

Abstract of Study

Awarding College: College of Arts

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Title of Study: Social marketing and its role in improving the mental image of NGOs (Model Family Development Associations)

Date of Viva Voce or Awarding: 2022-5-18 / 1443-10-17 هـ

Academic Degree: M.A.

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This descriptive study aimed at recognizing the role of social marketing in improving the mental image of family development associations through a number of sub-aims that were set by the researcher in order to specify the reality of using social marketing by family development associations to improve their mental image, and to identify the contributions of social marketing in this respect. In addition, the study aims at specifying the barriers against family development associations in using social marketing, and the suggestions of employing social marketing in improving the mental image of family development associations. The researcher adopted the social survey approach that is applied to family development associations in Riyadh including: Saudi Charitable Society For The Care Of Widows and Divorced Women (Ayama), Aamal Association for Family Development, Qatouf Association for Social Service, Family Reform and Development Association, and Ibn Baz Association for Family Development. The researcher administered the tool of the study (a questionnaire) to beneficiaries of these associations. The results concluded many results, the most important of which were the following: The formal social media sites of private associations are one of the most important marketing tools that contribute to identifying them and their services, and facilitating their beneficiaries' access. Therefore, they can be used as channels for continuous communication with beneficiaries to get feedback about associations and their services so as to reinforce the beneficiaries' trust in them. Social marketing contributes also to attracting donors and compiling financial resources of private associations in order to support the expansion of and development of their activities and their marketing capacities, as well as its contribution to constructing a good reputation of private associations among the public, and reinforcing the beneficiaries' satisfaction about their services. The most prominent barriers against using social marketing according to what was concluded by the current studies are represented in the limited financial resources, and the employment of non-specialists who do not possess the sufficient marketing skills for performing their roles.

Key Words: Social marketing – mental image charity associations – family development – non-profit sector