Original Article

Application of social marketing concept in encouraging voluntary blood donors using theory of planned behavior

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Abstract

Background and Objectives
Social marketing, a new concept in marketing literature, has been widely adopted as an effective tool in health care promotion. This new philosophy in marketing context is likely to contribute to public health programs through the planned behavior theory. To achieve ultimate goals of Iranian Blood Transfusion Organization (IBTO) in promoting regular voluntary donation, an integrated social marketing approach may positively influence potential donors.

Materials and Methods
In this descriptive study data were collected by a designed questionnaire using convenience sampling plan. Data from 185 respondents were analyzed through 2010, by using SPSS16 and utilizing regression and correlation statistical methods. The survey was conducted among a population of voluntary blood donors in Mashhad Blood Transfusion Center.

Results
Results showed that variables under the planned behavior including normative, conceptual, and behavioral beliefs explain roughly 31% of changing tendency of blood donors. Moreover, based on the multiple regression estimations, perceptional beliefs appear to have the strongest impact on explaining donors' tendency to change.

Conclusions
Because of the impact of planned behavior model on individual inclination to blood donation, reinforcement strategies of behavioral dimensions, particularly perceptional belief is recommended as an appropriate tool for the fulfilment of the goals of IBTO.

Key words: Social Marketing, Behavior, Human Volunteers, Blood Donors

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