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RESEARCH ARTICLE

FROM LIKES TO LIFESAVERS: UNVEILING THE POTENTIAL OF SOCIAL MARKETING IN HEALTHCARE USING PARETO PRINCIPLE

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Abstract

The strategic use of techniques derived from marketing for the purpose of bringing about positive behavioral change – social marketing – has the potential to make a major contribution to the resolution of some of the most pressing problems of modern civilization in the sphere of health. This paper looks at the applicability of generating more of 80% of most effects through control of 20% of factors or causes within the context of social marketing within the healthcare industry. Pareto's principle can be applied to achieve maximization of efforts within ministerial and governmental replan for healthcare organizations when utilizing their resources for making interventions. Background on social marketing is introduced accompanied closely by theoretical imperatives of the approach, including the concepts of target audience, behavior change goals, communication appeal, choice of communication channels and monitoring and assessment. Some of the key measures in assessing the success include; behavior change, interaction, and especially the health impact. This paper explores a successful application of the Pareto Principle in social marketing in the context of public health and the identification of solutions to increase efficiency in resource distribution. Lastly, the paper delves in the necessity of incorporating the Pareto Principle into the conduct of social marketing in order to achieve maximum results and how this may be addressed to other public health concerns. Therefore, if healthcare organizations pay much attention to those factors, which are most likely to have a significant impact and address the key target audiences, tailored interventions would be much more likely to change behaviors that would support population's long-term health.

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Introduction:-

Social marketing, which is a form of marketing, utilization of the concepts of marketing for creating positive change which is beneficial, has turned out to be an effective technique in the field of public health. The first of its kind is to promote action that creates positive change among individuals and societies with reference to their health since it deals with chronic diseases, mental illnesses, and infectious diseases. The prospects of social marketing in the field of health are promising but its success depends on the proper use of the concept. Of these, the Pareto Principle, or 80/20 rule, is a valid one, although it is still only a starting point. This principle which

states that 80% of the effect stem from 20% of the cause can help direct social marketers on the best approach and the best target group of individuals to reach.

1.1. Social Marketing In Healthcare

Social marketing is the use of commercial marketing techniques together with knowledge from behavior and social science to create communication strategies aimed at changing people's behavior to promote positive health. The foundational components of social marketing include:

- 1.1.1. *Audience Segmentation:* Targeting the market segments that are formed through dividing the target population according to buyers' demographic, psychographic, and behavioral characteristics. This reverses the approach to the fact that all the interventions being implemented are properly correlated to the needs and the preferences of the different groups.
- 1.1.2. *Behavioral Objectives:* Setting specific targets for altering people's behaviors. These are the major objectives that shape the formation and execution of the marketing plan.
- 1.1.3. *Message Design:* Developing persuasive and timely poignant messages to the audience. It is for this reason that most good messages are crisp, concise and contain calls to action.
- 1.1.4. *Channel Selection:* Defining the channels that are most appropriate in conveyancing the messages. The channels depend on the places the target audience is the most reachable and active.
- 1.1.5. *Evaluation and Feedback:* Making changes according to how receptive the audience is and subsequently giving out their feedback during the course of the campaign. These cycles guarantee the campaign's continuity and effectiveness throughout the stake's execution.

1.2. The Pareto Principle

The Pareto Principle which was developed by an Italian economist, Vilfredo Pareto, postulates a construction that a small percentage of causes is responsible for a large percentage of the effects. In the context of social marketing, it implies that a large part of the identified objectives can be attained by focusing on certain mass communication variables. Applying the Pareto Principle involves:

- 1.2.1. *Identifying Key Audiences:* Targeting the specific parts of the population most likely to be receptive to the campaign and most likely to gain something from it. This implies that the positive impact feel achieved in the course of the undertaking is bound to be of higher note in the key groups Focusing on such high-impact groups have the propensity of making the available resources go to great distances.
- 1.2.2. *Focusing on High-Impact Behaviors:* Chronic diseases and conditions that have health implications, particularly those affecting the population most at risk. For instance, the prevention of tobacco use among young people could significantly impact the measures related to public health.
- 1.2.3. *Selecting Effective Channels:* In this case, the best strategy is to use media and communication channels that can access the influential people. This may include the social media, community-based centers, or popular radio stations.
- 1.2.4. *Optimizing Messages:* The development of messages that are likely to be effective in gaining the attention of the target population and make them act accordingly. They need to be framed in order to encourage behavioral change and target the concerns as well as the needs of the communication recipients.

1.3. Advantages Of Applying The Pareto Principle In Social Marketing:

- 1.3.1. *Efficiency:* This way, the money is spent wisely because the most influential factors are targeted. This is especially so because resources are scarce especially in the field of health.
- 1.3.2. *Effectiveness:* This is because, targeting high-impact behaviors and specially prioritized groups with begetters the greater improvement of health. This way of grouping makes it easier to get the results that are intended especially for the targeted group.
- 1.3.3. *Scalability:* Strategies that work are clearly implementable on a larger level, or in other situations, increasing its effectiveness. This makes it possible to increase the audience addressed by social marketing campaigns and respond to a greater number of health challenges.

2. Theoretical Foundations Of Social Marketing

Social marketing is identified as a process that synthesizes the disciplines of commercial marketing, behavioral science, and social science to develop, implement, evaluate, and repeat attempts to change the social behavior of target audiences. Its main objective is to guide and control people's actions to enhance personal and social utility. To understand its theoretical foundations, it is essential to delve into its key components: These are under

2.1. Audience Segmentation:

Audience segmentation is one of the fundamental strategies of social marketing, as borrowed from the commercial marketing. It means the classification of a large diverse community into smaller clusters based on demographic, psychographic, behavioral characteristics and geographical locations. The concept of segmentation is justified by the understanding that interventions can be better targeted for each of the related subgroups depending on their needs, preferences, or motivational triggers, which would make the campaign more suitable.

- 2.1.1. *Demographic Segmentation:* This includes things such as the age, gender, income, education level and occupation level. For example, the campaign to quit smoking should use different appeals regarding teenagers, young people, or the elderly since people of different ages are motivated in different ways and have different fears.
- 2.1.2. *Psychographic Segmentation:* This involves aspects such as Lifestyle, Values and Attitudes, and Personality and Temperament. For instance, those promoting the campaign associated with healthy eating should classify the audience by their decidedness towards the healthy eating, those who are ready to embrace the habit, those who are indifferent or even resistant.
- 2.1.3. *Behavioral Segmentation:* This involves^{3/4}looking at their past behavior, how frequently they use the substance and how they responded to earlier undertakings. Vaccination campaign might divide people through the history of vaccination, people who have never been vaccinated or had a doubt about their vaccination might be approached differently than permanent vaccinated people.
- 2.1.4. *Geographic Segmentation:* This includes a process, which separates the audience, in relation to physical location. According to the existing provision of healthcare services and amenities, health interventions can be deemed to differ with reference to urban and rural areas.

2.2. Behavioral Objectives

In social marketing, therefore, the communication goals should always be stated in behavioral terms, be specific, and where possible, quantified. These objectives help in the planning and delivery of interventions and also afford measures which can be used in the assessment of prowess. When writing behavioral objectives, techniques should be in line with overall public health objectives as well as population characteristics.

