Explaining the Digital Health Marketing Model in Gaining Health Welfare Support from Nonprofits

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Keywords	Abstract
Digital Health Marketing Charity Advocacy Nonprofit Organizations	Background and Objective: By using digital health marketing as a means of connecting donors and beneficiaries, non-profit organizations can drive their marketing activities to reach more donors and donors and fulfill the benevolent intentions of donors to help people in need. Therefore, the main objective of this study is to present a digital health marketing model for obtaining donor support from non-profit organizations. Method: This study was conducted using a qualitative grounded theory method. For this purpose, experts related to health marketing, including [1]marketing ethics teachers, experts, benefactors, and public participation from a non-profit organization, were used, and the sampling method was purposive, snowball, and purposive until saturation. Data analysis was performed using the Strauss & Corbin (1998) method. The validity of the research findings was assessed using the four criteria of Lincoln & Guba (1985). It was stated that it was measured and confirmed through acceptable tests, transferability, reliability, and confirmability. Ethical considerations: The participants in this study were informed about the topic and method of conducting the research, and their participation was informed, free, and voluntary. Findings: By conducting Interviews with 67 experts, the concept of directly or indirectly related to digital health marketing in gaining good support, has been identified in 18 main categories, based on the data-driven paradigm model, in the form of six dimensions of digital technology development (compatibility, ease of use, usefulness), focal phenomenon or support (informational support, emotional support, social support), strategies or trust-building (trust in institutions, trust in digital technologies, Trust leads to donation), contextual factors (knowledge,

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resources, training), intervening or demographic characteristics (age, gender, education) and consequences or trust-building (opportunism, willingness, performance) were constructed.

Conclusion: With the expansion of technology, digital health marketing is the missing link in attracting good support. The set of advantages of digital technologies and the existence of areas for their expansion have led to a tendency to use digital health marketing tools and tactics to gain the support of the public through digital health marketing.

Introduction

Charity has been a concern of all human societies since ancient times. Performing charitable and helpful activities of the same kind is a recommended and recommended thing in all cultures, which in the past was mostly done through face-to-face acquaintance or introduction by a trusted individual.[2]

Today, due to the spread of the Internet and the ease of using digital technologies and access to social media, this activity is carried out digitally. Digital health marketing includes tools and activities for marketing products and services in a digital environment. Digital health marketing pursues the same goals as traditional marketing, with the difference that digital health marketing pursues innovation by using new technological tools and methods.[3]

Attracting the attention of individuals in a kind-hearted way must be done creatively so that public benefit institutions can achieve greater good. A philanthropist is someone who has the ability to support, financially and intellectually support people in society and noble and humanitarian goals.[4]

Anyone can be interested in charitable works, but with the large number of charitable institutions, it is not possible to support all of them and it is difficult for supporters and benefactors to choose which one to support. For this reason, public benefit institutions should allow people to use digital health marketing tools and tactics. Identify them and provide them with ways to support them.

In drawing up their basic policies, they should place special emphasis on support, cooperation, and humanitarian assistance, and on this basis, they should promote the involvement of philanthropists as a guiding mechanism for humanitarian assistance to the most needy segments of society. Digital health marketing is more than just using the Internet, it enables customer relationship management, business resource planning, and supply chain management, all of which aim to achieve marketing goals using digital technology methods and tools.[5]

Digital health marketing is one of the most exciting marketing areas that has caught the attention of many people these days.[6] With the advent of web technology and subsequently social media, human interaction with global and local communities has taken on a new form.[7] The customer's interaction with the material

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[2] Sargeant,2023.
[3] Rahimi and Rahimi,2019.
[4] Mansoori and Salimian,2019.
[5] Tien,et,al.2020.
[6] Omidkhah,et,al.2020.
[7] Hajli,2014.

world has evolved with the advent of digital technology. Their purchasing patterns, product usage, and overall life experience have changed.[8]

For example, the need to store and share information has moved from floppy disks to CD drives to USB drives to cloud storage. Many of us have also shifted our purchasing behavior from physical shopping in the marketplace to online shopping sites.[9]

In general, online and offline consumers (customers) are inextricably intertwined and have increasingly complex orientations to and evaluations of their social and commercial environments and institutions.[10]

According to social exchange theory, when an individual receives benefits from others, support It compensates them. In the context of online communities, social networking sites provide a platform for users to support each other.[11]

If a user is supported by friends on a social network, they are required to repay their kindness. The incentive for social support compensation encourages users to share their purchase information, product knowledge, or shopping experience with their friends and to receive similar information from the social network base.[12]

The ease of communication through social media, mobile phone technology, and other forms of digital technology enhances the absorption, integration, or acculturation beyond the users' internal community. The use of digital technologies allows for greater interaction between individuals or groups who have their own views and beliefs, regardless of geographical distance.[13]

Digital health marketing in public benefit organizations can be a draw or a repel for supporters and donors. The concept of "charity" does not only include the actions of a charitable individual in the form of financial donations and cash assistance, but also generous individuals who, by using their intellect and imagination, are able to solve cultural, developmental, and social problems and crises, and are considered "charity."[14]

For this reason, charitable work is not necessarily accompanied by financial assistance from individuals, and sometimes "effective thinking" can be more effective than large sums of money and physical structures.[15] Charity and benevolent activities that occur in any society, like other phenomena, are influenced by the beliefs, values, culture, and customs of that society.[16]

In terms of performing good and pious work, the most important factor is the personal inclination to carry out a public good and an interest in participating in cultural and social spheres from childhood and adolescence, as well as commitment to religious beliefs and the implementation of ideals of philanthropy in Community and the feeling of well-being after doing good.[17]

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[8] Rahman,et,al.2019.
[9] Stephen and Toubia,2010.
[10] . Kim S,2013.
[11] Yen DA,2019.
[12] Hossain,et,al.2019.
[13] Shukla and Nigam,2018.
[14] Kang J,2018.
[15] Mansoori and Salimian,2019.
[16] Rostami and Afshari,2018.
[17] Mansoori and Salimian,2019.

Several motivations may drive charitable behavior, including altruistic motivation, reputation management[18] and the ripple effects of philanthropy, for example, increasing personal satisfaction with public services provided to individuals.[19]

Demonstrating the effectiveness and positive outcomes of philanthropy in society leads to an increase in and promotion of this practice in society. People are motivated to do so by understanding the benefits that philanthropy has for society in general and for themselves in particular.[20]

Therefore, non-profit organizations can gain the support of as many donors and donors as possible by providing accurate and transparent information about the use of donated funds and by showing the results of their work.[21] One way to attract donors is to create a sense of trust between donors and non-profit organizations. Trust is often considered a key element in building successful relationships in the online world.[22]

Trust is defined as "a psychological state consisting of an individual's intention to be vulnerable based on positive expectations of another's intentions or behavior." They argue that trust is not a behavior (such as cooperation) or a choice (such as risk-taking), but rather a fundamental state of mind that can lead to Or result from such behaviors and choices.

