

## Social Marketing Strategy for Social Care Programs for Victims of Human Trafficking Crimes

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### Abstract

*This study aimed to determine the social marketing strategy for social care programs for victims of human trafficking crimes by identifying the reality, mechanisms, challenges, and proposals for activating social marketing for social care programs for victims of human trafficking crimes. The research is descriptive research that aims to describe the social marketing strategy for social care programs for victims of human trafficking crimes. In line with the type of research, the researcher relied on the social survey method with a sample, which is one of the most appropriate methods for descriptive research. The research community was represented by officials in the department of combating human trafficking crimes at the Ministry of Human Resources and Social Development and in shelter centers in the kingdom's regions. The research sample was determined by a simple random sample of officials in the Department of Combating Human Trafficking Crimes at the Ministry of Human Resources and Social Development and shelter centers in the kingdom's regions, consisting of 121 individuals. The research results confirmed that The challenges of social marketing for social care programs for victims of human trafficking crimes were represented in: interest in superficial advertising aspects of social marketing, lack of marketing skills among those in charge of social marketing programs, lack of good planning for social marketing programs, and poor training of workers in the field of social marketing. The proposals to activate social marketing for social care programs for victims of human trafficking crimes represented: interest in conducting social surveys to determine the needs of victims, building a specialized department in social marketing for social care programs for victims of human trafficking crimes, interest in realistic advertising aspects of social marketing, and measuring victims' satisfaction with the programs scientifically provided to them.*

**Keywords:** *Strategy, Social Marketing, Social Care, Human Trafficking Crimes.*

### Introduction

Human trafficking is considered a form of modern day slavery, and is a flagrant violation of human rights and basic freedoms. The crime of human trafficking is a phenomenon that is not limited to a specific country, but rather extends to include many different countries, whose forms and patterns differ from one country to another; according to the state's view of the concept of human trafficking, and the extent of its respect for human rights. The legislator has shown us the forms of human trafficking, for example, trafficking in women and children; for the purposes of prostitution, sexual exploitation, selling human organs, forced labor, exploitation of domestic servants, and selling children; For the purpose of adoption, forced marriage, sex tourism, exploitation of children in armed conflicts, sexual exploitation of children, exploitation of children in begging, the misuse of illegal immigrants, and the exploitation of street children, this crime has taken on the character of organized crime. (Al-Hawawsha, 2016).

Despite the issuance of many laws that stipulate this crime and its punishment and the formation of committees for this purpose, we must acknowledge the fact that these laws have failed to confront this phenomenon for many reasons: weak coordination, weak committee work, and more importantly, weak deterrent penalties against these criminals, as the punishment is low in the laws, which is an amount that is hardly worth mentioning compared to the billions that people earn and this vile trade. There must be another mechanism to confront this phenomenon by activating the role of the international organization, (Liaquat, Khawaja, 2010, p637). Social marketing is considered one of the distinct fields with a special character within the framework of marketing in general, as marketing is no longer concerned with goods only, (Al-Sayrafi, 2009, p76). This method has been used in several fields such as family planning marketing campaigns, addiction and heart disease campaigns, blood and organ donation, and because the entities that provide social products and services usually use traditional marketing methods with some simple advertising

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or no advertising at all, the product or service reaches a limited segment of the public. (Al-Awadhi, 2004, p77).

### *Problem Statement*

Human trafficking crimes are one of the most important criminal activities condemned in the world and this phenomenon is often described as modern slavery. International and regional texts combating the crime of human trafficking have included humanitarian and legal measures to protect victims of human trafficking crimes. There are no accurate international statistics on the size of the crime of human trafficking in its various forms, but reports and facts indicate the globalist and expansion of this phenomenon. There is also a general international failure to address this problem, particularly in the inability of the European Union to combat and dismantle mafia networks specializing in human smuggling and trafficking from poor and developing countries to Europe. Despite local and international legislative efforts, especially those of the United Nations, they have proven ineffective and ineffective in eliminating this phenomenon. (Al-Zaghal, 2018) The crime of human trafficking is one of the three largest illegal trades in the world after arms and drug trafficking. Organizations and countries, has sought to confront and combat this phenomenon as a new and shameful form of contemporary slavery and servitude to which large numbers of people are still subject. (Al-Rais, 2023). which leads to the emergence of desired behavior, it also uses communication technology skills, marketing skills, and change skills from a specific idea or method and a specific position to a new idea or a new position, which is the goal of social marketing. (Habib, 2010, p. 379). That their services actually match the needs of their clients, while paying attention to analyzing all needs to determine their expectations and opinions towards them. (Johen, 1999, p36) The results of the study (Burhan Al-Din, 2001) proved the importance of the role of social marketing in delivering correct information and guidance, modifying the attitudes and values of citizens, and increasing their ability to resist bad customs, traditions, and ideas in society and transforming them into more positive citizens. The study (Smith, 2001) showed the importance of social marketing in the process of changing the behavior of young people. The results of the study (Cole, 2007) confirmed the effectiveness of the social marketing approach as a therapeutic approach to problems and its effectiveness in achieving the desired social change the study (Park, 2003). The main question: What is the social marketing strategy for social care programs for victims of human trafficking crimes?

