

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**A STUDY ON THE ROLE OF MARKETING CAMPAIGNS MANAGEMENT
IN PROMOTING HUMANITARIAN ACTION IN IRAQ**

MASTER'S THESIS

Samah Hussein CHYAD

Business Management Master's in English Program

JUNE 2021

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Thesis Advisor: Prof. Dr. Süha ATATÜRE

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İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

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DECLARATION

I, Samah Hussein CHYAD, do hereby declare that this thesis titled as “Project Management Procedure for the Construction of Cooled Stores for Drugs and Medicine in Iraq” is original work done by me for the award of the masters degree in the faculty of Engineering Management. I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (16/07/2021)

Samah Hussein CHYAD



DEDICATION

All the words of gratitude to my mother, father, my beloved husband, my brothers, my friends, and my teachers who helped me, that a person must acknowledge the credit to his friends, and I thank and appreciate all these people because they are the people of credit.





To those who helped me with my thesis

PREFACE

In the name of God, first praise and thanks be to God, who has continued my blessing for this work except God, mercy, and grace.

I dedicate this thesis to my mother, who sacrificed a lot for me, to my deceased father, “God’s mercy,” to my beloved husband and companion for his constant support and great support in completing the thesis, to my brothers and sisters who always supported and encouraged me, and to my friends and teachers who accompanied me on my educational journey all.

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I hope this thesis will be useful for students who read it and research on the same topic.

June 2021

Samah Hussein CHYAD

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ABBREVIATIONS

FAO	: Food and Agriculture Organization
HRW	: Human Rights Watch
ICRC	: International Committee of the Red Cross
NGO	: NGO: Non-governmental organization
Oxfam	: International federation of charitable organizations to fight poverty
UNDP	: United Nations Development Programmed
UNESCO	: United Nations Educational Scientific and Cultural Organization
UNICEF	: United Nations International Children's Emergency Fund
UNOPS	: United Nations Office for Project Services
USAID	: US Agency for International Development

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A STUDY ON THE ROLE OF MARKETING CAMPAIGNS MANAGEMENT IN PROMOTING HUMANITARIAN ACTION IN IRAQ

ABSTRACT

This thesis dealt with the impact of marketing campaigns on humanitarian work activities in Iraq, specifically volunteer work, with the aim of contributing to the simplification of commercial marketing strategies for non-governmental organizations. For these organizations to influence their audience, taking advantage of commercial marketing methods, the research also contributes to finding effective means for the purpose of promoting volunteer or humanitarian work in Iraq to pave the way for NGOs to interact with the public in terms of adopting the thesis their ideas, message, or financial support. The variables of the most important marketing campaigns are e-marketing, social marketing, and viral marketing, and the thesis discussed the possibility of benefiting from all of them in enhancing the value of social responsibility in Iraq. A society that in turn promotes volunteer work and activates humanitarian work in Iraq, and that remains insufficient with the escalation of these humanitarian crises and challenges that many countries of the world are going through, African countries, for example, Iraq, Syria and even countries in South Asia, all of which remain in need of great international support. In order for those countries to be able to become developed countries, the involvement of the international community will only be by using convincing methods that affect society and convince it to defend human rights and support them with money or whatever he can.

This thesis comes to cover that important angle in the possibility of benefiting from the methods of influence and marketing and employing them in the service of society and non-governmental organizations. The thesis relied on a questionnaire directed to the target sample, and the questionnaire was able to reap deep answers such as how people are affected by buying when shopping, how social relations affect an individual's contribution to supporting humanitarian causes, and what the public is looking for to adopt and defend issues, all of which are important keys for NGOs Government projects that can invest and achieve greater interaction with projects and programs.

Keywords: *Marketing campaigns, humanitarian work, volunteer work, the value of social responsibility, charitable marketing*

IRAK'TA PAZARLAMA KAMPANYALARI YÖNETİMİNİN İNSANİ EYLEMLERİN DESTEKLENMESİNDEKİ ROLÜ ÜZERİNE BİR ARAŞTIRMA

ÖZET

Bu tez, sivil toplum kuruluşları için ticari pazarlama stratejilerinin basitleştirilmesine katkıda bulunmak amacıyla, pazarlama kampanyalarının Irak'taki insani yardım faaliyetleri, özellikle gönüllü çalışmalar üzerindeki etkisini ele aldı.

Bu kuruluşların ticari pazarlama yöntemlerinden yararlanarak hedef kitlelerini etkilemeleri için, araştırma aynı zamanda Irak'ta gönüllü veya insani çalışmaları teşvik etmek amacıyla etkili araçlar bulmaya ve STK'ların benimseme açısından halkla etkileşime girmesinin önünü açmaya da katkıda bulunuyor. En önemli pazarlama kampanyalarının değişkenleri e-pazarlama, sosyal pazarlama ve viral pazarlamadır ve tez, Irak'ta sosyal sorumluluğun değerini arttırmada hepsinden yararlanma olasılığını tartışmıştır.

Irak'ta gönüllü çalışmayı teşvik eden ve insani çalışmaları harekete geçiren ve dünyanın birçok ülkesinin, Afrika ülkelerinin, örneğin Irak, Suriye ve hatta ülkelerin yaşadığı bu insani krizlerin ve zorlukların tırmanmasıyla yetersiz kalan bir toplum. Güney Asya'da, hepsi büyük uluslararası desteğe ihtiyaç duyuyor. Bu ülkelerin gelişmiş ülkeler olabilmeleri için uluslararası toplumun katılımı ancak toplumu etkileyen ve insan haklarını savunmaya ikna eden ve onları para ya da elinden gelen her şeyle destekleyecek ikna edici yöntemler kullanmakla olacaktır.

Bu tez, etkileme ve pazarlama yöntemlerinden yararlanma ve bunları toplum ve sivil toplum kuruluşlarının hizmetinde kullanma olasılığındaki bu önemli açığı ele almaktadır. Tez, hedef örneğe yönlendirilen ankete güvenerek etkileyici sonuçlara ulaşmış ve anket, insanların satın alma işleminden nasıl etkilendiği gibi derin cevaplar alabilmiştir. Alışveriş yaparken, sosyal ilişkiler bireyin insani yardım konularına katkısını nasıl etkiler? halkın benimsemek ve savunmak için aradığı şeyler nelerdir? Bunların hepsi yatırım yapabilen ve kendileriyle daha fazla etkileşim kurabilen STK'lar için önemli anahtar projeler ve programlardır.

Anahtar Kelimeler: *Pazarlama kampanyaları, insani yardım, gönüllü çalışma, sosyal sorumluluğun değeri, hayır amaçlı pazarlama*

1. INTRODUCTION

There is a direct relationship between the development that takes place in the world and the challenges that humanity faces every day, and that the human reality in all the world will still need a lot of human interventions that contribute to its development, and many countries today need help and increased efforts, for example, the countries of South Africa, South Asia, Iraq, Syria and some regions of the United States, southern Brazil and many others, an important question was raised, how can the failure of societies to embrace and support humanitarian issues to provide the largest possible number of defenders and supporters? On the other hand, how do companies sell those products and convince people to buy their products?

The thesis was launched with the aim of creating a link between the two sides, and how they can employ the methods and means of marketing and marketing campaigns that companies use to influence their audience in the service of non-governmental organizations that work to support and support the human reality.

In the first chapter, the thesis dealt with an analysis of the chosen topic and its literary background. In the second chapter, it gave an overview of the human reality in Iraq. In the third chapter, it dealt with marketing and marketing campaigns in detail. In the fourth chapter, the thesis methodology, research plan and structure were laid out.

In the fifth chapter, it dealt with the practical and analytical aspect of the questionnaire and presented the important results that it reached. In the sixth chapter, it dealt with the most important conclusions, results, discussion, and important recommendations for future studies.

The importance of the thesis lies in its unprecedented quality and coverage of an important angle that can contribute to the development of human reality and educate society to adopt important issues and enhance the value of responsibility in it. The thesis created a logical link between marketing in its three types, electronic, social and viral, with volunteer work as a major part of humanitarian work. In general, this is a qualitative addition in this important axis.

1.1 Study Topic

The research revolves around words related to each other in recent times, marketing, philanthropy, or humanitarian work as it is called today.

The thesis found that marketing affects the customer, changes his convictions, builds his orientation, and then works to increase companies' profits. As for humanitarian work, it is a sense of responsibility towards society, which creates a fraternal environment and a cohesive and sober society and develops a sense of responsibility towards others.

This research came to help NGOs build their marketing plan to impact the public and make use of marketing strategies and influencing methods.

The research can be summarized as follows: Take advantage of marketing rules and strategies to influence society and adopt the values of voluntary, humanitarian or charitable work as it is called, to shorten distances in front of humanitarian organizations in addressing their audience. The research will highlight five key concepts: social marketing, e-marketing, viral marketing, marketing campaigns, and volunteerism. An attempt to create a logical relationship between the variables to make the most of them in the service of good work.

1.2 Purpose of Thesis

Contribute to simplifying commercial marketing strategies for NGOs. For these organizations to influence their audiences, using commercial marketing methods, research also contributes to finding practical means to promote volunteer or humanitarian work in Iraq to pave the way for NGOs. And the severe contribution to addressing the deficiencies in community interaction with non-governmental organizations' programs will achieve tremendous growth for these organizations, which will help them bear society's responsibility.

1.3 Literature Reviews

This section aims to review several books, articles, and previous studies related to the research topic that contributed to covering the theoretical framework, noting that the study's subject is new. It is rare to obtain references or previous studies in it, and that

the tasks that we will deal with dealt with the topic of marketing, its types and its impact, and volunteer and humanitarian work. And others about marketing and media campaigns.

1.3.1 A study of Michael de Slater and Slater Dr. Michael (2011)

This study focused on evaluating the marketing campaigns that linked the non-use of marijuana (drugs) to achieving personal ambition among individuals, as part of the humanitarian work "health campaigns" and those campaigns came under the slogan "be your master," and "be stronger than the influence." the study applied 299 to a sample of american students in several american states, namely, california, irgun, texas, and louisiana. The study relied on the experimental method. The model was divided into two groups. The first group was exposed to media campaigns, and the other group was not exposed to those campaigns.

The study raised several questions about the importance of media campaigns to the respondents and the extent to which they believe that achieving ambition and autonomy is not compatible with the use of marijuana (drugs). Positive attitudes and behavior, as the results showed a positive relationship between the effectiveness of media campaigns in this regard and the students 'conviction of the study sample that self-realization and personal ambition are linked after drug use, which is what it sought to promote marketing campaigns.

1.3.2 Helen Walls and Peters study (2011)

This study presented a critical view about public health campaigns against obesity. It addressed several axes about social marketing campaigns and their importance in persuading the public to adopt positive behaviors about dealing with obesity. Whether these marketing campaigns provide valuable solutions to deal with obesity, and to what extent they were Campaigns have practical effects in persuading the public to adopt positive behaviors. The results indicated the need for marketing campaigns to have many ingredients to succeed in influencing individuals, including the media message used in the campaign to be suspenseful, focusing on rational grooming methods more than grooming Emotional, and dependent on many media outlets.

1.3.3 Fakolade and Cooled Rafa study (2010)

The study aimed to identify the effects of public exposure to marketing campaigns through the media, to change trends and behaviors towards AIDS in Nigeria. The study also sought to determine the impact of exposure to mass media on the acceptance levels of AIDS. The study applied 300 on a sample of 31,692 respondents. During the period from 2003 to 2007, the study raised several questions about the extent to which individuals knew about AIDS and the extent of

Their knowledge of how it is transmitted from one person to another, and the means to prevent its occurrence, and how to avoid it. The results of the study reached the effectiveness of media campaigns in changing the attitudes of individuals carrying the disease towards their acceptance of the disease, and the study also indicated that media campaigns through the media had a more significant role in improving the knowledge level of the respondents as they increased their knowledge towards optimal dealing with AIDS. They were reducing the suffering from this disease and the associated feeling of persecution.

1.3.4 Study of Quang M. Bui and others (2010)

For this study, a factor-variable model was presented to measure anti-smoking mass media campaigns' effectiveness in creating initiatives by smokers to call help phones to quit smoking. This study was conducted in the state of Victoria, Australia.

The study results concluded a positive relationship between the continuation of the media campaigns and their focus on the need to quit smoking and the increase in the rates of communication between respondents to help phones quit smoking. The study also indicated that advertising campaigns were more effective in influencing the respondents, so that individuals' ability to quite increased. Smoking whenever they are exposed to this type of marketing campaign.

1.3.5 The Millennia study (2010)

This study aimed to identify the effectiveness of marketing campaigns directed through the media that use the media to change individuals' health behaviors. The sample of the analytical research included studies that dealt with the media campaigns that were carried out, such as the Stanford program to combat heart disease, and the study also tracked the results that were reached 301 about the behavioral changes that occurred in individuals, monitoring each aspect separately,

such as smoking addiction and drug use. Alcohol, feeding and traffic behaviors, and tracking the effectiveness of awareness-raising media campaigns that aimed to bring about positive changes to the target audience's behavior. This study was conducted at the Center for Behavioral Research in Cancer at the Victoria Cancer Council in Carlston State, Australia.

For many problems such as smoking addiction, drug and alcohol abuse, it has led to a positive change in the public and worked to reduce adverse health behaviors in them, as the study indicated the need to create societal policies that support opportunities for positive change that are in themselves convincing influences to accept healthy behaviors. Positive.

1.3.6 Jennifer Watson study (2009)

This study was concerned with evaluating the effect of promotional marketing campaigns in raising awareness among the public of the importance of conducting medical examinations for the mouth, as well as the study sought to identify the extent of media campaigns 'ability to achieve their goals and measure their impact on respondents' reaction to changing their behavior towards the necessity of conducting medical examination for oral cancer. The study was conducted on a sample of the American public in Gainesville, Florida, USA. The study results indicated that media campaigns were the first step to change the respondents' attitudes towards the importance of performing oral medical examinations.

The study emphasized the need for media campaigns to be well designed to achieve their goals and deliver their media message to the target audience.

The previous studies that dealt with the impact of marketing campaigns give a critical conclusion about the possibility of using marketing campaigns to enhance the values of humanitarian work.

The change of conviction in quitting drugs, quitting smoking, or treating obesity may not differ from treating beliefs in not adopting humanitarian work values. The effect of that was the research.

1.4 Hypotheses

The vocabulary covered by the research is in marketing and voluntary or humanitarian work.

Three dimensions take from marketing:

- E-marketing and its impact on volunteer work
- Viral marketing and its implications for volunteer work
- Social marketing and its impact on volunteer work

The central hypothesis in the research:

- An influence relationship can be built between marketing campaigns and humanitarian or volunteer work to reach the best-influencing society methods to adopt charitable or voluntary work values.

Sub-hypotheses:

- E-marketing has a role and effect in promoting humanitarian or volunteer work in Iraq. This influence is focused on creating a culture through social media platforms.
- Viral marketing has a role and effect in promoting humanitarian or volunteer work in Iraq.
- Social marketing has a role and effect in promoting humanitarian or volunteer work in Iraq. That effect is in employing personal relationships to change convictions about adopting humanitarian or volunteer work values.