In a study titled "A Review of Ethical Challenges in Health Technologies (Subject of Study: Digital Health Technologies)," using a literature review of 25 articles, the ethical challenges in digital health technologies were examined by distinguishing between mobile phone-based technologies, electronic health records, telemedicine, e-health, wearable technologies, and big data. Challenges of maintaining privacy, access, determining member responsibilities, changing patient roles, data-related challenges, and ensuring the quality of health information provided are among the ethical challenges found in the reviewed articles in the field of digital health.[23]

Another study has examined the challenges of medical ethics in information societies. The results of this study showed that compliance with medical ethics in information societies and attention to the four important principles presented therein, namely beneficence, discretion, honesty, and justice, during the use of medical information technologies is absolutely necessary to meet these challenges.

Designing and examining ethical challenges in the production, access, dissemination, storage, and use of patient information in electronic environments and developing appropriate and practical approaches can help to promote

medical ethics and support the principles of beneficence, equality, justice, choice, and respect for individual freedoms in information societies.[24] (Other research shows that philanthropic donations are increasingly being made on the line In virtual space, people's opinions influence individual decisions to donate to charity.

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[18] Izuma,2012.
[19] . Waytz et, al.2012.
[20] . Hosseini,et,al.2019.
[21] . Dashti and Sanayei,2018.
[22] . Rousseau, et, al.1998.
[23] Ezzati and Aliahmadi,2018.
[24] Aminpour,2008.

However, while some decision-makers give more, others withhold or give less, and overall giving does not increase.[25] Companies should be sensitive to privacy and consumer concerns when developing advertising strategies and building long-term customer relationships.[26]

A study titled Digital Giving Platforms for Nonprofits and Charities found that Digital giving based on open source technologies simplifies the process of donating goods by social solidarity institutions. The program allows anonymous donations and provides the possibility of monitoring the status of each donation by donors.

In addition, usability is considered a key element in the design of the Qalmdad program.[27] With the development of Internet infrastructure and a great enthusiasm for product and service innovation, medical financing has become a convenient way to carry out medical charity.

Medical financing allows patients to collect financial contributions from the public online to cover the costs of medical treatments. Compared with traditional medical donation, medical crowdfunding moves all donation activities from offline to online and has the advantages of low cost, low threshold, fast communication and wide contact with the people.

Medical crowdfunding has been considered an alternative to inadequate national health systems in many countries. Studies show that online fundraising platforms in China have published more than 17,000 fundraising projects and received a total of 26.5 billion clicks, likes, and shares. The total amount of donations collected is more than 1.8 billion Chinese yuan.[28]

The research, application and problems of the platform on the medical charity donation line were discussed and it was suggested that this platform should pay close attention to the types of fundraising projects, make a precise classification for different projects such as serious diseases, urgent diseases and chronic diseases, and clearly classify them. The research projects Prioritize and direct serious illnesses and urgent illnesses.

In addition, this platform should also properly raise the threshold for requesting assistance and adjust the goals of collecting financial assistance that does not meet the real needs of the seeker.[29]

Today, with the expansion of electronic and social networks, as well as the development of the web, a more suitable space has been provided for helping those in need, and it is appropriate that institutions active in the field of charity should improve the quality and quantity of their services by familiarizing themselves with and using these new capacities.[30]

One of these new capacities for non-profit organizations to leverage digital health marketing to gain support for a cause is that, if done properly, it can connect non-profit organizations with a small budget to a wide

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[25] Collier and Johnson,2021.
[26] Mandal,2019.
[27] Almeida and Cunha,2018.
[28] Huang,et, al.2021.
[29] Wang X,2019.
[30] Hasanzadeh,2018.

range of audiences and stakeholders. The Internet, social media, mobile apps, and other digital communications have become part of the daily lives of millions of people around the world.[31]

The power of digital channels and media has reached such an extent that people search for information related to their daily lives and even their purchases through them. Individuals can quickly access a vast amount of information published on digital media at any time and place through their mobile devices.[32]

Digital health marketing opens new doors for public benefit organizations to get their message across to the public at low cost and attract their support. The use of digital tools can help nonprofits better promote and market their services and make them more effective.[33]

It also provides an opportunity to promote and market charitable and philanthropic activities and drive more donations to nonprofits. The proper implementation of digital health marketing techniques can improve the visibility of nonprofits and improve The way to interact with the good will be.[34]

On this basis, public benefit institutions can, by providing transparent information on the use of donated funds and displaying the results of their work, create trust at the level of society and among individuals that public assistance and contributions are spent for good intentions and correctly, which in turn will encourage people to do these things. For this reason, the researcher is interested in answering the following fundamental question: What are the components and relationships between them in a digital health marketing model that is effective in gaining support from public benefit institutions?

Many studies have been conducted on digital health marketing that have analyzed and examined the structure and dimensions of health marketing or digital health marketing. Overall,[35] the results of these studies have led to approaches aimed at direct financial gain, which has led to a reduction in social responsibility and ethics in health marketing.[36] On the other hand, there have been few studies in different countries that have directly covered discussions related to digital marketing with health marketing,[37] or have used a combination of both,[38] For this reason, according to the search conducted by the researchers, they have not found any research that simultaneously refers to the three areas of health marketing, digital marketing, and ethical marketing, both in Afghanistan and abroad.

In the digital age, large and small, small and large, all members of society must be familiar with digital technologies in order to keep up with progress and evolution. One of the main challenges for public benefit institutions is to gain good support in the field of health, especially in the long term.

Success in programs to attract public participation and good presence in the health sector is one of the management concerns of public benefit institutions, and it seems that the informed and correct use of digital health marketing capabilities can be a useful way to respond to this concern. The high potential that digital

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[31] Kim S,2013.
[32] Mansoori and Salimian,2019.
[33] Rostami and Afshari,2018.
[34] Mandal,2019.
[35] Ezzati and Aliahmadi,2018.
[36] Almeida and Cunha,2018.
[37] Waytz et, al.2012.
[38] Hosseini,et,al.2019.

health marketing has has turned it not only into a necessity, but also into a very great opportunity to gain support.

