



Can We Help Young Adult Men From Depressive Disorder With Social Marketing Mix?

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Abstract. In Jakarta, 20 percent of the population experiences mental health issues, which equates to two out of every ten people. Most people in Jakarta, ages 15 to 24, suffer from depression. However, the Indonesian government has implemented various efforts to improve mental health. To raise mental health awareness in Indonesia, particularly for depression, this study looked at the effect of a social marketing mix on the intention to implement a healthy lifestyle. Factors in this study included social product, social price, social place, and social promotion. We collected 275 responses from young adult men in the Jabodetabek district using an online survey. The findings revealed that social products and social places have the greatest impact on the intention to implement a healthy lifestyle. In contrast, social pricing and social promotion have little effect on the intention to implement a healthy lifestyle.

Keywords: *Social Marketing Mix, Mental Health*

1 Introduction

Mental health is defined as both mental and psychological well-being. An imbalanced state of mental health will result in social dysfunction, mental health issues, and intellectual deficiencies. Mental health diseases affect people of all ages, genders, and races around the world. According to the American Psychiatric Association [1], women have a larger tendency to suffer from minor depressive and anxiety disorders than men, but men are more likely to encounter significant mental diseases such as schizophrenia and obsessive-compulsive disorder.

According to Global Health Observatory data from 2016, there are 5.2 percent of male suicides per 100,000 people in Indonesia. According to the Deputy Governor of DKI Jakarta, 20 percent of people in Jakarta suffer from mental health illnesses, which equates to two out of every ten people [2]. According to the Riset Kesehatan Dasar 2018 study [3], 18.24 percent of persons aged 15 to 44 in DKI Jakarta suffer from depression. Most people with depression are between the ages of 15 and 24, accounting for 7.08 percent of the total 18.24 percent. Furthermore, only 6.19 percent of them have been treated. The main cause of this phenomenon is the negative stigma associated with mental health issues [4]. In other words, the social stigma of mental health illnesses leads to discrimination against sufferers [5]. People view mental health illnesses as a shame, and instead of seeking treatment or visiting mental health institutions, they often face exclusion from society [6]. On the other hand, the situation of males suffering from mental health conditions is cause for concern. A misunderstanding about men's depression has resulted in a number of major issues, including missed treatments and a

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growing distrust of doctors. According to research, males have a subjective view of depression; they appear to perceive depression as a negative social component, a disease, and a consequence. According to Žilinská and Smitková [7], men are more likely to refuse psychological help. Another study found that men are more vulnerable to the stress of achieving professional and financial success [8]. Men with depression are more likely to attempt suicide.

People with depressive disorder struggle to cope with stress and frequently feel alienated and lonely. Researchers discovered that lifestyle behavior plays a significant role in the development of depression. For example, relaxation from smoking may help depression sufferers feel better or produce a similar impact to antidepressant medicines [9]. This led to an excessive use of cigarettes among people with mental illnesses; more than 40 percent of men with mental illnesses smoke actively [10]. Because of alcohol addiction, Indonesia has a low legal alcohol consumption rate but more than 80 percent illegal alcohol consumption [11]. Individuals suffering from depression tend to neglect their eating habits and engage in less physical activity. However, eating behavior and depression have a two-way link; depression may influence eating habits or vice versa. This may result in dietary imbalances for those suffering from depression [12]. According to research, depression might also be a risk factor for obesity. There is a favorable contribution of a healthy eating lifestyle for depression and anxiety disorder patients, a healthy eating lifestyle is beneficial, and people tend to increase their intake of more nutritious foods [13]. According to health-related organizations and institutes, maintaining a healthy lifestyle can help prevent depression problems. Researchers propose that people should engage in activities such as frequent exercise, consume nutritious foods, avoid alcohol and narcotics, and maintain a healthy diet to prevent depression [14].

