control, Consumer Protection, and Combating Commercial Fraud, 2015, p. 34).

Consumer protection is not limited to preserving their rights and ensuring they are not violated, but also includes raising their awareness, educating them, and guiding them towards proper consumption practices. For consumer protection to be effective, it must be continuous and systematic. It is not the exclusive domain of any one entity, but rather a collaborative effort involving several official and non-official bodies. Consumer protection also guarantees that consumers obtain their rights from sellers, whether they are merchants, manufacturers, service providers, or publishers of ideas, within the framework of the marketing transaction involving the goods or services (Da'bas, 2007, p. 33). (1998, p. 8).

2.2.2 Fundamental Consumer Rights

The efforts of the consumer protection movement over more than half a century have culminated in the United Nations adopting and recognizing consumer rights at the international level. These rights, chronologically, are divided into four fundamental rights identified by former US President John F. Kennedy in his speech on March 15, 1962, and four additional rights added by the United Nations General Assembly, bringing the total to eight.

President Kennedy's speech on March 15, 1962, is considered the official document defining fundamental consumer rights at the international level. March 15 was later designated World Consumer Rights Day. In his speech at the White House before the US Congress, Kennedy identified four fundamental consumer rights (Issa, 2008, p. 242): the right to safety, the right to information (knowledge), the right to choose, and the right to be heard.

- The Right to Safety: This means that products are supposed to be safe during and after their use or consumption, as outlined in the instructions for use (such as drowsiness and...). (Younsi, 2021, p.

1071), as institutions today are required to do more than just respect the laws, but also to adopt social responsibility towards the consumer (Al-Bakri, 2001, p. 126). This responsibility begins from the initial planning stage of the final product design, which must include features that meet consumer needs and desires, adhere to quality specifications and standards, and whose components do not harm the consumer's environment and preserve it in the long term.

- The Right to Information (Knowledge): This right means providing the consumer with the facts that help them make sound choices and protect them from misleading and inaccurate advertising and packaging information (Lamouchia & Naily, 2020, pp. 325-326). The consumer has the right to access information about the products they wish to purchase, as this information helps them understand the product's characteristics and make a sound purchasing decision. This makes institutions obligated to provide sufficient and accurate information about the products. For the consumer to properly exercise this right, the information must be sufficient and truthful. It contains the following (Al-Bakri, 2001, pages 126-127).

- Information Adequacy: In this context, organizations face the challenge of determining the amount of information provided to the consumer and the method by which they can access it. Several factors influence this, such as the type of purchasing decision the consumer is trying to make, the perceived level of risk, the nature of the individuals, and the type of product. Therefore, it is impossible to provide a single answer to all consumer questions. However, it is possible to provide basic information that enables consumers to form a clear understanding of the products and make informed decisions.

- Information Credibility: The credibility of the information consumers receive from an organization's promotional materials directly impacts the organization itself. The more accurate the information, the more truthful and realistic the organization can be by presenting its activities and products. This helps it gain consumer trust in its products and advertisements. The goal of information credibility is to effect a fundamental change in consumer attitudes, not merely a short-term impact.

- The right to choose: This means that the consumer has the right to compare the available alternatives in the market, including high-quality products and services at competitive prices that suit their available income (Al-Naas & Younsi, 2021, p. 1071). In other words, the consumer should have the opportunity to choose between the products they need and wish to purchase within a framework of fair competition and at competitive prices appropriate to their income. The consumer should not be held hostage to market monopolies by institutions, as this would mean losing their right to choose. - The consumer's right to be heard: This means enabling the consumer to express their opinion regarding the products offered. This right also includes having representatives with governmental and non-governmental bodies, such as consumer protection associations, who ensure that their demands are met and that they are represented (Al-Naas & Younsi, 2021, p. 1072). This right translates into enabling the consumer to express their opinion regarding the products offered, especially if they are subject to the possibility of obsolescence or damage, or cause them health problems, so that their voice reaches the relevant authorities. By order of the organization, it is essential to ensure that consumers receive benefits and advantages from production and marketing policies.

3. Applied Study

1.3 Methodology and Procedures: To determine the relationship between the two study variables, the following procedures were adopted:

1.1.3 Study Methodology: This was discussed in the introduction.

2.1.3 Population, Sample, and Study Limitations: The study population consisted of soft drink and juice consumers in the city of Setif aged over 18 years. This is a very large population, making a comprehensive survey impractical. Therefore, a simple random sample of 550 consumers was drawn. The questionnaire was distributed to them between April and October 2022, and 530 questionnaires were returned, representing 94.54%. After careful examination of the questionnaires to ensure their suitability for statistical analysis, 14 questionnaires were excluded due to incomplete responses.

leaving a total of 506 questionnaires suitable for analysis, representing 92%. **Table (2): Statistics on Questionnaire Forms**

Questionnaires suitable for statistical analysis		Cancelled questionnaires		returned questionnaires		Distributed questionnaires	
%	N	%	N	%	N	%	N
92	506	2.54	14	94.54	520	100	550

Source: Prepared by the researchers

3.1.3 Study Instrument: A questionnaire containing comprehensive questions covering all dimensions of the study was used. The aim was to obtain thorough answers to the research problem. A Likert scale for multiple-choice questions was also used, which calculates the weight of each item on a five-point scale as follows:

Table No. (03): Five-Point Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Prepared by the researchers based on previous studies.