Supporting the disadvantaged in society is possible with the participation of all members of society, and identifying the ways of participation as well as the obstacles to it is of particular importance. For this reason, public benefit institutions must continuously review their participation system and take steps to identify and implement new approaches. The main objective of the present study is to present a digital health marketing model for obtaining good health support from public benefit institutions.

Method

The present study was conducted with a qualitative approach and a grounded theory approach.[39]In this regard, the researcher tries to discover dominant processes in the social context based on the experiences of individuals and does not limit his research to a specific description of the data and units under study.[40]

According to this method, the data collection method was in-depth interviews and document and evidence review. The Marketing Ethics Teachers' Research Society, All Honorable Experts, Benefactors, and Public Participations is a non-profit organization, and the method of determining the participants for sampling is also purposeful and snowball. The criterion for selecting experts was familiarity with the field of gaining good support in the field of health.

Therefore, accessible and active experts in this field were selected. Accordingly, in this study, by conducting 12 interviews, the concepts related to digital health marketing in obtaining good support in the health sector from public benefit institutions reached a saturation point, which was determined by the conducted surveys, and the adequacy of the interviews was determined.

Qualitative data collection began through in-depth interviews with 12 university lecturers in the field of marketing ethics, honorable experts, benefactors, and public participants of the institution under study. The initial interviews were conducted in a completely open and unstructured manner, and in light of the responses to the questions and the coding of the initial interviews and the discovery of further clues for subsequent questions, the format of the questions changed somewhat, although all questions remained relevant to the topic and within the framework of the main research questions.

Each interview used common general questions and then continued with sub-questions (taken from the answers of the interviewees). The interviews continued until the researchers considered that the identified components had reached saturation.[41]

Also, after the participant's explanations, the researcher once again expressed the stated subject and his/her own interpretation of it, in order to ensure the accuracy of the stated subject after the interviewee confirmed it. The duration of each interview was between 40 and 70 minutes, based on the agreement of the parties and organizational conditions.[42] During the interviews, all participants' comments were recorded and stored,

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[39] Corbin and Strauss,2014.
[40] Mohammadpour,2013.
[41] Locke,2000.
[42] . Hesse-Biber,2010.

and their comments, along with the researcher's observations and insights, were transcribed into text. The course of each interview was recorded and the interviews were conducted individually.[43]

After the research interviews were conducted and transcribed, "data analysis" was conducted. Qualitative Research Methodology As mentioned in the qualitative research text, the process of analysis and interviewing is carried out one after the other. In this order, after each interview, analysis begins, and after the analysis, the next interview is conducted. The method of analyzing and analyzing information in the present study uses the method of Strauss & Corbin (1998).[44]

The coding stages used in this study included open coding, axial coding, and selective coding. After the data was saturated with the comments provided by the interviewees, the initial data was entered into MAXQDA 10 software and initial codes were created.

Given the large number of codes generated, in order to summarize them, the primary codes were converted into secondary codes, which was based on the similarity of the concepts and meanings of the primary codes to each other. Finally, in the open coding process, many themes were obtained, which were reduced to fewer categories during the data analysis process.

In general, qualitative research must be reliable in order to demonstrate accuracy in the process and consistency in the final product. (Lincoln & Guba 1985) propose four criteria for assessing the reliability of qualitative research, which are:

1 - Acceptability, which emphasizes the reasonableness and meaning of the findings;

2 - Transferability, which is used to apply the findings in other settings;

3- Reliability, which allows for scrutiny and review by other researchers;

4- Validity, which makes verification and verification a tool for proving the quality of the study.Table 1 shows the validity of this study based on the stated criteria.

Findings

In order to identify and extract digital health marketing factors in obtaining the best support for health services from public benefit institutions, the experiences of the participants were examined. Regarding the conditions for digital health marketing to gain the best support from public interest institutions, based on the participants' perspectives, we identified the categories of compatibility, ease of use, and usefulness and linked them to another broader category called the development of digital technologies.

"Today's modern society is very dynamic, and every day we witness new technologies that can respond to this volume of change. People have to do everything with their phones these days, even shopping, which used to take up a lot of time every day, can be done in just a few minutes. Today, we are witnessing the extent to which new technologies are compatible with all aspects of lifestyle and have come to their aid

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[43] . Kvale,1994.
[44] . Ghorbani and Torabi,2021.

according to people's lifestyle and work. Charities and public interest issues are no exception to this issue, and we must enter the digital realm to support good health services.

"Therefore, the category of compatibility includes compatibility with all aspects of lifestyle, according to the lifestyle and work of individuals, the acceptance of digital technologies, compatibility with all aspects of current purchasing methods, compatibility with the way products and services are purchased. »

Digital technologies are increasingly becoming part of families. At the beginning of the emergence of information technology, some parts of society were familiar with it, and due to its ease of use, we see that people of all ages and educational levels benefit from it.

Table 1: How to determine data robustness

Evaluation criterion	Acceptability

Acceptable: Over the course of 8 months, we selected and validated the topics by studying the theoretical foundations, experts, research objectives, and sources. Throughout the research, there was continuous interaction and feedback between the data and analysis by the researcher and the group of experts who had sufficient knowledge about the dimensions of the research topic.

Transferability: To ensure transferability, a detailed description of the participants' statements was provided and the study ethics were explained.

Reliability: All stages, research details, and notes from the study of relevant documents have been recorded.

Verifiability: In addition to carefully recording and documenting details at all stages, the findings were discussed with the participants regarding the research findings.

Current technologies are such that they do not require special training and an individual is able to learn them on their own, or if training is needed, people quickly acquire skills in them due to the methods of presentation (gamification) and their attractiveness. Interaction has been an important issue for humans in the past, and with the advent of new technologies, interactions have become easier and more clear.

"Therefore, the category of ease of use includes the ease of learning how to use digital technologies, the clarity of interaction with digital technologies, the ease of using digital technologies, the ease of gaining skills in using digital technologies, and the lack of need for much mental effort in using digital technologies."

In addition to being attractive and entertaining, digital technology is very useful in many everyday situations. Seeing the time and date, alerts and reminders, online shopping, storing and viewing files, and more are things that have increased people's chances of success.

"So being useful includes finding the benefits of using digital technologies in daily life, increasing the chances of achieving important things using digital technologies, helping to get things done faster using digital technologies, increasing productivity using digital technologies, and saving time using digital technologies."

In relation to the central conditions of digital health marketing in obtaining good support from public benefit institutions, based on the participants' perspectives, the categories of informational, emotional and social support were identified and linked to another broader category called support in obtaining good support from public benefit institutions. The expectation that comes from digital technologies is to increase user information.