2. HUMANITARIAN WORK

2.1 The Historical Development of the Concept of Humanitarian Work

The provision of material assistance to those in need has been widespread throughout human history, often in the form of food or material aid in the event of famine, drought, or natural disasters. However, the modern concept and system of humanitarian aid as we know it - impartial, independent, and impartial assistance to those directly at risk - has only existed since the mid-20th century. Although the system of international aid first emerged after World War I with the Treaty of Versailles, widely accepted definitions and basic principles of humanitarian aid have been part of the prevailing belief since the 1990s.

The philosophies underlying the contribution to humanitarian action are diverse. Diverse religious beliefs such as the prevailing concept of Christian charities in the West and the Islamic tradition of zakat are reflected as well as ethical ideas of appropriate behavior in times of war. Issues relating to the treatment of soldiers and civilians during conflict may have the greatest impact on the organization of humanitarian assistance in the systems we see today. The horrors of war have given rise to many principles relevant to humanitarian aid. The empires of Greece and Rome were among the first to write principles that defined acceptable behavior in times of war. Similarly, Chinese General Sun Tzu alludes to appropriate warfare behavior in his book *The Art of War*. In the modern era, the various Geneva Conventions represent a current consensus on the appropriate treatment of civilians, wounded soldiers, and prisoners of war in conflicts (Carr *et al.*, 2012).

During the Black Death pandemic in the Middle Ages, public health departments were set up to deal with isolation, quarantine, and disposal of corpses, resulting in what can be described as disaster medicine. Modern technological developments in the field of weapons, transport and communications in the late nineteenth century not only allowed the destruction of human life and property on an unprecedented scale, but also affected these events all over the world. For the first time in history, this

communication and transportation infrastructure also allowed for timely regulation and assistance.

Although humanitarian aid is generally considered a response to natural and man-made disasters such as hurricanes, it has a much longer history, earthquakes, and hurricanes. It was almost exclusively synonymous with military conflict. Henry Dunant, a Swiss activist, in his book *Memory of Solferino*, proposed a permanent aid organization to help wounded soldiers and proposed a permanent aid organization to help wounded soldiers. Soldiers and civilians were wounded during the battle. This book led to the founding of the Red Cross in 1863, one of the first truly international relief organizations. In the First Geneva Convention of 1864, the Red Cross was formally authorized to provide neutral and impartial assistance to the civilian and military victims of conflict. Organizing the National Committees of the Red Cross. The beginnings of international monetary assistance also go back to the late nineteenth century with the North China Famine of 1876-1879, which led to the establishment of one of the first formal international aid funds (Carr *et al.*, 2012).

The League of Nations was created by the Treaty of Versailles, which later became the United Nations (UN), the first permanent international body tasked with defending vulnerable communities and maintaining peace after the World War. In 1945, the United Nations ratified the Universal Declaration of Human Rights, setting for the first time an international precedent for international intervention during civil and global conflicts. At the same time, several United Nations organizations such as UNICEF, the World Health Organization, and the United Nations High Commissioner for Refugees (formerly IRO) were established.

After World War II, there was a sudden and unprecedented growth of NGOs, with more than 200 organizations being created in the four years immediately following. Aid began to move from Europe to the less developed regions of the world as transportation and communications improved.

The term "Third World" was initially used to describe countries that were not allied with the North Atlantic Trade Organization (First World) or the Soviet Bloc (Second World). It contained many of the backward postcolonial governments of Africa, Latin America, and Asia. Thus, over time, it has been used collectively to describe underdeveloped and poor countries. In the post-Cold War era, humanitarian aid

began to focus on the so-called third world countries as ideas of development and underdevelopment began to take hold in modern society 1, 8 mostly starving children. These images became the mainstream Western definition of humanitarian aid, which has persisted to this day.

many controversies over the provision of modern aid, which are outside the scope of this chapter; However, the contemporary era can be characterized mainly by a shift in thinking from the provision of short-term aid and alleviation of suffering to development, which is mainly provided to the so-called developed countries. The rapid growth of NGOs and relief organizations is attributed to many reasons, including the growing need in the post-colonial era, the prevalence of natural and man-made disasters, and an increasingly integrated global system. However, it is important to note that this may reflect a shift in political and governmental interest and support, and a preference for assistance as needed over a careful long-term development plan (Rysaback-Smith, 2015).

Today's face of humanitarian aid is complex, with hundreds if not thousands of NGOs and other organizations from many countries providing various aid and development efforts. Today, both armed conflict and natural disasters affect an ever-increasing number of people. Between 1980 and 2004, an estimated two million people were killed and five billion affected by approximately 7,000 natural disasters with staggering economic and social costs. Around the clock, media outlets provide to the general public extensive coverage of many of these natural disasters and conflicts, and the internet and social media offer accessible communication, organization, and fundraising. This proliferation has led to both positive and negative developments in aid provision and will likely continue to impact the delivery of aid significantly far into the future.

Four basic principles govern humanitarian aid: Humanity, neutrality, impartiality, and independence. The UN General Assembly formally established these principles in 1991 (humanity, impartiality, and neutrality) and 2004 (independence)^{10, 11} and reiterated by the ICRC. Humanity refers to providing assistance to all in need, wherever the need exists, to protect and respect all human beings. Impartiality is responsible for aid organizations not choosing sides in a conflict or favor a particular political, religious, or ideological bent. Neutrality demands aid to be given based on need alone and based on any other distinctions, including gender, race, nationality,

ethnicity, class, political party, or religious belief. Finally, independence refers to the requirement that aid organizations are autonomous from any political or military objectives or with those goals in mind (Forsythe, 2005).

Many well-accepted concepts are explained and expanded upon in international documents. The United Nations Code of Conduct, signed by more than 492 aid organizations, sets out a set of global principles for those interested in humanitarian aid. Provide support and commitment to the four directions. The law states that humanitarian assistance is a right to be delivered to citizens of all countries, regardless of race, belief, or nationality, without a political agenda and preserving the recipient's dignity and respect for the recipient's culture. It also identifies the need for transparency, capacity building and long-term planning for reconstruction and disaster prevention in the future; Therefore, it provides a framework for current and future assistance. The Sphere Handbook was written to develop a set of "minimum standards" for international assistance from NGOs, government, and donor agencies. It was first published as a draft in 1998 and has since undergone many iterations with a cadre of international agencies and impartial observers. The Sphere Handbook was designed by the Sphere Project, a group of international NGOs that have come together to improve the effectiveness of humanitarian aid and enhance the accountability of relief organizations. (Carr *et al.*, 2012).

Humanitarian action is underpinned by many fundamental principles of humanitarian law, in particular the rules established by the Geneva Conventions of 1949. Although they do not refer directly to relief organizations, they justify the provision of relief to wounded civilians and military personnel and impose the obligation of ratifying states to allow assistance. They also insist on providing assistance to be neutral, humane and not favoring a particular aspect of the conflict, thus promoting principles of neutrality and impartiality (Pfanner, 2005).

Today, humanitarian workers work in an even more difficult world that suffers from conflicts, political wars, and many international organizations. This is just a brief introduction to some of the principles and history of humanitarian aid. With the increasing frequency of wars and disasters and their increasing geopolitics, adherence to the Four Fundamental Principles is becoming increasingly important. This continues to be at the forefront of aiding alleviate distress and mitigate the effects of disasters.

2.2 Goals and Importance

Humanitarian work or charitable work, as it is called, takes multiple forms, including human rights, relief, developmental, educational, economic empowerment, advocacy campaigns, and others. Still, all of them seek to achieve international and societal goals, some of which belong to the individual and belong to society. We review some of the goals of humanitarian work in the following:

1. It melts many sectarian and class strife and creates a sense of responsibility towards others and their sharing of their issues.
2. Humanitarian work contributes to building social peace that affects countries' national security and individuals' and societies' life security.
3. It preserves the vitality and cohesion of communities.
4. Humanitarian work shares some of its forms in influencing the wheel of life, especially the political, economic, and social aspects, so it can be considered one way to practice the right and deter falsehood.

It is unfortunate to say that many entities and components have realized the importance of humanitarian work in achieving essential goals that serve their agendas, thus turning humanitarian work in some countries into a tool that is managed from the will of the state! As a result, many other goals were added to him, including:

1. Buying the debts of the weak and the poor through the material, food, or logistical aid.
2. Achieving intelligence agendas under the banner of humanitarian action guarantees the movement with high freedom without any restrictions!
3. Penetrating societies to know the nature of humanity, its strengths, and weaknesses, to enable it to have a map of action and make the required impact (Slim, 2005).

2.3 Humanitarian Aid in Iraq

2.3.1 Origins and evolution

To find out the history of humanitarian aid or civil society organizations in Iraq, it must be addressed based on the historical stages and the political and social nature of each of these stages, and it can be summarized as follows:

2.3.1.1 The year 1921-1958

The components of modern civil society in Iraq have developed since the Medhat Pasha reforms (1872), and they continued during the monarchy (1921-1958) at an accelerated pace. It was, in fact, a process of modernization of an agricultural society that moved from traditional forms of organization to kinships, such as tribes and clans, houses of honor and notables, and craft items, to a community that adopts standards of wealth and modern education, without losing its traditional past at all.

The first official and legal indication of the legitimacy of the formation of civil society organizations came in the Iraqi Basic Law of 1925 CE, it was stated in Article 12 (that Iraqis have the freedom to express opinion, publish and meet, and to avoid associations and join them within the limits of the law) and this is the first initiative to form civil society organizations, as it was The era of Ottoman weakness was a period of prosperity for political action, the beginning of the occupation was an occasion for the formation of new political organizations, secret and overt, and civil life was restored after the shadow of the Ottoman Empire receded from Iraq, and upon the establishment of the modern Iraqi state in 1921 AD and the proclamation of the monarchy in Iraq, many organizations were established During that period, whether they were students, women or trade unionists, there were many charitable and cultural societies that were practicing their activities and activities, and several laws were issued that regulate their work, such as the Associations Law that was promulgated in the Ottoman era, then the 1922 law, the 1954 law and the 1955 law were issued (Harding and Libal, 2012).

In that period, the associations and institutions were subject to one way or another to the state's authority and control. Gradually became a natural extension of the institutions of political power. In the 1930s, when military coups increased, the national role of political movements grew. The struggle between the government and

its opposition, these associations or institutions did not achieve real successes. Whether in the cultural or social fields, just as the system that controlled the reins of government was not democratic, but rather a monarchy that did not open the way for the emergence and development of a genuine civil society in that period. We see that this stage witnessed real beginnings for trade unions and associations that confirmed their existence through their emergence. On the background of political life and their struggle for the masses, the most prominent leagues in that period were the Sira Workers' Union, the Oil Union, student unions, farmers, teachers, and other professions that contributed to many popular uprisings (De Torrente, 2004).

2.3.1.2 From the Republican era to 2003

The period from the republican era until 2003 witnessed political instability represented by political assassinations and multiple failed coups, and three successful changes that led to changes in the system and significantly impeded the development of civil society during this stage. The term republican era is, in fact, misleading, as military policy dominated Iraq. Throughout this period, little has been done in developing democratic institutions or restoring Iraqi civil society.

During the previous republican phase, some strong national organizations maintained a reasonable level of unilateralism and independence in their status and operations, such as the Iraqi Red Crescent Society and a few cultural and educational societies. It seems that civil society organizations' opportunity to recover and develop has been relatively paralyzed by the state's intervention and the power parties on its structure. Its work proceeds where its activities are directed to them. Although the republican period was legally limited to professional civil society organizations, it remained weak and paralyzed before a tyrannical executive authority, except for some attempts to prove its existence, as Baghdad's trade union strikes (Bellamy, 2004).

During (the era of the late leader Abdul Karim Qassim) who witnessed a failed attempt (1960) to revive civil society organizations in the continuing absence of a permanent constitution, as well as the limited attempts made by some professional organizations to assert their independence in their electoral procedures (the era of al-Arifin). Legislative laws included in a permanent constitution for the country that contains explicit expressions confirming, firstly, their independence and rejecting the teaching and prestige of the state and parties, secondly that these organizations

needed conscious leadership cadres to understand the methods and methods of work in these organizations and thirdly it was possible to investigate these organizations and know their sources of funding for their safety. Fourthly, the many wars that have passed on Iraq during this period and the community's preoccupation with militarism have dramatically weakened its mobilization activities and activities supposed to serve the human being and his legitimate aspirations towards a stable and secure life.

2.3.1.3 Beyond 2003

With the large number and diversity of civil society organizations and the variety of their activities, and with the great interest of the authorities, the most prominent thing that has been achieved in this field is (the creation of a ministry in the name of the Ministry of State for Civil Society Affairs, as part of the first governmental formation after the transfer of sovereignty from the Coalition Provisional Authority to the Iraqis in the thirtieth of In June 2004, despite the presence of more than one governmental institution concerned with the affairs of civil society institutions and non-governmental organizations in Iraq, the Ministry of State for Civil Society Affairs was considered the primary governmental institution concerned with spreading the culture of civil society in Iraq, and it works to organize and coordinate the activities of institutions, organizations, associations and community bodies Civil society organizations, directly or through the NGO Assistance Office, and after the dissolution of the ministry, the NGO Department was formed in the General Secretariat of the Council of Ministers, which addressed the work of civil society organizations in Iraq (De Torrente, 2004).

2.3.2 Current indicators of humanitarian reality challenges in Iraq

During the past decade, Iraq was exposed to many challenges that plagued it east and west. It began in 2003 after the US invasion, sectarian fighting, targeting, ethnic, ethnic, and sectarian, which killed more than a quarter of a million citizens! And the last challenge that Iraq witnessed was different "ISIS terrorism," which left a torn social structure, ruined resources, vast numbers of widows and orphans, waves of forced displacement, and many challenging to enumerate. Until the period between 2014-2017 resulted in about 5,836,350 a person displaced from their city, fearing death waiting for them, equivalent to one million families moving at the same time! This is supported by the Iraqi government's report, which states that only 32% of

these people have access to clean drinking water suitable for human use. Only 19% have access to sanitation. Many of them started drinking river water directly, which increased the incidence of epidemic diseases, especially among children and the elderly (Floridi, 2014).

As for hospitals only in the city of Mosul, its schools, markets, and private properties that the Governor Council of Nineveh said, according to which the percentage of destruction in the ancient city of Mosul exceeds 64%, which represents public and private property because of liberation operations with ISIS, and the World Bank estimates the number of homes that have been damaged or destroyed with about 130,000 homes in all the liberated areas. It only needs giant programs to remove the rubble to make it ready again (Center for Policy Making. Organizations Assessment (2019).

The challenge is compounded by the economic deterioration that Iraq is witnessing today, as Iraq sits on an empty budget and a debt exceeding 40,000,000,000 billion, which prompted the Iraqi government to dismiss development projects, social care, and support for the disadvantaged class in society (Center for Policy Making. Organizations Assessment (2019).

