Study of the influence of commitment in social marketing: the case of "Coordinadora de lucha contra la droga, barrio vivo"

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Abstract

In this paper a theoretical model of sustainable behavior is developed. Through this theoretical model, that we have called Commitment Model Applied to Social Marketing, we propose to establish a relation between the use of social marketing strategies from an integrative perspective and the consumer engagement or commitment. The methodology used has been a literature review about some of the most important social marketing and engagement theories. To explain how to apply the model we have used the case method, through the study of the non profit organization: "Coordinadora de Lucha contra la Droga, Barrio Vivo" ("Coordinator for Combating Drugs, Living Neighborhood"), in Algeciras, a city in the of South-East of the province of Cádiz, in the area denominated Campo de Gibraltar. This area has experienced a dramatic amount of drug consumption by a significant part of its youth population, facilitated by its geographical proximity to North Africa.

Keywords

Social Marketing, Commitment, non profit organizations, Relational Marketing, Campo de Gibraltar.

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Estudio de la influencia del compromiso en el marketing social: el caso de la "Coordinadora de Lucha contra la Droga, Barrio Vivo"

Resumen

En este trabajo se desarrolla un modelo teórico de un comportamiento sostenible. A través de este modelo teórico, que hemos denominado Compromiso Modelo Aplicado a la Mercadotecnia Social, se propone establecer una relación entre el uso de las estrategias de marketing social desde una perspectiva integradora y el compromiso de los consumidores. La metodología utilizada ha sido una revisión de la literatura acerca de algunas de las teorías más importantes de marketing y de compromiso social. Para explicar cómo aplicar el modelo se ha utilizado el método de caso, a partir del estudio de una organización sin ánimo de lucro: la "Coordinadora de Lucha Contra la Droga, Barrio Vivo", en Algeciras, una ciudad en el sudeste de la provincia de Cádiz, en la zona denominada Campo de Gibraltar, en España. Esta área ha experimentado un aumento dramático del consumo de drogas por una parte significativa de su población juvenil, facilitado por su proximidad geográfica al norte de África

Palabras clave

Marketing social, compromiso, organizaciones sin ánimo de lucro, marketing relacional, Campo de Gibraltar

1. Conceptual Framework

Relationships between relationship marketing, social engagement and marketing

More than 1,000 million people still live in extreme poverty, a situation that is morally unacceptable considering the resources and technology available today. At the same time, increasing inequality and social exclusion seems to be one of the most important effects of the current socio-economic crisis. The effects of this crisis have been of particular concern in the Spanish society. The precarious living conditions of large segments of the population increases, due to the sustained impact of the crisis. This impact is seen primarily in the high unemployment rate of around 25.98% in the second quarter of 2013 and the following data.

- In 2013 the risk of poverty rate stood at 21.6% of the resident population in Spain. 16.9% of Spanish households are unable to make ends in 2013. Meanwhile, 40.9% of households not able to handle unforeseen expenses.
- In 2013 the indicator Arope[4] risk of poverty or social exclusion stands at 28.0% of the resident population in Spain.

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4. The indicator Arope risk of poverty or social exclusion is a new aggregate indicator that combines three concepts: the risk of poverty, lack material and low intensity employment.

These effects have led to an important part of our society living with difficulties. The number of people who previously were already at a certain vulnerability has been accentuated its precariousness while many others had never thought of encountering a lack of resources, have been forced to turn to nonprofit institutions. This has led, in recent years, to the creation of numerous associations, institutions, organizations, foundations, and use different sources of funding, but with one common denominator: their nature being nonprofit. These groups of entities belonging to the third sector.

Similarly, there is also a growing interest in political advertising (campaign) or social advertising, developed by institutions and NGOs is another line of action today is becoming increasingly important (Baker, Roger and Sopory , 1992, Rice and Atkin 1996). However, NPOs have practiced marketing activities for some time. It may not be through a planned strategy, but intuitively or implied they have been doing some practice-related marketing (advertising, personal selling, public awareness campaigns,...). Therefore, the classical model of the 4-Mix Marketing P'so also applies to Nonprofit Marketing, although sometimes only communication variable and, more specifically, advertising becomes apparent. As discussed in the introduction, it would be necessary for organizations to incorporate the tools of the 4Ps of marketing in an integrated plan to act on the different stakeholders of the organization such as public institutions, enterprises, voluntary or public opinion. According to Antonio Leal, social marketing and social advertising confuse, as it is considered that one, of what is real and fundamentally, is to introduce the so-called "social communication techniques" to achieve behavior change in individuals, and for this the most common way is to use ads that excited. However, social marketing is much more than that and, moreover, is something different: it aims to achieve behavior change process, but by applying a range of strategies and techniques. In this sense it is important to consider one of the most important marketing trends of recent times, the Relational Marketing. Relationship marketing can be defined as the set of "all marketing activities directed to establish, develop and maintain successful trade-based relations" (Morgan and Hunt 1994). The conceptual background of relationship marketing is located in the studies developed by:

1. The Nordic School in the field of services marketing and industrial marketing. Several works of this school have questioned the traditional transactional view advocating a long-term relationship (Gummesson, 1996) or continuous (Grönroos, 1995). We must take into account the expectations of the future exchange face parts.
2. The contributions of the IMP Group (Industrial Marketing and Purchasing Group) that from a network perspective and interaction between them is intended to explain the industrial businesses, recognizing the existence of a global competition between networks and groups of companies.

Domegan (2008) went so far as to assert that social marketing puts the individual behavior change on center stage of the process, and coordinates an extensive network of relationships and partnerships across society to achieve its objectives, which is related to relationship marketing, e-marketing (and internet marketing) or network marketing (network marketing). But the current marketing goes far beyond a simple connection between the various stakeholders, that connection is to be effective, get loyalty and involvement of the group or individual or entity. So an interesting aspect to investigate the factors of success of the relational exchanges. In this regard, two of the keys to success in getting maintain customer relationships with the organizations are trust and commitment.

