

The use of social marketing in explaining the willingness to donate and volunteer organs on the basis of the theory of planned behavior

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Abstract 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 to donate and volunteer members in promoting voluntary donation, an integrated social marketing approach may positively influence potential donors. In this descriptive study data were collected by a designed questionnaire using convenience Simple random sampling. Data 425 respondents were analyzed through 2015, by using Smart PLS 2.0 , SPSS 20.0 and Structural Equation Modeling and Path Analysis methods. The survey was conducted among a population of people in Rasht. Results showed that variables in the planned behavior theory including conceptual, behavioral and normative beliefs explain roughly 45% of changing tendency of member donors. Moreover, based on the PLS methode, Conceptual Beliefs appear to have the strongest impact on explaining donors' tendency to change. Because of the impact of planned behavior model on individual intention to voluntarily member's donation, reinforcement strategies of behavioral dimensions, particularly Conceptual belief is recommended as an appropriate tool for the fulfilment of the goals of volunteer member's donation.

Keywords : Key words: Voluntarily organs Donation, Social marketing, Planned behavior theory , Intention, Behavioral beliefs , Normative beliefs, Behavior Control

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