### **The following set of sub-questions branch out from the main question:**

1. What is the reality of social marketing for social care programs for victims of human trafficking crimes?
2. What are the mechanisms of social marketing for social care programs for victims of human trafficking crimes?
3. What are the challenges of social marketing for social care programs for victims of human trafficking crimes? 4. What are the proposals for activating social marketing for social care programs for victims of human trafficking crimes?

### *Research Objectives*

Main objective: Determining the social marketing strategy for social care programs for victims of human trafficking crimes. The following sub-objectives branch out from this main objective:

1. What is the reality of social marketing for social care programs for victims of human trafficking crimes?
2. What are the mechanisms for social marketing for social care programs for victims of human trafficking crimes?

3. What are the challenges of social marketing for social care programs for victims of human trafficking crimes?
4. What are the proposals for activating social marketing for social care programs for victims of human trafficking crimes?

### *The Importance of the Research*

#### *Theoretical Scientific Importance*

1. The issue of human trafficking represents a social, security, political, economic, and media aspect, etc., that requires the concerted efforts and cooperation of all scientific disciplines in order to confront it in a planned scientific manner.
2. Victims of human trafficking and their families in Saudi society (whether citizens or residents) represent a group that needs social support and assistance in order to confront the poor psychological, social and economic conditions that they may be exposed to.
3. The importance of social marketing for social care programs for victims of human trafficking crimes comes from the general approaches to activating the role of these programs in combating these crimes.

#### *Practical and Applied Importance*

1. The results of the current research may help officials formulate a social marketing strategy for social care programs for victims of human trafficking crimes.
2. The results of the current research may contribute to activating social marketing programs for social care programs for victims of human trafficking crimes
3. Marketing the findings of the current research may help victims of human trafficking and their families benefit from social care programs for victims of human trafficking crimes.

### *Research Concepts*

#### *The Concept of Strategy*

The concept of strategy has multiple meanings according to studies that use this term, whether social, political or economic. They are taken at the level of the institution, the level of strategic units, and also at the level of functions.” (Keilan, 2007, 16).

#### *The Concept of Social Marketing*

Social marketing is a concept specific to social responsibility through which the marketer disseminates an idea, value, or behavioral pattern, aiming to create a specific impact in the cognitive framework or in the behavior of individuals. (Jabr, 2007, 11) It is also known as the process of marketing ideas that aim to change the behavior of using marketing techniques and methods and cooperating with decision-makers, specialists and interested parties through programs that aim to bring about societal changes and influence social behavior for the benefit of the target audience and society in general and not for the benefit of the marketer. (Al-Bakri, 2007, 10).

### **Social marketing is defined procedurally in the current research as**

A planned marketing process according to the scientific method for social care programs for victims of human trafficking crimes in Saudi society, in order to achieve the maximum possible benefit from them and reach the largest number of targeted victims.

### *The Concept of Victims of Human Trafficking Crimes*

Human trafficking is defined as a violation of human rights, including the right to physical and mental safety, life, liberty, security of the person, dignity, freedom from slavery, freedom of movement, health, privacy and safe housing. (Amnesty International, 2022). Human trafficking can be defined according to the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime of 2000, as: The recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction. (Article 3, 2000).

#### *Previous Studies*

**Qanawi's (2015) study** emphasized the need to provide care for victims of human trafficking crimes by responding immediately to requests for assistance. And working to help the victim and the victim's family overcome the difficulties and problems resulting from a family member becoming a victim, as well as the need to create programs and services that should be provided to victims and develop available ones.