Trust is a widely used in the field buyer seller concept but it is useful to distinguish between several similar concepts. Seligman (1997) distinguishes the confidence of security, faith or familiarity. He points out that trust is necessary for the functioning of society and ensuring the fulfillment of the promises, and maintaining the same promise is a bond of trust. He argues that trust in people is different from trust in systems and argues that trust in such systems depends on trust in the promoters. In this sense, states that it is more appropriate to speak of the security institutions of trust, as it is less demanding. According to the above statement, can it be said that there is a security relationship with NPOs rather than a relationship of trust, and if so how can you ensure that the company has confidence in these organizations? We can be sure that a company does the right thing by social or legal pressure without giving our trust. Confidence however, when present, resolves doubts about the other hand, is a concept related to interpersonal relationships. Trust is neither faith nor safety while mistrust can not be equated with a lack of security. We do not speak properly when we say that we have confidence in the other party, organization, product or brand when what is meant is that we have a basis for assurance that our expectations will be positive. The sense of solidarity leads sometimes to accept unequal exchanges, and believe that things will be offset over time.

When there is a feeling, nostalgia or positive emotion attached to the bases of trust feel loyalty. Do not confuse the habit loyalty and such loyalty is not the fact that we buy a brand. What is important for companies to recognize what violations of the rules of equity undermine confidence and destroy loyalty. Even if organizations follow rules of equality with clients but not with other stakeholders, there may be a backlash from customers, which affect the overall image of the company.

In regards to the relationship between trust and communication on the one hand some authors, Mohr and Nevin (1990) argue that trust and communication causes on the other hand other authors argue that communication builds trust, Morgan and Hunt (1994). This refers to cooperation between companies, so the question is whether there is the same conclusion cooperation between people and the organization.

Some more used to measure variables are benevolence trust and credibility and benevolence, so that there is confidence in the degree to which a part of the relationship think your partner is honest and benevolent, Ganesan (1994):

- Compassion: reflects the degree to which one partcree the other has charitable intentions or motivations when new conditions arise for which there was no compromise.
- Credibility: reflects the extent to which a party believes that has the experience necessary to perform their work effectively and reliably.

In relation to the commitment, Morgan and Hunt (1994) define it as the "belief that the fellow continued relationship with the other party is so important that it deserves every effort to keep", which summarizes in one sentence the idea essence of what you want to convey with commitment. Another definition would be "attitude as the link between an organization and an individual," according to Morris and Sherman (1981).

Some authors consider that the commitment has three main components, Gundlach, Achrol and Mentzer (1995):

- Commitment inputs: refers to the performance of specific investments in the relationship, which can not be reused in the same way in another relationship.
- Affective Commitment: attitude of the parties to develop a long-term stable relationship.
- Formed by affective, psychological attachment, loyalty, identification, affiliation, shared values and intention of futures intentions.
- Time commitment: commitment only makes sense in the long run.

Also these two authors analyze two dimensions of commitment: credibility, referring to the magnitude of the commitment of both parties, as the pledges of both parties together and proportionality, measured as the difference between active and engaged by each party to exchange resources. Two of the most studied variables in the field of relationship marketing are communication and co-operation, which are part of the Commitment-Trust Theory proposed by Morgan and Hunt (1994) these two variables may have a direct effect on commitment and trust. From this statement it might raise the question: is there the same effect regarding non-profit organizations by the opinion of society?

Gremler and Brown (1998) propose a theoretical framework of adapted loyalty to service firms analyzing its antecedents, components and findings. These authors propose four antecedents to loyalty service, including two particularly interesting ones for relations between persons and non-profit organizations: the impersonal ties and interpersonal relationships. In particular, Gremler and Brown (1998) point out that due to the characteristics possessed by service providers they have the ability to build links with customers, links are less likely to exist in the case of brand loyalty of tangible goods.

In services interpersonal interaction between employees and customers becomes an additional component to the product offered valuable interpersonal bonds and defines these as "the degree to which a customer perceives having a relationship, sociable with one or more employees' service provider". Interpersonal relationships may exist in varying degrees at one end would be an impersonal relationship where the client would not have found or never communicated directly with an employee. At the other end the client could have a very close relationship with one or more employees of the service provider. In the case of non-profit organizations there could be two cases, giving a one time only financial donation or continuously making a financial donation, or the person who works closely with the organization, including volunteers.

Although in most cases relationships would fall somewhere between the two extremes, in the case of NPOs it is precisely given a particular case on one side only donors who made financial contributions and volunteers across although it would be the employees of the organization is precisely those who have to interact with other people (customers) and get your feedback, ie, that in turn become volunteers (occasional or regular). Gremler and Brown (1998) suggest that interpersonal ties include customer feelings of familiarity, comfort, friendship and trust. The degree to which the customer perceives that there are such links could depend on if the employee expresses a concern to the customer care, customer recognizes and expresses sympathy. Another question arising from the above statement regarding NPOs would be how marketing could be used by these organizations to get that interpersonal relationship with customers, and these potential volunteers. Loyal customers can create value for the company through positive word of mouth, of citizens behaviors volunteers and advising other clients.

The commitment applied to social marketing
In the field of social marketing model highlights the Social Marketing and Community Engagement Model Frank which we believe are more related to the topic at hand.

Doug McKenzie-Mohr and William Smith propose a new approach to social marketing called "community-based social marketing" Community social marketing. This approach is based on: identifying barriers and benefits of sustainable behavior, designing a strategy that uses instruments left lead to the acquisition or increase of commitment.
In this, the important thing is personal contact with members of the community and the removal of obstacles, ie; barriers to the implementation of the measures implemented and the most viable long-term behaviors. Regarding the involvement include the following conclusions:
- There is a greater commitment from the people who are more willing to cooperate in surveys or interviews longer if initially they have been asked to help in a small survey or to answer only a few questions

- The written commitments are more effective than verbal.
- Referring to the written agreement, it is more effective if public.
- Group commitments are also effective especially when there is a good group cohesion.
- When a person makes a commitment, ask him to ask other people to do similar behavior.
- The commitments do not work if the person in question feels pressured.
- The commitment will be more effective if we combine several instruments, for example by using the so-called "promts" defined as an auditory or visual signal that helps to remember that we must carry out an activity that otherwise would forget, we would do as follows:
  - Make significant signal
  - The signal should be self-explanatory. Through text or graphics is to simply explain what should be done.
  - Position the signal at the appropriate place and time
  - Use the signal to promote positive behavior rather than negative behaviors to avoid
  - Combine with commitment techniques and standards.

