

THE IMPACT OF SOCIAL MARKETING ON CUSTOMER KNOWLEDGE IN JORDAN COMMUNICATION COMPANIES (APPLIED STUDY)

Ali Falah Al-zoubi¹ Omar AbuHamida² Tariq Hashim³

¹School of Business, Associate Prof of marketing, Arab Amman University, Jordan.

²School of business, Al-Zaytoonah University & ³Tariq Hashem – Israa University.

ABSTRACT: *This study will explore the extent of applying social marketing in Jordan's communication companies, its impact on the customer knowledge, the research community contained the Jordanian citizens live in the capital Amman, and how they deal with two companies: Zain and Orange. A simple random sample was taken consisted of citizens dealing with communication companies in Jordan, as the questionnaire is distributed to them for scientific research purposes. The study reached many results, the most important are: communication companies in Jordan apply social marketing concept, and they do not apply the social marketing concept in the following fields: the social, scientific, healthy and religious. Communication companies in Jordan apply social marketing concept in many fields, such as the environmental, sport and in public services sector. Communication companies' application in Jordan affects the social responsibility in marketing on the customer knowledge. The study proposed many recommendations, such as communication companies should define their presented services to the community aiming at increasing the customer knowledge and focusing on paying attention to various social fields, the most important one is the religious aspect as it is most significant interest in sample individual's point of view. Also, providing financial allocations suitable for implementing programs and plans of social marketing, and making another studies on study subject, by applying on other vital sectors aiming at showing the role of social marketing and its importance in affecting the customer knowledge in various fields which can give them great benefit.*

KEYWORDS: Social Marketing, Customer Knowledge, Applications, Communication Companies, Jordan.

INTRODUCTION

In the last half of twentieth century, social revolutions emerged which were calling for the necessity of companies' obligation socially toward the community it operates in, to raise the level of social prosperity for the community, in a way that suits its values and traditions. Social marketing concept is considered as one of the new 'old' concepts which had not its due right yet, becoming rejected by some Jordanian institutions and companies, and if those companies want to develop, provide prosperity and face the increased competition, they should adopt the social marketing in theoretically and practically to apply this concept from advantage that benefits the company. Indeed, the survival and continuity of Jordan companies lies in achieving suitability and harmony among organization interest, customer interest and community interest, and achieving harmony among these three interests refers to the company awareness of the importance of social marketing application, companies deeds don't stop to this limit, achieving harmony among the aforementioned three interests, if the different companies want to increase the efficiency and harmony competence among the three interests, they must focus on knowledge. Jordan communication companies, which are the study subject, should determine

customer knowledge from which is provided to them of various social marketing aspects, because knowledge today is an active base of development, innovation and creativity. Companies, in which their clients know what they provide of social responsibility aspects, can increase the customer loyalty to them, then increasing their competitive capacities in the market, since the customers prefer to deal with companies that take care of satisfying their various needs and willing. Knowledge became one of the major assets of the organization, which contributes significantly to form a competitive advantage that plays a role to achieve organization purposes.

RESEARCH METHODOLOGY

Research Problem.

Social marketing and social responsibility of business organizations are of the subjects that had lots of research and deep studying in the western societies, despite the attention in the west increased in the social activities and increased in paying attention to the practical and scientific studies that serve this field at all levels; however the Arab business entities didn't pay much attention to this matter, as some Arab studies that discussed this subject came affected by what the west presented of ideas, these ideas may be unsuitable for our Arab reality and contrasted with values and principles of our true religion. Here comes an important question, which is what is the extent of social marketing concept application impact in Jordan on customer knowledge? In addition, what is the extent of social marketing concept application in communication companies in Jordan?

Importance of Research.

Business organizations paid attention to knowledge and considered it as a major part of the administrative work, which led to the emergence of a new concept which is knowledge management, which helps to raise the level of the planning process quality, and leads to improve the administrative decision quality (Moala, Naji,2004), therefore, many studies referred to that the basic element of survival and continuity of the organization or its going to the market lies in the extent of its adaptation and knowledge of the environment that it operates in, and the extent of its meeting the community needs. Modern business organizations have their power from the loyalty to community and their interaction rate with it; this makes the decisions adopted by the organization not associate with the economical or productive aspect, but far to include the human and life aspects for the community as a whole. Therefore, the social responsibility became one of the important issues for business organizations; for the community suffers from lots of problems that were directly reflected on the individual's life, this is an evidence on weak efficiency of administrative systems and their inability to solve community problems, and not to take responsibilities toward this community. In addition, the social marketing concept application in business organizations helps them to achieve balance on the two sides, the first side is their responsibilities toward the community, and the second one is the profit that the organization seeks to achieve.

