

[DOI: 10.20472/BMC.2021.012.012](https://doi.org/10.20472/BMC.2021.012.012)

LADISLAV VAGNER

University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Slovakia

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

1 Introduction

1.1 Background description

This research paper aims to point out the impacts of social marketing activities, their importance, and their necessity today. The use of marketing tools does not automatically guarantee the success of the organization. It is essential to set up the right way of communication and appropriate marketing tools.

For the development and functionality of any organization, regardless of the form of business, communication is powerful to achieve optimal results. The organization that wants to sell must be trustworthy, communicative, must be able to offer its product, and at the same time be able to properly inform about its results (Nishishiba, 2017). The activity, activities, projects it deals with, and which will be of interest to the public administration, commercial companies, and the public should be transparent and aptly presented. By non-profit, we automatically understand entities that were not established to achieve and distribute profits, but the goal is to make a profit so that the organization can invest more in its activities and bring more results for the public good. If an organization makes a profit, it cannot be shared by the founders, members, or employees, but must be used to support the realization of its missions, i.e., investment in innovation of the organization or expansion of services provided (Shemyatikhina et al., 2020).

Due to the constant changes in our company, planning is one of the most vital activities of top managers of all small and large companies or organizations. The changes that may occur, as recently, can be unexpected, long-lasting, and very significant. Like COVID-19, it surprised many. At first, it seemed like a problem that would be solved in a few months, but now it's been almost two years, and the problem persists. Organizations need to be clear about their goals and the individual steps through which they want to achieve them. They must also be flexible and able to adapt to change. Combining individual tools is best to keep the customer and increase profits. Having good advertising, whether in print, visual or audiovisual form, is only a good basis for increasing sales, but when the customer gets to the place where the offer meets the demand, he expects to be paid attention by the seller, he learns as much information as possible the product or service offered and, of course, the most appropriate approach. Loyal customers are certainly watching the ads of their favorite product, but they expect something more, such as various promotions, discounts, or other benefits. So, if a company wants to be prosperous, it is good to use all methods in its marketing, from advertising, through public relations, to personal sales. In practice, however, it is somewhat more complicated and consists mainly of the lack of funds that organizations have set for marketing in their budgets (Deepak, Jeyakumar, 2019).

Most non-profits offer services rather than products. It means that the purpose of their activities is to provide services, whether through non-formal education, care, assistance, which is part of volunteering. However, even in managing the sales of your services, it is vital to develop a quality and detailed marketing plan. The role of a non-profit organization is really to offer the customer the right product, in the right place, at the right price, and it is still necessary to know how to communicate with the customer properly (Lewis, 2021; Ongenaert, 2017).

When creating marketing for non-profit organizations, care must be taken with professionalism. The third sector is full of real visionaries with quality ideas, but many good projects often fall on the unprofessional approach of the organization. It is, therefore, necessary to improve people's managerial skills. For instance, Facebook gives organizations the opportunity to easily connect

with others online, but very little is known about the effectiveness of organizational communication strategies (Van Wissen, Wonneberger, 2017). The web has changed the rules, and so has the coronavirus situation, where everyone has been closed, and people have reduced their lives to online shopping, video chats, so businesses should change their marketing to take full advantage of the opportunities offered by the web ideas market. Although the situation is more favorable, the scenario with the closure of schools, businesses, and the curfew may be repeated.

2 Body of article

2.1 Methodology

Within the methodology, we mainly used the method of analysis. We decided to analyze selected journals that deal with non-profit organizations using a VOS viewer for last five years (2017-2021/july), based on which we identified keywords. Output focused on keywords primarily for identifying marketing activities and communication tools for organizations. We analyzed three journals which, according to the University of Michigan Library, belong to the top in their field. These are the journals: *Nonprofit and Voluntary Sector Quarterly*, which according to Scimago Journal & Country Rank has an H-index value of 84. Another is the *Journal of Nonprofit & Public Sector Marketing*, with an H-index of 30. *Journal of Nonprofit and Voluntary Sector Marketing* is another with an H-index of 12.

