

Exploring the Factors Influencing to Create Brand Awareness of Non-Profit Organizations (NPOs) through the usage of Social Media in Bangladesh

¹Sharmistha Chowdhury and ²Sabrin Sultana

Abstract

Purpose: The purpose of this paper is to find out the factors influencing non-profit organizations (NPOs) in Bangladesh to communicate with potential donors by using social media. Because it is very strongest way to reach mass people. Social media is a composition of various online communications channels that build relationships between community people by sharing messages and collaboration. In recent years, social media becomes a convenient way to build personal relationship among people as well as corporate relationships. Organizations are more interested to build relationships with prospective customers by using social media.

Methodology: This paper is both in exploratory and descriptive in nature. Types of research methods can be broadly divided into two categories such as quantitative and qualitative research. Qualitative research is used for problem setting and quantitative research is used for collecting primary data and analyzing them. Our sampling units are 100 that are most of the students and service holders. Samples were chosen by using nonprobability sampling technique. Using close ended question, a survey was conducted on target respondents for collecting primary data. For analyzing those data IBM SPSS (version22) software was used

Findings: This study is basically initiated to identify the factors that nonprofit organizations must consider to create brand awareness through the usage of social media. We have found three factors considering twenty-five variables: increase brand memorability, charity involvement as well as ease of brand recognition and chain referrals.

Research Limitations: This study is a descriptive one and small sample size was used. For future research, sample size could be broadened.

Practical Implications: This study will contribute to the non-profit organizations' strategic planning to create brand awareness among prospective donors by using social media.

Originality/value: This study develops an integrated model that explicitly exemplifies the factors influencing NPOs to build strong relationships with potential donors by using social media. By using factor analysis, this paper became able to find out three factors such as increase brand memorability, charity involvement as well as ease of brand recognition and chain referrals.

Key words: Non-Profit Organizations, Social Media, Brand Awareness.

Introduction

Since the last decade, it is believed that education was the equalizer. Anyone who has access to education could succeed. While education is still considered as a great tool to win the race, social media has emerged as the new equalizer. Anyone with an internet accessible phone can easily access to social media tools such as facebook, twitter, linkedin, instagram to spread ideas, raise money and even start or join in a revolution. Nonprofit organizations in Bangladesh have a unique opportunity to use social media to develop and scale their causes and donations through online. Today, it is very illogical to deny the dominance of social media platforms such as facebook, twitter, instagram, linkedIn, and blogs. Many nonprofit organizations in different countries have already realized the importance of social media and started to apply it in their communications and marketing practices. Social media also has a strong impact on the consumers' brand knowledge and awareness. It is a cheaper and quicker way to provide right information at the right time to the ultimate customer and helps to build strong brand knowledge.

¹ Assistant Professor, Department of Marketing, Jagannath University, Dhaka-1100, Email: du.sharmistha@gmail.com

² Assistant Professor, Department of Marketing, Jagannath University, Dhaka-1100, Email: sabrindu8@gmail.com

With the rapid growth of globalization, the structure of a society is changing. The mobility of rural people to urban area, increased highly educated group, and peoples' eagerness toward online activities are greatly marked in this changing social structure. As the urban people in Bangladesh lack the entertainment opportunities to pass their leisure time, they are increasingly motivated to pass their time interacting with friends and family members through social media. The growth of internet has provided opportunities for non-profit organizations to seek funds in new ways. It has also allowed all organizations to ask for funds, regardless of the size of the organization. Organizations may address all of donors' potential questions and needs through the internet and social media. These tools provide an excellent way to reach out to new donors.

This study aims to find out the impact of social media usage to create brand awareness for nonprofit organizations of Bangladesh. The study will measure the variables influencing the brand awareness of nonprofit organizations through usage of social media. Brand awareness can be developed through brand recognition and brand recall (Aaker, 1991). So, we will analyze how brand recognition and brand recall variables are working in online to create brand awareness for nonprofit organizations. Accordingly, we will find the factors which will influence the brand awareness of NPOs through the usage of social media.