Many companies, as Kotler (2003) explains see cause marketing as "an opportunity to enhance their corporate reputation, raise brand awareness, increase customer loyalty, drive sales and increase press coverage."

In this sense, Morley (2002) suggests that corporate reputation is based on the following: public affairs, philanthropy, employee relations, community and investors, sponsorship, and media relations. Today more and more companies realize that finding ways to be more socially responsible can help influence your image (reputation) Corporate. At this point, Van Riel (1995) defines "corporate image" as the picture that people have of a company, and "through which people describe, remember it, and refers to it" (Dowling, 1986).

In this sense, under increasing pressure from non-governmental organizations (NGOs), consumer groups and from now also, investors, companies and business sectors are increasingly adopting codes of conduct terms of working conditions, human rights and environmental protection, mainly targeting its subcontractors and suppliers. Surveys show that consumers not only want to buy safe and quality products, but also have the knowledge that have been developed in a responsible manner from the point of view. In recent years, investors have considered socially responsible investment in social and environmental matters is a reliable indicator of good internal and external management. Thus, socially responsible practices open an avenue for reconciling social development with improved competitiveness.

However, in the case of ONL CSR has a different connotation. Nonprofits born about values, which are present throughout the organization, and in many cases

are the very cause of birth and it is organizations created to promote them. These values are also in social responsibility, as seen in the above definition therefore be thought that NPOs are socially responsible per se and would not need to worry anymore. However the opposite is precisely the current role and as important activities for the society give priority to conduct a clear expectation of reciprocity collaborating stakeholders.

Therefore, the emphasis of the social responsibility of nonprofits is on the way to carry out the activity in accordance with their values. In short, it is, therefore, that the 'way of doing' of the organization is consistent with its "reason for being".

Although it has already been discussed above both the affective commitment and trust, once again highlights the importance of motivation and emotion, both involved in the demand for equity agreements between buyers and sellers. Hence the note Frank model because it adds to knowledge about compromise a very important aspect, emotion or affective component .Said component refers, as Meyer and Allen (1991) the emotional ties that people forge with the organization, reflects the emotional attachment to receive the satisfaction of needs (especially psychological) and expectations, and enjoy your stay in the organization. Although this conclusion refers to people who belong to the organization (organizational commitment) would be interesting to investigate whether you can reach the same conclusion with people outside the organization but working with it and share its values. According to Allen and Allen (1990) commitment is the psychological state that binds the individual to an organization.

The Model of Emotional Commitment of Frank

Robert Frank (1988) is incorporated into the Rational Choice Theory of a vision more than the strictly selfish behavior. Their model focuses on emotions and altruistic behavior in economic matters, and argues that the emotional commitment about what is equitable causes equitable deals that are not to be rejected. In what he calls the Model of Emotional Commitment Frank intends to demonstrate how altruism can be as much as material reward for the individual and for society. He considers his engagement model as a step towards a theory of non-opportunistic behavior, saying the behavior that deviates from the rational self-interest can usually be explained as emotional predispositions that generate commitments to resolve dilemmas in a certain way. Thus, people who feel guilty when they violate the law will be willing to not violate it (for example illegal downloading of music) but rational calculation of self-interest suggests otherwise. Frank argues that feelings and strong emotions are the immediate causes of most behaviors.

This economist argues that who allow emotions to their lives instead of rationality can make immediate sacrifices, in order to improve their wellbeing in the

long run. Moral Sentiments, Frank gives this name to emotions, are instruments that have proved useful in solving problems, to make highly social creatures have long term benefits for your genes, derived from social relations. Therein comes the concept and commitment problem.

The reflection here is the fact that to achieve in long-term cooperation it is required to avoid the temptation of short-term selfishness, and convince others that you are committed to follow such course. There goes the emotions; strange to use emotions to make credible commitments and our expressions.

One of the criticisms of the Frank model is that if there is an emotional commitment to ethical actions, why we need a material benefit as additional reinforcement? Unless the model can be attached to the Rational Choice. It would not provide any rational basis for altruism. Altruism can go against their own benefit and maximize utility. One explanation for this may be the social learning process in which people learn what is expected of them.

It would therefore be important to investigate how emotions can influence the commitment from the point of view of social marketing. And in this sense it is appropriate to take into account the contributions of Cialdini (1981) and its proposal on relieving negative state, by claiming. The person help to alleviate their own negative mood. And also according to Smith (1989) found the positive impact that prosocial behavior has on the person who helps, who helps makes you feel better, this is what is known as the empathic joy.