Subsequently, we used stepwise regression analysis to identify the power of individual social media and the significance for users through the SPSS analysis. A questionnaire's output was a basis for regression analysis. A total of 454 random respondents answered the questionnaire. We consider the total number of responses to be sufficient and the result of the regression analysis to be relevant, as the number of respondents should be at least 385 with a 5% deviation.

2.2 Results of VOS viewer analysis

We identified four clusters in a journal *Nonprofit and Voluntary Sector Quarterly* keyword VOS viewer analysis. The individual clusters show Figure 1.

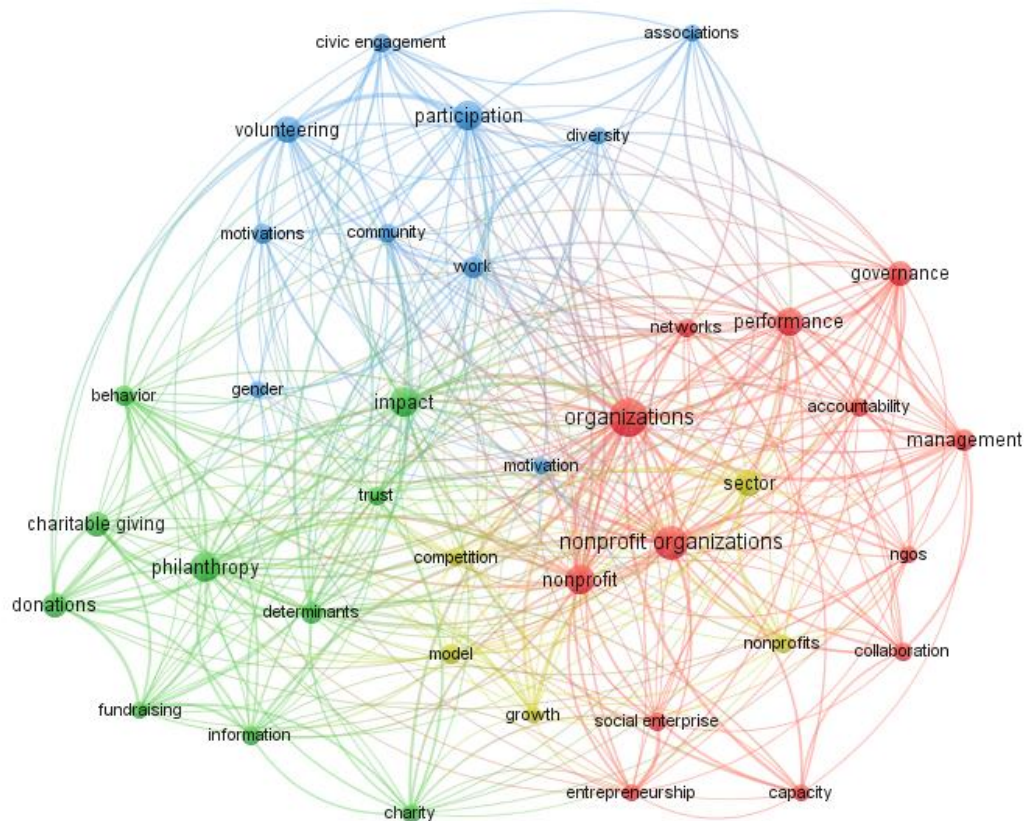


Figure 1 Keyword VOS viewer analysis of Journal: Nonprofit and Voluntary Sector Quarterly

Sources: Own processing through the VOS viewer

In cluster one marked in red, we choose these essential keywords "networks, management and performance." Researchers addressed these issues in journal, and the keyword often appeared in articles. We consider selected keywords as essential because networks, whether social or otherwise, are vital. The organization could also be visible thanks to strong networks with partners. Of course, management is an integral part of marketing, where all steps must be clear and planned. Performance is related both to public satisfaction and to the fact that the public is sufficiently informed about the results.