The Indonesian government has implemented numerous initiatives to improve mental health conditions, including increasing access to mental health facilities, creating mental health awareness campaigns, and promoting activities that help maintain good mental health. However, the distribution of mental health promotion and information remains uneven. Many places still lack access to mental health institutions and suffer from the negative stigma associated with mental health [4]. Furthermore, it is difficult to find a credible source or supportive medium that promotes health-related knowledge. To raise mental health awareness in Indonesia, particularly for depression, social marketing will play a role in changing societal behavior. This approach is known to alleviate societal problems by influencing individuals and instilling a new attitude to improve their quality of life, as well as concern for society and the environment [15]. The creation of a social marketing strategy can aid in addressing societal developments. There are numerous tools in social marketing strategy that can help produce ideas, possibilities, and factors to consider during the planning phase [16]. The use of social marketing interventions to support or address social problems has been the subject of several worldwide studies. Societal marketing plays an important role in solving societal problems such as HIV prevention, physical activity promotion, obesity reduction, and other physical health difficulties [17].

According to Sauvage-Mar et al. [18], social marketing has effectively used marketing principles and strategies to induce behavior change. Social marketing has successfully influenced young health behaviors such as limiting alcohol use, quitting smoking, using

sunscreen, and engaging in physical activities. Various significant factors in social marketing can help produce strategies to address social concerns, such as the social marketing mix, which includes product, pricing, place, and promotion. This mix identifies the product or the benefit of a specific behavior and the values associated with it. The price is defined as the monetary and non-monetary costs of implementing the behavior. The intended audience can engage in the desired behavior through specific locations or distribution channels. The final step involves promotion, which identifies key themes and disseminates the necessary information to inspire, motivate, and entice the target audience to engage in the desired behavior. The study discovered that the adoption of social marketing mixes successfully generated barriers and people's inclination to adopt the behavior [18]. However, in Indonesia, research on social marketing for social issues is uncommon and rarely discussed. As a result, this study looked into the social marketing mix of social product, social price, social place, and social promotion as it relates to the intention to implement a healthier lifestyle.

2 Literature Review

2.1 Intention to Implement a Healthy Lifestyle

Implementation is defined as the intention to implement specific items according to the I-Change model. It has three cognitive aspects for the intention to implement: attitude, social influence, and self-efficacy [19]. Cohen, Morgan, Jerry, and Pollack [20] define intention as the idea that characterizes an individual's behavior and mind. The theory of planned behavior emphasizes that people's intentions directly influence their behavior. Three factors determine an intention: 1) a favorable or unfavorable attitude; 2) a subjective norm or social pressure to perform the desired behavior; and 3) perceived behavioral control, which encompasses both the ease and difficulty of performing the desired behavior [21]. Figure 1 depicts the three associated determinants from Ajzen's [22] theory of planned behavior.