To determine the length of each dimension of the five-point Likert scale (lower and upper limits), the range was calculated as $5 - 1 = 4$. This result was then divided by the number of dimensions, i.e., $0.80 = 4/5$. This value was then added to a value on the scale, which is 1, to determine the upper limit of the first dimension (strongly disagree), and so on. Determining these ranges helps in understanding the direction of responses through their arithmetic mean. The following table illustrates this: **Table (4): Limits separating the positives of the five-point Likert scale**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
]1.80-1]	]2.6-1.8]	]3.4-2.6]	]4.2-3.4]	]5-4.2]	Arithmetic mean range

Source: Prepared by the researchers based on (Al-Sirafi, 2006, p. 115)

3.1.4 Validity and Reliability of the Study Instrument: To verify the validity of the questionnaire and its questions, it was presented to a group of experts, and Cronbach's alpha coefficient was used

A- Face Validity: The questionnaire was reviewed by a group of professors, and all comments and suggestions were taken into account, leading to modifications of the questionnaire.

B- Reliability of the Study Instrument: Cronbach's alpha coefficient was used to confirm the reliability of the questionnaire. The results were as follows:

Table (5): Results of Cronbach's alpha coefficient for each dimension of the questionnaire

List of survey topics:	Cronbach's alpha coefficient	Number of questions
Product ethics	0,765	9
Basic consumer rights	0,932	16
Total variables	0,893	25

Source: Prepared by the researchers using SPSS software.

The table results show that the reliability coefficient for each axis is greater than the minimum acceptable value of 0.60 (the minimum value for judging consistency between questionnaire items). Therefore, we can conclude that the questionnaire axes possess the characteristic of reliability.

Hypothesis Testing and Results Analysis:

After distributing the questionnaire forms and statistically processing them using SPSS software, a set

of statistical tools was used to present and analyze the results. These tools include: - The One-Sample T-test: This test measures whether two groups differ from each other in a characteristic or variable; Simple and multiple regression tests to determine the nature of the relationship between variables;

1.2.3 Testing the First Hypothesis:

H0: The soft drink and juice establishments under study do not adopt product ethics from the consumer's perspective in Setif at a significance level of $\alpha \leq 0.05$.

H1: The soft drink and juice establishments under study do adopt product ethics from the consumer's perspective in Setif at a significance level of $\alpha \leq 0.05$.

Through this hypothesis, we sought to determine the extent to which product ethics are adopted in soft drink and juice establishments from the consumer's perspective in Setif. The validity of this hypothesis was verified using a one-sample t-test. This test compares the overall mean of the sample's responses with the hypothetical mean (3). This value was chosen as the average of the responses and calculated as follows: $(1+2+3+4+5)/5 = 3$. The decision rule is as follows: If the calculated significance level is greater than the 0.05 level, then the null hypothesis is accepted and the alternative hypothesis is rejected. If the calculated significance level is less than the 0.05 significance level, and the arithmetic mean is greater than the hypothetical mean, the alternative hypothesis is accepted and the null hypothesis is rejected. The following table shows the results of the one-sample t-test for the first main hypothesis.

Table No. (06): Results of the one-sample t-test for the first main hypothesis

	significance level (α -level)	significance value	degrees of freedom	calculated t-value	hypothetical mean (M)	arithmetic mean	Sample size	Key variable
Accept H1	0.05	0.00	505	19.98	3	3.5	506	Product ethics

Source: Prepared by researchers based on SPSS outputs.

Table No. [number] shows that the calculated t-value is $t=19.98$ at a significance level of 0.00 (which is less than the significance level $\alpha \leq 0.05$). Furthermore, the arithmetic mean for product ethics is 3.5, which is greater than the hypothetical mean of 3. Therefore, we reject the null hypothesis H0 and accept the alternative hypothesis H1, which means that soft drink and juice establishments adopt product ethics from the consumer's perspective in Setif.

2.2.3 Testing the validity of the second main hypothesis: The hypothesis states the following:

H0: There is no statistically significant effect of product ethics in soft drink and juice establishments on the protection of basic consumer rights in Setif at a significance level of $\alpha \leq 0.05$.

H1: There is a statistically significant effect of product ethics in soft drink and juice establishments on the protection of basic consumer rights in Setif at a significance level of $\alpha \leq 0.05$. $\alpha \leq 0.05$.