**Al-Hawawsha's (2016) study** shed light on human trafficking through a comparative study between the Kingdom of Saudi Arabia and Jordan. The study recommended the necessity of establishing a specialized committee with the capacity of criminal investigation for the crime of human trafficking to investigate the crimes stipulated in this system, as well as to inspect the places where victims of these crimes are sheltered.

**Sheha (2016) study** explained that combating crimes is considered the distinguishing feature of the state's sovereignty over its territory. will certainly eliminate or at least contribute greatly to eliminating this scourge, as the victim who knows in advance that there are mechanisms to protect him will undoubtedly resort to them, while the victim.

**The Boshak 2020-2021 study** showed that according to the UAE Federal Law on Combating Human Trafficking, the perpetrator of these crimes is not criminally responsible if they are committed with the victim's consent or consent, while according to the Kuwaiti Anti-Trafficking in Persons Law, which is the need for the Kuwaiti legislator to include a text criminalizing the publication of the names or photos of victims or witnesses in human trafficking crimes, in order to ensure the protection of victims of human trafficking, especially by organized crime gangs?

**Abbas's 2021 study** believes that the international community has felt the danger of human trafficking due to the dangers it entails and the effects that can harm the security and entity of the state, and its economic and social systems, as it kills thousands of human victims, especially women and children who are exposed to the worst forms of exploitation.

**Chang's study 2022** showed that the prevalence of human trafficking practices has remained one of the topics that have been completely difficult to comprehend, as is the method of estimating it, which remains controversial due to the large differences in the method of estimating the prevalence rate, in addition to the attention that some estimation methods receive more than others. What further complicated the issue is that the ambiguous nature of the phenomenon of human trafficking has made it difficult to apply traditional probability sampling strategies.

**The Kharm 2022 study** also showed that the world today suffers from the most dangerous forms of human destruction, which is the crime of human trafficking, and the research stressed the need to establish funds to care for victims of human trafficking crimes in a way that ensures providing them with material assistance through it and protecting the witness. Islamic law preceded international conventions and positive legislation in compensating victims of crimes against an unknown person or in the event that the perpetrator is unable to compensate.

**The Bou Taher 2022 study** revealed that the crime of human trafficking is one of the most dangerous crimes, so the international community has come together to confront this phenomenon by issuing several

international and regional treaties and agreements and national legislation criminalizing human trafficking, and it has continued to adapt its national legislation to international standards related to combating and preventing human trafficking, so it issued a special law to combat human trafficking And prevention under No. (27-14) according to which the Criminal Code was set.

**The 2023 Al-Rais study** explained that the committee plays a major role in raising awareness among members of society, whether citizens or residents, about this phenomenon; by clarifying all the terms related to the phenomenon that individuals need to understand, or by clarifying the indicators of human trafficking crimes, whether this is regarding the trade in labor, women, children and the elderly.

#### *Comment on Previous Studies*

### **1. Points of agreement between the current research and previous studies**

The current research agreed with previous studies in its treatment of an important research issue, which are (human trafficking crimes).

### **2. Points of difference between the current research and previous studies**

The current research differed from previous studies in its treatment of a different topic that had not been studied before, which is: the social marketing strategy for social care programs for victims of human trafficking crimes.

## **Methodology**

#### *Type of Research and rhe Method Used*

The research is considered a descriptive research, which aims to describe the social marketing strategy for social care programs for victims of human trafficking crimes, and in line with the type of research, the researcher relied on the social survey method with a sample, which is one of the most appropriate methods for descriptive research.

#### *Research Community and Sample*

The research community was represented by officials in the Department of Combating Human Trafficking Crimes at the Ministry of Human Resources and Social Development and in shelter centers in the regions of the Kingdom, and the research sample was determined in a simple random sample of officials in the Department of Combating Human Trafficking Crimes at the Ministry of Human Resources and Social Development, and shelter centers in the regions of the Kingdom, consisting of (121) individuals.