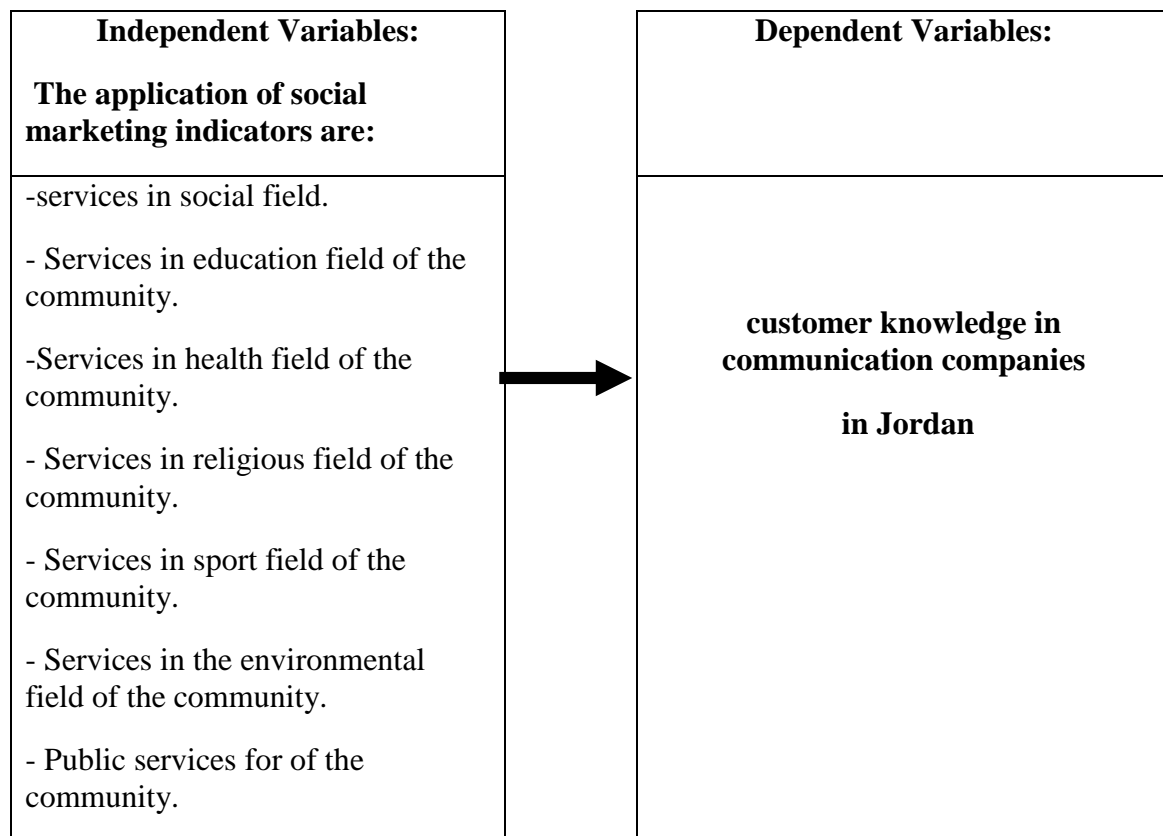
Research Objectives:

This study aims to achieve the following purposes:

- Knowing the extent of social marketing concept by communication companies in Jordan
- Knowing the extent of communication companies in Jordan impact on customer knowledge
- Determining the most significant social marketing fields cared about by customers and they want to present them by communication companies in Jordan.

Variables of Research. To determine the conceptual model of the study, two independent variables were adopted, which are the application of social marketing and customer knowledge in communication companies in Jordan.

Figure (1) study model



Source: (Authors, 2016)

The Research Hypotheses.

The first major hypothesis: communication companies in Jordan apply the social marketing, and it has the following sub-hypotheses:

- The first sub-hypothesis: communication companies in Jordan present services in social field

- The second sub-hypothesis: communication companies in Jordan present services in education field of the community
- The third sub-hypothesis: communication companies in Jordan present services in health field of the community
- The fourth sub-hypothesis: communication companies in Jordan present services in religious field of the community
- The fifth sub-hypothesis: communication companies in Jordan present services in sport field of the community
- The sixth sub-hypothesis: communication companies in Jordan present services in the environmental field of the community
- The seventh sub-hypothesis: communication companies in Jordan present public services for of the community

The second major hypothesis: Communication Company's application in Jordan affects the social responsibility in marketing for customer knowledge.

METHODOLOGY

First: research community: research community consists of Jordanian citizens live in the capital Amman and they deal with two companies: Orange and Zain.

Second: research sample: a simple random sample was taken consisted of 250 citizens deal with communication companies in Jordan, the questionnaire was distributed to them for scientific research purposes, the returned questionnaires were 210, as 10 invalid questionnaires for analysis were excluded, the response rate reached 80%.

Third: data collection sources: we depended on two kinds of sources to collect the required data related to research:

- Major sources: the designed questionnaire for collecting required data and information of the research.
- Minor sources: the books, scientific references and previous studies that investigated in social marketing for business organizations.

