



## Social Marketing Strategies for Consumer to Promote Vaccination

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### DESCRIPTION

The American Marketing Association defines "marketing" as an activity, a collection of social, and a set of procedures for developing, disseminating, delivering, and exchanging products and services. Marketing is founded on the idea that if a product or service is focused on recognizing, addressing, and meeting the requirements of both present and future consumers, it will be most likely to be successful that is, to be bought or utilized. A marketer's branded product or service is viewed by the consumer as the one that best fits their needs. Individuals purchasing or buying behaviours are considered as "exchanges of value" that benefit both the buyer and the seller. By "selling" ideas, attitudes, and behaviour's that are typically regarded as "pro-social" or aimed at enhancing the health and wellbeing of both the targeted individuals and the larger community or society, social marketing represents the extension. Examples include preventing or reducing tobacco use, promoting physical activity, and disseminating nutrition advice. While social and commercial marketers are interested in encouraging people to value and adopt advocated ideas and recommended actions, respectively, and commercial marketers are interested in convincing consumers to value and purchase branded products or services respectively, both aim to inform and influence a decision that affects behaviours.

Social marketing uses commercial marketing techniques to persuade target audiences to act in ways that are advantageous to both the individual and society as a whole, i.e., the public good is its main objective. Thus, social marketing offers a potentially useful lens for analysing challenges with vaccination programs like hesitation. As the Work Group (WG) and others have noted, addressing vaccine hesitancy within a nation or subgroup necessitates understanding the scope and context of the hesitancy, developing and validating metrics that allow tracking trends over time, a diagnosis of the primary cause or causes, customized evidence based strategies to address the primary causes,

and evaluation of the outcomes and impacts of the interventions. Social marketing, which focuses on developing, sharing, delivering, and exchanging services.

### Social marketing to promote vaccination and immunization

By using consumer market research and analysis to take into account demographic and psychographic characteristics, population members subjective experiences with immunization, their intention to engage in the recommended behaviour, their medical histories, cultures, and environments, social marketing also introduces tactical segmentation of the population that goes beyond simple background characteristics. These contribute to the creation of a more thorough portrait of the populace that transcends conventional healthcare profiling and characterisation. As information provision alone does not determine behaviour, it is important to consider who supplying information about vaccinations.

Social marketing also involves the determination identification of the key influencers, gate keepers, and agents of change within the population. Because reluctance varies and is not uniform throughout the population, and because the reasons causing hesitation are not the same across the subgroups, social marketing aims to better understand how various subgroups in the targeted demographic are likely to be convinced. Knowing how subgroups differ from one another is crucial because certain subgroups may be harder to address or convince. Timing and the context are also important applying social marketing to immunization provides a very obvious contrast between hesitation towards more established vaccines, such the Measles Mumps and Rubella (MMR) vaccine, and hesitation toward the introduction of new vaccines. In addition to highlighting the necessity to look at vaccination convenience, social marketing immunization programs analyze and comprehend the physical, social, and economic.

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