#### *Data Collection Tools*

The research relied on a questionnaire tool for officials in the Department of Combating Trafficking in Persons at the Ministry of Human Resources and Social Development and in shelter centers in the Kingdom's regions. The questionnaire was designed within the framework of a set of methodological steps by reviewing theoretical writings, research and previous studies, and questionnaires related to the research topic. The dimensions of the questionnaire were determined as follows:

**Questionnaire description:** The questionnaire consists of (40) statements measuring the social marketing strategy for social care programs for victims of human trafficking crimes, in addition to a set of variables expressing the demographic characteristics of the research sample. Each statement in the questionnaire was given a weight according to the three-point Likert scale (agree - somewhat - disagree). If the respondent's answer is (agree), he gets three points, (somewhat) gets two points, (disagree) gets only one point, and the general arithmetic mean was calculated according to the following gradation:

Table No. (1) shows the gradation of the questionnaire according to the three-point Likert scale

| Degree                      | Level  |
|-----------------------------|--------|
| 1 to less than 1.67         | weak   |
| From 1.67 to less than 2.32 | middle |
| From 2.32 to less than 3    | high   |

### *Questionnaire Validity*

**1. Validity of the arbitrators:** The researcher presented the questionnaire in its initial form to (5) faculty members in the Department of Sociology and Social Service at Imam Muhammad bin Saud Islamic University in Riyadh, in order to reveal the extent of the validity of the questionnaire paragraphs in terms of: (the extent of the suitability of the phrases to the dimension in which they were placed, the extent of the phrase's suitability to the trait it measures, the soundness and clarity of the linguistic formulation of the paragraphs).

**2. Construct validity:** The reliability of the research tool was based on the binary reliability method, which aims to identify the extent of internal consistency of the research tool through the internal Pearson coefficient between the score of each phrase and the content as well as the consistency between the total score of the questionnaire. It became clear that all questionnaire phrases were linked to the total score of the questionnaire with statistically significant positive correlations at the level (0.05, 0.01).

**3. Questionnaire reliability:** Reliability was calculated using the Cronbach's alpha equation, as shown in the following table:

Table No. (2) shows Cronbach's alpha coefficients for questionnaire reliability

| N | The axis                        | Number of phrases | alpha value |
|---|---------------------------------|-------------------|-------------|
| 1 | The reality of social marketing | 10                | 0,74        |
| 2 | Mechanisms used                 | 10                | 0,69        |
| 3 | Challenges                      | 10                | 0,81        |
| 4 | Proposals                       | 10                | 0,89        |
|   | The questionnaire as a whole    | 40                | 0,78        |

It is clear from the results of Table No. (4) that the values of Cronbach's alpha coefficients for the stability of the questionnaire axes ranged between (0.89-0.69), while the stability coefficient of the questionnaire as a whole reached (0.78), all of which are high values indicating the stability of the questionnaire.

### *Discussion and Interpretation of the Research Results*

(1) Results related to the primary data of the research sample:

Table (3) shows the distribution of the study sample according to gender

| N | Gender | t | % |
|---|--------|---|---|
|---|--------|---|---|

|   |              |            |             |
|---|--------------|------------|-------------|
| 1 | Male         | 80         | %66,1       |
| 2 | Female       | 41         | %33,9       |
|   | <b>Total</b> | <b>121</b> | <b>%100</b> |

The results of the previous table show that

Distribution of the study sample of employees in the General Administration for Combating Trafficking in Persons and Shelters, according to gender, came in first place with males at a rate of (66.1%) and in second place with females at a rate of (33.9%). This is due to the nature of work in the General Administration for Combating Trafficking in Persons and Shelters, and the great efforts it requires that are more suitable for males.

Table (4) shows the distribution of the study sample according to educational qualification

| N | Educational qualification | t          | %           |
|---|---------------------------|------------|-------------|
| 1 | Bachelor's                | 49         | %40,5       |
| 2 | Master's                  | 28         | %23,1       |
| 3 | PhD                       | 26         | %21,5       |
| 4 | Other mentioned           | 18         | %14,9       |
|   | <b>Total</b>              | <b>121</b> | <b>%100</b> |

The results of the previous table show that

The distribution of the study sample of employees in the General Administration for Combating Trafficking in Persons and Shelters, according to educational qualifications, came in first place with a bachelor's degree at a rate of (40.5%), in second place with a master's degree at a rate of (23.1%), in third place with a doctorate at a rate of (21.5%).