These technologies, by their very nature, are always transmitting information. In the field of digital health, it is necessary to attract and succeed in this field by providing useful information to users and receiving suggestions from users to help discover barriers and user suggestions.

Therefore, the category of information support includes providing information to resolve user problems, providing suggestions when requesting help, and trying to discover barriers and providing suggestions.

"The appeal of digital technologies is that they are enjoyable to use for all ages and backgrounds, so the design of their spaces should be such that people can spend time with them and enjoy them." Enjoyment and entertainment are the rewards that digital technologies offer to their users for their acceptance of them.

Therefore, the category of emotional support includes the enjoyment of the navigation process using digital technologies, the experience of enjoyment with access to digital technologies, the entertainment of using digital technologies, the agreeableness of using digital technologies, the entertainment of helping people using digital technologies. It is digital. Digital technologies are widely used among individuals.

Friends, family, colleagues and everyone in society use it, so the success of any type of marketing is somehow tied to its presence in this area. In the field of social support, public interest behaviors can also be attracted by using influential individuals active in digital technologies.

Families are usually very cautious about allowing access to the family due to a negative mindset regarding the consequences of digital technologies, but the presence of public benefit organizations can modify this negative mindset.

Therefore, the category of social support includes the provision of assistance with digital technologies by a large number of people, the use of connected individuals, the presence of individuals who are regularly contacted, the use of the majority of members of the community Digital technologies are used for giving help, peer relationships, use by those who are important to the individual, the presence of people who influence the individual's behavior, the influence of family and friends on individuals' decisions to use digital technologies, the influence of mass media, and the improvement of social conditions through digital technologies.

In the context of the conditions of intervention, digital health marketing is gaining good support from non-profit institutions based on The participants' perspectives on the categories of age, gender, and education were identified and linked to another broader category called demographic characteristics. "People who use digital technologies are mostly young, and older people tend to use traditional methods."

Therefore, in the demographic characteristics dimension, the age category includes the role of people's age in using digital technologies, the tendency of younger people to use digital technologies, and the tendency

of older people to use traditional methods. Gender may also influence the purpose of using digital technologies.

Men are more likely to use these technologies for practical purposes and are attracted to innovation, while women are usually attracted to learning or entertainment. Also, in charitable and charitable behaviors, men usually make decisions logically, and women usually act more emotionally.

Therefore, the category of gender includes the role of individuals' gender in the use of digital technologies, the role of individuals' gender in giving, and the role of individuals' gender in giving through digital technologies.

"People with higher education are more likely to use new technologies, and factors such as younger age have a negative impact on this group. Education may also lead to easier acceptance of charitable donations through digital technologies due to greater analytical power. Also, these charitable works by people with higher education will have a positive modifying effect on other people."

Therefore, the category of education includes the role of education in the use of digital technologies, the willingness of educated individuals to use digital technologies, and the role of education in providing assistance through digital technologies.

Another factor in the marketing of digital health in obtaining good support from public benefit institutions is the context. From the participants' perspective, this research dimension includes the following categories: knowledge, resources, and education through digital technologies in providing assistance to public benefit institutions. Digital technologies can be used at any time and place, and by providing information through them, the knowledge of members of society can be increased.

Some people think that donating to charities cannot help society, but as people become more aware, they realize how much these institutions prevent absolute poverty and death, so knowledge about non-profit organizations is an important foundation for donating to them. In using new and digital technologies, having knowledge in this regard is one of the most important factors that expand it.

Therefore, after contextual factors, the category of knowledge consists of the concepts of user knowledge regarding new technology and related technologies, user knowledge regarding the services of public benefit institutions, and user knowledge regarding the use of digital technologies to provide assistance.

"Resources are the driving force behind the progress of any program. Digital technology also requires its own resources. The presence of a specialized force in this field and its support, the existence of its infrastructure and access to it are among the resources in this field that can be mentioned. Therefore, the category of resources includes the availability of digital technologies, having the necessary resources and facilities in terms of using digital technologies to provide assistance. The environment is very influential in learning about new technologies.

For example, environments where friends and family constantly share technology news and how to solve problems create more suitable conditions for using digital technologies. This education, in addition to family and friends, can also be provided by the developers of these technologies themselves, and newer examples can be introduced in the public media. «

Therefore, the category of education includes mentoring friends/family members, informing about new technologies, and general awareness on how to provide services through digital technologies. Regarding digital health marketing strategies for gaining good support from non-profit organizations, based on the participants' perspectives, we identified the categories of trust in institutions, trust in digital technologies, and trust leading to giving, and linked them to another broader category called trust-building. Non-profit organizations should be organizations that are fully trusted by the public. Both in terms of appearance and goodwill.

In this regard, qualified individuals should be employed to invite people to participate in public benefit activities. The credibility of these institutions increases with the membership of people who are trustworthy, such as heroes and supporters of the people.

Therefore, in the trust-building dimension, trust in institutions is made up of the concepts of the credibility of public benefit institutions, trust in public benefit institutions, and people's belief in the trustworthiness of public benefit institutions.

"Digital technologies are negative due to people's negative mindset towards issues of fraud and hacking, so the most important strategy for a successful presence in this field is to build trust. Documents and certificates that give credibility to digital technologies can attract people's trust." Therefore, the category of trust in digital technologies includes the credibility of digital technologies, trust in digital technologies, and individuals' belief in the trustworthiness of digital technologies.

"In this context, trust leads to donations to public benefit institutions that are both acceptable to the public and to the public in terms of digital technologies and the institution itself, meaning that people must conclude in their minds that this public benefit institution will deliver public aid to those in real need."

Therefore, the category of trust leading to donations is the credibility of digital technologies for donations, the credibility of institutions Public interest is the trustworthiness of digital technologies for donating to non-profit organizations.

Regarding the impact of digital health marketing on gaining philanthropic support from non-profit organizations, based on the participants' perspectives, the categories of opportunity, intention, and performance were identified and linked to another broader category called philanthropic giving (gaining philanthropic support). The result of using digital technologies in the field of digital health for non-profit organizations is an increase in charitable contributions to these organizations.

The existence of non-profit platforms in digital technologies provides a good opportunity for non-profit organizations to reach out to these issues in these high-traffic conditions. When people see charitable causes available, they think about them more and are more likely to do so." For example, if there is a section in mobile applications for donating to charities, people will be more confident and more likely to donate. Also, with the advent of new digital technologies, new ways of giving (such as the Internet of Things) are emerging that need to be tested.