- 2.2.1. *Specific:* To ensure that objectives are fully captured, they should be clear and specific goals. For instance, 'Raise the number of people who engage in exercise with a duration of thirty minutes, five days a week.
- 2.2.2. *Measurable:* The issue with its criteria is that they are not purely objective; thus, their goals must be measurable so that they can be evaluated. For example, "Decrease the smoking level among young adults within the ages 18-25 by 10% within the next 2 years.
- 2.2.3. *Achievable:* These objectives should be realistic within the capacities of the number of resources available and within the given limitations. It is risky and at the same time creates a situation of high expectations that will lead to the business failing to meet them hence loses the integrity of its goals.
- 2.2.4. *Relevant:* The setting of the objectives should also be related to the general health objectives. For instance, the campaigns that emphasize on the eradication of sucrose is relevant in the fight against diabetes as well as obesity.
- 2.2.5. *Time-bound:* Based on the above features, the following are the specific objectives which should have a clear time line; For instance, 'The frequency of health check-ups for middle aged persons to be enhanced by 15% within the next three years'.

2.3. Message Design

The use of appropriate message appeal is significant in appreciating the audiences' attention, interest and in turn create a call to action. The message must be simple, persuasive and culturally appropriate to the target market with reference to the market segmentation strategies. The process of designing impactful messages involves several key principles.

- 2.3.1. *Clarity and Simplicity:* The general guideline is the messages should be clear and easily understood by those who receive them. This minimizes the use of what medical people understand as technical language to convey information to all the segments of the audience.
- 2.3.2. *Relevance and Resonance:* Messages must always relate directly to the issues of concern, the desired values, and the motives of its recipients. For instance, appeals to young adults that can be made with calls to quit smoking might not be best focused on long-term health benefits of doing so, but on the short-term positive changes; such as fitness, and monetary gains.
- 2.3.3. *Emotional Appeal:* It would be pertinent to start with the understanding that emotions can be quite effective in the process of influencing behavioral change. Promising and empowering messages or messages that would leave the voters feeling worried or concerned are usually ideal. For example, smoking pictures showing the effects on the body, can cause a sense of fear and lead to the quitting of smoking.
- 2.3.4. *Credibility and Trustworthiness:* The source of the message can be formal and authoritative. A message can gain extra authority from a reference to persons of esteem or other persons who have embraced the right change message.
- 2.3.5. *Call to Action:* The latter also indicates that the messages should contain specific suggestions that the audience can implement. Referral information, for instance, phone numbers of helplines, or websites to turn to entails behavior modification.

2.4. Channel Selection

Deciding on the most suitable media through which to cascade the messages is crucial for a targeted audience. The selection of the proper channels depends on the capabilities of reaching the target group and how that target group wishes to receive their information.

- 2.4.1. *Traditional Media:* Print media such as newspapers, and magazines and even broadcasting mediums like television and radio have the benefits of extensive reach. They are especially useful to target the elderly and the population residing in areas with minimal access to Internet.
- 2.4.2. *Digital Media:* Social media sites, websites and e-mail are on the rise for dissemination to the young computer literate population. For this purpose, it is possible to involve Facebook, Instagram, and TikTok to share bright and inspiring content and interact with audience.
- 2.4.3. *Community-Based Channels:* Concerning the distribution of health information, the channels include schools, works of places, community and religious centers, among others that can be effective for certain subgroups. These channels are sometimes providing a convincing crusade ground for passing on health information.
- 2.4.4. *Interpersonal Channels:* Educators and most importantly the support groups and the care givers are key people who help in relaying messages and strategies towards behavior change.

2.5. Evaluation And Feedback

These are important since it enables the assessment of the effectiveness of the social marketing interventions and modifications that may be needed. This includes the processes of gathering information to assess the outcomes of the campaign and to determine any potential concerns.

- 2.5.1. *Formative Evaluation:* Carried out before the planning phase as a method of identifying customers' attributes, interests, or patterns. This serves in proactively coming up with adequate and suitable punitive measures.
- 2.5.2. *Process Evaluation:* conducts assessment of the campaign to check whether or not the campaign is being executed according to the set plans. This entails the level of dissemination and news coverage; the number of times people within a given audience get to view the messages.
- 2.5.3. *Outcome Evaluation:* Evaluates the degree to which the campaign has brought a change on short-term and long-term behavioral and health index. This is done through determining changes in knowledge, attitude, and practices besides other health outcomes.