Chart 1: Conceptual framework
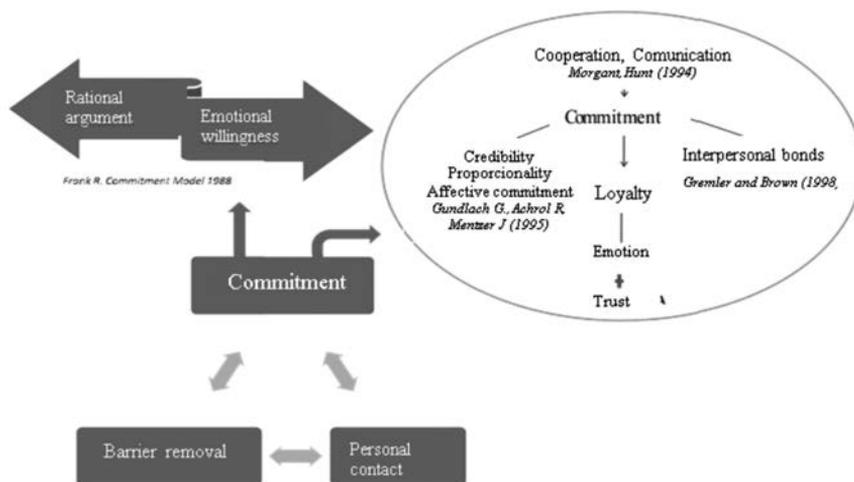
Source: own elaboration

Commitment Model Frank and the contributions made by the authors named in the article on commitment and trust, this paper provides by those theoretical model that could be applied in marketing professionals who want to make their strategies effective. Although this model has been designed to be applied in the field of the third sector, one could expand its scope to any business that has marketing activities. What is special about this model is that it also raises an integration of the strategies referred to in the 4P's of marketing: product, price, distribution and communication, not only focus on advertising campaigns. The theoretical model discussed above is presented in the following graph:

Chart 2: Commitment Model applied to Social Marketing

Community based social marketing D. Mckenzie Mohr y W Smith 1995
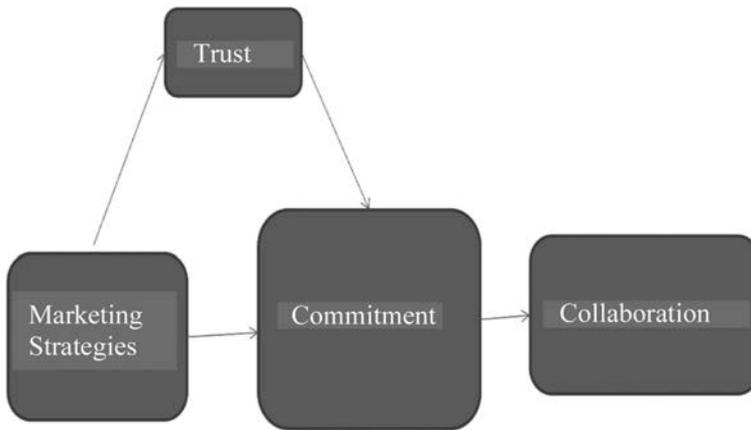
Source: own elaboration

With this model we intend to study how to use social marketing strategies in order to predispose both volunteers of the organization as potential volunteers to the commitment and confidence to the organization and its values. This model is intended to respond to the questions raised in this article:

- How should the marketing be used by these organizations to get that interpersonal relationship with customers, and these potential volunteers?
- Can it be said that there is a security relationship with NPOs rather than a relationship of trust, and if so, how can be achieved where the company has confidence in these organizations. Furthermore loyalty can be achieved with commitment and confidence. Volunteers of the organization have to have her to their organization and volunteers, so that the latter are to become volunteers of the organization, whether occasional or ongoing basis or both. The following statements are reflected in the research findings have been taken into account for the realization of this item:

Communication, credibility, benevolence strengthen or has a direct relationship with confidence

- There is a direct relationship between personal ties and loyalty
- They have a relationship with commitment: identification, affiliation, shared values and future good intentions.

It would be interesting to see whether these assertions are true in the field of marketing of NPOs. These variables can be related to each other and could check if these relationships affect the commitment and trust.

Some examples of how they can use the tools proposed by McKenzie-Mohr, D., & Smith, W. (1999) for a greater commitment are reflected in the following table.

Table 1: How to use Community Social Marketing tools

Signal	Example
Make available appropriate tools	If you send someone a water saving device and a brochure changing the concept of themselves as collaborators
A public engagement	the names of persons are published in the local newspaper, is even more effective
A good group cohesion: Friendship, shared values.	a person in the community who is already participating in the activity and promising to talk to others to help them start the activity
Written communication	Of the people who were asked to donate to a center for people with disabilities, they did 92% of those previously signed a petition for the establishment of the center. But those who did not sign the petition only performed 53% donation.

Source: own elaboration from McKenzie-Mohr, D., & Smith, W. (1999).

A Case Study: "Organization To Combat Drugs, Barrio Vivo"

In this assignment we have used a case study, which is one of the most common research methods in the social sciences (Stake, 1981, Merriam, 1988, Yin, 1994). We will use this case study as reference to one of the NGO's greatest presence in the Campo de Gibraltar: Organization to Combat Drugs Barrio Vivo.

Origin of the organization

The Organization to Combat Drugs Barrio Vivo is a non-profit organization which was established in September 1990 in Algeciras. The purpose of creating was the intention to support, coordinate and provide guidance to individuals and families who were affected by the use of drugs. It was initiated in the early eighties, a time when drug use in the Campo de Gibraltar area was increasing at an alarming rate.

The region is European Union Schengen border, and it is separated from Morocco by just 20 miles. In the eighties drug spiraled, as a result of drug trafficking from that country was a emerging source previously unknown. Many local people looked on helplessly as their family and friends fells victim to drug addiction, and in some cases loved ones were taken from them. As a result of this the organization grew steadily and began to lay the foundation for what is now the organization "Barrio Vivo", an independent, voluntary run organization.

Our assignment, although based on a statistical study of questionnaires and opinions expressed by the students is detailed elsewhere in this report is intended to give an rough of what the NGO is, and what are its functions, its aims, its work and its resources.

To do this, we have carried out an depth interview, to go beyond the mere statistical information and, to delve into the opinions and concerns of those who were working on the ground. For her intense involvement in the work of "Barrio Vivo" and her knowledge of the organization, we thought it appropriate that the interviewee, Mrs. Carmela Diaz, the technical representative who is social graduated and has worked for twenty years in the organization. Previously, she was the owner and director of a tax and employment advising company.

In her own words, in a relaxed, open and honest interview, we have highlighted some her main points, which we will discuss.

