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THE IMPACT OF SOCIAL MARKETING ACTIVITIES ON THE PERFORMANCE OF NON-PROFIT ORGANIZATIONS

Abstract:

This research paper aims to point out the power of social marketing concerning its importance and use for non-profit organizations. It is essential to know what possibilities the organization has within its promotion but on the other hand, for the organization to become aware, it cannot do without a creative idea. The introduction describes the primary theoretical inputs to the issue. Subsequently, keywords from selected journals dealing with non-profit organizations are analyzed to identify areas of marketing. A survey of random population growth was also carried out. The database from the questionnaire was analyzed by the method of stepwise regression analysis, based on which the strength of individual tools of social communication was identified. The Chi-Square Test was used to reveal significant relationships between the willingness to contribute to non-profit organizations and the use of particular social communication tools.

Keywords:

social marketing, non-profit, communication

JEL Classification: L31, M31, M30