The validity of the second main hypothesis was tested using simple linear regression to determine the nature of the relationship between product ethics and the protection of fundamental consumer rights. The first axis, "Product Ethics," represents the independent variable, while the second axis, "Protection of Fundamental Consumer Rights," represents the dependent variable.

The decision was made by accepting the null hypothesis (H0) when the probability value was greater than the significance level (0.05), or by accepting the alternative hypothesis (H1) when the probability value was less than or equal to the significance level (0.05).

The results are shown in the following table: **Table No. (07): Results of the Simple Linear Regression Statistical Test for the Second Main Hypothesis**

Sig.t	T	Regression coefficient	Regression constant B	Sig.f	F	R ²	R	Dependent variable:
								"Protecting fundamental consumer"

								rights"
0.00	17.74	26.24	1.99	0.00	314.75	0.38	0.62	Product ethics
Protecting basic consumer rights = 1.99 Product ethics + (26.24)							regression equation	

Source: Prepared by the researcher based on SPSS outputs.

From the table, we find that the calculated F-value is 314.75, which is significant at a significance level of 0.0 (Sig.f = 0.00). This indicates a statistically significant impact of product ethics on the protection of basic consumer rights. The calculated t-value is 17.74, which is also statistically significant at a significance level of 0.00 (Sig.t = 0.00). This means that product ethics is a significant variable in the protection of basic consumer rights. Considering the value of the coefficient B, which means that a change of one unit in the value of product ethics corresponds to a change of 1.99 B in the protection of basic consumer rights, this is explained by the correlation coefficient R = 0.62, which indicates a moderate positive correlation between them. The coefficient of determination ($R^2 = 0.38$) means that 38% of the changes in consumer rights are due to changes in product ethics, and 62% are due to other factors. Therefore, we reject the null hypothesis and accept the alternative hypothesis, and consequently, we accept the main hypothesis. Secondly, this means that there is a statistically significant impact of product ethics in soft drink and juice establishments on the protection of basic consumer rights in Setif, according to the following equation:

Protection of basic consumer rights = 1.99 Product ethics + (26.24).

4. Conclusion:

In conclusion, our study, which addressed the impact of product ethics on the protection of basic consumer rights through a study of a sample of soft drink and juice consumers in Setif, yielded the following results:

Results:

- An ethical product is any good product that aims to satisfy and develop a long-term relationship with consumers. It aligns with the fundamental principles of the Due Care to Customers theory, which answers the question: What do establishments owe their consumers?
- There are several unethical practices in the product field, some of which pose a risk to consumer health, and others related to trademark infringement, misleading packaging and labeling, as well as warranty and planned product obsolescence. Consumer protection encompasses all organized and ongoing activities and efforts that guide, advise, and defend consumer rights at all times and under all circumstances, involving various official and non-official bodies.

Fundamental consumer rights consist of four rights: the right to safety, the right to information, the right to choose, and the right to be heard.

The results of the first hypothesis test showed that soft drink and juice establishments in Setif adhere to product ethics. There is a positive and moderate correlation between product ethics and consumer rights protection. For every one-unit change in product ethics, consumer rights protection changes by a factor of 1.99 (B). Therefore, the more companies adopt product ethics, the better they protect basic consumer rights, leading to consumer satisfaction and protecting companies from legal liability.

Recommendations:

Based on the theoretical framework of this study and the findings of the field study conducted on a sample of soft drink and juice consumers in Setif, we offer several recommendations that we believe are important for establishing marketing ethics in Algerian companies and protecting consumer rights. The most important of these is:

- Developing a code of ethics specifically for Algerian marketers, drawing its standards from the nature of the Algerian environment, its customs and traditions, and involving all stakeholders in its formulation.
- The necessity of genuine adherence to the organization's code of ethics, rather than treating it as merely a set of formal procedures and standards. The organization must oversee and ensure compliance by all employees, encouraging them to report any observed unethical practices through concrete measures that guarantee they are not subjected to arbitrary penalties by their superiors.
- Training and developing organizational staff in marketing ethics in general, and product ethics in particular, and raising their awareness of its importance to the organization and society.
- Establishing an incentive system within organizations to ensure employee adherence to product ethics, as well as penalizing those who fail to comply.
- Increasing attention to protecting fundamental consumer rights, such as the right to safety, the right to information, the right to choose, and the right to be heard, while not neglecting other consumer rights, including the right to compensation, the right to education, the right to live in a healthy environment, and the right to access basic necessities, given their importance in achieving consumer satisfaction.
- Joining international unions and associations and adopting their standards to gain national and international social acceptance;
- Pursuing international certifications in the fields of quality, food safety, and environmental protection, given their importance in upgrading the institution's products and enhancing their quality, as well as gaining local and international recognition;

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