Fourth: the used statistical approaches: the following statistical approaches were used: the descriptive statistics that includes repetitions, percentages, arithmetic means, and standard deviation of questionnaire paragraphs, One Sample T-Test, multiple regression test and reliability test (Cronbach Alpha).

Previous studies

The following is a show of the most significant studies related to study subject:

1. (Al-Tweejri, 1998) study entitled "the social responsibility in the private sector in K.S.A. This study aimed to be acquainted with the extent of social responsibility

availability in the administrative structure of the operating entities in the private sector. In addition, this study aimed to explain social marketing concept and its importance in solving community problems. One of the results that the researcher reached is unresponsiveness and interaction of the entities with the community and no contribution to solve its problems. One of the recommendations of this research is the necessity of apprehend and educate the managers of the importance and role of social responsibility in raising the community prosperity and improving the entity reputation and position.

2. (Allam,1998) study entitled, “subjection of social performance cost on the organization level for the factual measurement”. This study aimed to get acquainted with researchers and organizations trials in rooting the social performance, this study also aimed to determine the most important problems and criteria presented by costs literature to measure and report social performance costs. One of this study results is that social performance costs elements can be limited and undergone to the quantitative measurement.
3. (Arabi,1996) study entitled, “the role of joint stock companies in social activities in Sultanate of Oman”. This study aimed to evaluate the role of joint stock companies in social development and analyze the activities that it presents, and try to put an accounting framework of the joint stock companies in social development, and to explain the impact of joint stock companies in performing their social role on the general budget of the state. One of the results reached by the study is that business entities participation in solving community problems gives it many privileges, such as creating a better social environment, building a good reputation for the entity and avoiding more restricted government regulations. In addition, one of these study recommendations is the necessity of joint stock companies in Sultanate of Oman participation in solving the community problems through participation in social activities.
4. (Al-Turkistani, 1996) study entitled “the social concept application of marketing in charity associations in K.S.A “. This study aimed to perceive the social marketing concept for charity associations, and perceive the obstacles that suppress establishing a specialized administration to market the charity enterprises, and determine the parties who exercise marketing activity inside the charity associations. One of the results that there is a slight group of charity associations that have marketing management. In addition, one of this study recommendation is the necessity of establishing marketing management in charity associations, and increasing the awareness of charity associations, and to introducing them the purpose of establishing marketing management.
5. (Al-Turkistani, 1996) study entitled, “the extent of management application in the private sector for the social responsibility activity”. This study aimed to know the social responsibility concept for business administration sector in the Saudi companies, and knowing the kind of social activities practiced by those companies, and knowing the relationship between the company financial attitudes and performing the social activities. One of this research results that there is an acceptance by the managers of the importance of applying social responsibility concept. In addition, one of this research recommendation is to the necessity of increasing the attention of social marketing activity, and working on increasing the social responsibility concept of the companies

and the necessity of establishing a specialized committee that takes care of social responsibility concept.

The theoretical framework of the research.

Social marketing.

Indeed, the social marketing concept depends mainly on knowing the needs and willing of customers, and achieving satisfaction and providing everything that can help to achieve the community aspirations more efficiently and effectively than the competing organizations (Al-Taie, 2002). Therefore, the marketing managers if they want to apply social marketing concept should take into consideration three main elements, which are:

- Getting acquainted with the needs and desires of the customer and working on satisfying them.
- Making profits. (AL-Zoubi, Ali, 2016)
- Working on increasing the community prosperity and achieving its interests. In order to activate the former three elements, we add fourth which is knowledge, because of the importance of this dimension in activating the based relationship among the company, the customer and the community. The following figure explains the relationship among these elements.

