

THE IMPACT OF SOCIAL MARKETING ON EDUCATIONAL SERVICE PROVISION AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF PROFESSORS AT THE UNIVERSITY OF BABYLON

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ABSTRACT

Through his current research, the researcher seeks to know the nature of the relationship and influence between the dimensions of the first variable (social marketing) and the second variable (educational service) in the studied organization. The importance of research as one of the most important modern topics for the development of society through the role represented by research variables in society, where the research aims to know the level of relationship and influence between research variables and to reach the most important conclusions and provide the most important recommendations to the research sector. The most prominent of them are (Kolmcrof-Smirnov test for data moderation test, Cronbach's alpha coefficient, validity coefficient, weighted arithmetic mean, Pearson's simple correlation coefficient ,and Chi-square test , and the research included two main hypotheses, from which eight sub-hypotheses emerged, which were subjected to statistical analysis, and to achieve the research aimed to select a sample of professors from the University of Babylon, and the researcher relied on the questionnaire as a tool for collecting the necessary data, as the research community reached (2016) and the sample was For a society (323) teaching and teaching staff.

Keywords: Social Marketing, Educational Service.

INTRODUCTION

Social marketing seeks to develop and integrate marketing concepts with other concepts and methodologies, to influence behaviors that benefit individuals and societies for the greater social interest, and educational service is that work that achieves higher human goals, and through it, generations are created capable of communicating with the world, and dealing with its developments effectively and efficiently, and in order to understand the subject of the study, the researcher has structured the study into four chapters, where the first chapter dealt with two topics, and the first topic included some previous cognitive contributions, while the second topic included the study methodology, while the second chapter was devoted to the theoretical framework of variables The study, through three sections, the first section dealt with social marketing in its dimensions, while the second was concerned with the educational service and its dimensions, while the third focused on the relationship between the research variables , and the third chapter included the practical framework of the study, and that was through four sections, the first section concerned with presenting The analysis of the primary data and the quality test of the study scale, and the second topic included descriptive analysis and presentation and analysis of the results in the light of the eye's answers As for the third topic , it included analysis of the correlation

between the study variables and the fourth section a test and analysis of the effect between the variables of the study.

STUDY METHODOLOGY

First: The Problem of the Study

The main problem of the study is the lack of a clear perception of the effect of social marketing on the provision of educational service among the research sample.

Second: The Importance of the Study

The education sector's adoption of the concept of social marketing in the provision of educational service provides importance in three aspects:

The first aspect relates to the educated individual and what he obtains from the educational service, the second aspect is the benefit of the organization through its ability to market its ideas and information to the learner, and the third aspect concerns the benefit of society from the two mentioned processes and their repercussions on the national economy, whether through providing job opportunities in the educational sector or Contribute to stabilizing the country.

Third: Objectives of the Study: Our study aims to highlight the following

1. Determining the level of awareness of Babylon University Lecturers for both social marketing and educational service.
2. Filling a simple and modest knowledge gap about the two variables of the study.
3. Knowing the level of relationships and influence between the study variables.
4. Reaching the most important conclusions and presenting the most important recommendations to the study sector.

Fourth: The hypotheses of the study

The first main hypothesis: There is no correlation between social marketing in its dimensions and educational service.

The second main hypothesis: There is no relationship effect of social marketing with its dimensions in the educational service.

Fifth: The study population and sample

To achieve the goal of the research, a sample of professors at the University of Babylon was selected, and the researcher relied on the questionnaire as a tool for collecting the necessary data. The research community reached (2016) and the community sample was (323) teaching and teaching.

Sixth: The limits of the study

1. Scientific (Research) Frontiers: The scientific study is determined around the variables of the organized study, social marketing, and educational service.
2. Spatial Limits: The University of Babylon, to which the researcher belongs, was chosen and the study community and its sample were available to conduct the practical aspect...

3. **Temporal Limits:** The temporal limits of the study are the period in which it was conducted, which extended from 1/10/2020 to 1/6/2021.

THEORETICAL FRAMEWORK

First - the independent variable/social marketing: Kirby (2008) sees that social marketing is the process of planning programs that encourage a voluntary change of behavior and are based on building mutually beneficial relationships with the target audience for the benefit of society. Four dimensions of the independent variable been adopted:

Consumer Orientation: It is probably an essential element for all forms of marketing. In the field of social marketing, the consumer is assumed the active participant in the change process, and the social marketer seeks to build a relationship with the target consumers over time and seeks to develop this relationship through the formation, training and research. (Hamdan, 2009)

Exchange: Marketing does not happen unless there are two or more parties and each party has something to exchange, and both can carry out communication and distribution (Al-Rubaie, 2015).

Long-term Planning: As in the case of commercial marketing, social marketing should have a long-term view based on continuous programs rather than one-time campaigns, that is, it should be strategic rather than tactical (Al-Sumaidaie, 2006).