Lines of action
In the words of Ms. Diaz, the main aim in the beginning was the social awareness and acknowledgment of the existence of people affected by drugs, especially through education establishments and companies to make them aware of the social reality in which they live, and for them to intervene in its prevention. At the beginning they worked hard to help victims and families, but they realized that it was not enough, and began to carry out drug prevention campaigns in areas of the city, even to identify traffickers.

Currently, there are five areas on which the lines of work of the organization are based. Among them, the Prevention is the key. These lines are:
1. To promote and develop programs and measures necessary to prevent all types of drug used and to prevent children and youth being socially excluded.
2. To help, treat and educate drug users to stop using and help to integrate back into the community and workplace.
3. Training and promotion of voluntary workers, raising their awareness and mobilizing different social workers for their involvement in society.
4. Care and promotion of community welfare, with special emphasis on those most vulnerable populations in areas at risk of marginalization and social exclusion.

5. To develop programs and activities with international aid and development cooperation with other countries on issues related to the social and cultural objectives of the association. Generally, the Association will encourage, promote and prioritize social assistance for the community.

All this can be summarized in three basic areas: intervention (attending to affected people and their families), prevention and recruiting volunteers.

Specifically, its main services are:
1. Social work
2. Psychological support for families of drug users.
3. Information and guidance services.
4. Fact-training talks.

Therefore, the bulk of its activities are directed to various areas of action:
• Activities for the families of affected people, as "Family Schools"
• Activities in the different areas of pre-school, primary and secondary schools, to reinforce values in young people, their social skills and reaffirmation of their identity, through workshops and playful or sports activities.
• Alliances with other similar associations, churches, neighborhood associations or youth associations.

Table 2: Briefly discuss the main programs through which such activities are conducted

Lines of action	Main programs
INTERVENTION (To help affected people by drug and families) **PREVENTION** ("Teaching to avoid cure") **VOLUNTEER RECRUITMENT** (transversal goal in proceedings)	• **Direct assistance** to drug users, first time users, and family • **Food Program "Solidarity Barter"**. Providing food to needy families. Collecting food in shopping centers, storage and distribution to families. Collaborating with Caritas and similar organizations • **Prevention Program in the neighborhood**. Centered amongst the youngest people, within the "Algeciras, smart entertainment and leisure program" (National Drugs Program) It promotes healthy alternatives among young people during the summer. • **Area Program**. Aimed at schools and colleges in the area. Prevention of drug use. Teaching on "safe sex" to prevent STDs. • **"Galatea" Program**. To promote personal and social skills (self-esteem, overcoming failure, discipline, teamwork, etc.). Among schoolchildren to prevent drug use. • **"Street Handball" Kids Tournament. (XV edition, 2013).** Preventing drug consumption by encouraging sport as a means of enhancing personal and social values (especially teamwork and healthy life). Participants bring food and other items that give to the needy. • **"Theatre for all" Program (VIII edition, 2013)**. Presentation of plays by young and old people, as a way of promoting personal and social skills.
TO CREATE A "SOLIDARITY SCHOOL "	

Source: Campo de Gibraltar daily press news.

Territorial area
Its area is the Gibraltar District, which can undertake any actions it deems necessary for the preservation of its goals in the regional, national and international and it can integrate with other organizations in different geographical areas.

Finance
One of the main problems which the organization has is sourcing finance. For many years it has received significant amount of funding from government, but due to economic crisis, these resources have been significantly reduced or in many cases lost. Also it is more difficult for these organizations to get funds. As an example, we note that self-financing system of the City Council of Algeciras, called "one-box", that is, all income which is collected can be used for any purpose. This is an added problem because it frequently delays the allocation of funds are received with considerable delay.

Currently, the main sources of funding are donations from partners, Junta de Andalucía, the City Council, the County Council. The National Drug Plan, and private companies which are increasing becoming more aware of social responsibility policy.

Awareness in the community
There is no special awareness section in the organization, it falls upon the technical director and the volunteers to promote the awareness in the community.

Methodology
With the purpose stated in previous lines and once seen the theoretical content and the model that shows interconnections between variables that influence the commitment and collaboration, the following hypotheses are proposed in the field of NGOs and in particular concerning the organization object of study "Barrio Vivo":

H1: Knowledge of NGO's values conducive to collaboration H2: Students are considered caring people
H3: Solidarity means closer cooperation
H4: The personal bonds encourage collaboration

To carry out the assignment firstly, we prepared a questionnaire (Appendix I) to collect data on the thoughts and opinions of the university students in the Business Administration and Management degree course at its headquarters in Algeciras Bay Campus who were aged between 18 and 25 years old. Secondly, a sample of this population was chosen. In total 110 individuals were interviewed. Table 3 shows the technical file.

Table 3: shows the technical file

Sample size	110 valid surveys
Sampling error	With a statistical confidence level of 95% and P=Q, the margin of error is 8%
Time that the survey was conducted	May 2014
Sampling procedure	Simple random sampling

The demographic characteristics of the individuals interviewed are shown in Table 4

Table 4: Individuals interviewed

Demographics variables	Sample percentage	Center percentage
Sex: Male	47.74%	41,90%
Female	52.26%	58,10%
Age: between 18-25 years old	100%	100%

The questionnaire used for conducting the research is structured into four sections. The first one is in relation to the demographics data of students, the second is in relation to the amount of knowledge, which the young people have about the reality of NGOs, the third questions their collaboration and how they interact with NGO's, if at all. And the final fourth set of questions investigates barriers and obstacles which prevent people from collaborating with NGO's.

During the in-depth interview with the technical director of "Barrio Vivo", Carmela Diaz, we also discussed in detail the results of the survey.

Results

Data analysis
In the survey most of the variables are qualitative, as they measure attitudes, values, motivation, intent, knowledge or opinion about the concept. The qualitative variables measure a count of how many cases we have of each of the possible categories (absolute frequencies) or a percent about how much each of the categories represent within the set of possible ones (frequencies relative), and is usually done a frequency diagram to reflect these values graphically.