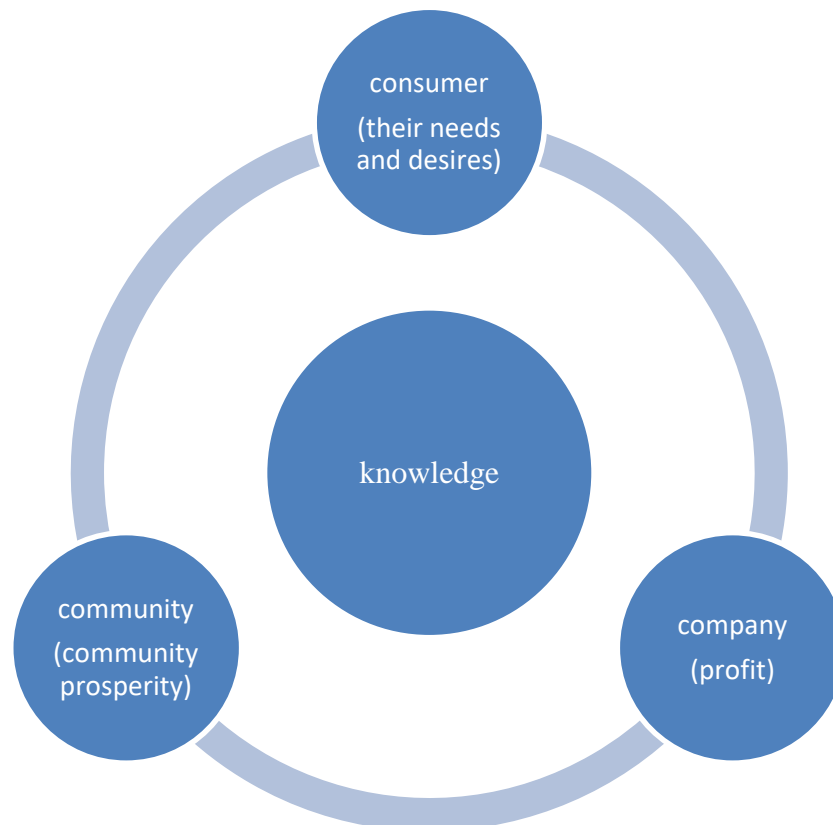


Figure (2) (Balancing between the basic criteria of social marketing on the light of knowledge)

Sources: (A developed shape by the researchers,2016)

We can summarize the main features of social concept of marketing on the following approach:

- Taking care of the customer (individual or a group) for it is a major hub for any marketing effort by the company, and the survival of any company lies in its abilities to satisfy the developing consumptive needs and desires.
- The customer has the right on the company to provide them with the suitable information (quantitatively and qualitatively) and the required ones in order to take consumptive decisions that achieve for them the suitable satisfaction of their needs and desires with fraud or deceiving , all of this shows the importance of the information in any marketing system. (AL-Zoubi, Ali, 2016)
- business organizations should pay more attention to their communities, as the organizations should pay attention to the community issues and problems in terms of rarity of materials and the increasing of population growth, pollution and inflation rates , so this social concept of marketing shows the social responsibility of the organizations, and confirms their role to achieve community prosperity on the long term. (Naji Muala, Raif Tawfeeq,2005).

Social marketing definition:

Kotler defined social marketing as “it is the administrative trends that are set forth mainly toward customer satisfaction and community prosperity on the long term, which is the key to achieve the organization purposes and its responsibilities”.

On the light of this definition, the social marketing means:

- The message that the organization aims to achieve through achieving customer safety and individuals’ life they strive for. (AL-Zoubi, Ali, 2016)
- Making marketing researches to provide the best products for the customer and achieve the highest possible interest.
- Not to deal with the products that do not achieve the required interest and satisfaction.
- The customer shall continue dealing with companies that their products achieve their needed satisfaction. (Al-Bakri,2001).

It is important to determine what is meant by “social marketing”. Social marketing is to design, implement, control and apply the programs aimed to increase the level of accepting a social thought or a certain exercise by a certain group of people, it is a trial that can be implemented by companies or organizations which seek to achieve profits, and the public commissions and bodies or those which don’t look for profit, and it is also a trial to encourage people generally to perform a work that is useful for them and for others. In short, social marketing is only a marketing for social behaviors by any commission or organization and for any group targeted by people (Abu Naba’a,2022). To summarize, we can refer that social responsibility is the duties and obligations that the organizations should do for the community they work in, as a kind of trustfulness to the environment in which they exercise their deeds.

Social marketing responsibilities:

We can consider social marketing responsibilities as follows: (AL-Zoubi, Ali, 2016)

- The necessity to encounter the big challenges with the possibility to resist and reject the central devices and no cooperation by media or civil community organizations.
- Perception by social marketers that attitudes and forms that were adjusted may have interest that cannot be estimated on the short term. For example, the interests that were achieved or achieved as a result of applying health care and organizing programs only after many years or long decades.
- Interests and benefits of adjust an attitude or a behavioral pattern associated with a certain issue may benefit the whole community or the convinced and realized individuals of adjustment benefits. So, adjusting the patterns and attitudes toward a certain economic and social issue may benefit the concerned individuals directly and the community as a whole. For example, fuel consumption rationing, and complying with the specified and determined speed when driving cars, also, complying with using safety belt and other issues that may benefit the whole community in the long and short terms.
- Adjustment process or change in attitudes and social behavior patterns take its actual and tangible dimensions in the long and short term. For example, we cannot imagine the social and economic effects for family care and organizing programs that are done by international committees in cooperation with ministries of health in the Arab world except after long periods of time that may be 15-20 years.
- Adjustment process also needs the techniques and approaches used to deal with the political, economic and social issues for long years for the test and inclusive and purposeful evaluation in order to determine weak and strong points on one hand, and to adjust them on the light of external environment variance surrounding the social institutions work on the other hand.
- A social marketer should exert extensive efforts and lots of time to insure the required and enough financial resources to achieve the aspired purposes of plans and social marketing programs (Obeidat, 2004).