In the second cluster, we focused on keywords such as "behavior, information, and trust." All three of these keywords are interconnected and related to each other. Behavioral organizations inside and out are vital, and of course, the information they get to the outside public is related to it. How the public perceives these activities can affect the credibility of the organization. At the same time, more credible organizations have a higher chance of receiving contributions.

In the third cluster of ten keywords, we consider "associations, diversity, motivation" to be the most important in understanding marketing and marketing activities. As part of marketing activities, it is essential to build positive relationships between the organization and sponsors, and therefore it is important to create associations with the organization that will be perceived

positively by the public. At the same time, communication must be different for the organization to be different from the competitors. The difference and motivational spirit that manifests itself in communication can attract new applicants.

In the fourth sector, the five keywords were recognized, however, the keyword "model" tends the most towards marketing, because the model, whether in terms of communication, presentation, overall activities of the organization, is vital and significantly affects other activities.

In another journal of the *Journal of Nonprofit & Public Sector Marketing*, five clusters were identified (Figure 2).

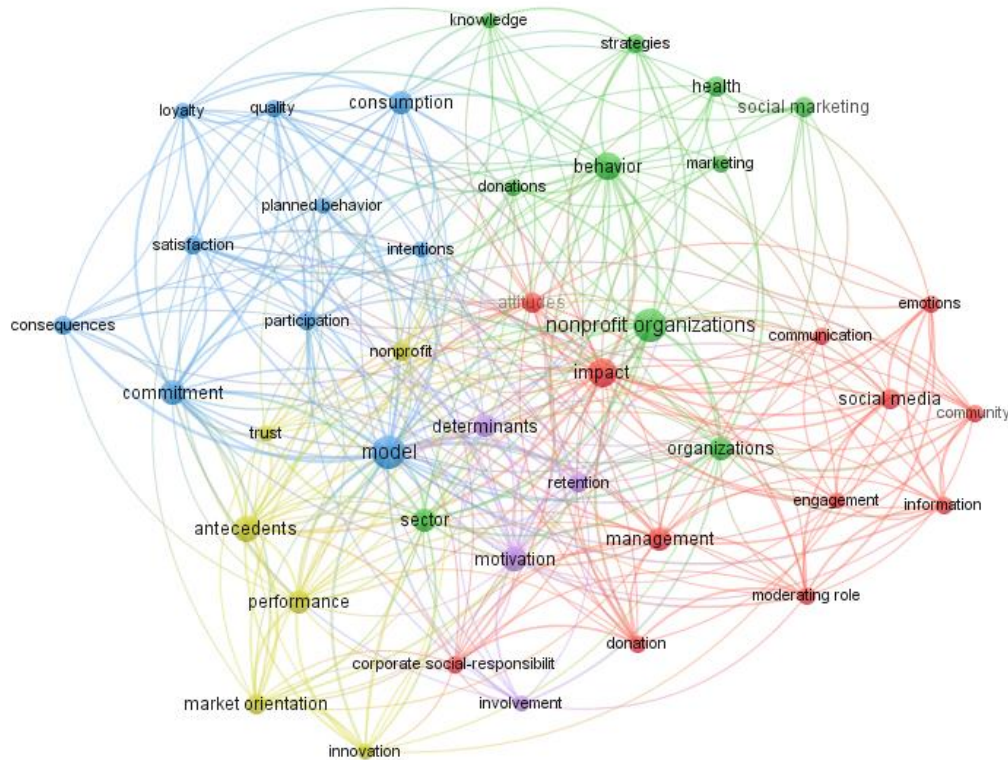


Figure 2 Keyword VOS viewer analysis of journal: Journal of Nonprofit & Public Sector Marketing

Sources: Own processing through the VOS viewer

In the first cluster the most linked keywords with marketing, the keywords "community, corporate social responsibility, emotions, social media, management, attitudes" were selected. Keywords are in one cluster because they are interconnected and related to each other at the same time. Similarly, when planning marketing management, it is necessary to consider for whom the activity of a non-profit organization is beneficial. To obtain funds and donations for financing non-profit organization activities, it is vital to develop various marketing strategies to build a community. When promoting, it is significant to know how to present information. Lately, it's about emotions in marketing, about the feeling of evoking happiness, joy, but it can also be regret. At the same time, it is necessary to keep up with the times and be active on social networks where these emotions are much easier and less expensive to share. At the same time, the attitudes and values of a non-

profit organization should not be in the background, and the way of communication should take this into account.

