

The Application of Social Responsibility in Television Advertising and Social Networking Applications for Companies and its Impact on Consumer Behavior¹

Dr. Afnan Mohammed Shaban

Market Research & Consumer Protection Center, University of Baghdad.

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ABSTRACT

The research deals with the study of the application of social responsibility in television advertising and social networking applications for companies and its impact on consumer behavior, companies and the extent of its impact on consumer behavior, and the research was conducted on a sample of the public of the city of Baghdad, and a simple random sample consisting of (300) male and female respondents was selected from customers of Zain Iraq Telecom Company, and the questionnaire was used as a tool for measurement, and the results were analyzed using the statistical program SPSS, and reached results. Several, the most important of which is that text messages are the most important means by which the company broadcasts its advertisements related to community development, in addition to websites, internet pages, and television. For companies in consumer behavior by users, companies are interested in knowing the level of consumer satisfaction with their services in a specific field, and in our research, we find that the level of user satisfaction is average with the contribution of the company's advertisements in achieving social responsibility, due to its weak implementation in reality due to its need for great capabilities, and also advertisements need To elements that attract the consumer and innovative ideas that are entrenched in the mind of the recipient.

Keywords: *consumer; responsibility; advertising; television; communication; societal.*

INTRODUCTION

Research Problem: The research problem is determined by asking the question: What is the impact of social responsibility in television advertising and corporate social networking applications on consumer behavior?

The Importance of Research: The importance of this research comes in dealing with the issue of corporate social responsibility, so that social responsibility has a significant role and impact in changing the lives of individuals and has been employed globally by companies and institutions to provide service to the community and has been used in the advertisements that it provides, so it has a significant impact on the reputation of companies that it promotes this type of advertisement as it creates a good mental image of it and often increases the sales of these companies and affects consumer behavior. Television and social media applications are used in promotion and advertising, and companies employ them in this field. The research is in addition to research and scientific studies in this field, which It can provide something new for it and support future studies in this field.

Research Aims:

Clarifying social responsibility in television advertising and social media applications.

Clarify the companies' commitment to social responsibility in promoting and advertising their services and products.

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Determine the most used means in advertising companies.

Knowing the impact of social responsibility advertisements made by the company on consumer behavior.

- Determining the level of satisfaction with the contribution of the company's advertisements to achieving social responsibility.

- Measuring the application of social responsibility in television advertising and corporate social media applications and its impact on consumer behavior.

Hypotheses:

The first hypothesis: There are differences between the sample averages regarding the impact of social responsibility advertisements that the company makes on consumer behavior.

The second hypothesis: There are differences between demographic variables and the contribution of company advertisements to achieving social responsibility.

Research Methodology: The research is a descriptive research that requires a study and description of the phenomenon under study and the collection and interpretation of data and information.

Research community and sample: The research community is determined in the public of the city of Baghdad, and a simple random sample consisting of (300) male and female respondents of varying levels in their social, scientific and economic levels was selected, and the sample was exclusively customers of Zain Iraq Telecom.

Research tool: The questionnaire was employed to collect data by setting various questions that serve the research objectives and was distributed to a research sample consisting of (300) male and female respondents. The questionnaire included a triple Likert scale (agree, neutral, disagree) to measure the intensity of the sample's response with content Resolution.

Search Limits:

Spatial boundaries: The spatial boundaries of the research centered in the city of Baghdad.

Time limits: The time limits for the research were during the period 1/1/2022- 31/12/2022.

The stability of the analysis: A test of the stability of the statistical analysis of the data extracted for the research was conducted through the use of the Vakronbach coefficient and it was found that the value of the stability is equal to (78.00), which is an acceptable percentage for the stability of the analysis.

Statistical tools: Using the SPSS statistical program to empty the questionnaire data, analyze and extract the results, and set up statistical tables by calculating frequencies, percentage weights, the arithmetic mean and standard deviation, Pearson's correlation coefficient, and the value of the chi2 test, and for the stability of the test, use Cronbach's alpha test.

Definition of terms:

Social Responsibility: Social responsibility is centered in the commitment of community members and decision-makers to make decisions that serve the entire community and emerges as one of the ethical theories of the role of individuals towards their community (Shaaban, 2017).

