

Can social marketing undo the COVID-19 infodemic? Predicting consumer preventive health behavior in the marginalized communities in Zimbabwe

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Abstract

This study focuses on predicting preventive health behavior in the marginalized communities in Zimbabwe. The aim of the study was to investigate the determinants of consumer preventive health behavior based on the Coronavirus Disease 2019 (COVID-19) vaccination program in Zimbabwe. Using a convenience sampling procedure and a structured questionnaire, a cross-sectional survey was conducted in the rural districts of Zimbabwe enrolling model assessment through the Confirmatory Factor Analysis and Structural Equation Modeling. The examination of the Health Belief Model (HBM) revealed that perceived benefits, perceived susceptibility, perceived severity, cues to action and self-efficacy positively influenced preventive health behavior (COVID-19 vaccination). However, the influence of perceived barriers was statistically insignificant. The findings of this study are key for governments, healthcare policy makers, health professionals and community educators as they attempt to understand COVID-19 vaccination acceptance from a consumer perspective. This research also enlightens health consumers that the objective of government health programs and social marketing initiatives remains promotion of positive social behaviors that enhance population health and longevity.

Keywords: COVID-19 vaccination; Health Belief Model; preventive health behavior; marginalized communities; Zimbabwe