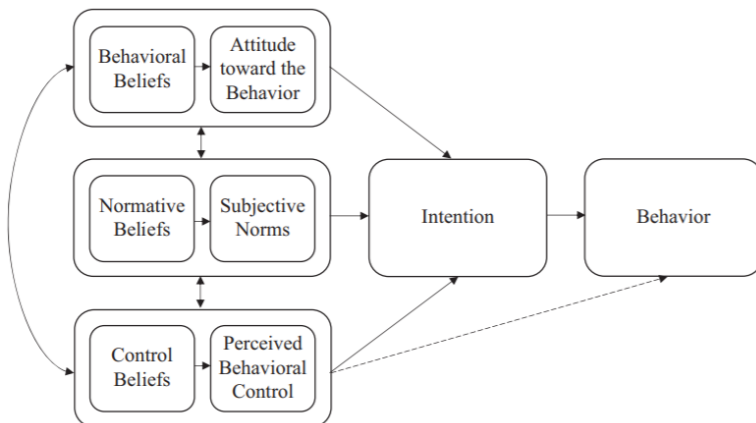


Fig. 1. Theory of Planned Behavior

The TPB model combines the components of TRA with perceived behavioral control (PBC) [22]. The three factors of intention are: 1) Attitude toward the behavior: an individual's assessment of their ability to accomplish the behavior. Behavioral beliefs shape one's attitude toward behavior. For example, the intended audience is more concerned with his or her opinion of eating high-fat meals than with the thing itself. 2) Social norms (SN) refer to an individual's perceived perception of their society or of those individuals who hold significance in their decision to engage in a particular behavior. Normative beliefs drive the SN. For example, many opt to exercise because they believe others will want them to. 3) PBC refers to the targeted audience's perception of the ease and difficulty of performing the behavior. PBC is determined by control beliefs. For example, some people believe that eating healthy foods takes too much time. In some cases, PBC may have a direct impact on conduct [23].

TPB has the primary function of influencing the targeted audience's willingness to execute or perform the intended behavior. The level of purpose shapes the likelihood of executing specific behaviors [22]. TPB is considered a useful tool for understanding the process of adopting health behaviors. Many prior studies have looked into the effect of TPB on healthy lifestyle behaviors and intentions, such as smoking, drinking, and health-care utilization. Researchers discovered that PBC had a beneficial relationship with smoking cessation, influencing both behavior and intention to smoke. Researchers also found a connection between TPB and an increase in healthy eating behavior, stating that TPB can clarify intentions in anticipated and sufficient time gaps [24].

Few studies have explored the intention to adopt a healthier lifestyle. However, critical healthy lifestyle behaviors include adequate nutrition, moderate physical activity, limiting alcohol use, and quitting smoking [25]. Researchers have linked the opposing habit, defined as an unhealthy lifestyle, to poor physical and mental health, a higher risk of depression, and a larger body weight [26]. Other recent research found that PBC and behavioral intention were strong predictors of physical activity. We can conclude that volitional control drives the purpose of engaging in physical activity [27]. The study also discovered that men are more likely than women to participate in adequate physical activity. Studies on healthy eating behavior reveal a link between TPB variables and dietary patterns and intention. The ages of the participants and the TPB strongly correlate with the behavior of younger individuals. This could be because younger people perceive food patterns more accurately than older people [28].

For the purposes of this study, the researcher applied the notion of implementation intents. Gollwitzer [29] defines implementation intention as a movement toward a behavioral goal that begins with a deliberative phase in which the costs and advantages of achieving the goal are considered. This concept is consistent with the Ajzen perspective on intention formation, which defines intention as a decision to do a behavior. The implementation intention refers to the planning that determines the location and timing of the intended behavior [30].

2.2 Social Marketing

According to Kotler and Zaltman [31], social marketing is a form of marketing that focuses on the development, execution, and management of initiatives aimed at influencing the acceptance of social ideas. This involves various aspects such as

product planning, pricing, communication, and market research. Social marketing encompasses efforts to understand the desires, preferences, distinct groups, and behavioral tendencies of the intended audience, necessitating tailored messages, media, exertion, and assistance to overcome obstacles in adopting the desired idea or behavior [32]. The four main areas of concentration in social marketing are health promotion, injury prevention, environmental protection, and community mobilization [33]. Social marketing has been effective in addressing numerous social and health issues for several decades [34]. The marketing ideas have effectively facilitated programs that enable individuals living with HIV in poor nations to secure a viable source of income [35]. Ameilia [36] hypothesized that social marketing could be effective in raising awareness and preventing HIV/AIDS in Indonesia through the strategic use of the product, price, place, and promotion concepts. In 2019, a study examined the impact of the 4Ps intervention on a campaign to promote and enhance physical activity levels in Canada [18].