Social networking applications: It is a system of websites that allows the subscriber to create private websites and link them to the electronic system with other people or subscribers who have the same interests (Al-Sayed, 2015, p. 43).

Television Ads: The term advertisement indicates that it is a means of communication used to introduce a specific commodity or service, offer it for sale and purchase, and convince the consumer of it (Shaban, 2020, 7016).

Theoretical framework:

The trend towards paying attention to social responsibility issues has taken a large space among other issues for companies and civil society institutions, and it contributes to the formation of a positive mental image among consumers as it is one of the new trends to improve the condition of individuals and society.

Social responsibility is referred to as an ethical behavior towards societies, especially those that suffer from a low economic, cultural and social level, which requires the role of organizations to play their role towards societies (Mufleh, 2016, p. 357). Including that institutions and companies provide information to individuals about the goods and services they provide to beneficiaries.

Companies carry out their social responsibility through self-commitment towards society to solve problems and help people without there being a goal or material profit, as the motive is human from the responsibility of the institution towards society (Gholam, 2016).

Social networking sites topped the traditional media, as the public relies on them to obtain knowledge information about environmental and social variables that allow their circulation through communication and interaction.

The new media includes the simultaneous merging of communication between the sender and the receiver about the material or message for the purpose of communicating it and achieving persuasion with it, and allowing the recipient in turn to participate in expressing his opinion and the audience to participate in it (Al-Shamrani, 2017, p. 17). It is distinguished by the speed and clarity of information transmission, while allowing the public the opportunity to participate in what is known as mutual broadcasting, and to respect the presence of the other in the age of information and speed (Abdul Ghafour, 2018, p. 15). Social media is an important means of communication between individuals, including Facebook, blogs, Twitter, Instagram, and others, and is used to exchange or obtain information (Shaban, 2022,120).

Television advertising is used as a means of applying social responsibility, as it is a means of communication aimed at influencing consumer behavior by using a variety of non-personal methods and means to attract him through one of the well-known means of communication (Al-Ghalibi, 2006, p. 17).

Advertising is referred to as the psychological process that is based on changing the opinion and behavior towards the subject, commodity, or service offered (Schumann, 2010, p. 68). Thus, social responsibility is linked to the decisions taken by the organization to reach the desired goals for the development of society economically and socially (Al-Bakri, 2005, p. 14). and commitment to the economic development of societies and the improvement of living conditions (Al-Khalidi, 2010, p. 77). Companies are interested in using the media to achieve their social responsibility, and the media is also committed to its responsibility towards society, giving importance to the media content in this direction (Al-Rahahleh, 2011, p. 31).

Various media play their role in assuming social responsibility towards society, and this can be seen through the change in the fields of information, culture, and the behavior of individuals from exposure to it, and the change of trends, influencing factors, and the motives for their use of it (Shaban, 2021, 927).

The social responsibility of companies lies in playing their role in the initiative in the development of society and solving its problems through material and humanitarian contributions and the ethical practices that they provide without profit goals but rather for humanity (Gholam, 2016, 689-698).

Zain Iraq and Sustainable Development Company, some of its projects for the year 2022 (the official website of the company)

- 1- Zain Iraq launched an awareness campaign on the importance of the COVID-19 vaccine through publications and text messages through its official platforms on social media during the year 2022.
- 2- An awareness campaign about green spaces, planting more than 500 olive tree seedlings at the University of Technology from Zain Iraq employees and 17 startups, and publishing them on their official platforms.
- 3- Zain Iraq holding a global competition (Codeavour) in cooperation with Stempedia, a competition specialized in artificial intelligence and programming, aimed at children between the ages of 9-15 years.

4- Techstars Startup Weekend is a training project that provides emerging small entrepreneurs with the possibility to simulate and experience the work of startups and learn how to think, plan and act.

5- Supporting women in the field of entrepreneurship and empowering women in the field of business.

6- Supporting young talents, especially in the field of technology. Zain Iraq sponsored "HashCode", an international competition.

7- Zain Iraq, in cooperation with UNICEF, concluded a 3-year partnership aimed at improving the lives of more than 5 million children in Iraq.