Customer Knowledge

Today, modern organizations consider knowledge as an active basis for creativity, innovation and development. Modern organization seek continuously to reach the efficiency and competency and achieving the excellent performance, for this matter, organizations are working continuously to develop their goals and products that satisfy the needs and desires of customer in the targeted markets, to achieve this, the organizations must earn the renewable knowledge and create an intellectual and strong capital with a high value which provides organizations with an active and big competitive advantage under the light of knowledge economy (Abu Fara, 2004). The organizations that make their customers knowing of what they provide of social, health, education, environment services and many others of fields, this can support their ability and performance in the market, since clients prefer dealing with the organizations that take care of satisfying their needs and desires.

Knowledge Concept:

Researcher and authors differed in determining knowledge concept. This difference is due to the diversification of their trends and majors, some them considered it as an intellectual capital and an added value achieved when it is invested (Stewart,1999). And some of them considered it as the ability to deal with information and employ them to achieve a described purpose (Newman,2000). Also, some of them considered it as a social structure that the organization works on employing their elements to achieve their purposes (Wick,2000). Knowledge begins with data, they are abstract meaningless facts, and information is to put data in their contexts, when linking information with experience resulted from experiments they become knowledge, where they are employed to take appropriate decisions. Business organizations tend at present time to be organizations based on knowledge, as innovating new products to be distinguished against the competitors is at the core of establishing a new knowledge. So, polarizing knowledge and getting it by external sources of competitors, clients, suppliers or internal as the workers experiences in the company from different instruments, became more important to get the materialistic origins.

Knowledge Types

Explicit knowledge: which can be expressed easy to communicate and coding and obtainable. It was defined as the knowledge that consists of data and information that are processed and organized to transfer understanding, experience and accumulative learning, which are applied in the problem or the current activity.

- Implicit knowledge: it means the knowledge found in the individual's heads, and which is hard to deal and test it, as it can be frequently common among the individuals who are similar in traditions, habits and values. It was defined as what is left in the individual's head (Najm,2005).

Knowledge Management and Client

Business organizations care of the client has emerged significantly at the beginning of twentieth century, this care its justifications and reason, as the client has become the main point of any strategy put by an organization, so the company had to know what does the client needs and wants, and work on producing commodities and services that satisfy their needs and desires better than the competitors, therefore, here the role of knowledge management emerges which should be significantly concerned with knowing what does the client want and what does the client know about the organization its products and duties toward the community it operates in. so, the client became one of the most important knowledge sources in the company. (Najm,Najm, 2005). Knowledge related to market and its existing changes and the most important one is the change in the needs and desires of clients which the modern business organizations should know those changes, and the more this knowledge competes, digs deeply and being transformed into long term relationships, the more it makes unceasing returns for the company in the client's life as a whole. Also, client experience is a basic source of knowledge sources concerning organization, so it should have a big attention by knowledge management and put it in a clear and definite context of organization tasks.

Client Relations Management and Knowledge Management

Client relations management is a marketing activity, but it is a part of organization knowledge management related to clients. As we mentioned, the client is a basic source of knowledge

sources, and that client's needs represent the most important characteristics of commodities and services produced by the company, changes process in the market can be determined quickly and immediately through change in the client's needs, so we should deal with clients management relations in an active and perfect framework between human role and technology, between human interaction and automatic interaction, and between implicit knowledge in the individuals heads and the explicit knowledge in the databases and data stores. Indeed, knowledge management in a basic side of it is the client management and what the organization sets of good knowledge and understanding on client needs and new and excellent approaches to satisfy them.(Najm,2005).

Practical analytical framework to search.

Repetitions and percentages were extracted to describe the sample, and the results are as follows:

Gender:

Table (1) Study sample distribution according to gender

| Gender | Repetition | Percentage |
|---------------|-------------------|-------------------|
| Male | 135 | 67.5% |
| Female | 65 | 32.5% |
| Total | 200 | 100% |

We notice that 67.5% from the sample are males, and 32.5% are females.

Age:

Table (2) Study sample distribution according to age

| Category | Repetition | Percentage |
|--------------------|-------------------|-------------------|
| Less than 20 years | 3 | 1.4% |
| 20-26 years | 85 | 42.8% |
| 32-27 years | 35 | 20.3% |
| 33-38 years | 32 | 15.8% |
| 39-44 years | 30 | 14.3% |
| 45-50 years | 6 | 3% |
| More than 50 years | 9 | 4.5% |
| Total | 200 | 100% |

We notice that 3% of the sample are less than 20 years, and 42.8% are between (20-26), and 35% of the sample are between 27-30 years, and 15.8% are between 33-38 years, 14.3% are between 39-43 years, and 3% are between 45-50 years, and 4.5% are more than 50 years, so this indicates that the biggest rate of the study sample are from young.