Table (5) shows the distribution of the study sample according to the employer

| N | Employer   | t          | %           |
|---|--|------------|-------------|
| 1 | General Department of Combating Trafficking in Persons | 22         | %18,2       |
| 2 | Shelters   | 99         | %81,8       |
|   | <b>Total</b>   | <b>121</b> | <b>%100</b> |

The results of the previous table show that

Distribution of the study sample of employees in the General Administration for Combating Trafficking in Persons and Shelters, according to the employer, came in first place employees in shelters at a rate of (81.8%) and in second place employees in the General Administration for Combating Trafficking in Persons at a rate of (18.2%). This may be explained by the fact that the majority of employees in shelters, due to their multiplicity and spread across the regions of the Kingdom.

Table No. (6) Shows the distribution of the research sample according to job title

| N | Job Title | t | % |
|---|-----------|---|---|
|---|-----------|---|---|

|   |                         |            |             |
|---|-------------------------|------------|-------------|
| 1 | Center Director         | 19         | %15,7       |
| 2 | Administration Director | 22         | %18,2       |
| 3 | Head of Department      | 31         | %25,6       |
| 4 | Shelter Employee        | 49         | %40,5       |
|   | <b>Total</b>            | <b>121</b> | <b>%100</b> |

The results of the previous table show that

Distribution of the study sample of employees in the General Administration for Combating Trafficking in Persons and Shelters, according to job level, came in first place as an employee in the shelter with a percentage of (40.5%), in second place as a department head with a percentage of (25.6%), in third place as a department manager with a percentage of (18.2%), and in fourth and last place as a center manager with a percentage of (15.7%).

**Table (7) shows the distribution of the study sample according to the number of years of experience in the field of work**

| N | Years of Experience      | t          | %           |
|---|--------------------------|------------|-------------|
| 1 | Less than 5 years        | 9          | %7,4        |
| 2 | 5 to less than 10 years  | 25         | %20,7       |
| 3 | 10 to less than 15 years | 42         | %34,7       |
| 4 | years and above 15       | 45         | %37,2       |
|   | <b>Total</b>             | <b>121</b> | <b>%100</b> |

The results of the previous table show that

Distribution of the study sample of employees in the General Administration for Combating Trafficking in Persons and Shelters, according to the number of years of experience in the field of work, came in first place with experience (from 15 years and above) at a rate of (37.2%), in second place (from 10 to less than 15 years) at a rate of (34.7%), in third place (from 5 to less than 10 years) at a rate of (20.7%), and in fourth and last place (less than 5 years) at a rate of (7.4).

### Results related to answering the research questions

Answering the first question: What is the reality of social marketing for social care programs for victims of human trafficking crimes?

**Table No. (8) shows the reality of social marketing for social care programs for victims of human trafficking crimes**

| N | phrase   | agree | to some extent | Disagree | Arithmetic mean | Standard deviation | rank |
|---|--|-------|----------------|----------|-----------------|--------------------|------|
| 1 | There is knowledge of the concept of social marketing for social care programs for victims of human trafficking crimes | 46    | 62             | 13       | 2,73            | 0,68               | 1    |



|    |  |    |    |    |      |      |    |
|----|--|----|----|----|------|------|----|
| 2  | Social programs and projects are designed to help victims adopt new behaviors  | 46 | 64 | 11 | 2,29 | 0,70 | 3  |
| 3  | Social programs and projects are designed to help victims accept new social ideas  | 36 | 70 | 15 | 2,18 | 0.59 | 9  |
| 4  | Social programs and projects are designed to help victims develop and improve their skills                               | 33 | 74 | 14 | 2,16 | 0.81 | 10 |
| 5  | Victims are treated as partners in providing services  | 39 | 70 | 12 | 2,22 | 0,66 | 7  |
| 6  | Victims' opinions are surveyed about the services provided to them   | 42 | 68 | 11 | 2,26 | 0,72 | 4  |
| 7  | The opinions of targeted victims are applied to improve the level of services provided to them.                          | 42 | 65 | 14 | 2,23 | 0,64 | 6  |
| 8  | Justice and equality among victims are taken into account in providing social services                                   | 44 | 62 | 15 | 2,24 | 0,55 | 5  |
| 9  | Experts and specialists are consulted in designing programs and projects to care for victims of human trafficking crimes | 49 | 61 | 11 | 2,31 | 0,79 | 2  |
| 10 | Social marketing programs contribute to reducing the severity of human trafficking crimes                                | 40 | 67 | 14 | 2,21 | 0,58 | 8  |