Objectives

The broad objective of this study is to explore the factors influencing to create brand awareness of non-profit organizations through the usage of social media in Bangladesh.

Literature Review

A social network involves with registered users who are linked by relationships exchanging the data about their activities, common communication or direct links through internet-based systems. It represents a set of human beings communicate with each other in digital form (Musiał and Kazienko, 2013).

It can also be defined as a social structure made up of nodes, which are generally involved with individuals or organizations tied by one or more specific types of relations, such as financial exchange, friendship, passion, trade, web links, hobbies etc. (Dorn, 2010).

In social networks, people connect to one another with different interest and this principle is used to analyze their position and status (Musiał and Kazienko, 2013).

Social networking involves with developing communication and building relationships among different people through sharing views and information. The most well-known social software applications are wikis, weblogs, and social networking sites, instant messaging etc. (Assaad and Gómez, 2011).

Over the last decade, use of internet and social media has vastly grown up due to the substantial usage of this new web-based technology in work related activities. The more internet usage, the more way people are using this technology. There are many interactive online technologies such as blogs, social networking sites such as twitter and facebook and other innovations which involve greater interactivity and user-generated content that characterize so-called *Web 2.0* – i.e. sites allowing users to interact and collaborate with each other. 49 % of internet users engage in social networking online, up from 17 per cent in 2007 (Dutton Helsper & Gerber, 2009).

According to the Alexa internet rankings, facebook is the most prominent social networking site in terms of internet traffic (Alexa, 2014). There are over 500 million users of internet worldwide and 26 million users in UK (BBC, 2010). Twitter, a micro blogging site begun in 2007, is tenth in the Alexa rankings, with around 3.7 million users in the UK (Optix, 2010). The use of social networking has grown significantly, but does not provide necessary information on its purpose (Boyd and Ellison, 2007).

The vast amount of literature indicates that nonprofit organization's online fundraising efforts become more popular day by day. The public relations strategies and practices of non-profit organizations that regularly incorporate fundraising programs into their process tend to be the most successful. Different options for donations may open up many more possibilities such as in-kind donations and planned gifts versus a one-time donation (Waters, 2007).

Traditional donation methods are as important as online donations because the popularity of social media is still relatively new and growing. NPOs must determine what factors are important for raising money and communicate relevant information with a potential donor for making an online donation (Waters, 2007).

Study found that 94% of stakeholders of NPOs give donation over internet. For that reason, NPOs should offer various options for donations, online stores, receipt confirmation and thanking donors by using interactive communication. It is the best way to get people involved and willing to donate (Waters, 2007).

Fundraising specialist Bryan Miller explains the concept of the networked age- “People from the Baby Boom generation, downwards, are not networked ‘because they are digitally connected with each other; they are networked because they have lost trust in traditional institutions (such as government, church, political parties, traditional media) and they attach far more importance to their personal networks instead. These age groups value the opinion of their peer groups more, no matter if they are communicating online or offline”. It is very crucial for today’s fundraisers because they deal with a more informed and more demanding generation of prospective donors both online and offline. Now a day, it is very easy to access to a wide range of publicly available online data (Dorn, 2010).

In the networked society, consumers, audiences and donors should be approached in a manner that turns to renew critical awareness and revived confidence through peer groups. Bryan Miller sees the following quote as the motto of future fundraising: stop interrupting what people are interested in and be what people is interested in. This is where social media starts to play a very powerful role to understand what people want (Ellison, 2007).

The word brand is derived from the Old Norse word brand, which means —to burn. In ancient period, it was the means by which owners of cattle mark their animals to identify them. The American Market Association (AMA) defines brand as a —name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition (Keller & Kotler, 2009). The brand’s major purpose is to provide an identity to the products and services so that it can be distinguished from other products and services in the same category. In that way, just by seeing the name or the logo, the customer gets a certain idea about the product. The brand knowledge may work as an information provider both for the customer and the manufacturer (Aaker, 1991).