Therefore, the category of opportunity creation includes providing a good opportunity for giving using digital technologies, increasing the likelihood of helping institutions using digital technologies in the future, and testing new ways of giving using digital technologies.

"By using digital technologies in this direction, people will be more inclined to use these technologies due to their use for health-related issues." Also, with methods of increasing willingness such as moral rewards and increasing the use of these technologies.

Therefore, the category of willingness also includes the willingness to donate using digital tools, the interest in using social networks to donate, and the effort to use applications to donate. Ultimately, the use of digital technologies leads to better performance of public benefit institutions. Donations are collected electronically, with less cost and resources, and in a transparent manner, so by equipping non-profit organizations, efficiency and performance can be increased.

Therefore, the category of performance includes the use of mobile software for donating, donating to non-profit organizations using virtual social networks, and the frequent use of digital tools for donating.   The qualitative data obtained from the aforementioned process is presented in Table 2.

Table 2: Criteria and sub-criteria of the digital health marketing model in obtaining the best support from non-profit organizations

Research Dimensions	Category	Concept
Development of digital technologies (prerequisites)	Compatibility	Compatible with all aspects of lifestyle. According to people's lifestyle and work. Embracing digital technologies Compatible with all aspects of current purchasing methods. Compatible with the way products and services are purchased.
	Ease of use	Ease of learning how to use digital technologies. Clarity of interaction with digital Technologies. Ease of using digital Technologies. Ease of gaining skills in using digital technologies
	To be useful	No need for much mental effort in using digital technologies. Benefiting from using digital technologies in daily life. Increasing the chances of achieving important things by using digital technologies. Helping to speed up things by using digital technologies. Increasing productivity by using digital technologies. Saving time by using digital technologies.
Support (central phenomenon)	Information support	Providing suggestions when assistance is requested. Helping to identify obstacles and providing suggestions. Enjoying the navigation process using digital technologies. Experience enjoyment with access to digital technologies.
	Emotional support	Fun using digital technology. Enjoyment of using digital technology.
	Support (core phenomenon)	Engaging in helping people using digital technologies. Giving help with digital technologies by a high number of people. Using connected people. Presence of people who are regularly contacted.

		Using digital technologies by the majority of people in the community to give help.
	Social support	Used by those who are important to the individual. Presence of individuals who influence the individual's behavior. Influence of family/ethnicity on individuals' decisions to use digital technologies. Influence of mass media. Improvement of social status through the use of digital technologies.

Research,Dimensions	Category	Concept
Demographic characteristics (intervening factors)	Age	The role of age in the use of digital technologies. The tendency of younger people to use digital technologies. The tendency of older people to use traditional methods of payment.The role of gender in the use of digital technologies.
	Gender	The role of gender in giving. The role of gender in giving through digital technologies. The role of education in the use of digital technologies
	Education	The role of education in the use of digital technologies. The tendency of educated individuals to use digital technologies. The role of education in giving aid through digital technologies.
Background factors	Knowledge	User knowledge about new and related technologies. User knowledge about the services of public benefit institutions. User knowledge about the use of digital technologies for giving aid.
	Resources	In the availability of digital technologies. In the availability of the necessary resources. Necessary facilities regarding the use of digital technologies for giving aid.
	Education	Guidance from friends/family members. Information on new technologies. Public awareness on how to provide services through digital technologies.
Trust Building (Strategies)	Trust in institutions	Credibility of public benefit institutions. Trust in public benefit institutions. Individuals' belief in the trustworthiness of public benefit institutions.
	Trust in digital technologies	Trustworthiness of digital technologies. Trust in digital technologies. People's belief in the trustworthiness of digital technologies. Trustworthiness of digital technologies for giving aid.
	Trust leads to dedication	Trustworthiness of non-profit organizations for donating.

		People's belief in the trustworthiness of digital technologies for donating to non-profit organizations.
Giving charity (gaining charity support) (consequences)	Opportunity creation	Providing a good opportunity to give using digital technologies. Increasing the likelihood of giving to institutions using digital technologies in the future. Testing new ways of giving using digital technologies. Willingness to give using tools.
	Desire	Willingness to donate using tools. Interest in using social networks to donate. Efforts to use applications to donate.
	Performance	Using mobile apps to donate. Donating to non-profit organizations using social media. Frequent use of digital tools to donate.

In continuation, the coding was carried out based on the criteria of the Digital Health Marketing Model in obtaining the best support from public benefit institutions using the paradigm model, based on which the line of communication between the research categories including the central phenomenon (support), causal conditions, central category, context, intervening conditions, strategy and consequences was identified.

Therefore, the sub-categories were linked to the main category according to the paradigm model. The main goal was to provide the opportunity to think systematically about the data and how to relate them to each other.

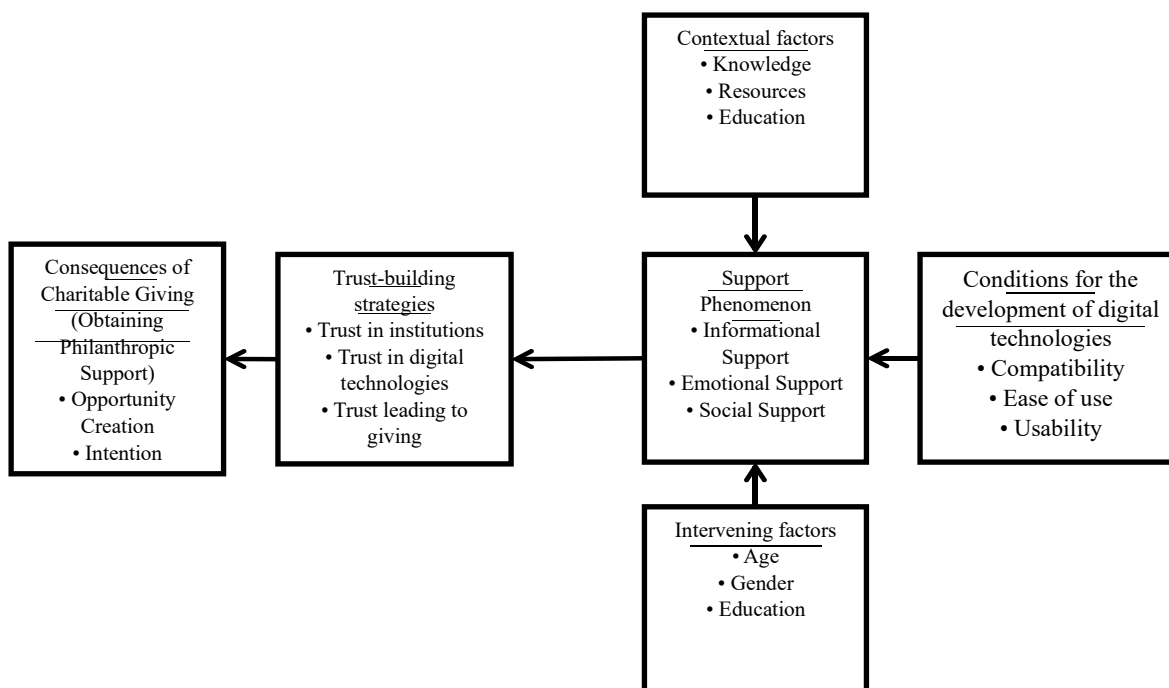Figure 1 shows the axial coding paradigm, in other words, a model of the qualitative research process.