To analyze these variables, contingency tables are made and thus detect any relationship between them. Then we proceeded to perform the chi-square, which is a technique that finds objectively whether the sample obtained suggests a significant relationship between qualitative variables or whether, on the contrary, differences in proportions are attributable to random sampling and there are not solid and reliable differences.

Main results obtained

According to the analysis, it is noteworthy the 88% of the people surveyed claim to know some NGOs, especially the international ones, a similar percentage and a very high one 87% said they do not collaborate with any of them. This is represented on Charts 3 and 4 show:

Charts 3 and 4: Level of knowledge of NGOs, international and local
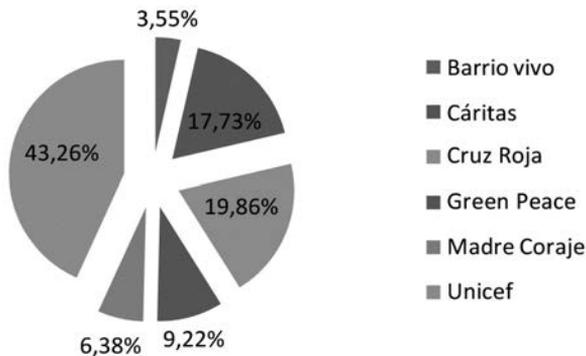
International Knowledge NGO`s
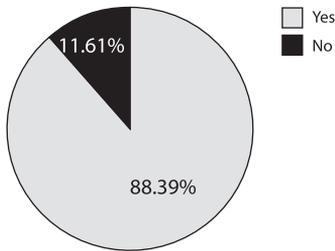
Local Knowledge NGO`s
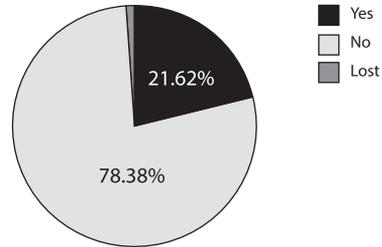
The better organizations are shown in the Chart 5. It highlights the fact that local organizations are hardly known, and the NGO "Barrio Vivo" is included in this group with just a rate of 4%.

Chart 5: NGO's best known

The analysis of the association between both variables, whether the collaboration depends or not on the knowledge we have about the NGO is presented in table 5. There was no statistically significant difference between them as it is demonstrated (p=0.324).

Table 5: Degree of relationship between the variables knowledge and collaboration

Pruebas de chi-cuadrado

	Valor	gl	Sig. asintótica (bilateral)	Sig. exacta (bilateral)	Sig. exacta (unilateral)
Chi-cuadrado de Pearson	,972b	1	,324		
Corrección pa or continuidad	,499	1	,480		
Razón de verosimilitudes	,925	1	,336		
Estadístico exacto de Fisher				,402	,236
Asociación lineal por lineal	,963	1	,326		
N de casos válidos	110				

a. Calculado sólo para una tabla de 2x2.
b. 0 casillas (,0%) tienen una frecuencia esperada inferior a 5. La frecuencia mínima esperada es 5,24.

Regarding H2 we can conclude that students are caring people themselves (Chart 6), but as the following graph highlights the fact that despite this, they don't collaborate with NGO's (Cchart 7).
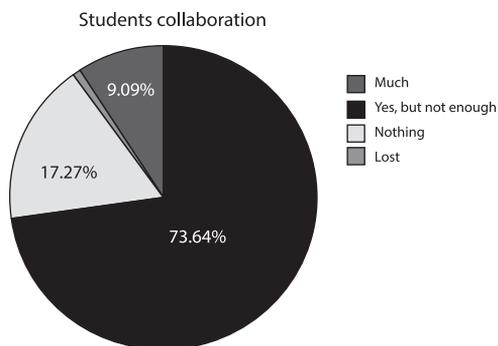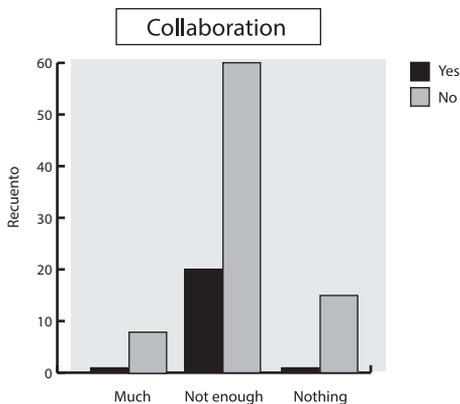
Chart 6: Students collaboration

Chart 7:

To check whether there is indeed significant differences between both variables, the chi- square test shows that there is no relation between solidarity and collaboration, the result being 0.167 (Table 6).

Table 6: Degree of relationship between variables solidarity and collaboration

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	3,585(a)	2	,167
Razón de verosimilitudes	4,475	2	,107
Asociación lineal por lineal	1,605	1	,205
No. de casos válidos	109		

Between the genders there is no difference in collaboration with NGO's, as also indicated in the chi-square test, with significance level> 0.256 (chart 8 and table 7)
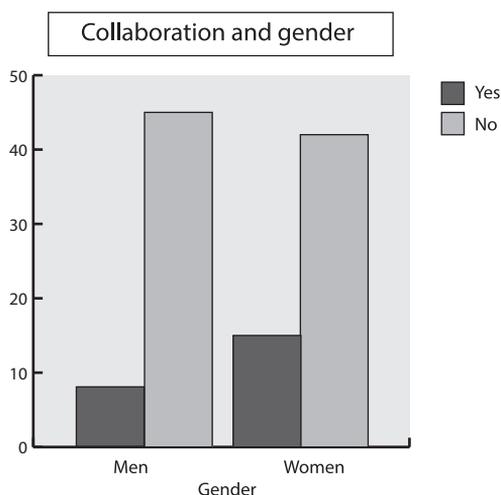
Chart 8: Relationship between gender and collaboration