Brand cannot only be seen as an identifier. A memorable name and a good image is not enough; the company has to deliver experiences. Aaker (1991) suggests that there are two approaches to build branding; the first is to see the brand as an identifier where the names, logos and slogans give the consumers awareness and a specific image. The other approach is to see the brand as an experience provider where the names, logos, slogans, events and other consumer contacts give the consumers sensory, affective, creative relations and lifestyles with the brand.

Brand awareness is the capacity of consumers to recognize or remember a brand when they are asked for a particular product class. There is a linkage between the brand and the product class. Brand awareness is a process from where the brand is known to the consumers in a level that they will put the brand on a higher rank; the brand has become the top of mind (Aaker, 1991).

Along with traditional advertisement tools, many organizations in different countries are using various platforms of social media to reach all levels of potential customers so that customers could be attracted towards their brand (Smith and Taylor, 2010).

Petley (2009) said that social media advertising is an integral part of internet marketing that utilizes social networking websites as a communicating tool.

According to Hoyer and MacInnis (2012), customers are more interested to engage with those organizations which have strong brand awareness in its target market. Many organizations have begun to use social media to create brand awareness among customers.

Brand awareness is much related to communication about the brand with customers. This is how Aaker (1991) explains the awareness as:” A name is like a special file folder with specific name stored in the mind which can be

filled with some facts and feelings. Brand awareness is dependent upon both the situation such as some stored file-brand recognition and they are readily accessible -brand recall”.

Brand recognition is an important factor when a consumer passes through the buying procedure. It is when the consumers can easily identify specific brand among others. The task is then to identify the predefined brand name (Aaker, 1991).

Aaker (1991) also mentioned about brand recall. It is a situation where consumers have provided many types of products with several brands to choose their required product with their preferred brand.

Research Design and Methodology

To identify the factors influencing to create NPOs brand awareness through usage of social media, a descriptive study has been conducted on social media users of Bangladesh. We have collected primary data from social media users to conduct the study. One of the inescapable questions is it is very hard to construct a sample frame and recruiting respondents for data collection. Because social media users are not representative of the wider general population. Due to the lack of reliable sampling frames, only nonprobability sampling technique is used to select prospective respondents. We have collected data on chosen sample of 100 respondents. Besides, a structured questionnaire has been developed to collect primary data based on five-point likert scale. After collecting data, SPSS software has been used to input data and analyze the required finding.

Data analysis and Presentation

The survey responses indicate that most of the respondents were the male which was about 71% and 29% of the respondents were female. It may indicate the male users of different social media are more responsive than the female users. The data analysis may also indicate that males are more active than females in social sites.

The age variation of the respondents shows that the most of the people on which the survey was conducted are young (21-30). The research shows that about 59% of the respondents were aged from 21-30. And about 25% participants were from 31-40. So, it may represent that the young generations are the most active participants of various social media sites.

The study identifies that most of the participants of this survey are students. It shows that about 54% respondents were students and other 46% respondents are engaged in various occupations.

The study shows that 33% of respondents’ family income was in Tk. 21,000-35,000. Besides 26% respondents’ family incomes were in Tk.36, 000-50,000, 25% were in above Tk. 50,000 and the lowest respondents (16%) family income was below Tk. 20,000.

So, from the overall demographic analysis, we have come to a conclusion that the social media users are mostly male and they are young generations. Besides, most of the respondents were highly educated and student. And finally, the highest rate (33%) respondents’ family income was around Tk. 21,000-35,000.

Table 01: KMO and Bartlett’s test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	2304.658
	df	300
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: This measure tells us whether the data is good for analysis or not. Its value varies between 0 and 1, and values closer to 1 are better. We have KMO values .873 that indicates that this data is relevant for analysis.