Educational Level:**Table (3) Study sample distribution according to the educational level**

| Level | Repetition | Percentage |
|-----------------------------------|------------|------------|
| Less than secondary public school | 6 | 3% |
| Secondary public | 55 | 27.5% |
| Community college diploma | 80 | 40.0% |
| BA degree | 41 | 21.0% |
| Master degree | 15 | 7.0% |
| Ph.d | 3 | 1.5% |
| Total | 200 | 100% |

We notice that 3% of the sample have qualifications less than secondary public, and 27.5% have secondary public, and 40 of the sample have diploma, and 21% have BA degree, 7% have master degree, and 1.5% have Ph.D., which reflects the variance of scientific qualifications of the sample individuals, but in total it indicates that the sample is from educated people class regardless their educational level.

Profession:**Table (4) Study sample distribution according to marital status**

| Status | Repetition | Percentage |
|----------|------------|------------|
| Single | 119 | 59.5% |
| Widow | 3 | 1.3% |
| Married | 78 | 39.2% |
| Divorced | - | - |
| Total | 200 | 100% |

We notice that the biggest rate of the sample is of singles, then 39.3% are married, and 1.3% are widows.

Monthly Income Level:**Table (5) Study sample distribution monthly income level**

| Category | Repetition | Percentage |
|----------------------|------------|------------|
| Less than 50 dinars | 21 | 10.5 |
| 151-250 dinars | 70 | 35.0 |
| 251-350 dinars | 41 | 20.5 |
| 351-450 dinars | 21 | 10.5 |
| 541-550 dinars | 16 | 8.0 |
| 551-650 dinars | 3 | 1.5 |
| 651-750 dinars | 11 | 5.5 |
| More than 750 dinars | 17 | 8.5 |
| Total | 200 | 100% |

Table (5) indicates that the biggest rate of the study sample are from low-income people, 66% from the sample their monthly income is less than 350 dinars, this may be due to study sample individuals young age. Study results display: standard deviation and arithmetic means were calculated to describe sample answers, the results are in the following table:

Table (6) Descriptive Analysis Results

| Paragraphs | Arithmetic Means | Standard Deviation |
|---|-------------------------|---------------------------|
| 1- communication companies advertise orphans donation project | 2.9750 | 1.52202 |
| 2- communication companies distribute concrete and financial aids to the poor families | 3.0125 | 1.56476 |
| 3- the company allows the handicapped people the opportunity to be appointed in it | 2.7575 | 1.59846 |
| 4- communication companies provide different donations for charity associations | 2.8625 | 1.27972 |
| 5- communication companies have a contribution in providing donations for schools, universities and institutions | 2.8750 | 1.53795 |
| 6- communication companies have a contribution in providing support for public libraries | 2.7850 | 1.49980 |
| 7- communication companies have a contribution in supporting and making forums, conferences and 1.412363.2cultural festivals | 2.7300 | 1.30072 |
| 8- communication companies have a contribution in providing the financial support for courses held by civil community organizations | 3.2650 | 1.41236 |
| 9- Communication companies have a contribution in supporting health centres | 2.8200 | 1.30839 |
| 10- communication companies make a free medicine day | 2.9750 | 1.47981 |
| 11- communication companies support making forums and medical conferences | 3.0800 | 1.54745 |
| 12- Jordan communication companies have a contribution in providing support for worshipping houses | 2.9025 | 1.40817 |
| 13- communication companies sponsor religious forums and programs | 2.8625 | 1.49472 |
| 14- communication companies provide charity boards for needy and poor people | 2.8925 | 1.44435 |
| 15- communication companies sponsor sport occasions and programs | 4.0575 | 1.21155 |
| 16- communication companies have a contribution in supporting sports club | 4.0500 | 94059. |

| | | |
|--|--------|---------|
| 17- communication companies support voluntary national agricultural campaigns | 3.8775 | 1.02720 |
| 18- communication companies have a contribution in environment preservation from pollution through voluntary campaigns | 2.8525 | 1.36212 |
| 19- communication companies have a contribution in making pedestrians bridges on roads | 3.0250 | 1.34681 |
| 20- communication companies have a contribution in making shades for roads | 3.8950 | 1.27595 |
| 21- adopting social marketing by Jordan communication companies leads to increase citizens' loyalty towards it | 4.1825 | 1.15000 |
| 22- I have a full knowledge of service provided by companies that adopt social marketing | 4.2000 | 1.14817 |

We notice that the trends of the previous study sample toward paragraphs (22,21,20,17,19,16,15,11,8,2), because their arithmetic means is bigger than measurement instrument (3) means, while study sample trends are negative toward other paragraphs, because their arithmetic means are less than measurement instrument (3) means.