### The results of the previous table show that

The reality of social marketing for social care programs for victims of human trafficking crimes came in the following order:

1. First order, statement No. (1) (There is knowledge of the concept of social marketing for social care programs for victims of human trafficking crimes) with an arithmetic mean (2.73) and a standard deviation (0.68).
2. Second order, statement No. (9) (Experts and specialists are consulted in designing programs and projects to care for victims of human trafficking crimes) with an arithmetic mean (2.96) and a standard deviation (0.67).
3. Third order, statement No. (2) (Social programs and projects are designed to help victims adopt new behaviors) with an arithmetic mean (2.29) and a standard deviation (0.70).
4. Fourth order, statement No. (6) (Victims' opinions are surveyed about the services provided to them) with an arithmetic mean (2.26) and a standard deviation (0.72).

5. Fifth rank: Statement No. (8) (Justice and equality among victims are taken into account in providing social services) with an arithmetic mean (2.24) and a standard deviation (0.55).

The answer to the second question: What are the mechanisms of social marketing for social care programs for victims of human trafficking crimes?

**Table No. (9) shows the social marketing mechanisms for social care programmes for victims of human trafficking crimes.**

| N  | phrase                 | agree | to some extent | Disagree | Arithmetic mean | Standard deviation | rank |
|----|------------------------|-------|----------------|----------|-----------------|--------------------|------|
| 1  | Field Studies          | 36    | 70             | 15       | 2,17            | 0,68               | 2    |
| 2  | Social Planning        | 24    | 63             | 34       | 1,92            | 0,70               | 10   |
| 3  | Advertising Films      | 27    | 67             | 27       | 2,00            | 0,67               | 9    |
| 4  | Posters and Flyers     | 28    | 70             | 23       | 2,04            | 0,83               | 8    |
| 5  | Scientific Conferences | 32    | 71             | 18       | 2,12            | 0,56               | 5    |
| 6  | Social Media           | 41    | 59             | 21       | 2,17            | 0,77               | 1    |
| 7  | Lectures               | 35    | 67             | 19       | 2,13            | 0,57               | 3    |
| 8  | Workshops              | 35    | 67             | 19       | 2,13            | 0,66               | 4    |
| 9  | Seminars               | 31    | 65             | 25       | 2.05            | 0,80               | 7    |
| 10 | Interviews             | 32    | 64             | 25       | 2,06            | 0,73               | 6    |

**The results of the previous table show that**

Social marketing mechanisms for social care programs for victims of human trafficking crimes came in the following order:

1. First place, statement No. (6) (social media) with an arithmetic mean (2.17) and a standard deviation (0.77).
2. Second place, statement No. (1) (field studies) with an arithmetic mean (2.17) and a standard deviation (0.68).
3. Third place, statement No. (7) (lectures) with an arithmetic mean (2.13) and a standard deviation (0.57).
4. Fourth place, statement No. (8) (workshops) with an arithmetic mean (2.13) and a standard deviation (0.66).
5. Fifth place, statement No. (5) (scientific conferences) with an arithmetic mean (2.12) and a standard deviation (0.56).

Answer to the third question: What are the challenges of social marketing for social care programs for victims of human trafficking crimes?

**Table No. (10) shows the challenges of social marketing for social care programs for victims of human trafficking crimes**

| N  | phrase   | agree | to some extent | Disagree | Arithmetic mean | Standard deviation | rank |
|----|--|-------|----------------|----------|-----------------|--------------------|------|
| 1  | Lack of a specialized department for social marketing for social care programs for victims of human trafficking crimes | 110   | 7              | 4        | 2,88            | 0,90               | 7    |
| 2  | Weak measurement of victims' satisfaction with the programs provided to them   | 107   | 11             | 3        | 2,86            | 0,88               | 8    |
| 3  | Lack of job descriptions for social marketing program managers   | 109   | 11             | 1        | 2,90            | 0,89               | 6    |
| 4  | Attention to the promotional aspects of social marketing   | 112   | 9              | 0        | 2,93            | 0,86               | 1    |
| 5  | Lack of good planning for social marketing programs  | 112   | 8              | 1        | 2,92            | 0,84               | 3    |
| 6  | Weak training of workers in social marketing   | 112   | 7              | 2        | 2,91            | 0,85               | 4    |
| 7  | Lack of marketing skills among those in charge of social marketing programs  | 113   | 6              | 2        | 2,92            | 0,86               | 2    |
| 8  | Weak diversity in programs and activities that suit victims of human trafficking crimes                                | 111   | 8              | 2        | 2,90            | 0,88               | 5    |
| 9  | Lack of coordination in providing quality programs and activities for victims of human trafficking crimes              | 107   | 10             | 4        | 2,85            | 0,84               | 10   |
| 10 | Weak interest in conducting social surveys to determine the needs of victims   | 109   | 6              | 6        | 2,85            | 0,83               | 9    |

