

Factors determining the implementation of the cultural policy of Iran Tobacco Company: A model with an environmental responsibility approach

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Abstract

Background: This study aims to investigate the cultural policies of the tobacco company in the framework of social responsibility theory.

Method: This study was a cross-sectional study. The statistical population included the managers of the tobacco company (335 people). The research sample size was determined to be 275 people based on Cochran's formula and by using cluster sampling. Data were collected through a researcher-made questionnaire consisting of 32 questions. The content validity of the questionnaire was confirmed by 22 experts. The Cronbach's alpha coefficient of the variables was obtained higher than 0.7. Data were analyzed by confirmatory factor analysis and path analysis in AMOS software.

Results: The results of the path coefficient between the factors related to the implementation of cultural policies and environmental responsibility were close to 0.80, and the path coefficient between environmental responsibility and cultural policies was equal to 0.18 and less than 0.3, indicating the model weakness. Most of the factor loads belonged to the indicators of environmental advertising, contextualization, warning against tobacco consumption, information, monitoring system, legal policies, policy implementation, management style, high-quality product and cultural implications.

Conclusion: It seems necessary to have a social and environmental responsibility of the tobacco company with the dimensions of "providing a quality product", "following the policies", "providing cultural messages" and "warning against tobacco consumption" as components of the policy the cultural activities of the tobacco company are considered by policymakers for implementation in three indicators: "information-information", "environmental advertising" and "cultural background".

Keywords: Culture; Environment; Policy; Social Responsibility.

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Introduction

Based on research conducted by Alvani et al., the concept of cultural policy and cultural policy-making is among the new concepts that have been considered in different countries around the

world. Developing cultural programs is successful when they are based on the value-based management idea (1).

Due to the complexity of the subject of culture and the scope of research in the field of epistemology, cultural policy-making is

more important and accurate than in other fields. Cultural policy is one of the necessities of any society (2), which can indicate the environmental or social responsibility of the organization. Social responsibility refers to activities that lead to the creation of companies that contribute to the welfare of the community beyond their wishes and interests, by adhering to their social responsibilities and disclosing the issue to the stakeholders and the community that makes such companies distinct from others (3).

The concept of cultural policy can be perceived within the framework of theory (4), with an emphasis on the social responsibility of companies and institutions. Social responsibility does not have a one-dimensional concept and can be examined in many ways. Due to the cultural, social and economic problems of smoking in Iran and based on the announced statistics, smoking is increasing among girls and the minimum age in Iran is 11 years and Iranians, smoke 300 billion Rials daily. Also, according to similar statistics released by the Deputy Minister of Health, tobacco use, especially hookah, grew by 40% between the years 2011 and 2016 (5, 6).

The above explanations double the responsibility of cultural institutions in combating tobacco consumption and increasing the number of consumers and reflect the social problems in Iran. This concept is perceivable within the framework of social responsibility of economic institutions and companies and makes it necessary to conduct such studies. Thus, the present study aims to identify the factors determining the implementation of the cultural policy of Iran Tobacco Company: a model with an environmental responsibility approach in this field. It also aims to explain the factors related to the implementation of cultural policies of Iran Tobacco Company with an environmental responsibility approach. It seeks to provide a desirable model for increasing the

implementation of cultural policies to implement the social responsibilities of the tobacco company with an emphasis on Carroll's theory in this area. In this regard, the main issue of the research is what are the factors related to the implementation of cultural policies of Iran Tobacco Company with the environmental responsibility approach.

Methods

The present study was applied research in terms of aim and descriptive-correlational in terms of nature, and cross-sectional survey in terms of method. The statistical population of the study included the managers of the tobacco company with a total number of 335 people, including 20 districts of the tobacco management branch, 20 heads, 7 production complexes and a research institute, 178 general managers, deputies, managers and headquarters, including 137 general managers, deputies, managers and heads. The sample size was calculated using Cochran's formula. In this formula usually, the maximum allowable error (d) was considered to be 0.025, the reliability coefficient was considered to be 0.95, $t = 1.96$, the values of p and q were considered to be 0.5 and the population size was considered at 335. The p-value was considered at 0.5. If $P = 0.5$, n will find its maximum possible value and this will cause the sample to be large enough.

$$n = \frac{(N \times t^2 \times p \times q)}{(N \times d^2 + t^2 \times p \times q)}$$
$$n = \frac{335 \times (1.962 \times 0.5 \times 0.5)}{(335 \times 0.025^2 + 1.962 \times 0.5 \times 0.5)} = 275$$

Accordingly, the sample size was estimated to be 275 people, selected by cluster sampling. Researcher-made questionnaires were used to collect data. The cultural policy questionnaire included 10 questions and the dimensions of consumer informing, environmental advertising and cultural contextualization at the national level and

10 questions. The environmental responsibility questionnaire included 12 questions and the dimensions of high-quality product presentation, implementation of legal policies, cultural messages against tobacco and tobacco warning against tobacco consumption.