Figure 1: Explanatory model of digital health marketing in gaining support from the public (axial coding stage (Source: research findings))

Based on the paradigm model, the digital-centric approach was chosen as a phenomenon and the development of digital technologies as the causal conditions that lead to the creation and development of the phenomenon. Trust-building was considered as an action or coping strategy that expresses the targeted behaviors and interactions that are adopted in response to the phenomenon and under the influence of the context. Education, knowledge, and resources were considered as factors that influence action or coping strategies under specific circumstances.

Finally, charitable giving was considered as a consequence of adopting an action or coping strategy. Next, selective coding was conducted and then the components of the qualitative research model were examined and explained. Based on the components of the central coding stage, the following propositions were obtained:

Proposition 1: The development of digital technologies with the dimensions of compatibility, ease of use, and usefulness are considered to be the prerequisites for a tendency towards a digital-centric approach in gaining the best support from public interest institutions.

Case 2: Trust building is a strategy for a digital-centric approach to gaining the best support from public benefit institutions.

Case 3: Contextual conditions including knowledge, training, and resources provide specific contexts for gaining trust and building trust.

Case 4: Intervening conditions including age, gender, and education provide general contexts for gaining trust and building trust.

Case 5: Trust-building, contextual conditions (knowledge, training, resources) and intervening conditions (including age, gender and education) will have the effect of giving good help (obtaining good support).

In the selective coding stage, the relationship between the factors was determined in the form of a narrative analysis of the research. Based on this, the digital-centric approach is realized as a central category based on the conditions for the development of digital technologies. Trust-building is also explained by taking into account contextual factors and demographic characteristics, and leads to the provision of good aid.

Discussion

Based on the results of the model in Figure 1, digital health marketing in obtaining good support from public benefit institutions includes informational support, emotional support, and social support. The factor influencing this issue is the development of digital technologies, which includes compatibility, ease of use, and usefulness. Demographic characteristics also affect the methods of this study as confounding factors (age, gender, and education) and contextual factors (knowledge, resources, and training).

According to the findings, the digital health marketing method for gaining good support from public benefit institutions is trust-building, which includes trust in institutions, trust in digital technology, and trust leading to donations.

Ultimately, according to the final model, these approaches lead to the acquisition of good support. The findings of Ha et al. (2022) also showed that factors related to trust had a significant effect on behavioral intention in the context of the charity sector and had a significant positive effect on the intention to support charity.[45]

The findings of the study in the context of the conditions indicated that three factors, perceived compatibility, perceived ease of use, and usefulness, caused the charity or the best in the digital environment to trust or donate to the site or application receiving the credit. This finding is consistent with the research of Noori et al. (2018). Based on the fact that the factor of ease of use of Internet sites is effective in the adoption of information technology and the use of electronic services, it is in a straight line.[46]

Also, the central phenomenon of informational support, emotional support and social support can lead to the creation of deep support for the good of digital medical environments. The starting point of digital health marketing In obtaining charitable support from non-profit organizations, the adoption and development of digital technologies is important. The results of the study by Du et al. (2020) also showed that charitable support behaviors are increased through an online charitable platform.[47] The results of this study indicate that digital technology adoption, trust in the online charitable platform, and the effects of performance expectancy and effort expectancy on charitable support intentions from non-profit organizations are moderated.

One of the factors that influences the increased use of digital technologies is the degree to which the use of digital technologies in charitable matters is compatible with the lifestyle, preferences, values, experiences, needs, and potential behavioral patterns of individuals. The results of the study by Hu & Gong (2020) also show that after the Corona, the existence of information technology has led to adaptation to new conditions.[48]

With the advancement of technology and the change in contemporary lifestyles and patterns, various methods are used to attract charitable donations, each of which is used by a group of people based on the interests and capabilities of the recipients. Another factor influencing the digital-centric approach to obtaining support is The best thing about non-profit organizations is the ease of using digital technologies. The ease of using digital technologies is one of the most important tools for collecting financial contributions in the field of charity. The results of the study by Guo M. & Wang (2019). showed that online charity platforms facilitate the conditions for supporting charities.[49]

Another important factor that is effective in using digital technologies is the usefulness of digital technologies in life. Charity and support of this kind have a long history in our society.

The religion of Islam has also emphasized generosity with the attribute of "God is the Most Forgiving and Merciful." In fact, charitable activities enjoy a special place in the religion of Islam, which is the result of the place of public benefit institutions in society.

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[45] Ha QA and PNN,2020.
[46] Noori, et,al.2018.
[47] Du L,et,al.2020.
[48] Gong W,2020.
[49] Wang X,2019.

In the current conditions of society, where we are faced with patients who are unable to meet their primary medical needs due to the increasing economic and living problems, the role of philanthropic participation in improving and improving the level of treatment for vulnerable populations is very important, because people in need can access the medical services they need in the shortest possible time. On the other hand, this category also helps the government to increase the welfare of society, so that the role of The public's participation in the country's recent earthquake and floods has been undeniable, and these people-oriented institutions have played a powerful role as an arm of the government in supporting the affected areas.

The results of this study also showed that one of the most important reasons why charities consider health care more important than before is the charity's concern for saving a person from a disease, which is at the forefront of all charitable activities. This finding is consistent with research (Aghababa,2018), which found that health care has the highest financial support in the country. With the advent of new technologies, human interaction with global and local communities has taken on a new form and evolved.[50]

The introduction and advancement of digital technologies has significantly impacted the purchasing patterns, use of products and services, and lifestyles of individuals. Success in programs to attract public participation and a good presence in the digital space is one of the management concerns of public benefit institutions, and it seems that the informed and correct use of digital marketing capabilities can be a useful way to respond to this concern.