**The results of the previous table show that**

Social marketing challenges for social care programs for victims of human trafficking crimes came in the following order:

1. First place, statement No. (4) (attention to the promotional aspects of social marketing) with an arithmetic mean (2.93) and a standard deviation (0.86).

2. Second place, statement No. (7) (lack of marketing skills among those in charge of social marketing programs) with an arithmetic mean (2.92) and a standard deviation (0.86).
3. Third place, statement No. (5) (lack of good planning for social marketing programs) with an arithmetic mean (2.92) and a standard deviation (0.84).
4. Fourth place, statement No. (6) (weak training of workers in social marketing) with an arithmetic mean (2.91) and a standard deviation (0.85).
5. Fifth place, statement No. (8) (weak diversity in programs and activities that suit victims of human trafficking crimes) with an arithmetic mean (2.90) and a standard deviation (0.88).

The answer to the fourth question: What are the proposals to activate social marketing for social care programs for victims of human trafficking crimes?

**Table No. (11) shows the proposals to activate social marketing for social care programs for victims of human trafficking crimes**

| N | phrase   | agree | to some extent | Disagree | Arithmetic mean | Standard deviation | rank |
|---|--|-------|----------------|----------|-----------------|--------------------|------|
| 1 | Developing marketing skills for those in charge of social marketing programs   | 117   | 3              | 1        | 2,96            | 0,94               | 8    |
| 2 | Concern for conducting social surveys to determine the needs of victims  | 120   | 1              | 0        | 2,99            | 0,96               | 1    |
| 3 | Building a department specialized in social marketing for social care programs for victims of human trafficking crimes | 120   | 1              | 0        | 2,99            | 0,96               | 2    |
| 4 | Coordinating the provision of quality programs and activities for victims of human trafficking crimes                  | 116   | 4              | 1        | 2,95            | 0,94               | 9    |
| 5 | Measuring victims' satisfaction with the programs provided to them in a scientific manner                              | 119   | 2              | 0        | 2,98            | 0,95               | 4    |
| 6 | Increasing diversity in programs and activities that suit victims of human trafficking crimes                          | 119   | 2              | 0        | 2,98            | 0,95               | 5    |
| 7 | Concern for the job description of social marketing program officials  | 119   | 2              | 0        | 2,98            | 0,95               | 6    |

|    |   |     |   |   |      |      |    |
|----|---|-----|---|---|------|------|----|
| 8  | Concern for the realistic advertising aspects of social marketing | 120 | 1 | 0 | 2,99 | 0,96 | 3  |
| 9  | Good planning for social marketing programs                       | 114 | 7 | 0 | 2,94 | 0,93 | 10 |
| 10 | Continuous training for workers in social marketing               | 119 | 2 | 0 | 2,98 | 0,95 | 7  |

The results of the previous table show that:

Proposals to activate social marketing for social care programs for victims of human trafficking crimes came in the following order:

1. First place, statement No. (2) (interest in conducting social surveys to determine the needs of victims) with an arithmetic mean (2.99) and a standard deviation (0.96).
2. Second place, statement No. (3) (building a department specialized in social marketing for social care programs for victims of human trafficking crimes) with an arithmetic mean (2.99) and a standard deviation (0.96).
3. Third place, statement No. (8) (interest in the realistic advertising aspects of social marketing) with an arithmetic mean (2.99) and a standard deviation (0.96).
4. Fourth place, statement No. (5) (measuring victims' satisfaction with the programs provided to them in a scientific manner) with an arithmetic mean (2.98) and a standard deviation (0.95).
5. Fifth place: Statement No. (6) (Increasing diversity in programs and activities that suit victims of human trafficking crimes) with an arithmetic mean (2.98) and a standard deviation (0.95).