Understanding the objective of social marketing is vital. According to numerous social marketing experts, the primary goal of this marketing approach is to achieve social transformation. Lee and Kotler [37] define social marketing as a strategy that prioritizes the promotion of social, human, and environmental well-being over financial or commercial gain. As stated by Donovan and Henley [16], the objective of social marketing is to promote the overall welfare of the community. The targeted audience receives assistance in achieving and maintaining the desired social transformation. Nevertheless, there are other approaches to achieving societal transformation. The tactics outlined by Ross and Mico [38] include: (1) the dissemination of ideas, products, or services throughout society; (2) coordinated consensus among relevant parties; (3) strategic and politically motivated actions; (4) assertive or confrontational approaches; (5) protests; and (6) violent disruptions.

To effect social change, social marketing communicates ideas, products, or services. Lee and Kotler [37] define the four elements of social marketing objectives as influencing the audience to adopt a new behavior, avoiding unwanted behavior, modifying recent behavior, and abandoning old behavior. Mahoney and Tang [39] define the product supplied to the consumer or targeted audience as behavioral, lifestyle, and mindset modification. It also includes items or services that are available to help the target audience acquire or perform the behaviors [33]. Numerous studies have successfully implemented the modified behaviors recommended by social marketing. According to research, there is a favorable association between social marketing and changing preventative behaviors, such as using condoms to avoid HIV/AIDS risk [40]. Researchers also discovered a connection between social marketing strategies and an increase in the consumption of nutritious food [41]. The social marketing concept has successfully lowered or eliminated barriers to achieving the targeted behavior.

2.3 Social Marketing Mix

Understanding consumer purchasing behavior requires an understanding of the elements that impact or affect the consumer's decision to acquire a product. In marketing, four stimuli have a substantial impact on consumer behavior: product, price, place, and promotion [42]. Edmund Jerome McCarthy established the concept of

marketing interventions in 1960, which consists of four aspects. The marketing mix is a set of controllable marketing tools that are designed to elicit the desired response from the target market. Marketing tools are components that might impact the target market's demand for a product. The marketing mix is a combination of four key aspects designed to fulfill specific consumer segments. Based on the beliefs and statements of numerous marketing professionals, we can infer that the marketing mix involves utilizing the 4Ps to effectively target the target market.

As stated in the social marketing explanation, the emphasis is on marketing principles, strategy, and instruments for promoting social change and the common good. According to Lefebvre [43], the social marketing mix is the use of marketing mix elements to generate incentives, reduce costs, boost accessibility, availability, and convenience, and transmit information to the target audience in a persuasive manner. In contrast, the term "social marketing mix" refers to an integrated marketing effort that combines aspects that complement one another. For instance, we widely disperse products to the intended audience to enhance their accessibility and increase their availability in the market [16]. As a result, it not only satisfies the customer's needs and desires but also induces behavioral change. Researchers utilized the intervention techniques for both commercial and social purposes, and explored the application of the marketing mix across various industries.

The social marketing mix impacts both health and social issues, according to research findings. A 2010 study links changes in health behavior to the social marketing mix. Social products serve as a strategy to enhance the intake of healthy food, thereby boosting energy levels and encouraging the desire to consume low-fat foods [44]. A campaign to promote physical exercise through mass media resulted in a 23 percent increase in the number of people walking and developing the habit of walking at least 5 days per week [45]. According to reports, social marketing advertising encourages older folks to walk more. Luca and Suggs [44] also explored price strategy, which focuses on reducing and decreasing barriers to adopting the desired behavior. Increasing access through distribution channels also has a positive impact on targeted audiences' behavior.