Paying attention to demographic characteristics in digital health marketing in order to gain the best support from public benefit institutions is one of the most important factors that public benefit institutions should consider in organizing their activities, because individuals with different demographic characteristics perform differently.

Therefore, it is better for public benefit institutions to pay attention to the demographic characteristics and influence of different social groups when organizing their marketing strategies and to examine and study this function using various research methods.

By using digital marketing, non-profit organizations can leverage their marketing activities to reach more supporters and donors, and realize the good intentions of charitable citizens to help those in need. Pettigrew et al. (2019) found that philanthropy is much higher among middle-aged adults, with informal giving being more prevalent than formal giving.[51] Farooq et al. (2020) also found that younger people are more likely to support using technology-based software.[52]

Learning digital technologies requires knowledge and experience. This knowledge is constantly changing and evolving. Public benefit organizations should use today's technologies to achieve the most innovative ways of interacting with the public.

One of the important features of new technologies is that they have become a place for sharing knowledge. With the exponential increase in users and knowledge shared, the importance and necessity of these technologies as a tool for improving knowledge and learning in the field of obtaining good support from

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[50] Aghababa,2018
[51] Pettigrew,et, al. 2019.
[52] Farooq, et, al.2020.

public benefit institutions can be considered. Public benefit institutions should pay attention to the necessary resources (human resources, time and money) to use digital technologies to achieve the desired goals.

It is essential to have a detailed plan detailing how digital technologies will be used to achieve the goals. Nonprofit organizations can take steps to achieve their goals with appropriate education and communication, which is in line with Del Baldo's (2019) research.[53]

This result provides more recent findings than other studies in terms of approaches (trust building) and outcomes (gaining philanthropic support). Trust building is the most important component of attracting philanthropic assistance. Nonprofit organizations can gain greater trust in attracting charitable support by using digital technologies to provide complete and comprehensive information tailored to the needs and tastes of users.

Nonprofit organizations without the trust of their supporters, benefactors, service users, and the general public will not be able to raise the financial support needed to provide the services needed by the people they serve. Nonprofit organizations can build trust by building and strengthening long-term relationships with benefactors and supporters. Digital technologies have provided a great opportunity for charitable giving. Ensuring that services are available and accessible at the right time and place for charities is crucial.

In an effort to attract donors and philanthropists, nonprofits must be accessible so that current and potential donors can easily support their organization. Digital health marketing provides the conditions for individuals seeking public services to access the services they need more quickly. Public benefit organizations can use digital health marketing capabilities to creatively engage audiences and encourage them to collaborate in order to increase the number of donors. Today, people are more sensitive to the social dimensions of their spending and are using their purchasing power to improve their lives and well-being and to change society.

In this regard, using digital health marketing, going beyond traditional methods of gaining support for charities, and considering factors such as a sense of altruism and altruism, can have a dramatic impact on gaining support for charities from public benefit institutions. For example, in this study, Sajjadi et al. (2011) showed that perceived support from philanthropists can be effective in helping children with cancer.[54]

Regarding trust-building strategies, three factors: trust in institutions, trust in digital technologies, and trust leading to donations can be effective in the context of philanthropic assistance in digital form. This finding is also consistent with the research of Triantoro et al.[55] (2021) and Coates Nee (2014)[56]

The foundation for creating digital trust for charitable giving is in the same vein. This study provides new findings on trust-building through digital health marketing in obtaining charitable support from public benefit organizations, introducing new tools in this regard.

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[53] Del Baldo,2019.
[54] Sajjadi, et al.2021.
[55] Triantoro, et al.2021.
[56] Coates Nee,2014.

It was also discovered that this topic has implications that are very important in terms of gaining philanthropic support. Therefore, if non-profit organizations are not familiar with these tools, they will face problems in attracting philanthropists, financial supporters, and managing donors.

Conclusion

The aim of this study is to explain the digital health marketing model in obtaining good health support from public benefit institutions. Since digital technologies have received much interest and attention and have facilitated communication between users and service providers without time and place limitations, public benefit institutions have become inclined to adopt a digital-centric approach.

The ability of digital technologies to increase their compatibility, ease of use, and usefulness has led to the development of digital technologies in all directions, especially in obtaining good health support from public benefit institutions.

Therefore, understanding more of the processes underlying good behavior is becoming increasingly important, and public benefit organizations have no choice but to adopt new marketing approaches in order to maximize and qualityly expand their activities.[57]

By using digital health marketing, public benefit organizations can drive their marketing activities to reach more individuals and supporters. In this regard, health marketing has found a market for digital technology, considering areas such as increasing knowledge about technology, focusing public and private resources of the community on technology (Internet, smartphones), and education about information technology. The most appropriate strategy for implementing such a decision in public benefit institutions was identified as "trust-building strategies."[58]

What the digital-centric approach brought to public benefit institutions was the opportunity to increase the attraction of philanthropic support, increase the willingness to support public benefit institutions, and improve the performance of the public benefit institution in attracting support.

Strategic management thinkers are in complete agreement on the idea that a set of macro and micro environmental factors influence the implementation of a strategy.[59]

Therefore, in the implementation of a trust-building strategy, a set of contextual factors including resources and technical infrastructure, knowledge and training as background factors and demographic characteristics including age, gender and education as intervening conditions are also important. have been effective.

The consequence of implementing such a strategy in public benefit institutions is to provide good assistance to public benefit institutions. The more useful and easier learning digital technologies are identified for improving service delivery performance, the more they will be used, and the greater the use of digital technologies, the greater the trust in public benefit institutions and digital technologies.

The combination of these factors has influenced individuals' use of digital technologies to donate and is leading to a tendency to use digital health marketing tools and tactics to gain support from charities.

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[57] Corbin and Strauss,2014.
[58] Coates Nee,2014.
[59] Pearson,2020.

Through the research results, the following implicit applications and operational suggestions are extracted to explain gaining more successful support for charities: It is suggested that public benefit institutions use current technologies to access the most innovative ways of interacting with charities and provide new ways of providing services.

It is suggested that public benefit institutions should use digital technologies to increase public awareness of the needs of those in need, inform people about services, attract people's kind attention, promote a culture of charity, and also convince people to help. Therefore, public benefit institutions should consider investing resources and creating digital changes as a priority to improve their level of sustainability.

Public interest organizations should plan to publish written and visual content on different social networks for different age and social groups and include different types of content appropriate to the services provided in their digital health marketing strategies.

Also, comprehensive policies should be adopted in the field of creating security and maintaining the privacy and personal information of the audience and these policies should be communicated appropriately.