A total of five clusters were identified in the International Journal of Nonprofit and Voluntary Sector Marketing (Figure 3).

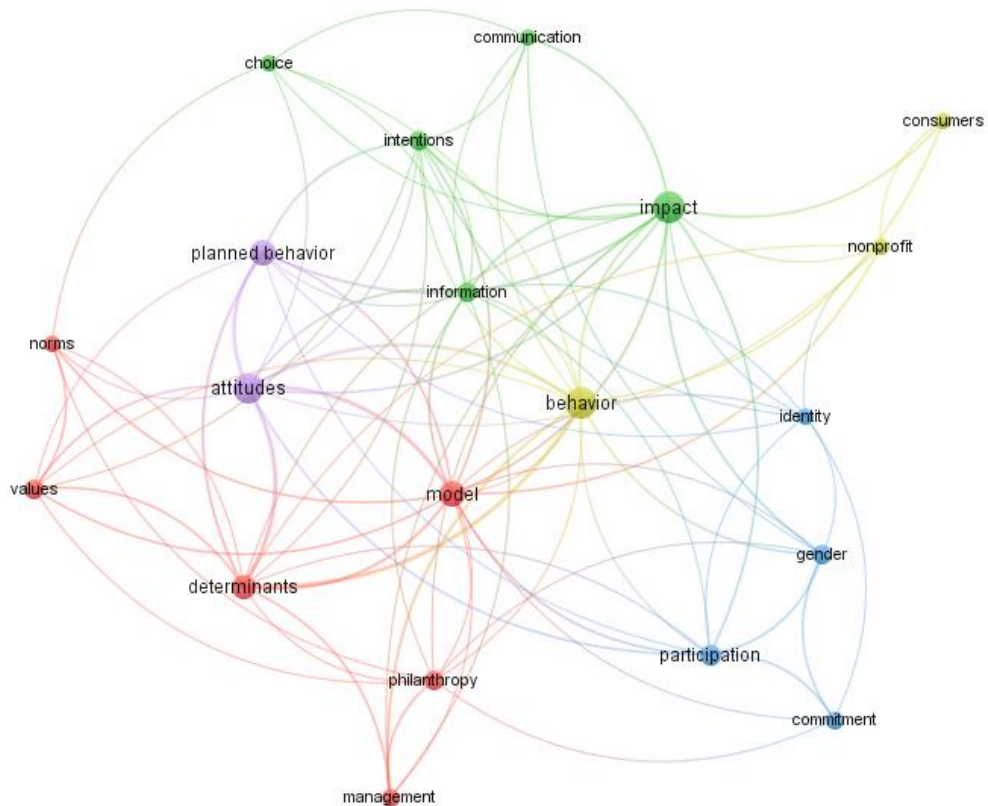


Figure 3 Keyword VOS viewer analysis of Journal: International Journal of Nonprofit and Voluntary Sector Marketing

Sources: Own processing through the VOS viewer

In the first cluster, the keywords "determinants, management, model, and values" are most related to the area of marketing. Determinants are essential as they determine the direction of the organization. They talk about how she should communicate and work. Also, the keywords that appeared in the previous magazine are discussed here as well, and this is the management model and values that are an integral part. All should be planned so that marketing and activities are in line with the values of the organization.

The second cluster identified five keywords from which we focused our attention on "communication, information, intentions." All three are vital from a marketing perspective. At present, many non-profit organizations are actively working to achieve the desired results, and many of them do not inform and the positive impacts and implementations that have succeeded. It should be automatic nowadays. Communication and the style in which the information is passed on to the final follower are also important.

In the third cluster, they took the keywords "identity and commitment." The tide itself is crucial because it determines the identity and the way the organization will appear to the public. Therefore, it is relevant to have a set goal, mission, or a convinced commitment that the organization wants to fulfill. The marketing team can plan activities and motivate others with various challenges to achieve these goals.