The questionnaire of factors related to the implementation of cultural policies included 10 questions and the dimensions of governing legal policies, monitoring system and management style of the tobacco company. To examine the content validity of questionnaires, the opinions of 22 experts were used and they were asked to comment on the questionnaire and their relevance to the research questions using the options of completely appropriate, appropriate, almost appropriate, inappropriate, and completely inappropriate, with a numerical value of 100%, 75%, 50%, 25% and zero per cent, respectively. The calculated score for measuring the validity of the model was obtained from the mean. Percentage of the relative frequency of opinions of expert group members Includes items: Completely inappropriate (0.00), inappropriate (0.00), Average (0.00), appropriate (35.0), Completely appropriate (0.65)

Cronbach's alpha coefficient of variables of the cultural policies, environmental responsibility, and factors related to the implementation of cultural policies was calculated at 0.81, 0.79, and 0.7, respectively, which is higher than 0.7, indicating the internal consistency of items and confirmation of reliability. To analyze the data, confirmatory factor analysis and path analysis were used in AMOS software.

Results

Conceptual model of research

Inspired by the components of Carroll's model in her four-part definition, the concept of multiple social responsibilities was organized in a pyramidal structure as follows:

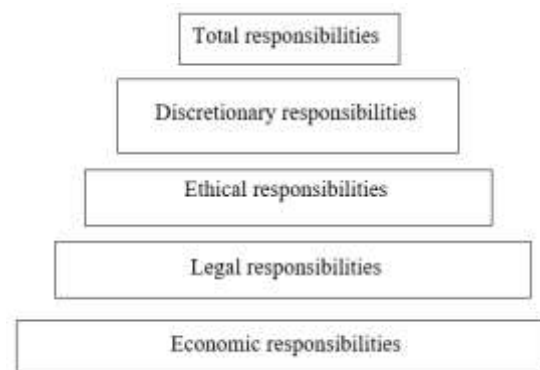


Figure 1. social responsibility hierarchy of company (3)

In this pyramid, economic responsibilities are the main infrastructure and voluntary activities are at the top of the pyramid. This revised conceptualization argues that the four responsibilities in companies that want to act ethically are cumulative, meaning that they must also have economic and legal responsibilities. From this point of view, economic and legal responsibilities are socially necessary and ethical responsibilities are expected, while philanthropic or discretionary responsibilities are considered only desirable (7), and each of these responsibilities is part of the total social responsibility of a company.

Confirmatory factor analysis of cultural policies

Figure 2 shows the model of confirmatory factor analysis of cultural policies. According to the results obtained in Table 1 and based on the significance of factor loads, it can be said that the indicators of informing, environmental advertising and cultural contextualization at the national level well explain the latent variable of the factors of cultural policies. The indicators presented in Table 3 indicate that the model has a good fit.