8- Part of the Zain Youth Program ZY Zain Iraq supports The Train program in the city of Basra, and the second phase of training the participants, who numbered more than 40 participants, received training in design thinking to manage and develop their personal business for university students.

THE RESULTS OF THE FIELD STUDY

1- Social gender

Table 1: The gender of the respondents

gender	number	percent
Male	185	%61.7
female	115	%38.3
total	300	100

The gender table shows that the percentage of males is (61.7%) with a total of (185), and the percentage of females is (38.3%) with a total of (115).

2- Age groups

Table 2: The age groups of the respondents

age categories	number	percent
30-20	89	%29.7
40-31	97	%32.3
50-41	55	%18.3
51more	59	%19.7
total	300	100

The table shows that category (31-40) with a percentage of (32.3%) with a total of (97) came the highest percentage among the other categories, followed by category (20-30) with a rate of (29.7%) with a total of (89), and then came a category (51 or more) with a percentage (19.7%) with a total of (59), and the category (41-50) is (18.3%) with a total of (55).

3- The educational qualification of the respondents

Table 3: The educational qualification of the respondents

Educational qualification	number	percent
Postgraduate certificates	64	%21.3
Bachelor's	138	%46
diploma	44	%14.6
Prep	26	%8.7
Medium	18	%6
Primary	10	%3.3
the total	300	100

It is clear from the results that the category of holders of a bachelor's degree has the highest percentage (46%) with a total of (138), while those with higher degrees have a percentage of (21.3%) with a total of (64), and the category of holders of a diploma certificate came with a percentage of (14.6%) with a total of (44).), followed by lower certificates with lower levels and percentages than the previous one.

4- Social status

Table 4: The social status of the respondents

Marital status	number	percent
married	165	%55
Unmarried	92	%30.7
absolute	37	%12.3
Widower	6	%2
the total	300	100

It is clear from the results that the majority of the sample is from the married category with a rate of (55%) with a total of (165), and the bachelor category got the lowest rate (30.7%) with a total of (92), and the divorced category got (12.3%) with a total of (37).

5- The means by which the company broadcasts its relevant advertisements on community development

Table 5: The means by which the company broadcasts its advertisements related to community development

The means by which the company broadcasts its advertisements	number	percent
Text messages	139	%46.3
tv	23	%7.7
Web sites and pages	127	%42.3
Posters and flyers	11	%3.7
the total	300	100

Text messages are the most common means by which the company broadcasts advertisements related to community development with a percentage of (46.3%) with a total of (139), followed by the category of websites and internet pages with a percentage of (42.3%) with a total of (127), then followed by the television category with a percentage of (7.7%) With a total of (23), while posters and leaflets got (3.7%) with a total of (11).

6- The impact of social responsibility advertisements made by the company on consumer behavior

Table 6 The impact of corporate social responsibility advertisements on consumer behavior

The impact of social responsibility advertisements	duplicates	percent
good	130	%43.3
middle	164	%54.7
no effect	6	%2
the total	300	100

The results show that (54.7%) of a total of (164) of the respondents answered that the impact of social responsibility advertisements carried out by the company on consumer behavior is moderate, while (43.3%) of a total of (130) answered that the effect of social responsibility advertisements carried out by the company is In consumer behavior, it is good, while (2%) with a total of (6) indicated that there is no effect of social responsibility advertisements made by the company on consumer behavior.

7- The level of satisfaction with the contribution of the company's advertisements to achieving social responsibility

Table 7: The level of satisfaction with the contribution of the company's advertisements to achieving social responsibility

Consumer satisfaction level	duplicates	percent
good	133	%44.3
middle	135	%45
not satisfied	32	%10.7
the total	300	100

The results show that the level of satisfaction of the respondents with the contribution of the company's advertisements in achieving social responsibility is an average level of (45%) with (135) iterations, while (44.3%) with (133) iterations indicated that their level of satisfaction is good with the contribution of the company's advertisements in achieving social responsibility. And a small percentage (10.7%) with frequency (32) of the respondents said that they are not satisfied with the contribution of the company's advertisements in achieving social responsibility.