In the fourth cluster, it is "behavior" that is closely related and on which marketing activities depend. Of course, it also depends on the nature of the organization's work.

In the last fifth cluster, we were interested in the keyword "planned behavior." Whether it is the planned behavior of the organization externally or as the organization assumes behavioral scenarios from customers, it is still related to how it sets its communication strategy.

2.3 Results of SPSS analysis

Subsequently, we used regression analysis to determine the strength of individual social media and whether they affect the willingness to contribute funds to a non-profit organization. We used the stepwise method and analyzed social communication media such as Facebook, Twitter, LinkedIn, Instagram, and others. After verifying the assumptions needed to make the regression model, the result is as follows:

$$Y=0,067 + 2,595B + 0,564L + 0,214T + 2,183I + 0,693N + 0,823U + 0,421F$$

The output of "Y" in this case is the rate of increase of financial contributions from donors. Its rate depends on changes in individual parameters such as "B" - blogs, "L" - LinkedIn, "T" - Twitter, "I" - Instagram, "N" - e-mail marketing, "U" - Youtube, "F" - Facebook. Interestingly, we can see that the significant influence of social media in terms of willingness to join non-profit organizations has a blog. Every non-profit organization should have its website or social medium where it regularly informs about its activities, innovations, changes, and revolutionary activities. According to the analysis, regular contributions to blogs could increase the rate of posts by up to 2,595 times more. Instagram also has a powerful influence. There are still more users, and adding stories or contributions confirms the transparency of the organization and the ability to be closer to the community. Youtube and e-mail marketing also have a positive effect on increasing the contributions of a non-profit organization. Facebook and Twitter are involved to a lesser extent.

We questioned respondents if they had ever contributed to a non-profit organization, and depending on the usage of certain social media, we used the Chi-Square Test for identifying relationships. We managed to find out that users of Facebook, Instagram, Youtube, readers of blogs are more willing to contribute to non-profit organizations than those who do not use these social media. Contributors are also generally not just followers of non-profit organizations.

2.4 Discussion

The area of marketing in the non-profit sector has made significant progress. Several authors discussed in detail the possibilities of using marketing in the non-profit sector. The consequence of introducing marketing into non-profit activities stems from the need to manage funds as efficiently as possible (Kicova, 2020). Researchers suggest that developing long-term relationships with key stakeholders is a vital strategy in today's highly competitive business environment (Arnett et al., 2003). The communication strategy of a non-profit organization is primarily about building a relationship, where the elementary criteria of communication are efficiency and reliability (Kliestikova et al., 2017).

According to the authors (Shah, George, 2021), marketing is often perceived as an unnecessary and expensive overhead. They explain that the problem is complicated by the fact that the performance of the non-profit sector is relatively difficult to measure. In addition, the performance results of non-profit organizations often depend on changes in the behavior and attitude of the target segment. Another problem, despite its long history and growing interest in non-profit and social marketing, is managerial issues that arise in non-commercial contexts, considered unique cases in an intellectual environment dominated by commercial questions and applications (Andreasen, 2012).

Studies by various authors have already shown that non-profits have not been able to use websites as strategic, interactive tools for stakeholder engagement (Kent, Taylor, & White, 2003; Saxton, Guo, & Brown, 2007). The reason was that they did not have the know-how or staff to create more interactive sites with feedback options and discussion panels. The advent of social networks, Facebook, Instagram, Twitter, and others has eliminated this problem. The sites are free and have integrated interactivity, and any type of organization can create a website and start building a friends and followers network with whom they are in contact in near real-time. The development of more innovative communication forms technologies, such as blogs, instant messaging, and Internet chat, has heralded a qualitative change in communication potential (Lovejoy, Saxton, 2012). Studies of newer digital technologies, which could be considered "forerunners" of social media, have found that they have brought significantly larger possibilities for collaboration, interactivity, and communication (Cameron & Webster, 2005; Macias, Hilyard, & Freimuth, 2009; Quan-Haase, Cothrel, and Wellman, 2005).