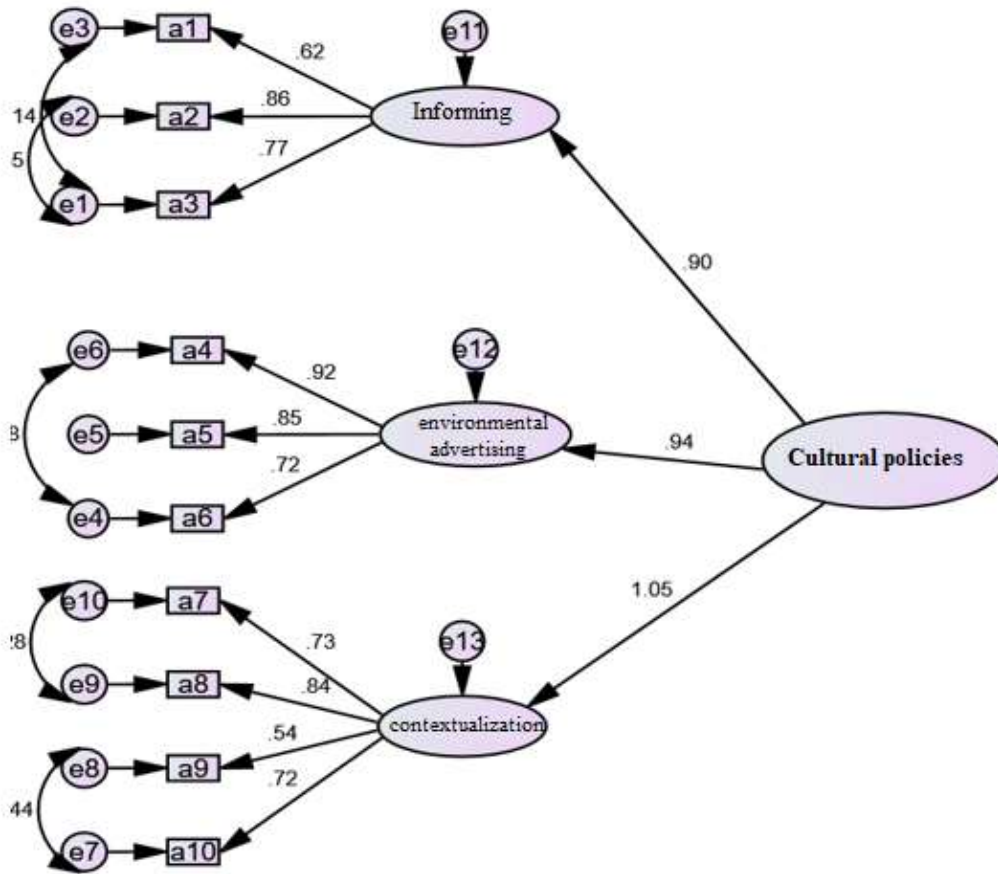


Figure 2. Results of confirmatory factor analysis of cultural policies

Table 1. Standard factor load and t and P values of cultural policies

Examined relationship	Standardized factor load	T value	p-value
cultural policy → informing	0.90	11.349	0.000
cultural policy → environmental advertising	0.94	12.760	0.000
cultural policy → contextualization	1.05	151.09	0.000
informing → a1	0.62	4.128	0.000
informing → a2	0.86	5.251	0.000
informing → a3	0.77	7.219	0.000
environmental advertising → a4	0.92	10.679	0.001
environmental advertising → a5	0.85	10.121	0.000
environmental advertising → a6	0.72	8.329	0.000
contextualization → a7	0.73	6.255	0.004
contextualization → a8	0.84	9.094	0.000
contextualization → a9	0.54	6.101	0.009
contextualization → a10	0.72	8.549	0.000

Table 2. Model fit indices

Index	Desirable value of the statistic	Reported value
RMSEA	≤ 0.08	0.062
CMIN / df	Less than 3	2.198
GFI	≥ 0.90	0.924
AGFI	≥ 0.90	0.907
CFI	≥ 0.90	0.951
IFI	≥ 0.90	0.986
TLI	≥ 0.90	0.924
NFI	≥ 0.90	0.933

Confirmatory factor analysis of factors related to the implementation of cultural policy Figure 3, presents the model of confirmatory factor analysis of factors related to the implementation of cultural policies. Based on the results obtained in Table 3 and the significance of factor loads, it can be said that the indicators of governing legal policies, and monitoring system management style well explain the latent variable of factors related to the implementation of cultural policies. The indicators presented in Table 4 indicate that the model has a good fit.

Path analysis of the components of the implementation model of the cultural policies of Iran Tobacco Company

Figure 4, shows the confirmatory factor analysis model of the components of the implementation model of the cultural policies of Iran Tobacco Company regarding the four-part dimensions of Carroll's model of environmental responsibility (social responsibility). The path coefficients obtained in Table 4 are $t > 1.96$ and the significance is $p < 0.05$. The indices presented in Table 6 indicate that the model has a good fit.