8- The measure of applying social responsibility in television advertising and social networking applications for companies and its impact on consumer behavior

Table 8 Measuring the arithmetic mean for the application of social responsibility in television advertising and social networking applications for companies and its impact on consumer behavior

phrases	agree		Neutral		I don't agree	
	repetitions	%	repetitions	%	repetitions	%
The company contributes to achieving social responsibility in various issues	177	%59	105	%35	18	%6
The company is interested in providing projects for the development of sports activities	225	%75	64	%21.3	11	%3.7
The company sponsors small and emerging projects for young people	215	%71.7	67	%22.3	18	%6
The company worked on children's issues and their development	86	%28.7	200	%66.7	14	%4.7
Paying attention to the social environment from agriculture and planting green spaces	84	%28	199	%66.3	17	%5.7
The company carried out health awareness campaigns, especially in light of the spread of the Corona virus and taking the vaccine	225	%75	67	%22.3	8	%2.7
Interest in holding a competition specialized in artificial intelligence and programming	204	%68	79	%26,3	17	%5.7
The company supports young people in their	224	%74.4	70	%23.3	6	%2

design thinking for their personal business						
The company provides offers for communications in the service of the consumer at discounted prices and offers Internet services and applications	190	%63.3	106	%35.3	4	%1.3
The company offers initiatives to develop the national affiliation of individuals	60	20%	209	%69.7	31	%10.3
The company takes initiatives towards social responsibility in raising awareness of the dangers of drugs to society and combating them	23	%7.7	187	%62.3	90	30%

The results indicate that a large percentage (59%) of iterations (177) agree with the paragraph (the company contributes to achieving social responsibility in various issues) with an arithmetic mean of (2.5300) and a standard deviation of (.608550), and there is an indicator of a high percentage of agreement with the paragraph (the company cares By presenting projects for the development of sports activities) (75%) with repetitions of (75%), with an arithmetic mean value of (2.7133) and a standard deviation of (.527970), and (71.7%) agree with the paragraph (the company sponsors small and emerging projects for youth), with a mean value arithmetic (2.6567) and a standard deviation (.588740), and the results indicate that (66.7%) agree to some extent with the paragraph (the company worked to pay attention to children’s issues and develop them) with an arithmetic mean value (2.6200) and a standard deviation (.574490), while the paragraph (Paying attention to the social environment such as agriculture and afforestation of green spaces), the percentage of those who agree to some extent with it was (66.3%) with an arithmetic mean value of (2.6067) and a standard deviation of (.594250), and (75%) agree with the paragraph (the company carried out health awareness campaigns, especially In light of the spread of the Corona virus and taking the vaccine) with an arithmetic mean value of (2.7233) and a standard deviation of (.504280), and it agrees to an extent What is with the paragraph (the company supports young people in their design thinking for their personal business) a rate of (74.4%) with the value of the arithmetic mean (2.7267) and a standard deviation (.489310), as for the paragraph (the company offers for communications in consumer service at discounted prices and Internet services and applications offers) there Somewhat agree with (63.3%) with the arithmetic mean value (2.2600) standard deviation (.512980), and with (69.7%) part agreement with the paragraph (the company offers initiatives to develop national belonging to individuals) with the arithmetic mean value (2.4967) and the standard deviation (0.80757), and the paragraph (the company takes initiatives towards social responsibility in raising awareness of the dangers of drugs to society and combating them) agrees to some extent with a rate of (62.3%) with the value of the arithmetic mean (2.5467) and the standard deviation (0.63443).

phrases	Mean	standard deviation
The company contributes to achieving social responsibility in various issues	2.5300	.608550
The company is interested in providing projects for the development of sports activities	2.7133	.527970
The company sponsors small and emerging projects for young people	2.6567	.588740
The company worked on children's issues and their development	2.6200	.574490
Paying attention to the social environment from agriculture and planting green spaces	2.6067	.594250

The company carried out health awareness campaigns, especially in light of the spread of the Corona virus and taking the vaccine	2.7233	.504280
Interest in holding a competition specialized in artificial intelligence and programming	2.6233	.591000
The company supports young people in their design thinking for their personal business	2.7267	.489310
The company provides offers for communications in the service of the consumer at discounted prices and offers Internet services and applications	2.6200	.512980
The company offers initiatives to develop the national affiliation of individuals	2.4967	.807570
The company takes initiatives towards social responsibility in raising awareness of the dangers of drugs to society and combating them	2.5467	.634430

Hypothesis testing:

The first hypothesis: There are differences between the sample averages regarding the impact of social responsibility advertisements that the company makes on consumer behavior.