On the other hand, the Human Rights Commission confirmed that the reality of human rights in Iraq is not good and has deteriorated since previous years due to the grave events that have passed on the country, which contributed to the violation of economic, social, cultural, and even political and civil rights. According to the latest statistics, the number of those who live in the slums of "illegal housing" has reached 400,000 families. The governorates affected by terrorism are still without reconstruction, not to mention more than 300,000 displaced families living in the camps. There are always two million immigrants, and more than two million are unemployed and unemployed. About work "(Report of the Human Rights Organization 2018).

As for education in Iraq, education is not up to the required level, so there are still more than (2,177 schools) unfinished and (200,000 students) dropping out of schools, "according to the latest UNDP indicators that Iraqi universities are outside the global education indicators and that students who are graduates of Iraqi

universities and institutes are not recognized with their documents Internationally. (Dolberg, 2007).

As for the disaster of widows in Iraq, it is a very dark corner! The Iraqi Ministry of Planning confirmed, in its annual report issued in 2016, that the number of widows and divorced women throughout the country amounted to one million and 938 thousand, according to the results of a survey carried out by the ministry during this year.

The report also stated that "the number of divorced women reached 122 thousand and 438, of whom 105 thousand were divorced between the ages of 14 and 49 years, while the number of divorced women aged 50 years and overreached 17 thousand and 432."

He pointed out that "the number of widows has reached 878 thousand and 455 widows, including 203 thousand widows between the ages of 14 and 49 years, and 675 thousand and 198 widows, ages 50 years and over."

The 2016 survey stated, "It did not include the governorates of Nineveh and Anbar, as well as the Hawija district in the Kirkuk governorate, and the Baiji and al-Sharkat districts in Salah al-Din governorate, due to the security conditions (Katzman, 2012).

The report also included that "the high rate of divorce in Iraq is due to the laws in force that do not protect women their rights." And the laws in force adopted by the Iraqi government in marriage and marital relations do not do women justice. Instead, they support the man at the woman's expense and do not impose any consequences or obligations on the man.

One of the reasons for the increase in divorce rates is the tribal norms prevailing in rural societies that depend on child marriage. Thus, this process ultimately leads to divorce."

Wars, sectarian targeting, and the unstable security situation are all factors that have increased the number of orphans in the country. International organizations have stated that Iraq has the most significant percentage of orphans than its population. Iraqi civil society organizations indicate that the number of orphans has reached 5 million children.

According to the United Nations Maternal and Child Care Organization "UNICEF," the number is estimated at more than 5 million 700 thousand children, most of whom suffer from poverty and disease. This staggering number heralds a humanitarian and societal catastrophe during the chaos and bitter reality that the country is going through (Simons, 2016).

This indicates the importance of the intervention of international development and relief programs to save and preserve destitute Iraqi families from homelessness, preserve face, keep their children on the education ladder, and protect them from polarization to those that provoke them in their livelihoods and exert complex pressures on them that may sweep them away and cause their loss.

2.3.3 Challenges of the human reality in Iraq

The challenges facing civil society organizations in Iraq are enormous, some of which are fateful and some of which can be overcome, and among them are several aspects.

- The security challenges that Iraq is facing make it a repellent environment for international and even local civil society organizations that sometimes face security threats that make them unable to implement all their programs or projects they desire.
- The social challenge in Iraq is very complex because the Iraqi structure has many components, and many parties have played to drive the asphalt of the division between its members to produce sectarianism, geography, class, and nationalism. It is challenging to work with all parties and get out of it safely.
- The political challenge in Iraq is on top of these challenges! The political openness in Iraq reaches its influence to prevent the license to establish a humanitarian institution because it operates in geography that differs from the geography and the affiliation of the influential political person who is granted the right. Sometimes challenges go to concluding financial deals. Otherwise, the organization will not give the license to work, and all of these are complex challenges to overcome.
- Finally, the loss of development indicators in Iraq makes organizations unable to implement sustainable projects. Iraq may be classified as the worst

city to live in in 2018 and outside the global education indicators and the holder of the world's worst passport. The index of owning infrastructure in Arab countries is up to 11%. Only in terms of technology services, electricity networks, sewage water networks, paved roads, etc. How can a development project be built to treat pollution in an environment that lacks the electricity grid, sewage networks, and paved roads (Ahern *et al.*, 2015) (Byman, 2003)?!

2.3.4 Opportunities for the human reality in Iraq

Many opportunities can be invested in Iraq. Iraq is a productive country, and most of its inhabitants are from the working group and can persevere. It has a vast societal, geographic, and climate diversity and a nation, to say the least, rich and has great natural and industrial benefits, even if we have the opportunities. That civil society organizations can work on can be explained as follows.

- Iraq's possession of an advanced human resource. Iraqi human minds are not underestimated, not to mention that they do not reject any assistance but are very cooperative.
- Iraq annually graduates 102,000 students from all Iraqi universities and institutes. This allows you to work efficiently with the educated segment.
- The Iraqi economic power is not insignificant. Iraq has many businessmen, private companies, and families ready for financial support, supported by social education for the Iraqi individual, generous by nature.
- Iraq is a fertile land for all development, relief, and humanitarian projects in general. There is also a margin of freedom that international civil society organizations can benefit from in achieving their programs.
- This is what most of the international and local organizations in Iraq are working on now, as they attract qualitative youth and student energies, and design their programs based on natural resources in Iraq and much more, and on top of those organizations, the United Nations organizations, and the United States Agency for Development (Byman, 2003).

2.4 The Two Parties Are Working to Raise the Humanitarian Situation in Iraq.

Many bodies have had a role in the human reality inside Iraq; some have taken official status, such as government agencies and organizations directly linked to the government, including civil society institutions, whether international institutions or local institutions. The importance of the organizations' presence came in conjunction with the reality that constitutes a real need, as some areas in Iraq have been classified as disaster areas, prompting the foreign organizations to pay attention to them and assist the Iraqi government, which was unable to cover all the needs due to their exacerbation. (Anderson, 2004)

2.4.1 Government agencies

The governments in the countries play a fundamental role in raising the human reality because they are the first party concerned with supporting the people of their country and that the Iraqi state governments share that. However, the efforts are still somewhat weak, and we have not seen the support for the human reality as it exists in the State of Kuwait or Turkey. Or the Emirates and others, but it works to support the Iraqi humanitarian fact through several points, the most important of which are:

- Department of Immigration and Displacements
- The Ministry of Labor and Social Affairs
- The Non-Governmental Organizations Authority affiliated with the Cabinet Office.
- Human Rights Committee in the Iraqi Parliament
- Committee for the Affairs of the Displaced
- The Iraqi Red Crescent

2.4.2 Local non-governmental actors

According to the latest report of the Non-Governmental Organizations Department in Iraq for December 2018, the number of organizations registered in Iraq according to Law 12 of 2010 is (3648) distributed over 18 Iraqi governorates, As shown in Figure (2.1), and these organizations are registered in Baghdad only and have the right to

work in all Iraqi provinces. It can be said that the civil society institutions that appeared in Iraq were not deviating from one of the following patterns

First: political forces and parties.

Second: Non-governmental organizations, which are classified according to their nature to:

- Charities and cooperatives.
- Mass organizations.
- Development institutions and organizations.
- Centers and institutions for research, media, and human rights.
- Institutions and bodies are defending the rights and interests of specific groups.
- Likewise, NGOs can be divided according to the nature of their work into:
 - Public organizations raise citizen awareness and defend their rights by forming popular forces to pressure the decision-maker.
 - Organizations are working in social welfare, which is the most widespread, active, and organized.
 - Organizations are working in the field of caring for the professional interests of their affiliates.
 - Non-governmental organizations are working in the field of economic interests of their members.
 - Non-governmental organizations are working in the field of cooperation.
 - Non-governmental organizations are working in the political field.
 - Non-governmental organizations are working to revive the civil spirit and deepen the concept of public freedoms.

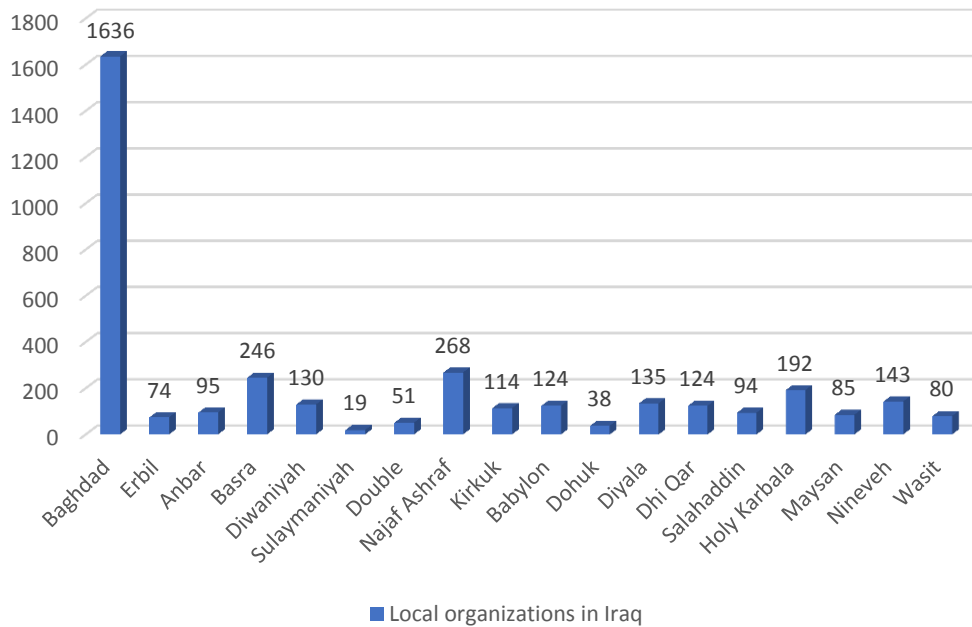


Figure 2.1: Distribution of Local Organizations in Iraq According to the Iraqi Governorates (Center for Policy Making, Organizations Assessment (2019))

2.4.3 International entities

The number of international organizations operating in Iraq exceeded 120 foreign organizations of various nationalities. According to their activities, most foreign organizations take Erbil's city as their main headquarters and take several Iraqi governorates branches. And they are operating in Iraq.

It can be noted that the American organizations are the most significant number, as there are 29 American organizations in Iraq, followed by the British organizations with 17 organizations. Still, it should be noted that many of these organizations are organizations belonging to Iraqi people who have British or American nationality and registered their organizations in America and Britain and returned to open branches of these organizations in Iraq. The number of organizations is shown in Figure (2.2).

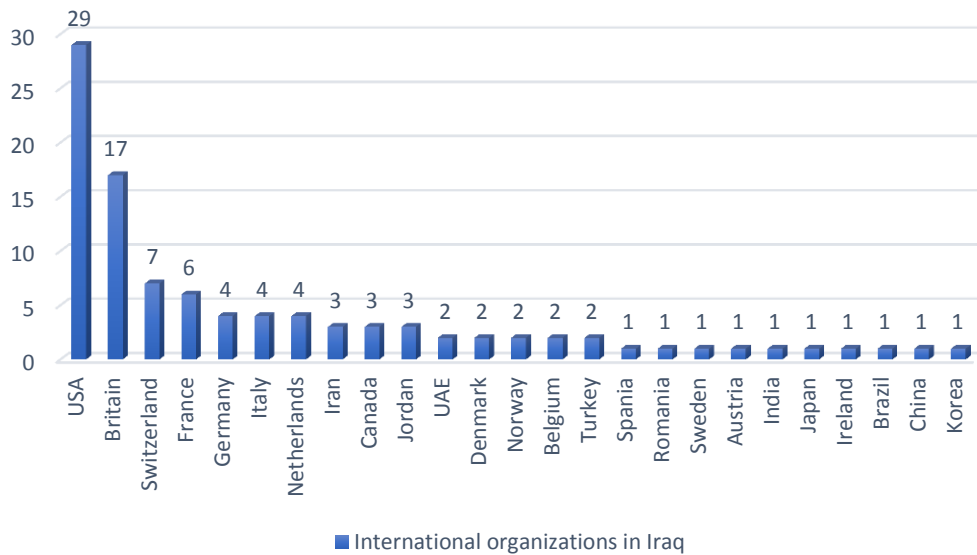


Figure 2.2: Distribution of International Organizations Operating in Iraq (Center for Policy Making, Organizations Assessment (2019))

Among the most important international organizations:

- United States Agency for International Development (USAID)
- United Nations Assistance Mission for Iraq (UNAMI)
- United Nations International Children's Emergency Fund (UNICEF)
- International Committee of the Red Cross
- Landmine Survivor Network
- International Center for Transitional Justice
- United Nations Development Program
- World Health Organization
- International Labor Organization
- United Nations Educational, Scientific and Cultural Organization
- Doctors without borders
- Human Rights Watch
- Amnesty International

There are also many local institutions that work in partnership with international organizations, such as the Volunteer with Us for Relief and Development

organization that owns more than 7000 volunteers and works in more than 15 Iraqi governorates and has so far implemented more than 600 projects in various geographical areas and has achieved a beneficiary audience from Its projects are more than 1,000,000 throughout Iraq, and accordingly, a sample will be taken in the research study.

2.5 Factors in the Success of Humanitarian Work

Humanitarian work is institutional work, and it can only succeed by adhering to many rules and factors that help it grow and achieve goals and impact. When studying the experience of the US Agency in managing humanitarian work, several things can be drawn out, the most important of which are: can draw out several things, the most important of which are:

- Adopting a single focused humanitarian issue and working on it and getting rid of dispersion and randomness at work. Humanitarian issues are endless, especially in an environment like Iraq.
- Good planning for operations works to shorten the distances between the goals and the outcome. Therefore, all parties and institutions working in humanitarian work must not neglect the administrative aspect and rely on their members' emotional state in interaction with issues.
- The development of cadres working in humanitarian work will enable them to understand challenges, read opportunities and invest in them. It also provides a high ability to perform tasks better.
- Choosing the target audience to benefit from the humanitarian campaigns or programs is very important. Choosing the audience to whom the cases will be presented to support them and provide what is necessary.
- The backbone of the process of success in humanitarian work is marketing, and that marketing takes the importance of 70% of business success as Kotler describes it in writing marketing, and that marketing cannot be done by anyone who loves working in marketing because the marketing process is highly linked to achieving profits or Achieving customer satisfaction (the audience) and managing the institutional reputation of its audience. Therefore, it is a task that needs a specialist and has experience in that. The

research will focus on covering marketing and knowing its importance to achieve maximum benefit and provide it to institutions working in the humanitarian field recently.

- Innovation in humanitarian work is a large and broad field that institutions that see success in creating something new must master and work in it because the previous tools have become old. The ideas of presenting human cases and issues have also become old and proven, so this field needs institutions to pay attention. And to focus its knowledge on it, taking advantage of the technical services provided by the world.