Bartlett’s Test of Sphericity: This test verifies whether the data has statistically significant correlated or not. We have significance value .000 that is lower than .05, so we reject the null hypothesis. It concludes that there are strong correlations among the variables in the population. Taken together, these tests provide a minimum standard which should be passed before a factor analysis should be conducted.

Table-2: Total Variance explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.729	50.916	50.916	12.380	49.522	49.522
2	2.718	10.870	61.787	2.369	9.476	58.998
3	1.690	6.760	68.546	1.318	5.274	64.271

Total Variance Analysis: In total variance explained table, the analysis shows certain initial eigenvalues, their percentage (%) of variance, and cumulative percentage of 25 factors according to the survey responses. There are also Rotation Sums of Squared Loadings according to the initial Eigen values of factors.

Initial Eigenvalues: Eigenvalues are the variances of the factors. Because we conducted our factor analysis on the correlation matrix, the variables are standardized, which means that the each variable has a variance of 1, and the total variance is equal to the number of variables used in the analysis, in this case, 25.

Total: This column contains the eigenvalues. The first factor will account for the most variance (and hence have the highest eigenvalue), and the next factor will account for as much of the left over variance as it can, and so on. Hence, each successive factor will account for less and less variance.

% of Variance: This column contains the percentage of total variance accounted for by each factor. The first 3 factors of this model explain 50.91, 10.87, 6.76, percentage of variance respectively.

Cumulative %: This column contains the cumulative percentage of variance accounted for by the current and all preceding factors. The fourth row shows a value of 68.546. This means that the first three factors together account for 68.546% of the total variance.

Rotation Sums of Squared Loadings: The values in this panel of the table represent the distribution of the variance after the varimax rotation. Varimax rotation tries to maximize the variance of each of the factors, so the total amount of variance accounted for is redistributed over the three factors and it explains 64.271 of variance.

Here percentage of total variance explained by three factors is less than 75%, it indicates that we used the number of factors based on scree plot criteria.

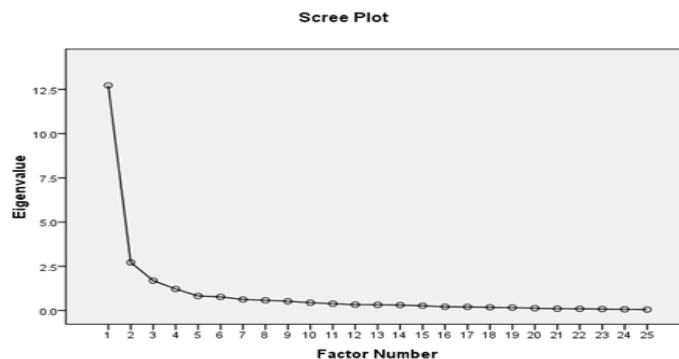


Figure 1: Scree plot

Scree Plot Analysis: Scree Plot is formed by plotting the number of factors against their respective Eigenvalues. In the above graph, it is presented that an elbow in the Scree Plot suggests the retention of three factors (factors one to three may be connected by a line in a more vertical plane, whilst factors four to ten join in a more horizontal plane). From the fourth factor, we can see that the line is almost flat, means that each successive factor is accounted for smaller and smaller amounts of the total variance. Together the three factors accounted for 64.271% of the cumulative variance.

Table-3: Rotated Factor Matrix

	Factor		
	1	2	3
Creates brand awareness and encourages people to involve in charity.	.763		
Medium of acquiring new donors.	.756		
Influence of virtual friends to involve in NPOs.	.755		
Communicates NPOs' objective and donation urge	.752		
Importance of Social media to create brand awareness.	.746		
Speedy circulation of NPO events and programs	.745		
Increases efficiency of NPOs' promotional campaigns.	.741		
Increases reach to potential donors.	.739		
Improves loyalty towards NPOs.	.718		
Provides timely information about NPOs' contemporary activities and mission.	.683		
Increases visibility of NPOs' activities.	.678		
Recognition of NPOs' logo and slogan.	.657		
Helps to recall the NPO name and activity.		.786	
Likely to share NPOs' activity through social media.		.783	
Creates new platform for potential donors.		.773	
Useful to retain existing donors.		.766	
Ease of identification through NPOs' online activities.		.761	
Reminds audience NPOs' donation requests.		.737	
Greater reliability on NPOs, which are referred by online friends.		.720	
NPO with online presence has higher brand recall.		.705	
Increases the probability of donation collection.		.705	
Remember the personality who endorses a NPO online.		.618	
Social media is the first contact point before donors started involving in charitable activities.			.759
Gives immediate acknowledgement of social work			.739
Donate after seeing the NPOs' online donation urge.			.563