Table 4. Model fit indices

Index	Desirable value of the statistic	Reported value
RMSEA	≤ 0.08	0.048
CMIN / df	Less than 3	2.091
GFI	≥ 0.90	0.943
AGFI	≥ 0.90	0.981
CFI	≥ 0.90	0.924
IFI	≥ 0.90	0.959
TLI	≥ 0.90	0.916
NFI	≥ 0.90	0.986

Table 3. Standard factor load and t-value and p-value of factors related to cultural policy implementation

Examined relationship	Standardized factor load	T value	p-value
related factor \longrightarrow legal policy	0.94	12.120	0.000
related factors \longrightarrow monitoring system	0.71	7.870	0.013
Related factor \longrightarrow management style	0.82	9.170	0.000
legal policy \longrightarrow c1	0.58	5.512	0.000
legal polivy \longrightarrow c2	0.68	6.789	0.000
legal policy \longrightarrow c3	0.68	6.789	0.000
legal policy \longrightarrow c4	0.75	7.128	0.000
monitoring system \longrightarrow c5	0.75	7.128	0.000
monitoring system \longrightarrow c6	0.55	5.921	0.000
monitoring system \longrightarrow c7	0.59	6.013	0.000
management style \longrightarrow c8	0.50	5.127	0.003
management style \longrightarrow c9	0.48	5.009	0.007
management style \longrightarrow c10	0.61	7.079	0.000

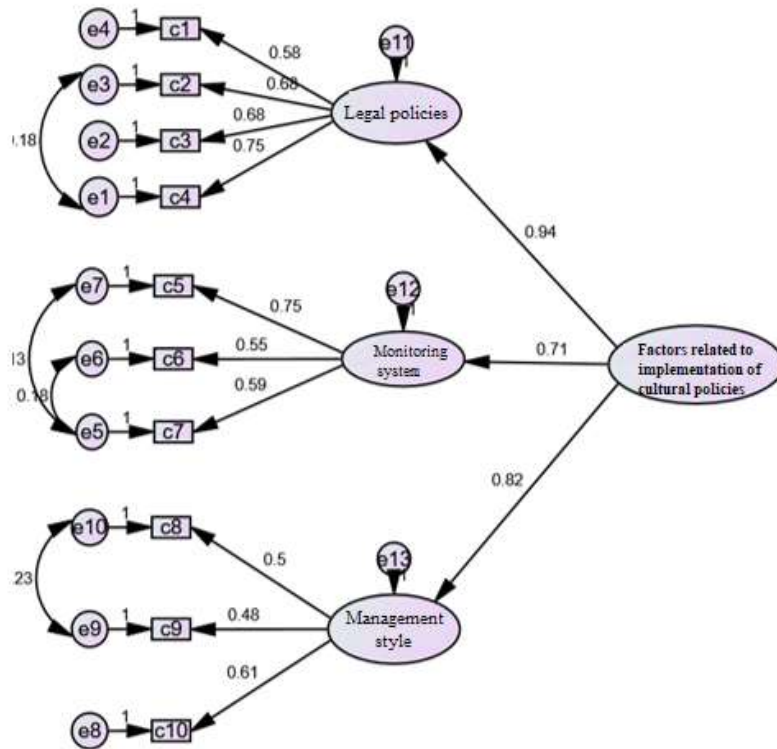


Figure 3. Results of confirmatory factor analysis of factors related to the implementation of cultural policy