By providing sufficient information to individuals to raise their level of awareness of philanthropy and create a desirable perception of the existing conditions, the field of attracting philanthropists to public benefit institutions has become smoother.

Research limitations:

- This study did not measure the impact and factor loading of the discovered variables and was only limited to identifying categories.

- The scarcity of theoretical foundations regarding digital health marketing and supporting good health was another limitation of this study, which was compensated by reviewing domestic and foreign journal research.

- Due to geographical limitations, the data obtained is limited to the specific culture of that region.

Research Suggestions:

In order to conduct future research in the direction of this study, the following are recommended:

Investigating the level of support and acceptance of senior managers of digital health marketing in gaining goodwill;

Conducting a similar study on employees; Sponsors and other organizations should conduct interventional research to obtain more comprehensive results and focus on influential and predictive factors related to the use of digital health marketing in gaining support from charities, and ultimately measure their effects and consequences in other research in the field of gaining support from charities using digital health marketing, so that the impact of other variables can be measured.

Given the scarcity of theoretical foundations in this regard, it is proposed to use the meta-composition method to examine the dimensions and aspects of digital health marketing in obtaining the support of the health charity from public benefit institutions.

It is also recommended that research related to identifying problems and assessing needs in the field of obtaining the support of the charity and promoting the charity towards new technologies can be included in future research directions.

Considering the socio-cultural and geographical diversity of Afghanistan, a separate study is proposed to examine and present a digital health marketing model for obtaining health care support from public benefit institutions in different cities of the country in order to control for the possible socio-cultural impact on the model.

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Decoding Göbeklitepe: Insights into Prehistoric Rituals and Society

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Keywords	Abstract
Göbeklitepe Neolithic Ritual Symbolism Archaeological Methodologies Cultural Evolution	This article presents a comprehensive study of Göbeklitepe, one of the most significant Neolithic sites, whose discovery has reshaped our understanding of early human social and ritual practices. By synthesizing recent interdisciplinary research and employing both traditional excavation techn[60]iques and advanced scientific analyses, the study reexamines the site's architectural marvels—characterized by intricately carved T-shaped pillars and enigmatic symbolic motifs—as evidence of complex communal and ceremonial activities. The findings challenge the conventional "agriculture-first" paradigm by suggesting that ritual and symbolic practices may have been foundational to societal organization well before the advent of agriculture. Moreover, the integration of environmental studies with cultural and technological perspectives provides a nuanced interpretation of the interplay between subsistence strategies, environmental dynamics, and symbolic expression during the Neolithic period. Ultimately, this research contributes to a broader discourse on the origins of social stratification and the evolution of organized religion, highlighting the transformative role of ritual in early human innovation.

Introduction

Göbeklitepe, nestled in southeastern Turkey, represents one of the most transformative archaeological sites of the Neolithic period. With origins dating back nearly 12,000 years, this ancient complex has reshaped our understanding of early human society by revealing evidence of elaborate ceremonial activities and a rich array of symbolic representations. The discovery of Göbeklitepe has spurred interdisciplinary research that has broadened our perspectives on the cultural, economic, and environmental dimensions of prehistoric communities.

Recent studies have illuminated various facets of the site. Verit and Verit (2021) draw attention to its provocative iconography, particularly the presence of phallic motifs, suggesting that these symbols played a significant role in the site's ritual life. In a broader cultural context, Ünlü, Yaşar, and Bilici (2022) position

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Göbeklitepe within the narratives of cultural diplomacy and Neolithic transformation, arguing for its importance as more than just an archaeological curiosity. Complementing these cultural interpretations, Dietrich et al. (2019) have provided insights into subsistence practices through their study of cereal processing techniques, while Çelik and Ayaz (2022) examine the emergence of a distinct Göbeklitepe culture, emphasizing economic practices and the transmission of specialized knowledge.

Environmental factors have also played a key role in shaping the site. Investigations into the late Holocene geomorphodynamics around Göbeklitepe by Nykamp, Knitter, and Schütt (2020) help us understand the evolving landscape that surrounded this ancient hub. Additionally, Ayaz (2023) offers alternative interpretations of animal symbolism found in the area, adding another layer to the site's complex narrative. Finally, Manci (2020) explores contemporary visitor experiences, highlighting the enduring fascination that Göbeklitepe holds for modern audiences.

This article aims to synthesize these varied research perspectives to offer a comprehensive examination of Göbeklitepe's archaeological findings. By exploring its architectural features, symbolic artifacts, and environmental context, we seek to illuminate the social and ritual dynamics that underpinned this ancient center, thereby contributing to a more nuanced understanding of the Neolithic era.

Historical Context and Background

Göbeklitepe is situated in the Southeastern Anatolia region of modern-day Turkey, a locale that has long been recognized as a crossroads of early human innovation. The site's origins trace back to the Pre-Pottery Neolithic period, approximately 12,000 years ago, a time when human societies were on the cusp of transitioning from nomadic lifestyles to more settled, community-based living. This transitional period has traditionally been associated with the advent of agriculture and the development of complex social structures. However, the architectural and symbolic sophistication evident at Göbeklitepe suggests that ritual and communal activities may have played a more foundational role than previously assumed.

The discovery of Göbeklitepe in the 1990s radically challenged established theories about the origins of organized religion and social stratification. Initially perceived as a mere settlement, subsequent excavations revealed a series of monumental circular and rectangular structures adorned with intricately carved T-shaped pillars. These megalithic enclosures imply a coordinated effort by a community capable of mobilizing significant resources and specialized skills, even before the full development of agricultural practices. This realization has spurred a reevaluation of the Neolithic revolution, positioning Göbeklitepe as a potential center for early ritualistic and cultural expression.

The research conducted over the past few decades has integrated various disciplinary perspectives to contextualize the site within broader Neolithic dynamics. Studies such as those by Dietrich et al. (2019) have highlighted evidence of cereal processing, indicating that early forms of food production were contemporaneous with—or possibly even a consequence of—the social changes driven by ritual activities. Concurrently, works by Ünlü, Yaşar, and Bilici (2022) have underscored the cultural and diplomatic significance of Göbeklitepe, framing it within discussions that bridge both historical and contemporary understandings of cultural heritage.

Moreover, ongoing geomorphological investigations, as reported by Nykamp, Knitter, and Schütt (2020), reveal that the environmental context of Göbeklitepe was as dynamic as its cultural landscape. Changes in the local environment not only shaped the daily lives of its inhabitants but also influenced the evolution of its monumental architecture and symbolic motifs. These multidisciplinary insights collectively enrich our