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization. ^a

a. Rotation converged in 6 iterations.

Rotated Factor Matrix: This table contains the rotated factor loadings (factor pattern matrix), which represent both, how the variables are weighted for each factor but also the correlation between the variables and the factor. Because these are correlations, possible values range from -1 to +1.

Factor: The initial number of factors is the same as the number of variables used in the factor analysis. However, not all 25 variables will be retained. In this model, only the first three factors will be retained (as suggested based on scree plot).

The rotated factor matrix table shows 3 factors and their value according to the specific questionnaire statements, their responses, and their relations among the 3 factors. We have highlighted the highest values above 0.50 in three different colors in those factors. According to the highlighted values, we identify three potential factors of the rotated factor matrix. Those factors are: The first factor might be called "**Ease of Brand recognition and chain referrals**" because items like "Creates brand awareness and encourages people to involve in charity", "Medium of

acquiring new donors”, “Influence of virtual friends to involve in NPOs”, “Communicates NPOs’ objective and donation urge”, “Importance of Social media to create brand awareness”, “Speedy circulation of NPOs’ events and programs”, “Increases efficiency of NPOs’ promotional campaigns”, “Increases reach to potential donors”, “Improves loyalty towards NPOs”, “Provides timely information about NPOs’ contemporary activities and mission”, “Increases visibility of NPOs’ activities”, “Recognition of NPOs’ logo and slogan” load highly on it.

The second factor might be called “**Increased Brand memorability**” because items like “Helps to recall the NPO name and activity”, “Likely to share NPOs’ activity through social media”, “Creates new platform for potential donors”, “Useful to retain existing donors” “Ease of identification through NPOs’ online activities”, “Reminds audience about NPOs’ donation requests”, “Greater reliability on NPOs, which are referred by online friends”, “NPOs with online presence has higher brand recall”, “Increases the probability of donation collection”, “Remember the personality who endorses a NPO online” load highly on it.

The third factor might be called “**Charity Involvement**” because items like “. Social media is the first contact point before donors started involving in charitable activities”, “ Gives immediate acknowledgement of social work”, “Donate after seeing the NPOs’ online donation urge” load highly on it.

Concluding Remarks

The study successfully identifies the factors influencing to create brand awareness of nonprofit organizations through social media. Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. The entire study is done on the perspective of usage of social media by non-profit organization for creating brand awareness. The collected data was analyzed properly through SPSS software. The analysis found three factors which influence the creation of brand awareness for nonprofit organizations by using social media. These factors create a positive link between creation of brand awareness and usage of social media. To create increased brand awareness, the non-profit organizations should introduce various promotional campaign and events through social media and should ensure that the promotional programs reach to the target customers effectively. The non-profit organizations should emphasize creating verified official pages/account in different social networks; like- facebook, twitter, you tube, instagram etc. Thus, the non-profit organizations can disseminate necessary information such as brand mission, vision, logo, relevant event details, and other essential information to their users. Moreover, steps should also be taken to recruit celebrities as brand ambassadors who can promote NPOs through their pages or accounts. Nevertheless, to sustain brand awareness, the non-profit fund-raising organizations should emphasize on choosing the right targets, setting appropriate strategy and selecting appropriate communications tools to reach to the target customers, and most importantly observe and listen to the vital donors’ expectations and the users of social media.

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