3. MARKETING

Marketing is the means that enables us to uncover marketing opportunities in the surrounding environment, analyze and exploit them, design, and implement effective competitive strategies and provide distinctive products or services or helpful ideas at the right time, place, and appropriate specifications for current and potential beneficiaries. Considering this growth and spread, marketing has become a vital activity (Menon and Menon, 1997) Of a great degree of importance, whether in the business world, public organizations, or even non-profit organizations such as associations, they rely more and more on marketing to carry out their tasks, as marketing forces the association to focus on the needs of the public and their unique needs, through long-term relationships. Marketing also allows to motivate and justify the target audience's contribution as the reason for the real challenge to organizations' success, survival, growth, and prosperity. Until the end of the nineteenth century, economists were not aware of marketing and marketing campaigns' value and importance (Block and Somers, 2014) They viewed them as intangible outputs that had no value. But with the onset of the Industrial Revolution and the increasing demand for services accompanying production, such as transportation, financing, insurance, storage, and promotion, economists began to reconsider their marketing position and realize its importance. Still, the matter went beyond expanding its scope to various types of marketing services such as medical, legal, health. Educational, political and economical. Which made it difficult to enumerate all kinds of marketing services, and they began to apply marketing methods and tools used to tangible products, which led to improving service and product and raising its quality, and that the steps or stages of the marketing process do not change whether we are talking about goods or services.

Marketing in organizations is divided into two main types: Marketing in the internal environment, which works to consolidate the product or service to the internal audience of the organization "employees," and this is through unique campaigns carried out by the organization from internal public relations and activating the

reward system and unifying the elements of visual identity in the work environment and others.

As for marketing in the external environment, which works to consolidate the product or service in the organization's external audience, competitors, stakeholders, and others, and that is through one of the free marketing methods, such as electronic, social, or viral marketing, or services, or products and the last of which is what is called charitable marketing, these types of marketing can consider as the gateway through which the organization speaks to its audience.

The research will address the field of marketing in the external environment only and through digital/electronic, social, and viral marketing to achieve the maximum possible benefit from these three types to achieve an impact on the public, and it will present practical steps on the use of these types within the marketing campaigns in charitable work.

3.1 Definition of Marketing

Marketing, in its reality, is science mixed with art, as it differs from theories in mathematics, physics, or languages. Therefore, marketing contains several schools of thought and ideas that differed in their marketing concept, and the research counted more than ten different definitions of marketing. It will list the most important and the closest to the practical aspect that can be marketed and employed in charitable work.

First: The American Marketing Association defines AMA as the marketing work done by the institutions from creating communication, exchange, delivery to offers that carry value to customers and society in general, as the institution also defines it as a process of planning and implementing each of the formation, pricing, distribution and marriage of goods, services, and ideas to create an exchange that achieves the goals of consumers and organizations.(Ringold and Weitz, 2007)(Wilkie and Moore, 2007)

Second: Defining the marketing scientist Philip Kotler as the process of satisfying needs and desires through a cross-sharing process, which is the social and administrative process that enables individuals and groups to obtain their needs and wants by finding and offering the exchange of valuable products. Perhaps the most

important characteristic of marketing in non-profit organizations is its focus on providing services. The following is a detailed explanation of the concept of service (Achrol and Kotler, 1999).

Third: Marketing can define how goods and services move from a mere concept to a basic need for consumers and users. In other words, marketing is the process of getting people interested in a company's product or service to know and buy it. This happens by conducting market research, analyzing, and understanding the ideal target customers to purchase the product. Additionally, marketing relates to all aspects of a business, including product development, distribution methods, sales, and advertising (Matthing, Kristensson and Johansson, 2008).

After seeing these definitions, which all agreed that marketing is the other side of the process of influencing the audience, "the customer," and that it put in its composition four fundamental pillars (product/service - the target audience - the means used to communicate with the audience - the goal of the marketing process)

According to the simulation system, we will find that charitable work needs marketing, but differently, as charitable work does not sell products but markets social issues through which it affects the donors as it does in supporting orphans and donating to save children or disasters, etc., just as charitable marketing works on influencing The general public to make them among those who adopt this value, as is the case in health campaigns, from maintaining hygiene or adhering to safety measures from Coronavirus and others.

Our first rule in charitable marketing for non-profit organizations shows that four essential components must always be considered.

3.2 The Historical Development of Marketing

It formed during the industrial revolution at the beginning of the eighteenth century. Marketing continued as a field that takes new forms and concepts throughout the eighteenth century and into the nineteenth century. It was affected by the social and economic changes that the world witnessed during these two centuries (Bartels, 1951).

As buying and shopping for various goods and needs became more accessible and more manageable, until the matter came to the emergence of a surplus in consumers'

needs in the markets, stores and warehouses became containing goods and products much more than the needs of consumers (Shaw and Jones, 2005).

With this situation that the market was full of goods and products, manufacturers began to develop their understanding of customers and consumers' needs and requirements and then develop their products in line with those needs of consumers.

The increase in competition and the commercial market's daily development have prompted producers to search for new technologies to display, distribute, market, and promote their products. The mechanisms have evolved to the extent that they have reached each product, destination, and company to do their best to convince the consumer that the product or service it provides is the best available in the market. And better than all competitors.

The concept of marketing has evolved beyond the commercial framework. The first question began at the beginning of the nineteenth century, as why are the methods and types of marketing not used in influencing societies? And make them adopt fundamental and sensitive issues, such as rejecting sectarianism, promoting education, or preserving blacks' rights, among others.

This question was influential in the development of marketing, as many research institutions and scientists adopted the answer to it, so they designed many research and theories in this aspect, but it is still lacking and needs a lot of research and development, and this is what this research will contribute. (Hermans, 2009)

3.2.1 Marketing mix elements

In recent years, the term marketing mix that expresses the angles addressed by marketing and is considered an independent marketing system has also been used in charitable work.

3.2.2 4P's principle

Marketing is divided into essential elements called the 4P's principle. In the sixties of the last century, "Umm Jerome McCarthy" invented the 4P's marketing system. This system has existed since its discovery and is well-known and used by major companies as a successful example of marketing and implementation. These are divided into product, price, location, and promotion methods (Goldsmith, 1999).

1. Product: Identifying, selecting, and developing the product to suit the customer's interest. The product presented must be the result of a desire to meet the customers' specific needs targeted by you. You must determine the position of the product in the market. The development in humanitarian work is one of two cases. Either a project talks with donors to obtain support from them, or it is in a valuable form sent to the public, "the general public," such as health awareness campaigns or child protection (Dominici and Seaf, 2009) (Goldsmith, 1999).

2. Price: Determining the product's price in a way that guarantees a profit for the company and while the customer buys it. When discussing costs, you must mention compatibility and proportionality, meaning that the pricing process is determined according to a set of elements such as market needs, customer segments, competitors' prices in the same market, the environment surrounding you. The pricing of projects in charitable work is also an important step to gain the donors' confidence. The "target audience," as the project and the required amount must be commensurate with each other research. Also, in cases of public campaigns where the share price must be chosen, that is commensurate with the public who can donate, it is not correct to target a poor area in a campaign to support orphans, and the price of food is more than 1% of their monthly income (Wood, 2008).

3. place: choosing the best way to market to reach the customer's place. To do this, you must segment the market into several segments and layers, and thus each element has a specific distribution and access method. This part is one of the essential aspects of charitable work, as it is necessary to choose the piece and its location that is commensurate with the value or project to be marketed, so it is not correct to promote women's rights in a primary education school "children" or issues of political persecution because the public does not fit with the problem or does not fall into a circle—his interest.

4. Promotion: Developing and implementing a suitable promotional strategy for the client. Your business promotion strategy includes everything that people need to know about you, from your branding and marketing plan to the after-sales stage. As for charitable work, the promotion's outcome is either obtaining support for projects or the community adopting a specific value (Dominici and Seaf, 2009).

3.2.3 Moving from 4Ps to 7Ps

With the increase in population density and the increase in the number of products, this theory has become insufficient to ensure that it reaches the customer. In the late 1970s, marketers widely recognized that the marketing mix had to be modernized. This led to creating the marketing expansion theory in 1981 by Booms and Bitner. They added three new elements to the marketing mix principle to become 7Ps instead of 4Ps: people, packaging, and physical evidence (Hilda, no date).

5- People: Persons or employees. The work team must be in a state of integration to reach the appropriate and planned results at the right time.

6. process: It refers to the process of product packaging and delivery. In charitable work, it is represented in how the project is presented and communicated to the beneficiary, such as the quality of relief campaigns and others. (Transport and 2016, no date)

7. Physical evidence: How do people think and talk about the product or service, and what is the perception of people about the product or service. The impression and message you leave on the customer lasts and becomes an essential part of the purchasing decision later. This will be in the charitable work through the mental image that the Foundation will leave in the beneficiaries' minds.

3.3 Types of Marketing

The concept of marketing has evolved a lot and has come to take many types, some of which are new, such as electronic/digital marketing. Some of them are original, such as traditional marketing through billboards and propaganda. The research will deal with new types of marketing that are compatible with the requirements of contemporary reality.

- **Marketing services:** Marketing is based on the role of economic activities provided through commercial establishments to consumers and customers, including marketing of curative, health, and community services. This type of marketing can be employed in the field of charitable work in a big way.
- **Marketing products:** is marketing that depends on tangible material in the sale process between the two parties, as the customer can see what he wants

in front of him before he buys it, unlike the services that he can judge after he tries it, and it is more difficult in marketing, promotion, and interaction because the tangible has high security in front of the client and can be employed in the field of charitable markets. (Madhusudhan, 2008)

- **Social marketing:** Social marketing aims to bring about change within society. Social marketing differs from commercial marketing in that the primary goal is the public good or benevolent organization, although social marketing is sometimes seen only by using commercial marketing practices to achieve non-commercial goals., This is a simplified definition. And retail marketers can contribute to a better society. This type of marketing is considered the best in the field of philanthropy. (Yasser Al-Shammari ,2019)
- **Viral Marketing:** Simply put, it is a working methodology based on the use of Internet flow and Ease of communication through social media sites to promote specific products and services, and the name comes from the idea of viral replication that exists in the required and technical field, and viral marketing is one of the forms of development of the concept of word-of-word marketing. -mouth marketing After the emergence of the Internet, the audience quickly publishes this content and shares it like wildfire.(Leskovec, Adamic and Huberman, 2007)
- **E-marketing:** It is also known as digital marketing, which includes all methods and practices related to the world of marketing via the Internet, which is considered the virtual world. All courses within social networking sites or sites and applications fall under e-marketing, which is the backbone of Today's marketing success because it can reach the target audience faster and more accurately (Hamdi Zainab 2018).

3.4 General Objectives of Marketing

Marketing is a complex process that cannot be pursued without goals that control its movement. Marketing has general purposes that organizations or entities can benefit from in achieving their plans. It should be noted that marketing goals, in general, are entirely different from the goals of marketing campaigns, as marketing aims to:

- Make a profit.

- Growth.
- Stay.

In contrast to marketing campaigns that work on various interim and detailed goals, and for organizations or agencies to achieve the highest benefit in marketing, the research will highlight those goals in detail.

First goal: making a profit:

- The primary goal of marketing and every marketing process is to generate profit and increase sales through a series of practices that influence customers' decisions. Every marketing operation that does not pursue this goal has missed the road. The profit equation simply is revenues minus expenses ($\text{profit} = \text{revenues} - \text{fees}$), and that profits can be achieved through two methodologies, namely increasing sales, and reducing costs.

Second Goal: Growth:

- The main goal of marketing is to grow the organization to reach maturity and continuous development. What helps the growth of companies very quickly is the successful and creative marketing plans.

Third goal: survival:

- Companies grow at a time for many reasons, including the quality of their products or services, their uniqueness in the market, their distinctive prices. Still, a factor may arise in the market that reduces these companies' growth and that if there is a strong competitor in the market and the owner of distinctive and high-quality products. High. So, one of the general marketing goals is survival.

It should be noted that the backbone of the marketing process is the marketing campaigns because it is the essential method in achieving the general goals of the marketing process. An organization that is not very good at designing, managing, and using campaigns will remain behind and be content with its market share (Domingos, no date).

3.5 Marketing Campaigns

The backbone of the marketing process is marketing campaigns because they can change and influence the target audience. The first marketing campaign based on aspirations only took place in the nineteenth century, as it was in a very primitive way. It was about buying advertising space in magazines and daily newspapers and then. It was sold to the beneficiaries. It was in the United States of America, and the basic idea of it was to put the product or service in the hands of people. Many company owners flocked to buy these public spaces and achieved significant profits in their neighborhood, so the marketing campaigns must be known in detail.

Marketing campaigns promote products through different media types, such as television, radio, print, and online platforms. Campaigns are not solely based on ads and may include demos, videoconferencing, and other interactive technologies. Firms operating in highly competitive markets and franchisees may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.

3.5.1 The importance of marketing campaigns

Marketing is of great necessity and importance in the work of any company or institution. There is no doubt that advertising campaigns are an essential and vital part of the marketing process. To succeed in the advertising campaign, you must follow several rules, including specifying the category, the correct targeting, the right idea, and the goal of the advertising campaign, etc. The advertising campaign's success is to determine the primary purpose of the advertising campaign and determine the appropriate platform for the campaign. Many professional marketers have nominated the Facebook platform from the most essential and best advertising platforms that you can rely on to promote products and raise the monthly profit ceiling or promote the campaign's website and bring more new visitors to the site.

After that comes the stage of determining the age and marital status of the target visitor in addition to his academic level. Studies also recommend the need to pay attention to the visitor well and take the time to extract the keywords that you will add in the advertising campaign in the place designated for advertising words (Al-Shayea, 2013).

3.5.2 Marketing campaign goals

Marketing campaigns must be linked to a marketing goal that the company or organization wants to achieve. If the marketing goal of the campaign drawn up is not set and defined, then the organization wastes money and time. The team that works on marketing campaigns must distinguish between the organization's marketing objectives from the goals of the marketing campaigns because the general purpose of marketing is to achieve profit and achieve growth for the organization and the company. In contrast, marketing campaigns' goals are related to the intensity of competition, or enhancing awareness and position, or penetrating the market, or otherwise.

Many organizations may not add to their marketing campaigns an increase in sales. Still, they work to enhance the institution's reputation and its social position to remain unique in the market.

The goals are the set of results that companies and institutions seek to achieve, and these results are a measure of the success of the marketing campaigns and marketing operations that the company undertakes at all levels, and this is what we wanted to know about the marketing objectives and the marketing process.

There are goals for marketing campaigns that reinforce the marketing process's general purposes, and these goals may be for sophisticated movements, and they may be for traditional campaigns. The advanced campaigns work to achieve many goals, including (Hamdi Zainab 2018).

1. Promote brand awareness.
2. Achieve a wide electronic reputation.
3. Get clients.
4. Increase the reaction rate.
5. Build a broad audience base.

In addition to the goals of advanced marketing campaigns, there are goals for traditional marketing campaigns that many institutions adhere to and are effective so far, including:

1. Achieve knowledge of the product and the company.
2. Cultivating confidence in the company.
3. Proof of existence.

4. Promote prestige.

It is worth noting that marketing strategies and marketing campaigns can promote and achieve the goals of charitable work. Based on the above, marketing campaigns significantly impact the target audience, which is what charitable work wants from society (Kotler, Roberto and Lee).

3.5.3 Types of marketing campaigns

It should be noted that the field of marketing campaigns Today has become a science taught in sober universities after they were personal practices that may succeed or fail. All the goals of marketing campaigns are to have an impact on their target audience. The types and methods of marketing campaigns in the field of charitable work can be significantly utilized. Many styles will be dealt with in some detail.