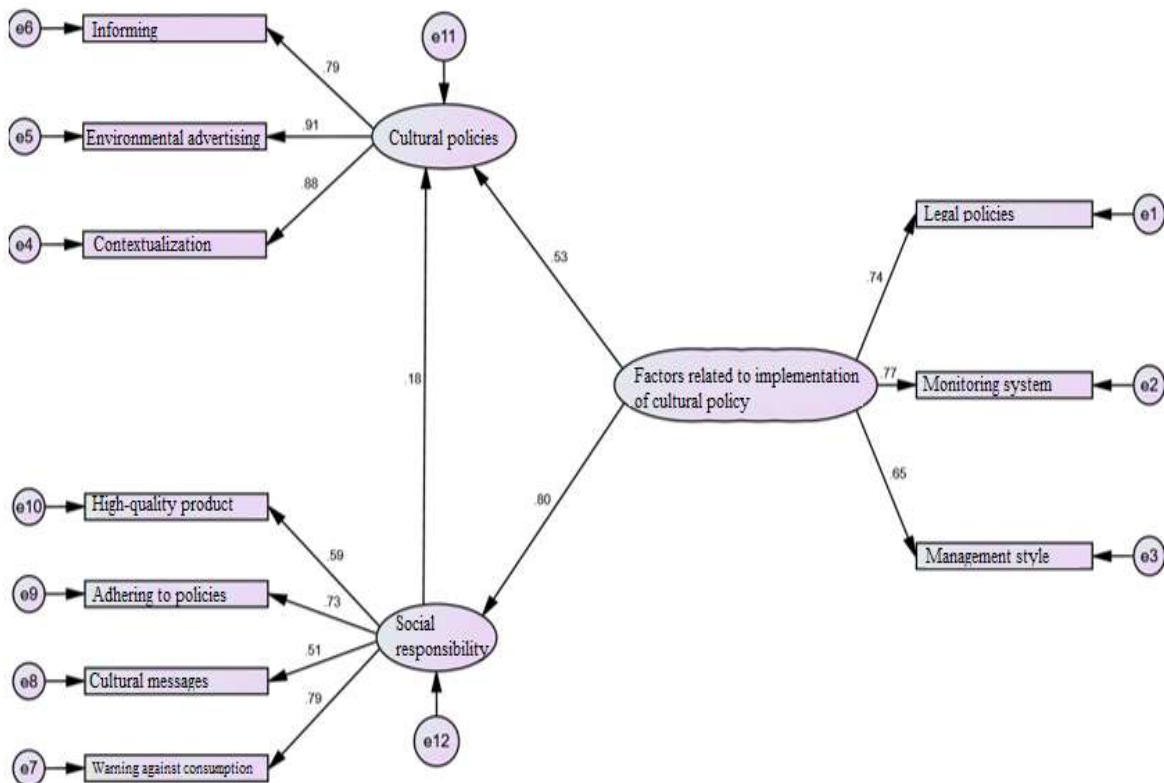


Figure 4. Path analysis of the most important components of the implementation model of cultural policies of Iran Tobacco Company

Table 5. Path coefficient and significance of the study relationship

Examined relationship	Standardized factor load	T value	p-value	Relationship type
Factors related to implementation of policy → environmental responsibility	0.80	9.238	0.000	incremental
Factors related to implementation of policy → cultural policy	0.53	6.229	0.000	incremental
Factors related to the implementation of policy → environmental responsibility → cultural policy	0.80 and 0.18	4.522	0.40	incremental

Table 6. Model fit indices

Index	Desirable value of the statistic	Reported value
RMSEA	≤ 0.08	0.055
CMIN / df	Less than 3	2.209
GFI	$0.90 \geq$	0.905
AGFI	$0.90 \geq$	0.941
CFI	$0.90 \geq$	0.997
IFI	$0.90 \geq$	0.950
TLI	$0.90 \geq$	0.924
NFI	$0.90 \geq$	0.972

According to the path coefficients obtained, since the path coefficient between the factors related to the implementation of cultural policies and environmental responsibility is 0.80 and close to 1, this relationship can be considered strong and since the path coefficient between environmental responsibility and cultural policies is 0.18 and less than 0.3, this relationship can be considered weak in this model.

According to the values of the obtained factor loads, the most factor loads belonged to the indicators of 1- Environmental advertising 2- Contextualization 3- Warning against tobacco consumption 4- Informing 5- Monitoring system 6- Legal policies 7- Adhering to policies 8- Management style 9- High-quality product, and 10- Cultural implications.

Discussion

According to the final research model, the social responsibility or environmental responsibility of the tobacco company has

the dimensions of "providing a quality product", "adhering to policies", "delivering cultural messages" and "warning about smoking". The factors that formed the cultural policy factors of the tobacco company were that these policies are reflected in three indicators: "information", "environmental advertising" and "cultural background".

Here are some studies related to the present study.

In terms of environmental advertising, grounding, tobacco warning, information in the present study in a study by Carol entitled "Corporate Social Responsibility: The Evolution of a definitive Structure," corporate social responsibility consists of four components: economic needs Adherence to general rules and regulations, adherence to business ethics and humanitarian responsibilities. The adaptation of this model to the model obtained in this study is as follows: The economic responsibilities of the tobacco company are related to factors related to the cultural policies of the company, and the Carroll model includes legal and ethical responsibilities. That is, "legal policies", "monitoring system" and "management style" are dimensions of the legal responsibilities of the tobacco company that must be observed to comply with the "ethical responsibility" of the tobacco company, including all the characteristics of the tobacco company. Environmental advertising, groundwork, tobacco warning, information, high-quality product and

cultural implications (4). Therefore, program development, operationalization, implementation and evaluation require increasing the level of awareness and knowledge of officials and senior managers of the community.