However, the marketing mix for the service business included other variables like people, physical evidence, and process. According to 2014 research, the four Ps of the marketing mix do not successfully support the service business marketing strategy. Further research has shown that adding variables to the marketing mix has a favorable impact on customers [46]. This idea suggests that the marketing mix strategy should adapt to the desired fields, taking into account various factors and purposes. In other words, the social marketing mix incorporates marketing mix concepts to enhance the characteristics of products or services offered to customers while also addressing social purposes. The study embraced Lee and Kotler's [37] approach, defining the social marketing mix tools as product, price, place, and promotion. The product in the social marketing mix represents an extension of the product in the marketing mix. Presenting a product to the market or intended audience can take the form of a service, location, information, or concept. It encompasses more than just providing tangible products to clients. The price is determined by the amount of work, time, or barriers that the intended audience must overcome or forfeit in order to adopt the desired behavior. The terms "accessibility" and "availability" typically define the location strategy. The

promotion mix encompasses the strategic dissemination of compelling information with the aim of enhancing motivation and inspiring the intended audience. We anticipated that this explanation of the 4Ps in the social marketing mix would help focus on the specific topic and maintain the effectiveness of social marketing tools.

2.3.1 Social Product

In marketing, a product is any tangible or intangible offering that can satisfy the needs and desires of customers. This can include actual items, services, locations, or concepts [47]. Commercial marketing categorizes items into three distinct tiers to aid in the product creation process: the core product, the actual product, and the augmented product. In the social marketing mix, the product is the specific behavior that provides a benefit to the targeted audience or customers [48]. In social marketing, the product encompasses more than just products or services. Instead, it refers to the modification of behaviors to assist customers with their social or health issues. In the social marketing mix, the notion of product level is also applicable. The social product level consists of the core product, the augmented product, and the tangible product itself. The core social product refers to the primary benefit that the audience seeks to achieve when they adopt a desired behavior. In this case, it could refer to adopting a healthy lifestyle as a means of managing men's depression. The specific attributes of a healthy lifestyle include the nutritious food choices that the intended audience will consume in order to embrace the desired behavior. An optional feature in a social product is the inclusion of an extra tangible or augmented component, such as promoting nutritious food delivery for the intended recipients.

The product in the marketing mix significantly influences the customer's intention to adopt or acquire the offered behavior or product. Nugroho and Irena [49] hypothesized that products have a major impact on customers' purchasing intentions. Other studies indicated a positive association between the product and customer purchase intention for organic food [50]. When building a product marketing strategy, product variety selection is an important factor to consider; a larger variety of products increases customers' intent to purchase. Therefore, we can infer a relationship between a customer's intent to purchase and the product mix. This study adheres to Lee and Kotler's [37] definition of a product in social marketing, which states that a product is a campaign, good, service, experience, event, place, or even an idea that can satisfy a demand or need of the targeted customers. Product concepts include design and packaging, branding, product characteristics, and variations. In this study, the 4Ps are determinants or independent variables that influence the intended behavior or intention to adopt a healthier lifestyle. The product variables include programs, benefits, and activities that promote a healthy lifestyle.

2.3.2 Social Price

The commercial sector strongly links pricing to the financial cost of exchanging benefits for a product or service. Armstrong et al. [42] assert that price plays a crucial role in establishing customer value and fostering relationships, as the price of a product determines its perceived value. In the commercial sector, understanding the price idea is critical because it is tied to the social marketing mix, which requires customers to exert effort in terms of time, money, or barriers in order to reap benefits. According to Donovan and Henley [16], the price in social marketing is defined as the combination

of monetary and non-monetary expenses associated with purchasing a product or service and adopting a behavior or idea. Furthermore, Donovan and Henley [16] view price as a barrier that the target audience must overcome to engage in the desired behavior [51]. It is the overall value that consumers are willing to pay for desired behaviors, products, or services [37]. In his discussion of the role of price in social marketing, Lefebvre [52] provided an example of social price in the context of adopting a healthy lifestyle. Social marketing tactics present the targeted audience with options like choosing a healthier meal at their favorite fast-food restaurant or buying fresh products during grocery shopping. They must give up their existing behavior, which in this case will be the psychological expenses or time spent selecting the preferred option, in order to embrace a healthy lifestyle. This concludes the role of pricing in the social marketing mix as a strategy to help people understand their need for benefit behavior.