1. Public opinion campaigns

It is a type of campaign that tries to draw the public's attention to a societal or political issue, and it is often used to influence the public's decision. The media uses it to reinforce facts and increase its area of influence or misleading and falsifying facts and making the audience interact with an unreal incident. (Angeline *et al.*)

2. Behavior modification campaigns:

It is a type of campaign that tries to change and modify some members of the public's attitudes and behaviors. It is one of the most challenging and complex movements because it aims to change the individual's behavior or mood, examples of which are current campaigns on smoking abuse.

3. Awareness Campaigns (General):

It is a type of marketing campaign used to promote something within the community, such as campaigns for the importance of education or campaigns that encourage social and others.

4. Mental image campaigns:

It is a type of campaign that aims to change or enhance an organization's mental image or visual identity in its target audience. This campaign is considered one of the defensive movements that institutions resort to when facing a challenge in society's acceptance of them or their projects.

5. Electoral campaigns:

This type of campaign is periodic and focuses on the countries' elections and works to deliver the candidate's political message and his following methodology to be elected. It is considered one of the campaigns affecting the public's decision if the state enjoys a margin of governmental democracy.

It can benefit from all these types of campaigns and extract places of influence in them and employ them in charitable work, which can address the failure to interact with the activities and programs of charitable work or the community's inability to donate or provide support. It can also enhance the role of charitable work in changing societies and builds New directions for him (Angeline *et al.*, no date).

3.5.4 Models of some successful marketing campaigns

1. A LinkedIn Marketing Campaign titled "In It Together"

LinkedIn is a robust social network that recently worked to break with the norm and change its current stereotype. It launched a television website called "Into Together," an unusual new advertising move for the brand previously. Still, it was an excellent step to change its current perception of LinkedIn.

This campaign represents LinkedIn's integrated reality marketing efforts. It includes online video, digital display, paid social media and third-party ads, radio programs, partnerships, and search engine marketing.

The campaign's duration is twelve weeks and targeted four main markets, namely San Francisco, Philadelphia, Los Angeles, and Atlanta. The company will compare the campaign's activity in these markets with its activity in non-target markets to better understand the campaign results.

Unlike documentaries, black-and-white footage videos showcase the success stories of LinkedIn users in their unique environments.

2. Nike Marketing Campaign

Nike launched its A Crazy Dream Becomes Reality When You Just Do it campaign.

Since the launch of that campaign, there has been a steady stream of coverage of the campaign on news channels and TV shows, wondering whether it was a success? Is

Nike Doing the Right Thing? Are they cocky? And of course, will they make more money because of this campaign?

For 30 years, the slogan "Just Do It" has been a motivational call to Action for athletes worldwide and across all sporting activities.

Based on the above, marketing campaigns have broad and extensive strategies that can be used in the field of charitable or humanitarian work, and that the sale of services may not differ from the scale of values and that the objectives of the campaigns in influencing the public and changing its orientations may not lag behind the activities carried out by non-governmental organizations that aim To encourage the community to interact with it, there is a vast area of industry convergence between marketing and marketing campaigns and humanitarian or charitable work.

3.6 Marketing in Humanitarian Action

After the research in the second chapter dealt with humanitarian work, reality, and challenges, and the extrapolation revealed that humanitarian work is of utmost importance in societies' lives, and it is divided into divisions. The first is the response of organizations working in charitable work to critical humanitarian situations and the truth, so they are affected, and the other section is marketing for projects. Charity is on the donors to obtain support and funding. Thus, it affects, that is, philanthropy can be described from the emotional side as an environment of influence between two parties, "the benefactor and the donor." If we take that picture to the world of marketing, we will find the same equation!

Marketing searches for its truth on influencing the public's decisions, making it buy, making it think, making it change its mind, or adopting ideas and perish for its sake, as it happens in election campaigns. Therefore, employing marketing for charitable work is an urgent and essential need that can benefit society. Accordingly, the marketing field in charitable work must be taken into detail.

After reviewing several studies that show that marketing is essential to the success of any business and it must be present in every company and institution, especially in the work of non-profit institutions because of its importance in its existence, continuity and sustainability of its work and services, and that it is one of the most prominent tools that contribute an essential and influential role in achieving goals

Any institution; Not only with regard to the development of resources, but the most important of that is its role on the level of the reputation and the mental image of the institution, and the consequent enhancement of confidence in its performance and products, and is reflected positively on its work and all its activities; What makes the institution's survival, development and sustainability to a large extent linked to the success of marketing operations and activities, and if the previous ruling applies to for-profit institutions; Successful institutions find that they take this critical tool (marketing) down, and take complete care of their activities and take total care of them. It is more reliable on non-profit foundations and foundations of the charitable and humanitarian sector (Hamdi Zainab 2018).

As they are more in need of non-profit institutions to exert more efforts to achieve their goals; Given the nature of their products, which are related to satisfying the moral need for charitable and humanitarian work, what makes them require in marketing them to have a more acceptable philosophy and special skills, utterly different from the marketing of tangible material satisfaction needs.

Despite this importance, marketing in many non-profit sector institutions has not risen to the level of ambition to be desired yet; Since we have referred to and are related to the nature of their work and the quality of their products, and for other reasons, they may be associated with a large part of them regarding the dangers of dealing with charitable money and the need to be careful in determining the means of spending it and paired with us! However, the most significant part relates to the cadres' capabilities and marketing skills working in those institutions and organizing the marketing field to play its role efficiently and effectively. Concerned institutions must support humanitarian work and play their part in bridging this gap in achieving the maximum possible benefit from that robust method (marketing) and its tools to attain its noble goals and lofty goals (Hamdi Zainab 2018).

It should be noted that it is impossible to cover all types and methods of marketing in one research. Still, this research will deal with four essential variables arranged in the field of marketing, which have been mentioned previously, marketing campaigns, electronic, social, and viral marketing, and leaves the area to other researchers in waging this to achieve synergy in the efforts and enrichment of the charitable marketing aspect of non-profit and non-governmental organizations.

3.7 Viral Marketing

It is a work methodology based on Internet flow and the Ease of communication through social networking sites to promote specific products and services. The name comes from the idea of viral replication that exists in the required and technical field. Viral marketing is one of the forms of developing the concept of word-of-mouth marketing after the emergence. The Internet works effectively when receiving the "content or advertisement" passes it voluntarily to some or all of those he knows. This happens when he likes it, finds in it the wit and fun, or distinction and creativity, or what satisfies his desire.

Marketing campaigns become viral when someone publishes "an individual, company, or non-governmental organization" visual content that matches their target audience's taste, and the audience quickly publishes this content and shares it like wildfire. Usually, companies resort to this type of marketing because of its low cost about other marketing types. It may take many forms, such as a video clip, an interactive game, an electronic book, or an exciting picture that everyone who receives it re-shares with everyone who knows them. Thus, the copying process is accelerated, and the goal is achieved. For a vast audience, and when a company succeeds in a viral marketing campaign, the public's awareness of its brand doubles significantly. Their terrible interaction levels turn into sales, profits, or understanding of the values of charitable work, and in this are many guidelines extracted from the analysis of some viral campaigns launched by institutions.

3.7.1 Reliance on visual content

Viral marketing campaigns require a solid visual strategy, which falls in the framework of making potential customers able to understand the organization's brand using images. The marketing campaign should tell a story.

Perhaps the most effective way to do this is to use visual materials that suit and influence the organization's audience to succeed in this matter.

A study by HubSpot showed that users tend to share videos 40 times more than any other type of content. Interestingly, a new survey by Buffer on the most popular content on Facebook in 2018 confirmed that more than 81% of the content is popular. The popularity was visual / video content. Therefore, institutions that work

in charitable work must focus their media production on the field of the visual rather than the audiovisual and the readable. (Quesenberry, 2015)

3.7.2 The need of the audience

Most successful marketing campaigns have one thing in common: considering what the target audience likes. Their goal is to create a marketing campaign specifically for this segment so that the target audience becomes firmly attached to the published content as if it is intended only for it. This feeling of attachment and intense admiration drives it to Post and share content with family, friends, followers, and possibly even broader than that. The donors' need varies between feeling satisfied or meeting the call of social responsibility. The donor thinks that he is confident with himself. The public must believe that he contributes to building his community and invested his time effort properly.

3.7.3 Investing in creativity

The success of viral marketing campaigns is closely related to the idea behind it being unique, engaging, and innovative, so you must make sure that the marketing campaign is unique, fresh, and attractive. There is no form of creating a department concerned with the use of creative methods in charitable work.

3.7.4 Use emoticons

In one of the giant companies Dove campaigns, the videos managed to make the viewer go through different emotions in just a few minutes, passing through a feeling of frustration, insecurity to a sense of strength and confidence. What prompted people to share the video of the best influencers in Egypt for the year 2017 was their need to express their support and appreciation for the efforts of content makers Clean and helpful on social media.

3.7.5 Ease of sharing content

Thanks to the Internet and social media, sharing and promoting your content with the rest of the world is effortless. You do not need vast sums of money anymore to create a successful video consumed by more audiences.

3.7.6 Investing in the most appropriate time

Choosing the correct date and time to share your content plays a crucial role in the campaign's success. And you may know that most marketers depend on publishing content during significant events and holidays such as Eid al-Fitr, Eid al-Adha, and Christmas, or at major events such as the local league finals or the World Cup finals, as during this period, people are frequently available online and have extensive interaction with social networking sites and watch TV, they also follow current events, which leads to more advertising spending by marketers on their campaigns to take advantage of the presence of the majority on the Internet in such periods.

3.7.7 Advantages of viral marketing campaigns

There is no magic mixture that makes a marketing campaign viral or makes the task of accomplishing it easy or predictable to succeed. If you succeed in this, then this means that thousands or even millions of new people will get to know the organization's brand and deal with its services, which will ensure its audience is more significant in a short time. For example, the Dollar Shave Club marketing campaign succeeded in publishing an innovative and successful video and then circulating it widely, prompting Unilever to acquire this company with a value of nearly \$ 1 billion.

- **Consolidating the identity of the institution "Brand"**

The target audience automatically recognizes the company, product, and brand. These people may have never heard of your company before. Thus, this strategy allows startups to shine and jump their sales level to another level while enabling large companies to maintain their market position. (Bosch *et al.*, 2006)

- **Lowest "budget" expenditures**

It should be noted that most successful marketing campaigns did not require the producers to rely on a massive budget; In our era, it has become possible for people and companies of whatever size to shoot video or take high-quality photos using only the lenses of their smartphones.

Often, we notice that regular people or content creators turned into celebrities overnight after posting a random video on social media. If it is not a matter of resources and budget, it is a matter of finding that which will steal Internet pioneers'

attention. Hence, we conclude that a marketer does not necessarily have to contract with the biggest celebrities to create a distinct viral marketing campaign.

- **Getting in front of a vast new audience**

We are talking about a widespread viral campaign when a company succeeds in reaching the most significant number of audiences, and this results in an increase in the level of sales, doubling of interaction on social networks, as well as an increase in the level of public speaking about this brand and its products.

This is precisely what happened to "Smart Water" when it contracted with actress "Jennifer Aniston" to make her a media face for her campaign during 2012. The video garnered more than 6 million views on YouTube, and their comic campaigns performed well with the audience. The company then brought Aniston once again for her ad campaign in 2017.

3.8 E-Marketing

It is an integrated marketing plan that uses modern electronic technologies and all online means to reach the largest target audience on the web at a lower cost than traditional marketing. On the other hand, others define it as the application of traditional direct marketing strategies known in the labor market but using all means available online.

With the rapid development of modern communication technologies and tools, the term "digital marketing" appeared, and some called it "electronic marketing", and it is one of the most important growth sectors required in the business world during the revolution. The rapid technological development that has occurred in recent years.

Rather, it is considered one of the basic foundations that companies rely on for their success, reaching their audience, increasing their sales, and improving their performance if the gaps in their products are based on the audience's interactive reaction. (Strauss, Frost and Ansary, 2009)

The means of electronic marketing can be identified as:

- Blogging
- Social Media
- SEO: It is an acronym for Search Engine Optimization.

- Online Ads
- E-mail Marketing
- Mobile Marketing

3.8.1 Features of e-marketing

1. Using modern tools, workers in the field of e-marketing can provide their services at times commensurate with the times of Internet users' activity from their audience by monitoring their activity and providing this content at times that suit most of them. To keep the content displayed and published on the platforms; This helps in showing it to the largest possible segment, increasing sales, or reaching the service to beneficiaries, unlike traditional marketing related to time, place, and the condition of individuals.

2. While the product of any institution is spread in its surroundings and places that it can reach directly, or through people who contribute to marketing this product to consumers and this matter costs them large sums of money; E-marketing expands the geographical targeting of customers and introduces the product or service, thus reaching the most significant possible number of customers interested in the product or service, and expanding sales operations through the tools provided by the Internet and modern communication tools.

3. If any organization wants to market its services traditionally, it needs time, effort, and a lot of money. Electronic marketing provides the benefit of branding, products, services, and communication processes with consumers at costs, effort, and timeless than the traditional one, through the modern tools available.

4. Business owners can, through e-marketing and communicate with the public, know the behavior of customers and the goods they prefer, which makes them adjust the plans for the company and its products based on the customers' desire Which will give them more control over the market.

5. The marketing campaign is an interactive process primarily. It is a stand-alone community between the service owner and the consumers, and this will increase the chances of returning to deal with the service by consumers. It will stimulate the service provider to provide the best services, gain the satisfaction of his followers and friends, and thus reach the most significant number possible.

6. With e-marketing, you can accurately measure the results you get and thus quickly adjust the marketing campaigns to conform to the audience's requirements. (Strauss, Frost and Ansary, 2009)

3.9 Social Marketing

Using commercial marketing principles and techniques to improve people's well-being and the physical, social, and economic environment in which they live. It is a carefully planned, long-term approach to changing human behavior. Social marketing uses the same set of tools to "sell" the healthy behaviors used to sell jeans. There are four basic principles of business marketing. It is referred to as "4 PS".

(Andreasen, 2006)

- P1 - The product is what you are marketing. In social marketing, a product is a change in behavior or a shift in attitude. For example, a campaign might be designed to increase condom use or convince teens that spreading rumors is harmful or dangerous.
- P2 - the price is the cost. In social marketing, price is the cost of changing behaviors. It is difficult to price the personal expenses of condom use when an individual adheres to a new action that has been identified as uncomfortable, time-consuming, and embarrassing. Social marketing aims to reformulate the recommended behavior change so that the consumer realizes that the benefits of the change outweigh the efforts or costs.
- P3 - Place is where and how to reach priority residents. In social marketing, the place represents all efforts to make behavior change as easy as possible for the consumer. This may mean offering free or inexpensive condoms at convenient locations (such as schools, bars, or restrooms) or changing the clinic's schedule to accommodate busy students.
- P4 - Promotion is the method used to inform the public of messages of change. Advertising is just one way to achieve this goal. The promotion campaign includes integrating messages about changing the recommended behavior into all community programs to reinforce the message on multiple levels.