Table 7: Degree of relationship between the gender and collaboration

	Valor	gl	Sig. asintótica (bilateral)	Sig. exacta (bilateral)	Sig. exacta (unilateral)
Chi-cuadrado de Pearson	1,289(b)	1	,256		
Corrección pa or continuidad (a)	,818	1	,366		
Razón de verosimilitudes	1,302	1	,254		
Estadístico exacto de Fisher				,356	,183
No. de casos válidos	111	1			

In relation to personal commitment, nearly 80% of the interviewees have agreed to help the needy as a motivation factor. However, if we compare these moti-

vations between the genders, men expressed a preference for belonging to a group and feeling good about themselves, while women are mainly motivated by helping the needy (Charts 9, 10). Looking back to the chi-square test/result, it shows that gender is not relevant as a motivation factor in helping the needy (g=0.062) (table 8).
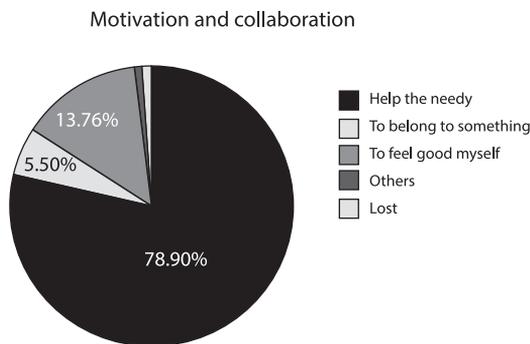
Chart 9: Motivations to collaborate with NGOs

Motivation and collaboration

78.90%
13.76%
5.50%

- Help the needy
- To belong to something
- To feel good myself
- Others
- Lost

Chart 10: Motivations to collaborate with NGOs, by gender

Motivation and collaboration by gender

- Help the needy
- To belong to something
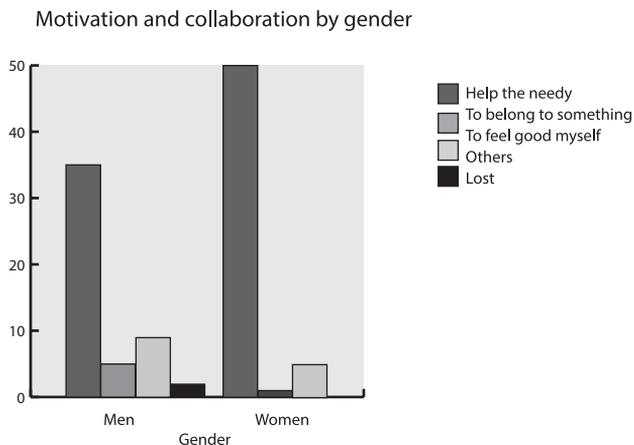- To feel good myself
- Others
- Lost

Gender: Men, Women

Table 8: Degree of relationship between gender and collaboration

Pruebas de chi-cuadrado

	Valor	gl	Sig. asintótica (bilateral)
Chi-cuadrado de Pearson	7,332[a]	3	,062
Razón de verosimilitudes	8,347	3	,039
N de casos válidos	109		

a. 4 casillas (50.0%) tienen una frecuencia esperada inferior a 5.
La frecuencia mínima esperada es ,95

The relation to the method of collaboration and considering the general lack of finance resources amongst of young people, the most common method of collaboration is through the delivery of food (Chart 11).

Chart 11: Forms of collaboration with NGOs
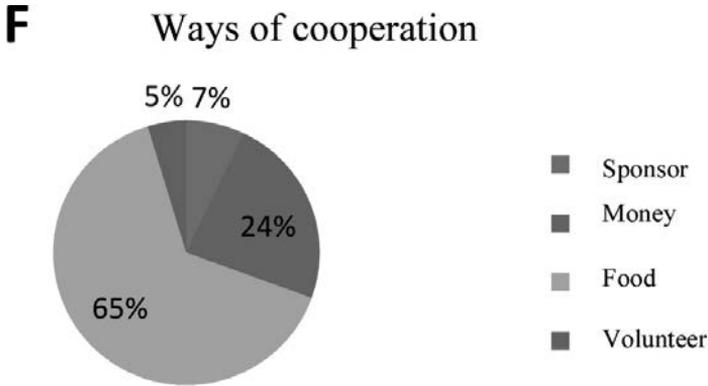
Another point to note is the way by which the students were familiar with NGOs. Tv is the biggest influence with 70%, followed in second place by "word of mouth" and social networks, which represented only 4% (Figures 12 and 13). According to results of the survey on the lack of collaboration, it reveals that generally there is lack of information, including a lack of information in relation to working with NGOs, simply not knowing when and where events are taking place or simply just not having a bank account.
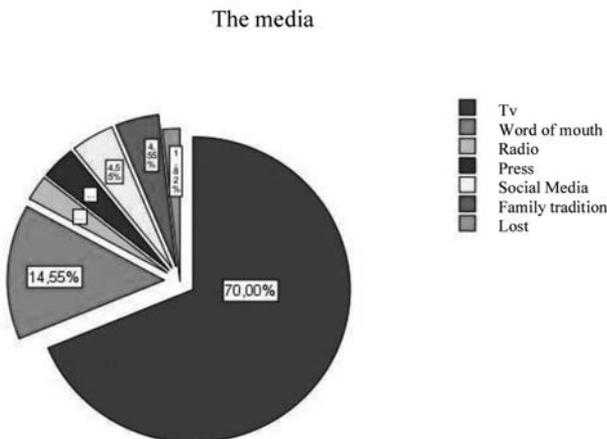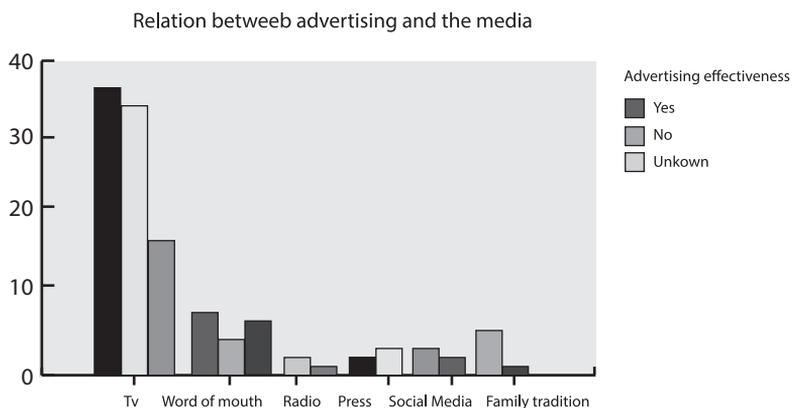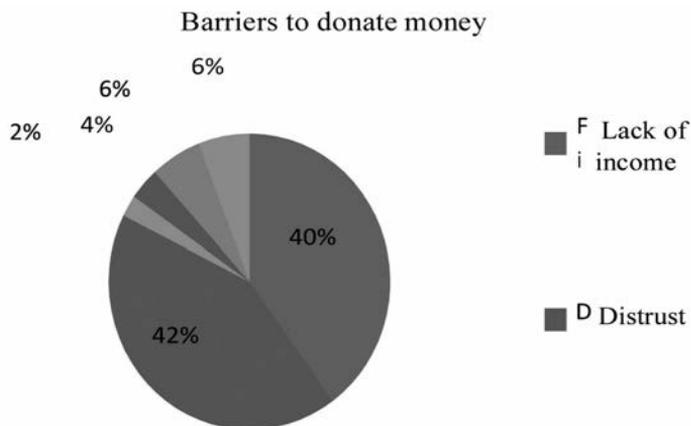
Chart 12: Knowledge Media NGOs