Policy-making can be explored at the local, national and international levels, and the development of cultural programs and cultural management helps us achieve our goals. If we consider culture as an institution, a sign of systems, a set of rules and training to create and create mental and behavioral change in the population, culture is related to recognizing a policy based on organizational principles and goals governing public activities. And private organizations active in this field (2).

Given the importance of paying attention to cultural issues in the present study, Jamali et al.'s studies are consistent with the present study, which states companies that want to be effective in social performance of companies need to have an initial definition of corporate social responsibility and an understanding of social responsibility issues (8) and define a philosophy of responding to ultimate target issues in developing countries. From the implementation of public policies to achieve the goals of the government set out in national development programs (9). In this area, economic diplomacy means the application of diplomacy in the area of economics and using the ability of diplomacy to achieve the economic goals of countries (10).

Given the importance of paying attention to the social components of the tobacco company in the proposed model, in an innovative model, Tsai & Hsu, have analyzed the importance of the costs of choosing the appropriate corporate social responsibility program (11). Lynes & Andrachuk, have also highlighted the importance of incentives for social responsibility and environmental responsibility of airlines in Scandinavian countries (12). The study by Janet Hoek et

al states that tobacco companies manipulated social norms to establish smoking as a socially accepted practice and encourage uptake among all population groups. As knowledge of smoking's addictiveness and harms became incontrovertible, smoking prevalence plateaued and then decreased. Smoking is a practice, and tobacco companies as corporate actors, lost status and legitimacy; these changes have protected young people from smoking uptake and triggered quitting among those who smoked. However, tobacco companies have opposed regulation that reinforces their loss of social acceptability and fought hard to regain political influence, community trust and goodwill (13).

Given the importance of information in the present research model, in the study of Ivana Barbarich et al., The strong addiction to smoking is not yet understood, and they demanded that smoking be recognized as an addiction and treated (14).

Considering the importance of information in the developed model, according to the study of Connor et al. in the information that is used in the language of industry instead of the word quit change, attention should be paid to the normalization of tobacco use and nicotine dependence, which indicates the importance of the issue (15).

Based on the proposed model, the following items are presented to explain it:

It is recommended that all decision-making and macro-policy centers and tobacco companies

to equip itself with the latest developments in product growth according to the production of high-quality products, examining and evaluating the implementation of the decisions of the Board of Directors and monitoring the policies using the opinions of experts, paying special attention to and supporting knowledge-based companies as an output of the country's higher education system,

taking steps to provide the conditions for improving the quality of cultural messages of the tobacco company, legal support and consolidation of the intellectual property system for the creators of works of art and artistic achievements related to anti-tobacco cultural messages to create creativity and encourage the artists to create powerful works in this area, paying attention to the importance of cultural, social and geographical differences in different regions of Iran in developing the goals and principles of cultural policies, emphasizing to previous experiences in developing and preparing cultural messages related to the goals of the tobacco company, and paying attention to the impact of socio-political changes and developments in Iran after the Islamic Revolution and the experience of the Islamic Republic System in determining cultural policies.

Conclusion

In the present study according to the proposed model, the social responsibility or environmental responsibility of the tobacco company has the dimensions of "providing a quality product", "following the rules", "providing cultural messages" and "warning against smoking" and These four factors constitute the factors of the cultural policies of the tobacco company, which should be manifested in three characteristics: "information", "environmental propaganda" and "cultural context". This interrelated set (cultural policies-environmental responsibility) is the factors related to the cultural policies of the tobacco company, which are strengthened by legal policies, regulatory system and management style. It is expected that the results of the present study will be considered by all decision-making and policy-making centers of the company, considering the importance of policies and cultural indicators of environmental advertising, warning and information on tobacco consumption and

its effects, quality product and special attention to cultural consequences of consumption Tobacco should be placed.

Author's contribution

Hossein Kharabi and Hamdollah Manzari Tavakoli developed the study concept and design. Sanjar Salajegheh acquired the data. Mohammad Jalal Kamali and Hamdollah Manzari Tavakoli analyzed and interpreted the data, and wrote the first draft of the manuscript. All authors contributed to the intellectual content, manuscript editing and read and approved the final manuscript.

Informed consent

Questionnaires were filled with the participants' satisfaction and written consent was obtained from the participants in this study.

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Conflict of interest

The authors declare that they have no conflict of interests.

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