- Social marketing employs a fifth that is not included in business campaigns. This component of social marketing is:
- P5 - Policy intends to influence policy that will not be punitive but will promote positive behavior change.
- Social marketing research is usually more comprehensive than commercial research because facilitating lasting individual and social behavior change is complex.

3.9.1 The importance of social marketing

The importance of this type of marketing appears from many angles because it is directly related to the impact on the target audience, and some of these advantages can be presented.

1. It affects a large portion of the priority population.
2. It facilitates the change of dynamic behavior over a period.
3. Catalyze change with limited resources.
4. Develops creative ideas.
5. Community partnerships become assets that make up for limited funds.
6. It raises the voice of the priority population and increases the identity of the community.
7. Influence politics and promotes positive social change.
8. The approach works within limits!

Social marketing is not always successful. If the attitudes and behavioral changes that encourage them to remain unhelpful, acceptable, and achievable by the priority population, it may not be feasible to develop a social marketing campaign. In this case, it is best to recommend change behavior by developing relationships with the community and agreeing on a unified goal before planning a social marketing campaign. (Kotler, Roberto and Hugo, 1991)

3.10 Building the Marketing Campaign

Before going into this aspect, an important question must be raised. After the research addressed the importance of campaigns and how they affect the public regarding the decision, opinion, and convictions, the question remains: How do institutions build their marketing campaigns that they want to achieve a significant impact? We have previously indicated that marketing campaigns are the backbone of marketing science. An organization that is not good at dealing with marketing campaigns well is behind its reality. Hence, the question's importance arises in providing general steps that can be used to build successful marketing campaigns that new institutions can benefit from. It will report on what large institutions have reached, and that will be reviewed in detail. (Henley, Raffin and Caemmerer, 2011) (Levy, 2010)

3.10.1 The essential components of a marketing campaign

When starting to plan a marketing campaign for a project or initiative that falls within the framework of humanitarian projects or charitable work, it is necessary to consider a set of essential items that can be addressed through direct and straightforward questions to facilitate work with them.

- Is the campaign taking an urgent need to launch it?
- Is the nature of the movement commensurate with the direction of the institution?
- Is the timing appropriate for launching such campaigns?
- Is there a possibility of "financial resources - human resources - logistical resources" to achieve the movement?
- Are there alternatives that achieve more significant impact than the campaign being launched?

The team or department concerned with designing campaigns answers these questions and appreciates the first step in launching or leaving the campaign. The movement has a set of other components that we will address in detail.

First: the current situation

This section includes a study and analysis of the project's current situation or initiative, the strengths and weaknesses of the project, the opportunities, and threats in the external environment of the project, and that is before building the marketing campaign for it.

Second: the desired goals

This section includes setting measurable, realistic, and time-specific goals that the marketing campaign aims to reach and achieve, and these goals are in line with the vision and mission of the institution and are subject to its work policies as well, and in a way that takes part of the goals of the project or initiative that the institution wants to launch.

Third: the method of achieving the goals

This section includes strategies, tactics, and practical steps to achieve the marketing campaign's objectives and take advantage of the resources and capabilities available to complete its goals.

3.10.2 Marketing campaign trends

Marketing campaigns take many directions discussed in the Types of Marketing Campaigns section previously. Still, in this part, the research will deal with charitable work campaigns that go in two directions only according to what the study will deal with.

The first: a marketing campaign is targeting the public to promote the values of charitable work, take advantage of electronic, social, and viral marketing methods and techniques to enhance them.

Second: A marketing campaign targeting donors to obtain support for charitable work projects, take advantage of electronic, social, and viral marketing methods and techniques to support them.

3.10.3 Study the charitable work market

Many organizations start their marketing campaign with a false start. How many organizations have a great product or service at a competitive price and try to

develop a strategy to find customers to acquire, buy or deal with them, but to no avail?

Beneficiaries "donors or people with humanitarian needs and the general public who sympathize with the values of humanitarian work" deal only with things that meet their needs and solve their problems for them, so working on marketing something that the market does not need is a waste of time, effort, and money. Therefore, the first step of the marketing campaign is to define the space in which you will work well, study what is going on in the charitable work market and follow the field's movement and trends and the hot issues that affect its situation. It is also necessary to follow the news reported by the press and the sites and forums that specialize in the activity you work in. It is possible to summarize all the above. What is meant by understanding the trends of the charitable workspace here is to obtain sufficient details to answer the following questions:

- What are the humanitarian cases that receive good financial support from donors?
- What areas do international organizations and donors donate to?
- What are the needs of "needy" beneficiaries that can be focused on obtaining support?
- Preparing institutions that work in the same fields? How much do you take from the market/space?
- What is the added value that the charitable work market lacks that can be added?

3.10.4 Study of competitors

After studying the charitable work market, it will be easy to move to the second step, identifying the real competitors for the project or initiative and identifying the projects in which the competitors work. And using the word competitors to make it easier for the reader to understand, the word competitors can be used in commercial work. It is also preferred to use the word complementors in charitable work because all institutions work on the same goal, which is raising the human reality in various fields.

It must be determined how the competitor achieves a privileged position and preference for themselves within the duke of charitable work. It then precisely identifies their projects and programs' unique features that attract clients and determine their competitive advantage. The corporation must study competitors thoroughly and comprehensively, try its projects and programs, test the service with them, and know all possible details about them, such as the size of their expenditures, the marketing materials they use, and how they look. It is also necessary to follow their websites and see the programs they offer, then identify their weaknesses and shortcomings to get to the market gap that can help in the marketing campaign's success in a better way. (Li *et al.*, 2013)

3.10.5 Study target customers

By studying the charitable work market and studying competitors, we will get a clear perception of potential customers for the project or initiative, so it is easy to move to the third step in designing the marketing campaign.

It is necessary to determine who are the target customers for the project from the demographic, social, and economic side, and specify the target group of the project and who can provide them with exceptional service from the rest of the competitors and the problems that the target customers suffer from and the issues that are very important to their plan at present. It is necessary to follow up on the topics they discuss and the sites and forums they subscribe to.

It is also necessary to specify the most critical aspects that the organization wants to know about the customers it targets and the questions that can be directed to them to solve their problems and achieve their desires. And ways to support projects that you are currently launching by donors or those who adopt the values of potential charitable work, and what are their standards in dealing with projects and programs? Then it is necessary to determine the platforms to which customers go to search for information to be invested in the marketing campaign. Then, it is essential to decide on the times of support and deal with similar projects for potential clients, whether they are seasonal or permanent, and select the incentives for dealing with them. This is followed by the inclusion of the competitive value that meets all the above to attract customers and meet their needs.

3.10.6 Marketing channels

Based on a study of the successful competitors, the target audience, and their whereabouts, it will become easy for the organization to begin in the fifth step and identify the marketing channels that the competitors use and which the ideal target audience will prefer from the campaign. There is no problem in using the same marketing channels that have succeeded in previous marketing campaigns.

As the organization must define the marketing channels by which it can improve its role in the charitable work market and gain customer loyalty and the media through which it can attract new customers.

Many different and varied marketing channels can be used according to the target audience, and from these marketing channels, for example, public relations, radio, television, posters, billboards, newspapers, magazines, the Internet, direct sales, telephone marketing, and others. However, the organization must determine the potential benefits of using one of them and be aware of which of these channels is compatible with the marketing campaign's goals that it wants to launch. (Rosenbloom, 2012)

3.10.7 The goals of the marketing campaign

Now that the perception is clear, the organization can start the sixth step and define the marketing campaign's goals that are commensurate with the vision and objectives of the public institution. It should be noted that specific goals must be set for each marketing activity within the marketing campaign. It is not correct to use shared goals such as increasing sales or raising awareness of the brand because these goals cannot be measured or dealt with in the implementation field, as the organization must set measurable goals. It can be Achieving and specifics in time, such as increasing the number of followers on social media platforms by "20%" during the first quarter of the year "2021", and thus the goal is specific, which is to increase followers by "20%" and is measurable. It is also possible to achieve a logical increase of "2021" 20%, and it is fixed at a time, which is the first quarter of 2021.

Also, the organization must define its priorities in the marketing campaign and then set timelines to achieve the campaign goals in proportion to the available material and human resources and capabilities. (Jones, Marshall and Bergman, 1996)

3.10.8 Create a strategy

After completing setting goals, you must now proceed to the seventh step, which defines each element of the marketing campaign and then identifies the aspects that need preparation. Precisely setting priorities based on resources, then determining the practical measures necessary to implement these goals, and carefully defining each activity in the marketing strategy, and defining each activity by whom and when. Determining the reasonable operational steps to achieve the goals, choosing the significant milestones and deadlines for each step, and carefully designing the mechanism for monitoring, evaluating, and reviewing the marketing campaign on an ongoing basis through key performance indicators for each activity. (Aghazadeh, 2015)

3.10.9 Determine the budget for the campaign

The organization's lead now has a clear-cut marketing campaign, and it remains to determine the budget for those marketing activities that the organization has chosen to implement. As it is necessary to decide on the cost of using each of those marketing activities, then determine the resources required to implement those activities, and what returns we expect from investing in those activities without others, and the mechanism for measuring the return on investment in these activities must also be clarified.

The primary stages in building campaigns have ended, after this detailed review that the research covered, it will deal with practical models that will provide a lot of assistance to non-governmental organizations working in the field of charitable work, as the study will deal with two applicable models about two campaigns that can be used, the first targeting donors and the other targeting the general public. By making use of the methods, mechanisms, and techniques of social, viral and electronic marketing, and in the coming chapters, the results of the questionnaire that the research will present to the audience of an organization that has volunteered with us for relief and development will be a sample for research and study. (Danaher and Dagger, 2013)

4. METHODOLOGY

The study is based on a descriptive and analytical approach, including many research tools such as description and analysis. This approach is considered one of the scientific research methods, a comprehensive and detailed analysis of a particular phenomenon or problem for a specific society, place, time, and topic. In addition to that, it has multiple characteristics in terms of its ability to combine more than one research tool simultaneously, which is the observation and Questionnaire that leads to direct access. The research will also use the questionnaire as a systematic tool in data collection. To build a theoretical background that enhances the objectives of the study and contributes to developing solutions to the problem, the researcher has adopted many sources and methods related to the subject of the research and can be divided into two main parts:

- **The theoretical framework:**

In preparing the current study, the researcher relied on available Arab and foreign sources such as research papers, books, scientific research, conferences, and some training courses and workshops obtained by the researcher via the Internet, noting that most of the sources are in Arabic and local Iraqi.

- **Application Framework:**

The researcher used the following methods to collect the data required for the Study:

1. Reports and bulletins of the research subject to identify its origin, its development, nature of its work, and its divisions.
2. The survey form/questionnaire is the primary tool in data collection. The study formulation considered its ability to diagnose and measure the study's dimensions to serve the study objectives and hypotheses.

4.1 Study Model

This study relied on two variables:

1. The independent variable is marketing which includes three dimensions:

- E-Marketing
- Viral Marketing
- Social Marketing

2. The dependent variable is voluntary/humanitarian work.

Data will also be collected by using a questionnaire targeting the audience of the volunteer association with us for relief and development, and there will be ten detailed questions on each variable (e-marketing - viral marketing - social marketing - volunteer work), As will be shown in the "outlined" figure (4.1)

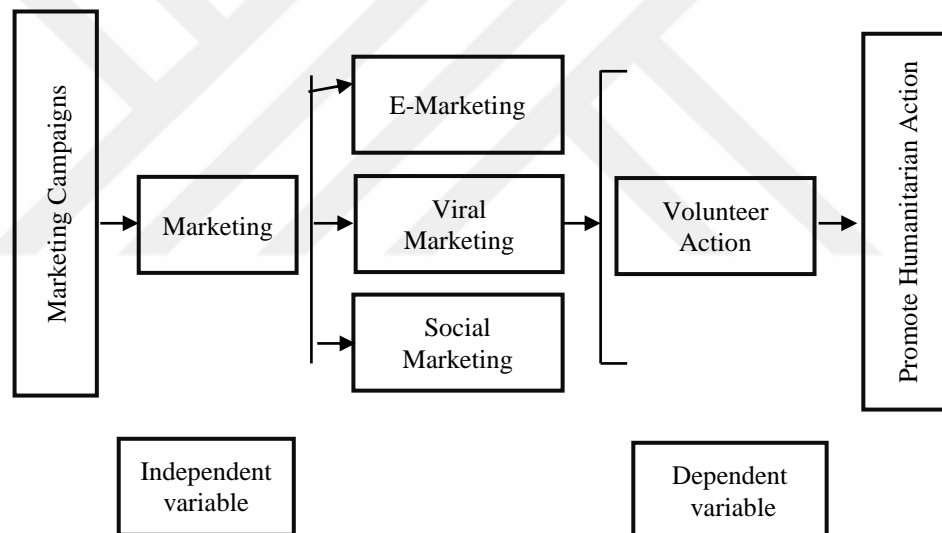


Figure 4.1: The Graphical Model That Deals With the Thesis Variables

4.2 The Hypotheses of the Study

The vocabulary covered by the research is in marketing and voluntary or humanitarian work.

Marketing has taken three dimensions.

- E-marketing and its impact on volunteer work
- Viral marketing and its implications for volunteer work
- Social marketing and its impact on volunteer work

The central hypothesis in the research:

- An influence relationship can be built between marketing campaigns and humanitarian or volunteer work to reach the best-influencing society methods to adopt charitable or voluntary work values.

Sub-hypotheses:

- E-marketing has a role and effect in promoting humanitarian or volunteer work in Iraq. This influence is focused on creating a culture through social media platforms.
- Viral marketing has a role and effect in promoting humanitarian or volunteer work in Iraq.
- Social marketing has a role and effect in promoting humanitarian or volunteer work in Iraq. That effect is in employing personal relationships to change convictions about adopting humanitarian or volunteer work values.

4.3 Data Collection

The type of survey used in this study is the Questionnaire. The poll was conducted on the audience of the volunteer organization with us for relief and development. The Questionnaire is designed to consist of four parts and 36 questions. Likert scale was adopted as the answer scale. The Likert scale is one of the most important methods for determining measures and questionnaires, and the five-dimensional Likert approach has been adopted in the current study. According to this arrangement, items are rated on a 5-point Likert scale as follows:

- Agree.
- agree
- neutral
- Disagree
- I disagree.

4.4 Population Study

The definition of the term population in this study is the group of people or items that process and contain the required information for which tests and conclusions will be performed (Malhotra & DF, 2006). By applying this definition to this study, the population will refer to the target audience for the campaign launched by an organization that volunteers with us on its audience in the Iraqi governorates. This audience forms the study community. The study will take 500 samples from the target audience to measure the extent of their influence with social, viral, and electronic marketing methods in their response to charitable work.

4.5 The Study Sample

The group on which the information was collected is called a sample about the identification (Fraenkel, Wallen, & Hyun, 2011). The target size of the sample to be scanned for this quantitative research is at least 500 people, so the researcher distributed the electronic form to 500 people from the crowd of an organization that volunteered with us for relief and development, as there are about 100,000 real people following their electronic platforms and 7,400 volunteers in their development and relief programs. Six hundred fifty-four followers were obtained from the total target sample. The volunteer organization for relief and development was chosen because it is considered one of Iraq's best non-governmental organizations. Data were collected using an appropriate sampling method. The fit was defined by (Vanderstoep & Johnston, 2009) as the sample selection method known to the researcher or people who live near the survey site. The researcher used the Likert scale method to collect data.