### **First Axis: Training and educating victims of human trafficking crimes**

#### *Implementation Mechanisms*

1. Organizing training courses and workshops for victims of human trafficking crimes in cooperation with experts and specialists in this field.
2. Publishing a series of articles and press reports through new media to raise awareness of victims of human trafficking crimes.

### **Second Axis: Activating the role of media and social media in the field of benefiting from social care programs for victims of human trafficking crimes**

#### *Implementation Mechanisms*

1. Organizing periodic programs, events and activities that contribute to the prevention and care of victims of human trafficking crimes and marketing these activities through the media, documenting and publishing them.
2. Activating the role of public relations in the General Administration for Combating Human Trafficking and shelter centers in sending periodic messages to victims via mobile phones and social media to raise their awareness of the dangers of this crime.

**Third axis: Achieving community partnership between the General Administration for Combating Human Trafficking, shelter centers, and governmental, civil and private institutions to benefit from social care programs for victims of human trafficking crimes:**

*Implementation Mechanisms*

1. Forming a social marketing committee in the General Administration for Combating Human Trafficking and shelter centers to market programs to prevent human trafficking crimes, provided that its membership includes experts and those interested in social marketing.
2. Benefiting from the expertise of universities and institutions interested globally, regionally and locally in the field of marketing social care programs for victims of human trafficking crimes:

**Fourth axis: Activating the role of research chairs at universities and the Deanship of Scientific Research to support research and studies related to human trafficking crimes:**

*Implementation Mechanisms*

1. Including research related to human trafficking crimes among the research priorities of the Deanship of Scientific Research and research chairs at Saudi universities.
2. Work on a scientific bibliography that includes all research and studies that dealt with human trafficking crimes at the level of the Kingdom of Saudi Arabia in the third millennium and analyze their content to benefit from their results in designing a strategy to prevent these crimes.

**Fifth axis: Developing and enhancing social marketing skills for those responsible for social care programs for victims of human trafficking crimes:**

*Implementation Mechanisms*

1. Organizing training courses for officials to develop and enhance their social marketing skills.
2. Opening social marketing diplomas in the field of combating human trafficking crimes within continuing education programs at Saudi universities and encouraging specialists and practitioners to join them.
3. Teaching the social marketing course at the university level in the specializations most closely related to social institutions, including sociology, social service, psychology and media.

**Sixth axis: Formulating a strategic plan for social marketing that includes identifying the target audience, marketers, methods used, appropriate techniques and resources necessary for coordination:**

*Implementation Mechanisms*

1. Seeking the help of experts and specialists in social marketing to build a strategic plan for social marketing in the field of combating human trafficking crimes.
2. Relying on the participatory planning strategy in building social marketing plans to ensure their effectiveness and achievement of their goals.
3. Good selection of those responsible for implementing the social marketing plan in the field of combating human trafficking crimes.

## Conclusions

The reality of social marketing for social care programs for victims of human trafficking crimes is represented in: There is knowledge of the concept of social marketing for social care programs for victims of human trafficking crimes, experts and specialists are consulted in designing programs and projects for the care of victims of human trafficking crimes, social programs and projects are designed to help victims adopt new behaviors, victims' opinions are surveyed about the services provided to them, interest in the superficial advertising aspects of social marketing, lack of marketing skills among those in charge of social marketing programs, lack of good planning for social marketing programs, weak training of workers in social marketing, weak diversity in programs and activities that suit victims of human trafficking crimes, lack of job descriptions for social marketing program officials, lack of a department specialized in social marketing for social care programs for victims of human trafficking crimes, weak measurement of victims' satisfaction with the programs provided to them, weak interest in conducting social surveys to determine the needs of victims, lack of coordination in providing quality programs and activities for victims of human trafficking crimes. Proposals to activate social marketing for social care programs for victims of human trafficking crimes were represented in: interest in conducting social surveys to determine the needs of victims, building a department specialized in social marketing for social care programs for victims of human trafficking crimes, interest in the realistic advertising aspects of social marketing Measuring victims' satisfaction with the programs provided to them in a scientific manner, increasing the diversity of programs and activities that suit victims of human trafficking crimes, paying attention to the job description of social marketing program managers, continuous training for social marketing workers, developing marketing skills among those in charge of social marketing programs, coordinating the provision of quality programs and activities for victims of human trafficking crimes, good planning for social marketing programs.

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