Pricing or Consideration: It is what the public offers to obtain the product, and because the product in social marketing is a new idea, principle, or behavior, the price may be a material or moral things, such as time, effort, or defense of this principle (Hamdan, 2014).

Second the Dependent Variable/Educational Service: a type of important community services and it is a basic pillar for development, progress, and renaissance, as educated, qualified human beings are the real wealth of any society (Al-Badri, 2004).

The researcher has adopted four dimensions of the dependent variable as follows:

1. **Determining the market needs (through marketing research):** (Blimel, 2001) defines it as that research conducted by the organization through the inspection of the state of a different group of markets that the industrial organization had not previously dealt with and then collecting and analyzing data and information Save it and then return to it and study it at the time you need it.
2. **Monitoring the external environment (what happens outside the university, and identifying events and things that are outside the university's control):** The development of a new economic field and the monitoring of the external environment, for the different types of goods offered, as well as what appears from new raw materials of materials that have chemical and physical properties made The supply market is invisible. Because the successful implementation of the duties of processing requires comprehensive information from the supply market, and the duties of the supply market research are "organized gathering, evaluation and documentation of information" to make a clear picture of the market stating that it is a condition for making the ideal supply decision (Obaidat, 2004).
3. **Determining the number of services that the university must provide:** The mission and nature of the number of services in university marketing are based on the idea that a good marketing program achieves consumer satisfaction and then achieves the goals of these institutions in obtaining profits or increasing market share, so marketing tasks are easy Compared to marketing in educational organizations, the reason for this is that the target market for these institutions is one where they direct goods/services and obtain sources of funds from the same market. (Benson, 2012).
4. **Service Providers:** They are the people on whom the organization depends on their efforts to maintain the quality of providing educational services, and they have another job to persuade people to do

something the organization desires, which do not constitute any direct contribution to the organization itself. For example, health campaigns encourage people to examine themselves for various diseases, and for some organizations, persuasion is the central task, for example, student election campaigns. This type is distinguished from attracting resources because it does not ask the individual to interact with the organization, but rather the individual contributes to achieving the organization's goal by changing his attitude and behavior and not by contributing material and moral support. (Hamid, 2016).

PRACTICAL FRAMEWORK

Analysis of the Correlation between the Study Variables

First: Test the hypothesis of the main study (first), which states (there is no correlation between social marketing and educational service)

The correlation coefficient between social marketing and educational service was (0.75**) at the significance level (0.00), which is less than the significance level (0.05), and this means accepting the alternative hypothesis which states (there is a correlation between social marketing and educational service), which indicates that Social marketing has an active and essential role in the dimensions of educational service.

Variable		Link Value and Semantic Level		
Social Marketing			Link value	0.75**
		Sig	0	
Consumer Orientation (Student)	Educational Service	Link value	0.65**	
		Sig	0	
Exchange		Link value	0.63**	
		Sig	0	
Long-Term planning		Link value	0.56**	
		Sig	0	
Pricing or corresponding		Link value	0.53**	
		Sig	0	
Correlation is significant at the 0.01 level (2-tailed) **				

Second: Test the Second Major Hypothesis

To test the hypothesis that is stipulated on what comes (there is no effect for social marketing in the educational service), according to the simple linear regression model, as follows:

$$\hat{Y} = 1.547 + 0.534 (X)$$

1. The calculated value among social marketing in the educational service was amounted to (434.920). It is greater than the value (3.86) at a significant level (0.05). This indicates an impact with a moral significance of social marketing in the hands of educational service.
2. Through the value of (R) (0.58), it is clear that social marketing is explained (58%) of the variables in the educational service, either the remaining 42%.
3. It is clear through the value of (0.534) (0.534) that increased social marketing by one unit will lead to an increase in educational service by (53.4%).
4. D. Fixed value (α) was at the equation (1.547), meaning when social marketing is equal to zero, the educational service variable will not be less than this value.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Through the theoretical and practical side, the researcher concluded several things, the most important of them

1. The paragraph (seeking the university is to reduce its prices for evening study) and the reason may be to commit the university with the instructions and evening study basis by the ministry.
2. The paragraph (the university is obligated to reduce costs to achieve the benefit of the student while obtaining a reasonable profit margin) was weak, and the reason for this may be the failure to reduce to the appropriate level for the university and the student.
3. The paragraph (the administrative staffs contribute to providing the educational service) appeared weak, and this may be due to the lack of highly qualified administrative cadres at the university that fully meet the aspirations of the student.

Recommendations

The researcher recommends several things, the most important of them

1. That is necessary to have a clear and accurate study on evening study costs and the possibility of reducing them by providing a proposal for the ministry.
2. The need for the university to provide reasonable prices to serve both the university and the student, taking into account the approval of the higher authorities in this.
3. The necessity of preparing appropriate training courses for the administrative staff at the university to advance the provision of educational service.

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