4.6 Data Analysis Techniques

The Questionnaire was distributed between 12-18 April 2021, then the Questionnaire was distributed, and the Questionnaire was re-published between 13 and 18 February. The questionnaires were delivered to the researcher directly. The researcher translated the scale elements from English into Arabic, which is the respondents' mother tongue. Data were analyzed using the statistical program 57 (Statistical Package for Social Sciences) version 23 of SPSS. It starts with a simple

percentage analysis, then a reliability analysis. The Cronbach alpha test is performed for reliability and factor analysis. An EFA test is performed. Multiple regression was tested to determine the effect of marketing campaigns in its three dimensions (emarketing, viral marketing, and social marketing) on promoting charitable or volunteer work values.



5. ANALYSIS AND DISCUSSIONS

5.1 Analysis and Results

This chapter includes the analysis done for the data collected, it includes descriptive statistics and the regression analysis assumptions, then the regression hypothesis testing with an explanation about the results.

5.2 Simple Percentage Analysis

To understand the target respondents for this research and their answers, a simple percentage analysis was performed.

Simple percentage analysis gives an aggregated summary of the answers provided by the respondent according to the frequency distribution collected with the data.

Simple percentage analysis can be calculated with the following formula:

Percentage = (number of respondents * 100) / total number of respondents.

The first part of this analysis presents the demographic data that dives into the characteristics of the respondents as follows:

Table 5.1: Demographic, Q1, Gender

Gender	Frequency	Percent	Cumulative Percent
Male	247	54.17%	54.17%
Female	209	45.83%	100.0%
Total	456	100.0%	

More than half of the respondents are male while about 45.8% are female.

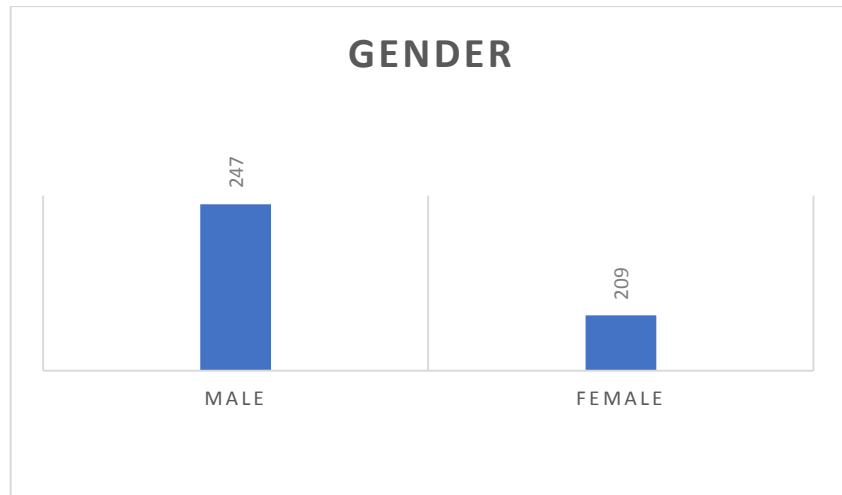


Figure 5.1: Demographic, Q1, Gender

Table 5.2: Demographics, Q2, Marital Status:

Social status	Frequency	Percent	Cumulative Percent
Single	319	69.96%	69.96%
Married	137	30.04%	100.0%
Total	456	100.0%	

The results show that most workers in the field of volunteer work are single, and this is attributed to the lack of personal responsibilities.

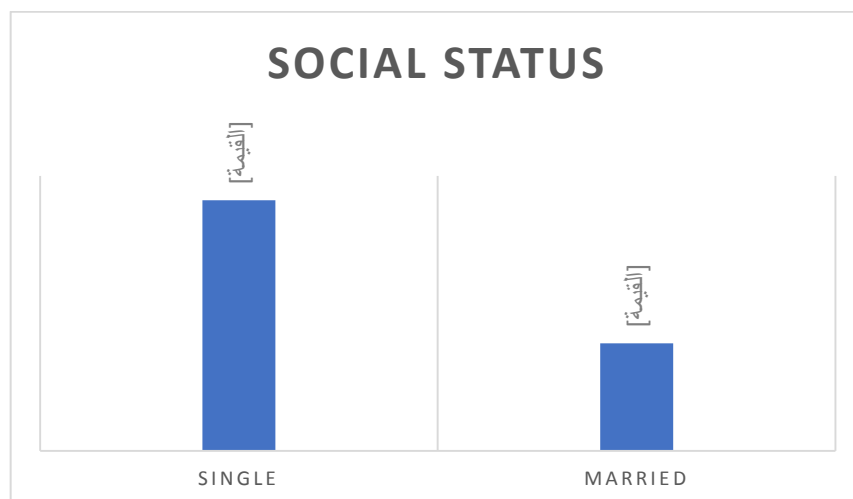
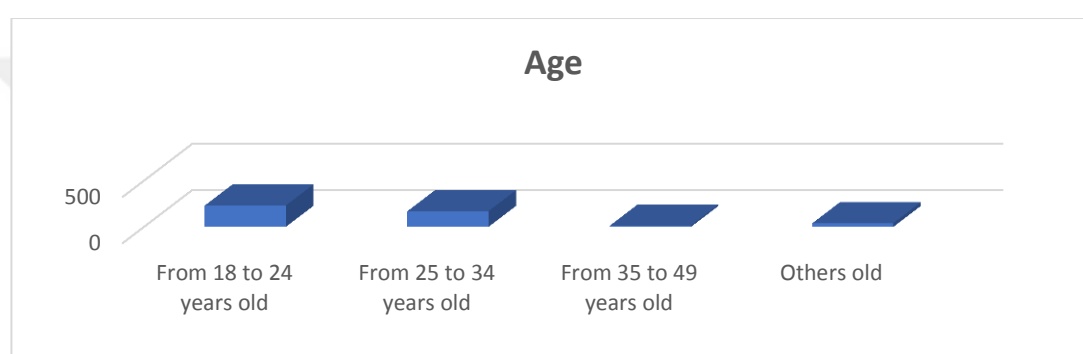


Figure 5.2: Demographics, Q2, Marital Status

Table 5.3: Demographics, Q3, Age

Age	Frequency	Percent	Cumulative Percent
From 18 to 24 years old	231	50.65%	50.65%
From 25 to 34 years old	170	37.28%	87.93%
From 35 to 49 years old	15	2.98%	91.13%
Others old	40	8.87%	100.0%
Total	456	100.0%	

Half of the respondents are between 18 and 24 years old, while the extended participants are less than 30 years old at 37% and nearly 10% are over 35 years old.

**Figure 5.3:** Demographics, Q3, Age**Table 5.4:** Demographics Q4, Academic Qualification

Academic Qualification	Frequency	Percent	Cumulative Percent
diploma Degree	45	9.87%	9.87%
Bachelor's degree	236	51.75%	61.62%
Master and Ph.D. Degree.	60	13.16%	74.78%
Others	115	25.22%	100.0%
Total	456	100.0%	

Half of the respondents hold a bachelor's degree, then do not have a certificate, or graduates of secondary studies or do not have educational certificates, then have higher degrees, followed by those with a diploma, at a rate of approximately 9%.

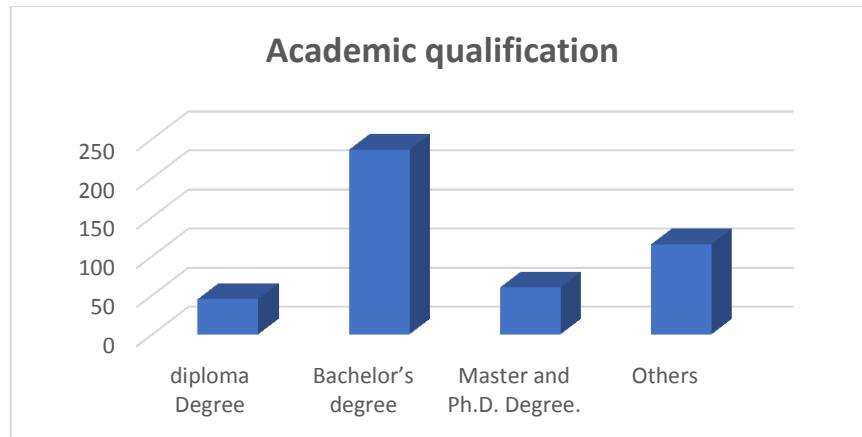


Figure 5.4: Demographics Q4, Academic Qualification

5.3 Factor Analysis

“Factor analysis help to determine to what extent the observed variables are connected to their underlying factors and to identify the minimal number of factors that account for the covariation among the observed variables” (Byrne, 2010). Questions with multiple loading between variables were removed, to get the needed factor loading. Questions with multiple loading and low or zero loadings were removed from the study, Q7; Q12; Q20; Q23; Q24; Q26; Q28; and Q33.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) gives an indicator of a good exploratory factor analysis when it has a result of more than 0.70. This research has a KMO result of 0.81 for voluntary work, 0.70 for social marketing, 0.79 for e-marketing, and 0.86 for viral marketing which indicates that there is a good factor loading. A significant result of 0.00 was found for Bartlett's Test of Sphericity for all the variables. The factor loading of the survey questions is presented below:

Table 5.5: Factor Analysis EFA

	Factor 1	Factor 2	Factor 3	Factor 4
Volunteer work				
Q1: I believe that volunteer work is important and develops my personal skills.	.514			
Q2: I believe that volunteer work can contribute to building the Iraqi society and participate in its advancement.	.607			
Q3: When I volunteer and complete my work, I feel happy because I believe I have done good to others.	.633			
Q4: I participate in voluntary work to serve the community in fulfillment of the religious duty towards others.	.604			

Table 5.5: Factor Analysis EFA (Cont)

	Factor 1	Factor 2	Factor 3	Factor 4
Q5: I participate in community service volunteer work as part of a sense of social responsibility towards others.	.728			
Q6: I do volunteer work if I have free time.	.506			
Social marketing				
Q8: Most of my volunteer work was in response to the invitations of my friends.		.442		
Q9: I talk to my family and friends about the humanitarian cases I see.		.521		
Q10: I urge my friends and family to donate money if they witness a humanitarian case.		.465		
Q11: I am influenced by public social figures on the level of ideas, behaviors and convictions.		.585		
Q13: I have some public figures that I listen to almost daily.		.654		
Q14: Sometimes I buy products that my friends buy, and I'm influenced by them.		.436		
Q15: I talk about the products I buy directly to my friends and family.		.418		
E-Marketing				
Q16: Most of my volunteer work has been in response to the marketing campaigns I've seen on social media platforms.			.546	
Q17: I have some online platforms that I follow daily and are influenced by their content.			.575	
Q18: I spend most of my time on social media, and it affects my convictions.			.501	
Q19: I have some web pages that I follow regularly that talk about the humanitarian reality in Iraq.			.648	
Q21: I feel very emotional when I see a real human situation on social media platforms.			.415	
Q22: Digital marketing campaigns influence my buying decision when I view a product.			.524	
Q25: I share and support the commercial products I love on my own platforms.			.536	
Viral Marketing				
Q27: I need encouragement to volunteer to support humanitarian cases.				.513
Q29: I interact with commercials, even if the product is new and I haven't tried it and may go buy it, impressed by the many appearances I've seen.				.683
Q30: I'm constantly on the lookout for the latest commercial products that I love, that appear to me and match my interests.				.610
Q31: The creative marketing banners on the streets grab my attention and make me think of them all the time.				.705
Q32: The trade offers I receive from my friend, affect me, I even share them with my other friends.				.783
Q34: Get attracted to regular, traditional, and stereotypical marketing campaigns				.646

5.4 Reliability Assessment (Cronbach Alpha Test)

Reliability is the method that is done to evaluate the quality of the measurement tools, it is defined as “to what level the test scores are free from measurement error that occur when testing something” (Muijs, 2004). If there is an unreliable measurement the relation between variables will not be significant. One way of testing reliability is the Cronbach alpha test which is “an internal consistency measure, shows how closely related a set of items are as a group” (Muijs, 2004). When the test results are more than 0.70 then the measurement is reliable, and 0.60 is accepted (Muijs, 2004).

The reliability test results of each variable of this study are shown below:

Table 5.6: Reliability Assessment (Cronbach Alpha Test)

Variable name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Volunteer work	.757	.769	6
Social marketing	.698	.702	7
E-Marketing	.734	.736	7
Viral Marketing	.819	.819	6

According to the results above it can be concluded that the study measurement is reliable to be used for testing the hypothesis.

5.5 Multivariate Assumptions

Before testing the linearity and the regression relation between independent and dependent variables some conditions must be taken into consideration these conditions are called the Multivariate Assumptions and they are the Normality test and the Multi-collinearity.

5.5.1 Normality assessment

Normality assessment is the main condition for many statistical tests in this study according to the below shape that leads us to conclude that the data is normally distributed:

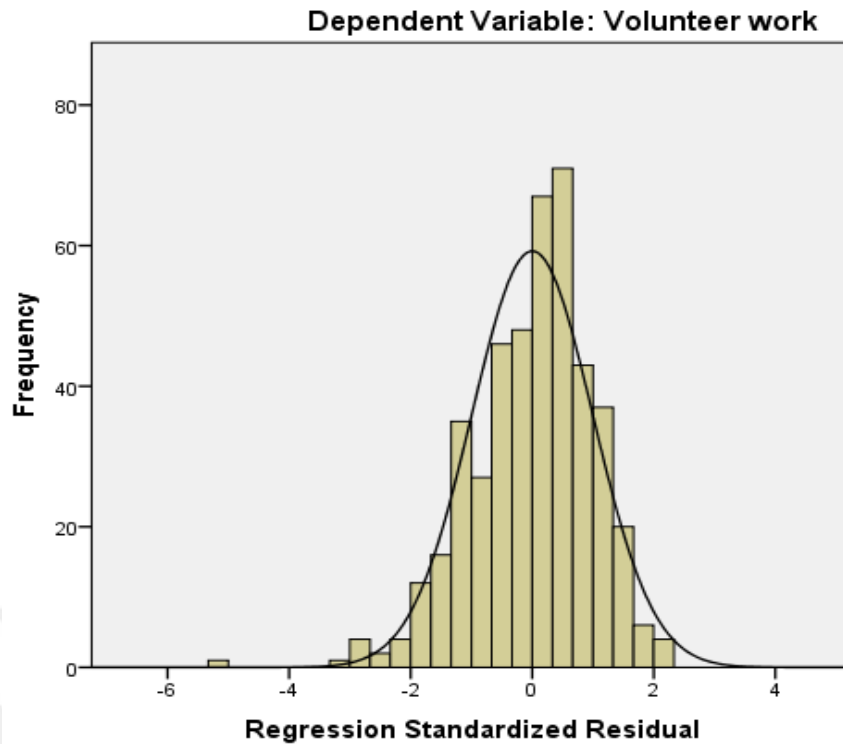


Figure 5.5: Normality Assessment

From the data distribution figure above, it is concluded that the data collected is normally distributed.