Constancy test: Cronbach alpha test was used to measure the extent of measurement instrument constancy, where α value was = 91.2% and it is an excellent rate for it is higher than the acceptable rate 60%. Concerning the following social responsibility aspects, arranging them according to importance with hierarchy from.7-1

| Variable | Times number of variable occupying the first place |
|------------------------|--|
| Social aspect | 49 |
| Scientific aspect | 60 |
| Health aspect | 50 |
| Religious aspect | 160 |
| Sports aspect | 27 |
| Environment aspect | 17 |
| Public services aspect | 21 |

From the above table, we notice that the religious aspect is the most important variable by sample individuals, while the environment aspect is the least important variable.

Hypotheses test:

First major hypothesis: communication companies in Jordan do not apply social marketing.

Table (7) the major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|--------|-------------------------------|------------------|
| 2.805 | 1.96 | 0.000* | Rejection | 3.1226 |

** Statistical significance at level 0.01

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 2.805 bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we reject the nihilist hypothesis Ho and accept the alternative hypothesis Ha, this means that communication companies in Jordan apply social marketing.

Sub-hypotheses:

First sub hypothesis: Ho (1): communication companies in Jordan do not provide services in the social field.

Table (8) the first major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|-------|-------------------------------|------------------|
| 1.836- | 1.96- | 0.067 | Acceptance | 2.8769 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.836- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we accept the nihilist hypothesis Ho and reject the alternative hypothesis Ha, this means that communication companies in Jordan don't provide services in the social field.

Second sub hypothesis: Ho (2): communication companies in Jordan don't provide services in the education field.

Table (9) the second major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|-------|-------------------------------|------------------|
| 1.433- | 1.96- | 0.153 | Acceptance | 2.9138 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.433- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we accept the nihilist hypothesis Ho and reject the alternative hypothesis Ha, this means that communication companies in Jordan don't provide services in the education field.

Third sub hypothesis: Ho (3): communication companies in Jordan don't provide services in health field.

Table (10) the third major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|-------|-------------------------------|------------------|
| 0.692- | 1.96- | 0.49 | Acceptance | 2.9583 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 0.692- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we accept the nihilist hypothesis Ho and reject the alternative hypothesis Ha, this means that communication companies in Jordan don't provide services in health field.

Fourth sub hypothesis: Ho (4): communication companies in Jordan don't provide services in the religious field.

Table (11) the fourth major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|-------|-------------------------------|------------------|
| 1.798- | 1.96- | 0.073 | Acceptance | 2.8858 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.798- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we accept the nihilist hypothesis Ho and reject the alternative hypothesis Ha, this means that communication companies in Jordan don't provide services in the religious field.

Fifth sub hypothesis: Ho(5): communication companies in Jordan don't provide services in sports field.

Table (12) the fifth major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|---------|-------------------------------|------------------|
| 25.783 | 1.96 | **0.000 | Rejection | 4.0538 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 25.783 bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we accept the nihilist hypothesis Ho and reject the alternative hypothesis Ha, this means that communication companies in Jordan provide services in sports field of community.

Sixth sub hypothesis: Ho(6): communication companies in Jordan don't provide services in the environment field.

Table (13) the sixth major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|----------|-------------------------------|------------------|
| 8.111 | 1.96 | **0.0000 | Rejection | 3.365 |

*statistical significance at level 0.01

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.433- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we reject the nihilist hypothesis Ho and accept the alternative hypothesis Ha, this means that communication companies in Jordan provide services in the environment field.

Seventh sub hypothesis: Ho (7): communication companies in Jordan don't provide services in public services field.

Table (14)The second major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|----------------|-------------------------------|------------------|
| 9.681 | 1.96 | **0.000 | Rejection | 3.46 |

One Sample T-Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.433- bigger than its scheduled value, since decision basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we reject the nihilist hypothesis Ho and accept the alternative hypothesis Ha, this means that communication companies in Jordan don't provide services in public services field of community.

Second major hypothesis: Ho: Communication Company's application in Jordan of social responsibility in marketing don't affect the customer knowledge.

Table (14)the second major hypothesis test results

| Calculated T | Scheduled T | SIG T | Nihilist hypothesis result HO | Arithmetic means |
|--------------|-------------|---------|-------------------------------|------------------|
| 22.376 | 2.01 | **0.000 | Acceptance | 2.9138 |

Multiple Regression Test was used, we find from our looking into computer results in the previous table that calculated T value= 1.433- bigger than its scheduled value, since decision

basis is : it accepts the nihilist hypothesis (HO) if the calculated value is less than the scheduled value, it rejects the nihilist hypothesis (HO) if the calculated value is bigger than the scheduled value, so we reject the nihilist hypothesis Ho and accept the alternative hypothesis Ha, this means that communication companies application in Jordan of social responsibility in marketing affect the customer knowledge.