3 Conclusion

Creativity, imagination, originality, and enough time are required from non-profit organizations to implement social marketing. More frequent personal or informal communication and expression of interest, directness, openness, and responsibility of both parties communicating would contribute to the overall streamlining of communication in the organization. It could also help to address messages to specific target groups. Alternative marketing strategies include countless ways to promote an organization, raise awareness, reach people, gain new donors. However, the problem may be on the part of non-profit organizations due to fears related to failure, uncertainty in the implementation of campaigns with their resources. A good way to help these organizations get more followers is ideas that touch the target group. The target group and its values evolve, each generation is more digitally educated, than the generations before. Therefore, it is necessary to follow current trends in social networks and ways of communication and find a way. In addition, the organization can know all the possibilities of communication and various tools, but it requires the clarity of ideas that have the potential to be viral. Based on the analyzes, we concluded that people who are more active on social networks are more willing to contribute to the public good, either financially or as volunteers.

This paper is an outcome of project VEGA: 1/0544/19 Formation of the methodological platform to measure and assess the effectiveness and financial status of non-profit organizations in the Slovak Republic.

4 References

Andreasen, A. R. (2012). Rethinking the relationship between social/nonprofit marketing and commercial marketing. *Journal of public policy & marketing*, 31(1), 36-41.

- Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of marketing*, 67(2), 89-105.
- Cameron, A. F., & Webster, J. (2005). Unintended consequences of emerging communication technologies: Instant messaging in the workplace. *Computers in Human behavior*, 21(1), 85-103.
- Deepak, R. K. A., & Jeyakumar, S. (2019). *Marketing management*. Educreation Publishing.
- Einwiller, S., & Laufer, D. Call for Papers Special Issue on "Crisis Communication in the Public Sector" Journal of Nonprofit & Public Sector Marketing.
- Kent, M. L., Taylor, M., & White, W. J. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. *Public relations review*, 29(1), 63-77.
- Kicova, E. (2020). MARKETING INSTRUMENTARIUM OF NON-PROFIT ORGANIZATIONS. *Economic and Social Development: Book of Proceedings*, 126-134.
- Kliestikova, J., & Janoskova, K. (2017). Branding with understanding: how national profile of consumer influences brand value perception. *Marketing and management of innovations*, no. 3, pp. 149-157.
- Lewis, L. (2021). Afterward: Communication Dynamics of Nonprofit and Voluntary Organizations. *Management Communication Quarterly*, 08933189211017922.
- Macias, W., Hilyard, K., & Freimuth, V. (2009). Blog functions as risk and crisis communication during Hurricane Katrina. *Journal of computer-mediated communication*, 15(1), 1-31.
- Nishishiba, M. (2017). *Culturally mindful communication: Essential skills for public and nonprofit professionals*. Routledge.
- Ongenaert, D. (2017). E. Oliveira, A. Duarte Melo & G. Conçaves: Strategic communication for non-profit organisations: Challenges and alternative approaches. *Communications*, 42(3), 381-383.
- Quan-Haase, A., Cothrel, J., & Wellman, B. (2005). Instant messaging for collaboration: A case study of a high-tech firm. *Journal of Computer-Mediated Communication*, 10(4), JCMC10413.
- Saxton, G. D., & Guo, C. (2011). Accountability online: Understanding the web-based accountability practices of nonprofit organizations. *Nonprofit and voluntary sector quarterly*, 40(2), 270-295.
- Shah, D., & George, M. (2020). Linking Marketing to Nonprofit Performance. *Journal of Public Policy & Marketing*, 0743915620978538.
- Shemyatikhina, L., Shipitsyna, K., & Usheva, M. (2020). MARKETING MANAGEMENT OF A NONPROFIT ORGANIZATION. *Economic and Managerial Spectrum*, 14(1), 19-30.
- Van Wissen, N., & Wonneberger, A. (2017). Building stakeholder relations online: How nonprofit organizations use dialogic and relational maintenance strategies on Facebook. *Communication Management Review*, 2(01), 54-74.