- 2.5.4. *Feedback Mechanisms*: Offering spaces which the target audience can be used to provide feedback on the campaign. This can surveys, focus group discussions and also any interaction on social media platforms. Feedbacking enables the adjustment of messages and strategies from the existing communications in a bid to adequately relate to the audience.

Social marketing theory offers important guidelines on how to create, promote, and assess communication campaigns aimed at improving people's health. Thus, it can be concluded that social marketing, with its roots in both commercial marketing and behavioral theory, is highly effective for dealing with complicated public health matters. As for the audience segmentation, the behavioral objectives, the message design, the channel selection, the evaluation and the feedback, they make interventions effective, suitable and long-lasting. The use of these principles enables a healthcare organization to design communication strategies that will be both timely and On-Target to produce the desired change in behavior among the target population hence enhancing public health.

3. Applying The Pareto Principle In Social Marketing

The Pareto Principle also called the 80:20 rule deals with proportional relationships and maintains that roughly 80% of the outcomes are stemmed from 20% of the inputs. This concept known as the Pareto Principle could be a useful asset in the development of effecting social marketing plans. Given this, when it is used in social marketing in healthcare context, Pareto Principle would direct attention to highest value proprieties and populace groups in order to improve the efficiency and effectiveness of health communication.

3.1. Identifying Key Audiences:

This means that the first step in applying the Pareto Principle is usually to fastidious bottlenecks or the populations that are likely to benefit more from the given campaign and are responsive to it. Thus, by focusing on such priority groups, the investment return can be exponentially optimized.

- 3.1.1. *Demographic Targeting*: In addition to that, one has needs to identify those specific demographic groups which are most vulnerable to a specific disease or health concern. For instance, when a public health approach is set with the objective of decreasing the rate of smoking, reaching the young adults of age between 18 to 25, who are among the highest initiates will be of much effect.
- 3.1.2. *Behavioral Targeting*: In targeting testing for the high-risk behavior takers. For instance, when developing a campaign to encourage healthy eating it would be more viable to select the individuals who often take foods from the fast foods' joint and rarely exercise.
- 3.1.3. *Geographic Targeting*: Skills capacity, targeting the appropriate populations that require the services most. For instance, targeting the population that has a high obesity level or areas with low vaccination coverage brings more improvements in health.

3.2. Focusing on High-Impact Behaviors

From this viewpoint, it is possible to identify behaviors that make maximum contribution to the health, applying the Pareto Principle. To elaborate, increasing the importance of these behaviors ensures that social marketing campaigns obtain greater health impact for the same level of investment.

- 3.2.1. *Preventive Health Behaviors*: Some of the behaviors which have to be targeted for curbing the start of diseases include; For instance, increasing physical activity as well as consumption of proper healthy meals to avert obesity and other chronic diseases.
- 3.2.2. *Risk Reduction Behaviors*: Promotive patterns and practices that will minimize health dangers. For example, smoking cessation, condom use, and moderate drinking campaigns are some of the key areas that can affect the wellbeing of the people.
- 3.2.3. *Health-Seeking Behaviors*: Promoting the utilization of healthcare services irrespective of the state of the health of a particular individual. For example, campaign such as check-up, vaccination, early diagnosis of diseases and etc. may be vital tool that results to expeditious identification and therefore improve health among the affected persons.

3.3. Selecting Effective Channels

It can be suggested that the communication channels directly affect the total impact of social marketing campaigns. According to the Pareto Principle it is effective to work with the channels that interact with the most responsive and target customers of the chosen audience.