Part of Normality assessment is making sure that there is no Skewness and Kurtosis:

- Skew: “when the data distribution is not asymmetrical around its mean, either below or above the mean, for not having a Skew the Skewness analysis results must be between 3 and -3” (Kline, 2011).
- Kurtosis: “when the data have a higher or lower peak comparing to normal distribution for not having a Kurtosis the Kurtosis analysis results must be between 8 and -8” (Kline, 2011).

According to the results shown below table, it can be concluded that there is no Skew and Kurtosis.

Table 5.7: Skew and Kurtosis Results

	Skew	Kurtosis
Volunteer work		
Q1: I believe that volunteer work is important and develops my personal skills.	-1.195	2.141
Q2: I believe that volunteer work can contribute to building the Iraqi society and participate in its advancement.	-1.792	5.504
Q3: When I volunteer and complete my work, I feel happy because I believe I have done good to others.	-2.316	7.495
Q4: I participate in voluntary work to serve the community in fulfillment of the religious duty towards others.	-1.715	2.901
Q5: I participate in community service volunteer work as part of a sense of social responsibility towards others.	-1.428	2.846
Q6: I do volunteer work if I have free time.	-.899	.652
Social marketing		
Q8: Most of my volunteer work was in response to the invitations of my friends.	-.523	-.194
Q9: I talk to my family and friends about the humanitarian cases I see.	-1.684	4.063
Q10: I urge my friends and family to donate money if they witness a humanitarian case.	-1.703	3.810
Q11: I am influenced by public social figures on the level of ideas, behaviors and convictions.	-.723	-.002
Q13: I have some public figures that I listen to almost daily.	-.421	-.471
Q14: Sometimes I buy products that my friends buy, and I'm influenced by them.	-.145	-.773
Q15: I talk about the products I buy directly to my friends and family.	-.665	.012
E-Marketing		
Q16: Most of my volunteer work has been in response to the marketing campaigns I've seen on social media platforms.	-.629	-.234
Q17: I have some online platforms that I follow daily and are influenced by their content.	-.182	-.850
Q18: I spend most of my time on social media, and it affects my convictions.	-.864	.592
Q19: I have some web pages that I follow regularly that talk about the humanitarian reality in Iraq.	-1.428	2.664
Q21: I feel very emotional when I see a real human situation on social media platforms.	-.280	-.465
Q22: Digital marketing campaigns influence my buying decision when I view a product.	.102	-1.092
Q25: I share and support the commercial products I love on my own platforms.	-.629	-.234

Table 5.7: Skew and Kurtosis Results (Cont.)

	Skew	Kurtosis
Viral Marketing		
Q27: I need encouragement to volunteer to support humanitarian cases.	-.601	-.373
Q29: I interact with commercials, even if the product is new and I haven't tried it and may go buy it, impressed by the many appearances I've seen.	.229	-.796
Q30: I'm constantly on the lookout for the latest commercial products that I love, that appear to me and match my interests.	-.611	-.224
Q31: The creative marketing banners on the streets grab my attention and make me think of them all the time.	-.369	-.700
Q32: The trade offers I receive from my friend, affect me, I even share them with my other friends.	-.159	-.428
Q34: Get attracted to regular, traditional, and stereotypical marketing campaigns	-.981	1.249

5.5.2 Multi-collinearity analysis

When independent variables are correlated and not independent from each other there is a Multi-Collinearity issue, if such correlation between variables is high there will be some difficulties when interpreting the regression results.

(VIF) and tolerance is used to test Multi-Collinearity: the VIF must be less than 3 and tolerance must be more than 0.1 to accept that there is no Multi-Collinearity issue (O'Brien, 2007).

In this study, there are three independent variables (Social marketing, E-Marketing; and Viral Marketing) thus one variable was put as dependent and the other two as independents to see the results:

Table 5.8: Multi-Collinearity Analysis Results

Collinearity Statistics: Part 1		
Dependent Variable:	Tolerance	VIF
Social marketing		
E-Marketing	.464	2.155
Viral Marketing	.464	2.155
Collinearity Statistics: Part 2		
Dependent Variable:	Tolerance	VIF
E-Marketing		
Social marketing	.576	1.736
Viral Marketing	.576	1.736
Collinearity Statistics: Part 3		
Dependent Variable:	Tolerance	VIF
Viral Marketing		
Social marketing	.497	2.010
E-Marketing	.497	2.010

From the table above it is concluded that there is no multi-collinearity for the independent variables as shown in the results of Tolerance and VIF.

5.5.3 Outliers and influencers

Outliers and influencers are different from the other scores or different responses from the other respondents, the standard deviation calculation is used to find if there are responses that are far away from the mean of each response, when the result is more than 3 an Outlier is influencing the results (Kline, 2011).

According to the test done for this research, the only higher amount is 0.45 which leads to conclude that there are no Outliers and influencers in the responses of this study

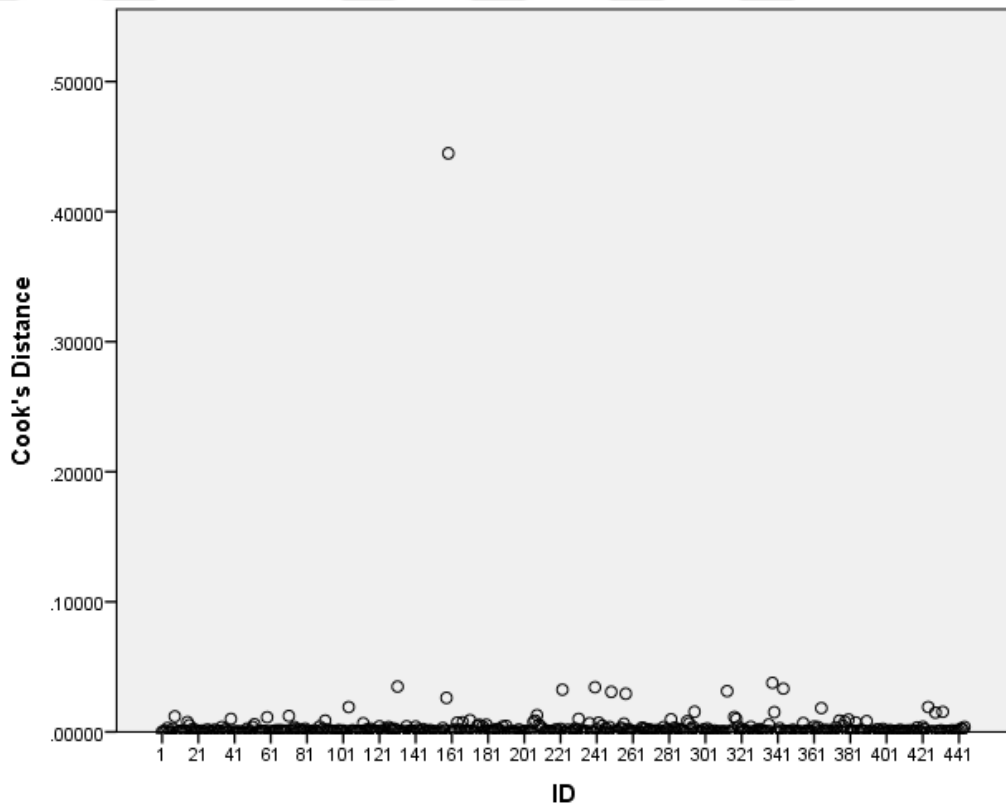


Figure 5.6: Outliers and Influencers Assessment

5.6 Regression Analysis for Hypotheses Testing

Regression is defined as a predictive analysis tool that examines the relationship between independent and dependent variables, to fit a mathematical function

describing how the value of the response changes when the values of the predictors vary

Linear regression is the simplest form of regression, which in the case of multiple regression, works on explaining the data by simply fitting a hyperplane minimizing the absolute error of the fitting.

Regression Analysis for Hypotheses Testing result is the P-value that is between 0 and 1 and, for accepting or rejecting a hypothesis we look at the cutoff point 0.05 if it is less the hypothesis is accepted if more it is rejected (Hair Jr, et al., 2014).

The Regression Analysis for Hypotheses Testing results is shown in the list of tables below table:

Table 5.9: R Square Table

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.571 ^a	.326	.321	.401	1.878

a. Predictors: (Constant), Viral Marketing, Social marketing, E-Marketing

b. Dependent Variable: Volunteer work

R-squared shows how well the regression model fits the observed data. in this research R-squared was 33% reveals that 33% of the data fit the regression model.

Table 5.10: ANOVA Table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.283	3	11.428	70.942	.000 ^b
	Residual	70.878	440	.161		
	Total	105.161	443			

a. Dependent Variable: Volunteer work

b. Predictors: (Constant), Viral Marketing, Social marketing, E-Marketing

Analysis of Variance (ANOVA) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance, getting a P-value of 0.000 which is less than 0.05 shows that there is variability within the research regression model.

Table 5.11: The Regression Analysis for Hypotheses Testing Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.577	.130		19.825	.000
	Social marketing	.375	.048	.450	7.805	.000
	E-Marketing	.183	.049	.240	3.733	.000
	Viral Marketing	-.065	.037	-.106	-1.767	.078

a. Dependent Variable: Volunteer work

The P-value, which is less than 0.05 results lead to conclude that there is an effect of Social marketing and E-Marketing on Volunteer work in Iraq, but no effect from Viral Marketing.

5.7 Hypothesis Results Summary

Table 5.12: Hypothesis Results Summary

	Relationships	P-value	Interpretation
H1	Social marketing → Volunteer work	.000	Accepted
H2	E-Marketing → Volunteer work	.000	Accepted
H3	Viral Marketing → Volunteer work	.078	Rejected

The table above shows the summary of the hypothesis results it shows that only Viral Marketing has no impact on volunteer work, the results are explained as the following:

- a. There is a significant impact from Social marketing on volunteer work in Iraq.
- b. There is a significant impact from E-Marketing on volunteer work in Iraq.
- c. There is no significant impact from Viral Marketing on volunteer work in Iraq.

6. FINDINGS, DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

6.1 Findings and Discussion

This study examines the impact of marketing campaigns in terms of variables "electronic, social and viral marketing" on humanitarian work, specifically volunteer work in Iraqi society, and the researcher chose to study the audience of an organization volunteer with us for relief and development in Iraq, as it is considered the largest relief and development non-governmental organization in Iraq. The questionnaire tool was used in the survey, where the data was collected by the target audience. The data was analyzed using the **SPSS** application to find out the relationship between the two variables and the extent of the influence of the independent variable (marketing campaigns) on the dependent variable (humanitarian work). Below are the results obtained from the practical study.

Regarding the results of demographic data, the results of the survey showed that there are about 55% of male respondents, and about 45% of female respondents. These proportions may be normal and good now compared to previous decades or years because eastern societies often rely on males for work, and thus the difference is slight between males and females.

As for age, the analysis showed that half of the respondents are between 18 and 24 years old, which means that it is an institution that has great youth potential, and about 37% are under 30 years old, and this means that the institution is working to increase the number of employees to represent the rising generation in the institution and the ages of a few who are over 40 years old.

It was found during the questionnaire that those who work in voluntary work of unmarried marital status 70% of the sample audience, while 30% are married only.

As for academic qualifications, half of the respondents hold a bachelor's degree, then they do not have a certificate, or they graduate from secondary studies or do not have

educational certificates, then they hold higher degrees, followed by those who hold a diploma, at a rate of approximately 9%.

And the most important results are that the Iraqi society volunteers in its spare time, and this percentage has reached 71%, and that the Iraqi society is affected and shares business on its platforms and talks about it with its friends and family, which is not a small percentage at all.

The most prominent results are that society spends most of its time on social media platforms, and it is only an opportunity for civil society NGOs to invest in that.

6.2 Conclusion

Through the questionnaire, which targeted a sample of the public of humanitarian work in Iraq, it showed a set of rules that civil society organizations can invest in to achieve the greatest benefit from the public's interaction with them to deliver their message and achieve the largest amount of public adoption and may affect funding as well.

- First: Involving well-known and influential personalities in the marketing campaigns to achieve confidence in adopting the campaign, because the public has chosen to volunteer only with the parties it knows.
- Second: The issues that the Iraqi society donates or contributes to supporting are primarily national and religious issues. This means that the marketing message must stem from a national issue that stirs feelings with a religious issue as well.
- Third: Investing in private relationships, friends, family, and others, because they greatly influence society in adopting its causes. 72% of the sample came to be influenced by their friends to buy or volunteer.
- Fourth: Investing in electronic platforms because most of the society is in them, and more than 81% of the sample answered that they spend most of their time on their own platforms.
- Fifth: Encouragement is an important language that urges society to do good. It enhances confidence and enhances the value of social responsibility as well.

- Sixth: Marketing campaigns with creative ideas attract the community more than regular marketing campaigns.
- Seventh: Studying a marketing model for successful companies that gives ideas and strategies that can benefit, as companies are more than good at investing in marketing.
- Eighth: The Iraqi society has chosen to volunteer when it has free time, which means that marketing campaigns should be launched in free time, official or seasonal holidays.
- Ninth: Encouraging that volunteering contributes to the development of the person and brings him closer to his community, as the compass of the marketing campaign must be set to encourage the community to volunteer and interact with humanitarian cases.
- Tenth: Specialization is important in addressing the public so that the audience can follow the platforms, and advertising spaces can be invested in the streets, as they are still influential.

6.3 Recommendations for Future Studies

- The focus in the study is on how to invest development in marketing campaigns and employ it in the field of charitable work because it is no less important than commercial work, but rather more important.
- It is necessary to develop a marketing strategy that helps non-governmental civil society organizations to make an impact in society for societies to adopt the values of volunteer work.
- Societies need many programs and studies to enhance the value of social responsibility so that societies grow in cohesion and a unified national sense.
- I recommend that future studies examine the possibility of encoding individuals who influence society and make them adopt the values of humanitarian work.

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APPENDIX

Appendix A

- https://drive.google.com/drive/folders/1xzGSA4dvAmUPaKunA-O_CAAAnGFPTepxt?usp=sharing



RESUME

EDUCATION:

1. **High School:** 2013 Graduated from Al-Wafa School for Girls, Salah Al-Din City, Iraq.
2. **Bachelor:** 2017 Graduated from college of Art, Department of Translation, from Tikrit University in Salah al-Din, Iraq.

PROFESSIONAL EXPERIENCE AND REWARDS:

1. Previous experiences in the field of humanitarian and social work:

- I have been working in the NGO field since 2013.
- I have been working in charity marketing since 2017.

2. International Academy for Leadership and Development, Turkish organizers, Istanbul:

- Managing the Marketing and Public Relations Department at the Youth Leadership Forum, which is organized by the Academy annually, since 2017.
- Managing marketing campaigns launched by the International Academy since 2017.
- I hold a leadership qualification and four diplomas in personal skills development from the International Academy.

3. Volunteer with us for relief and development organization, Baghdad, Iraq:

- Director of the media and marketing department in the organization since 2017.
- Member of the Board of Directors of the organization since 2018.