Chart 13: Advertising Effectiveness for collaboration with NGOs

Relation betweeb advertising and the media

Finally, we consider the barriers that deter students from collaborating with NGOs. As discussed in the theoretical framework, according to the theory of McKenzie (1999), it is important to identify the barriers and benefits of sustainable behavior, when designing a strategy that uses instruments leading to the acquisition or increase of commitment. In addition to the lack of motivation there is also the lack of time and information, and the fourth factor is the lack of income (Chart 14).
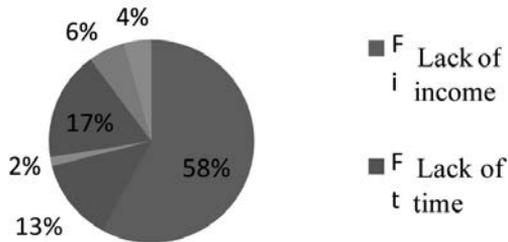
Chart 14: Barriers to Collaboration with NGOs

Barriers in engaging

- Lack of income
- Lack of time
- Unknown
- Distrust
- Little information
- Lack of motivation

12% · 16% · 11% · 11% · 3% · 47%

Barriers when attending events

- F i Lack of income
- F t Lack of time

4% · 6% · 17% · 2% · 58% · 13%

Conclusions

Everything used in this research, is striking, and in agreement with the words of the director for "Barrio Vivo". The main barrier to collaboration which one of the barriers to collaborate with the organization is the lack of motivation and this is the most important point to take into consideration when planning marketing strategies.

The most important motivation factor to collaborate with NGO's is helping people, not belonging to a group or feeling good about themselves. This means that we would be keen to pursue this line of thinking and is an area which requires greater research.

Taking this into consideration following questions may arise for future lines of researching:
- It is true that marketing and media advertising is a major motivation factor when deciding to collaborate with NGO's?
- If they are effective, then, why does such a high percentage of respondents not collaborate even if this is their intention?

Related to personal bonds, this theory also argues that what matters is the personal contact with members of the community. However, the results show how the sense of belonging or feeling good itself is not a sufficient motivation for getting involved with the organization, is the act of helping others encourages respondents to collaborate. Another point for future research would be whether there is any relationship between these two concepts, helping behavior and feeling good about yourself.

In the words of the director for "Barrio Vivo", one of the reasons for lack of motivation might be the lack of awareness of the reality in which we live. Young people perceive the situation in the media as something distant that does not affect them, and they don't know what exists in their own environment.

In relation to marketing activities, the organization "Barrio Vivo" has no budget to employ the professional services. In this regard, the activities are performed by volunteers and by the director of the organization. In the past it had signed cooperation agreements with the City Council, but due to the economic crisis there are fewer public funds for social causes, so the financial resources for the NGOs have been declining significantly, especially in the last 5 years.

In its education the program organization main focus is at primary and Secondary school levels it doesn't cover the 3rd level. In our opinion it should as this is a huge area for recruiting volunteers. In the words of Ms. Diaz "services should be demanded by the 3rd level institutions. Third level students are a very important and large target audience which should receive more attention as a substantial potential for future volunteers and donors.

Finally, and in relation to the media, the technical director of "Barrio Vivo" explains that an extensive campaign which takes place in the media is limited to a local level. Media, on the other hand, are very receptive to the organization, for its intense labour in the prevention and intervention into a situation which is a real problem in the country at this time. Maybe they should publicize the organization's work in the widespread media, provincial or regional, allowing them greater publicity.

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Annex I

Questionarie For Students

1. Do you know any international, national or local NGO's? Yes/No

2. Would you please identify which ones?

3. Are you involved with NGO's?
- A lot
- Not enough
- Nothing

4. Which is your motivation to collaborate with NGO's?
- Help the needy
- To belong to a social group
- To feel good myself
- Others

5. How do you prefer to collaborate:
- Sponsor
- Money
- Food
- Volunteer

6. How did you know the NGO?
- TV
- Wourd of mouth
- Radio
- Press
- Social Media
- Family Tradition

7. Which are the barriers to deter you from collaborating with NGOs?
- Lack of income
- Lack of time
- Unknown
- Distrust
- Little information
- Lack of motivation