RESULTS

The researchers reached the following results:

- Communication companies in Jordan apply social marketing concept.
- Communication companies in Jordan don't apply social marketing concept in many fields, such as the sports, environment and public services fields.
- There are some advantages for these companies through applying social marketing concept, the most important are to improve the company image toward its community and get the client back.
- The religious side is the most important variable by the sample individuals, while the environment side is the least important variable.
- Social responsibility in marketing applied by communication companies in Jordan affect the customer knowledge.

-

RECOMMENDATIONS

The researchers recommend the following:

- Communication companies should define their provided services to the community aiming at increasing customer knowledge of them.
- Focusing on taking care of various social aspects, the most significant is the religious aspect as it occupies the most significant attention from sample individual's opinions.
- Increasing the enough and required financial allocations in order to achieve the aspired objectives of programs and plans of social marketing, and the social marketing costs should be equal to the interest and benefits that the companies aim to achieve.
- Working on evaluating the social services provided by communication companies periodically aiming at keeping up with customer needs and desires.
- Establishing a specialized section, its mission is to do social marketing activities, supervise them and monitor their results.
- Making additional studies on study subject through applying on other vital sectors aiming at showing the role of social marketing and its importance in affecting customer knowledge in various fields.

REFERENCES

- Abu Fara, Joseph, 2004, the relationship between the use of knowledge management entrance and performance, the fourth annual scientific conference, Knowledge Management in the Arab world, the University of Zaytuna, Jordan.
- ADCock. Dennis, ALHALBORG, Caroline Ross, 2001, "Marketing Principles and Practice", fourth edition, United Kingdom, HALL.
- AL- Zoubi, Ali, (2016) Social Marketing - a contemporary entrance, Dar University Book Publishing, Al Ain, United Arab Emirates.
- Alam, Mohammad, 1998, subjecting social performance costs on the organization of the actual level measurement, administrative, No. 74, Muscat.
- Alndaoui, Abdul Aziz 0.2004, knowledge management and its impact in promoting the competitiveness of the organization, the annual scientific conference, knowledge management in the Arab world, Zitouna University - Jordan.
- Altwayjri, Mohamed, 1998, the social responsibility in the private sector in Saudi Arabia, Arab Journal of Management, Issue 2, Cairo, Arab Republic of Egypt.
- Arabic, Mohammed, the role of contributing to the social activities of companies in the Sultanate of Oman, administrative, No. 66, Muscat 0.1996.
- Badawi, blissful, 2001, the Public Relations and Social Service, the first edition; the modern university office, Alexandria.
- Baker. Michael,2003, "The Marketing Book", fifth edition, United Kingdom, Butterworth – Heinemann.
- Berkowitz. ERIC, Roger A. Kerin, Steven W. Hartley, William Rudelius,1994, "MARKETING", fourth edition, United States of America, IRWIN.
- George E.Belch. Michael A.Belch, 1993, Introduction to Advertising and promotion, Second Edition, Richard D.Irwin, Inc.
- Kotler. Philip, GRAY ARMSTRONG, 1996, "Principles of Marketing". Seventh edition, United States of America, HALL.
- Morosini, Piero, 2004, Industrial clusters, Knowledge integration and performance, vol. 32, Ed.2.
- Newman, Amy, 2000, Are you ready for knowledge management, T&D, vol 54, Ed. 9.
- Rajeev Batva, John C.Myers, David A.Aaker, 1996, "Advertising Management, Fifth Edition, prentice Hall International, Inc.
- Sayrafi Mohammed.2002, scientific research - Applied Guide to the researchers, the first edition; Dar Waael for publication, Oman, Jordan.
- Sharp and C.Register and R.leftwich, 1994, Economies of Social Issues, Eleventh Edition, R,Irwin, USA.
- Shocker and S.P, Sethi,1979, "An Approach to Incorporating Social Preferences in developing Corporate Action Strategies", In the unstable Ground : Corporate Social policy in a Dynamic Society, edited by, S.P, Sethi, Melville publishing company, New Jersey.
- Slaves, Muhammad, 2004, the Social Marketing - green and environmental, the first edition; Dar Wael for publication, Oman, Jordan.
- Star, Abbou, 2005, knowledge management, the first edition, Warraq for Publishing and Distribution, Amman.
- Stewart T.A, 1999, Intellectual capital: The new wealth of organizations, New York.
- T.H, Davenport and P.klahr, 1998: Managing Customer Support Knowledge, CMR, vol(40), No.(3).

- Turkestan, Habibullah, 1996, the application of the social concept of marketing in the charities in Saudi Arabia, public administration, Issue 1, Riyadh.
- Valarie A. Zenithal, 2001: The customer Pyramid: Creating and serving profitable customers, California management review, vol. (43), No.4
- Wick, Corey, 2000, "Knowledge Management and Leadership opportunities for Technical communicators, vol7, Issue9.