- 3.3.1. *Digital and social media:* Postings that might commonly go on social networks Facebook, Instagram, and twitter are particularly efficient in targeting youth and people who are engaged in technologies. Its benefit is that social media enables employers to target specific campaigns and deliver messages effectively to the intended audience for optimal results.
- 3.3.2. *Community-Based Channels:* One can target special groups through workplace affordances, school, or organizations to ensure they are reached. Such modes of passing the messages often depict safe communication channels for passing health messages.
- 3.3.3. *Healthcare Providers:* If healthcare providers are engaged to spread information, then this improves credibility and people's trust. Experts can give advice tailored to an individuals' needs, which enhances the chances of behavioral change among providers.

3.4. Optimizing Messages

Crafting messages that resonate with the target audience is crucial for the success of social marketing campaigns. The Pareto Principle can help identify the most impactful messages that drive behavior change.

- 3.4.1. *Tailored Messaging:* Creating messages that address the specific needs, concerns, and motivations of the target audience. For example, messages that highlight the immediate benefits of quitting smoking, such as improved physical fitness and financial savings, might be more effective for young adults.
- 3.4.2. *Emotional Appeal:* Using emotions to drive behavior change. Messages that evoke positive emotions like hope and empowerment, or negative emotions like fear and concern, can be highly effective. For instance, graphic images of the health consequences of smoking can evoke fear and prompt smoking cessation.
- 3.4.3. *Credibility and Trust:* Ensuring that the message comes from a credible and trustworthy source. Using testimonials from respected figures or individuals who have successfully adopted the desired behavior can enhance message credibility.

3.5. Evaluating Impact

The Pareto Principle can also be applied to the evaluation process, focusing on metrics that provide the most significant insights into the campaign's effectiveness.

- 3.5.1. *Behavior Change Metrics:* Measuring changes in specific behaviors targeted by the campaign. For example, tracking the reduction in smoking rates, increase in physical activity levels, or improvement in dietary habits.
- 3.5.2. *Health Outcome Metrics:* Assessing the impact of behavior changes on health outcomes. For instance, monitoring reductions in obesity rates, improvements in mental health indicators, or decreases in disease incidence.
- 3.5.3. *Engagement Metrics:* Evaluating audience engagement with the campaign. This includes metrics such as reach, frequency of message exposure, social media interactions, and feedback from the target audience.

Applying the Pareto Principle in social marketing allows healthcare organizations to focus their efforts on the most impactful actions and audiences, thereby optimizing resource utilization and enhancing campaign effectiveness. By identifying key audiences, focusing on high-impact behaviors, selecting effective communication channels, optimizing messages, and evaluating impact, social marketers can design interventions that drive significant improvements in public health outcomes. The continued application and refinement of these strategies will be crucial in addressing ongoing and emerging public health challenges.

4. Implications For Practice

Healthcare organizations and practitioners can adopt the following strategies to implement the Pareto Principle in social marketing:

- Conduct Thorough Audience Research:** Identify and understand the key demographics that drive the majority of the health issues being addressed.
- Set Clear and Measurable Objectives:** Define specific behaviors to change and establish metrics to evaluate success.

Leverage Data Analytics: Use data to identify high-impact behaviors and the most effective communication channels.

Design Targeted Messages: Craft messages that are highly relevant and resonate with the key audience segments.

Continuously Evaluate and Adjust: Monitor the campaign's impact and make adjustments based on feedback and data.

5. Conclusion

The integration of the Pareto Principle into social marketing in healthcare holds significant potential for improving public health outcomes. By focusing on the most impactful factors, healthcare marketers can design more efficient and effective campaigns. Approaches like these, can lead to substantial improvements in health behaviors and outcomes, transforming "likes" into lifesaving actions. The continued application and refinement of these strategies will be crucial in addressing ongoing and emerging public health challenges. The combination of social marketing and the Pareto Principle offers a powerful approach to improving public health outcomes. By strategically targeting the most influential factors, healthcare organizations can design interventions that are both effective and efficient. These approaches not only maximize resource utilization but also ensure that interventions are tailored to the needs and behaviors of the most impactful segments of the population. The continued application and refinement of these strategies will be crucial in addressing ongoing and emerging public health challenges.

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