Table 9: T-test to measure sample differences towards the impact of corporate social responsibility advertisements on consumer behavior

T test value	Moral score	degrees of freedom	Average differences
51.620	0.000	299	1.58667

The results of the table indicate that the value of the T test is equal to (51.620) at a degree of freedom (299), the degree of significance is (0.000) at the level of significance (0.05), and the mean of the differences is (1.58667), which instead of accepting the hypothesis that there are differences for the sample towards the impact of social responsibility advertisements that you make The company in consumer behavior

The second hypothesis: There are differences between demographic variables and the contribution of company advertisements to achieving social responsibility.

Table 10 Testing differences between demographic variables and the contribution of company advertisements to achieving social responsibility.

variants		chi2 test value	Moral score	degrees of freedom	relationship type
Type		16.711	0.00	2	function
Age		78.117	0.00	6	function
education		9.284	0.505	10	non function
Marital status		54.961	0.00	6	function

The results of the table show the hypothesis test that there are differences between the demographic variables and the contribution of the company's advertisements in achieving social responsibility, as the value of the chi2 test value for the gender variable is equal to (16.711), the degree of freedom (2), and the value of the significance level (0.00) at the significance level (0.05), which indicates that there is a significant relationship between gender and the contribution of the company's advertisements in achieving social responsibility, and the value of the chi2 test for the age variable is equal to (78.117), the degree of freedom (6), and the value of the significance level (0.00) at the significance level (0.05), which indicates that there is a significant relationship between age and the contribution of the company's advertisements in achieving social responsibility, while the value of the chi2 test for the education variable is equal to (9.284), the degree of freedom is (10), and the value of the level of significance is (0.505) at the significance level

(0.05), which indicates that there is no significant relationship between education and the contribution of the company's advertisements in achieving social responsibility. The value of the chi2 test for the variable of social status is equal to (54.961), the degree of freedom is (6), and the value of the level of significance is (0.00) at the level of significance (0.05), which indicates that there is a significant relationship between the social status and the contribution of the company's advertisements to the achievement of the official community.

CONCLUSIONS:

- 1- The results show that the percentage of males (61.7%) is higher than the percentage of females (38.3%).
- 2- The majority of the sample in the research is from the age group (31-40) and its percentage is (32.3%).
- 3- The highest percentage is in the category of those with a bachelor's degree (46%) and those with postgraduate degrees, their percentage is (21.3%) of the sample.
- 4- Text messages are the most common means by which the company broadcasts advertisements related to community development with a rate of (46.3%) with a total of (139), websites and internet pages with a rate of (42.3%), in addition to television, which indicates that there is a trend on the part of the company and users towards modern technologies. In obtaining information and the fact that the company is for communication services as well.
- 5- There is an average effect of the company's social responsibility advertisements on consumer behavior, as indicated by (54.7%) of the respondents, which indicates that this type of company advertisement does not have a very strong impact on users, due to the weak interest or awareness of users. The importance of social responsibility issues is also that advertisements are not presented with innovative ideas or an attractive method for followers.
- 6- There are moderate responses to the impact of the application of social responsibility in television advertising and corporate social networking applications on consumer behavior by users.
- 7- Companies are interested in knowing the level of consumer satisfaction with their services in a specific field. In our research, we find that the level of user satisfaction is average with the contribution of the company's advertisements in achieving social responsibility, due to its poor implementation in reality, due to its need for great capabilities, and also advertisements need elements that attract the consumer and innovative ideas. entrenched in the mind of the recipient.
- 8- We conclude that the demographic variables are related to the contribution of the company's advertisements in achieving social responsibility, with the presence of significant differences, except for the educational level of the users as a variable.
- 9- The research concluded that there is an impact of social responsibility advertisements that the company makes on consumer behavior by raising awareness of the individual's social responsibility towards his society by addressing various topics that serve the community, and presenting these advertisements frequently and in a variety of ways that contribute to the positive impact on consumer behavior.

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