When the price offered in the marketing mix is appropriate, it will impact the intention to purchase. Furthermore, a reasonable price is required to effectively build a customer's intention to purchase through a price mix [53]. The study also discovered that price competition is essential to increasing customer intention to acquire a cheaper product. Another study found that presenting a special price increases the propensity to purchase [54]. This study will employ Lee and Kotler's [37] concept of price in social marketing. The target audience must bear both monetary and non-monetary costs, known as social price, to adopt the desired behavior. Costs, on the other hand, are defined as the time, effort, energy, physical discomfort, and psychological hazards associated with the desired behaviors. This study will employ the term "social price" to assess the target audience's worries about the monetary and non-monetary costs associated with a healthy lifestyle.

2.3.3 Social Place

The primary external element in developing a marketing strategy involves giving customers access to distribution channels that enable them to purchase or utilize products. In commercial marketing, a product's accessibility and availability can lead to increased sales, resulting in a positive return for the company through the exchange of product value with customers [16]. A 2015 study defines location as the systematic arrangement of product activities from production sources to consumption sources. The study divides it into two major components: channel distribution and market logistics [55]. The social place strategy offers a convenient approach, including distribution channels and location, to assist the targeted audience in adopting the desired behavior and reaping the benefits of the goods and services [43]. Furthermore, Lee and Kotler [37] stated that there are key components to developing a good place strategy, which are: making the location closer to the targeted audience, extending hours of accessibility and availability, appearing at the point of decision-making, providing an appealing location, eliminating related monetary and non-monetary barriers, making it more accessible and difficult to access from competitors, being where the priority audience shops or hangs out, and collaborating with distributors.

Several prior studies have demonstrated that social place contributes positively to the marketing mix. Product availability in stores provides a convenient value to the customer, while also eliminating barriers and creating benefits such as time savings, quick service, and accessibility [56]. Other researchers concluded that location is a key

component that will influence business development. It will attract more clients to buy a product if the location is accessible and simple to find. Customers will face fewer impediments to obtaining or purchasing the product [57]. This study will apply Lee and Kotler's [37] concept of social place, which states that place is associated with the availability and accessibility of adopting desirable behaviors, obtaining connected commodities, and receiving services. Place is also characterized as a distribution channel, according to the commercial marketing concept. In this study, we defined the place of social marketing as retail locations where healthy lifestyle items can be purchased, the accessibility to engage in healthy lifestyle activities, and the convenience services associated with these products.

2.3.4 Social Promotion

Promotion in the marketing mix refers to all of the activities and tools that a company or organization uses to communicate value, establish relationships, connect with customers, and influence their purchasing behavior. Isoraitè [58] identifies advertising, personal selling, publicity, public relations, direct marketing, and sales promotion as major strategies for building strong customer relationships. Once we have determined the product, price, and location, we should develop promotion instruments to produce a successful plan [59]. An increase in product or service sales correlates with promotion in the marketing mix. Promotion efforts in social marketing, on the other hand, are persuasive communications designed to convince and inspire the target audience to adopt the desired behavior. It is critical to communicate the knowledge, benefits, and possibilities of adopting the desired behavior to the intended audience [16]. Posters, pamphlets, people, entertainment, public service announcements (PSAs), and social media are examples of communication tools used in social promotion.

Promotion will assist the client or targeted audience in obtaining more information about the product, such as specifications, benefits, and potential disadvantages. Variation of advertising methods may generate consumer intention to purchase, which will aid in convincing the client to purchase and get the benefits of the product [57]. Furthermore, promotional tools can benefit the company or organization, as well as its clients or target audience. Assessing which tools are appropriate for each part is also necessary [49]. We should blend the social marketing mix to increase the targeted audience's engagement in adopting or performing the desired behavior. For the sake of this study, Lee and Kotler [37] define promotion as the act of enhancing the benefits of adopting the desired behaviors by conveying information and making it easier to conduct the desired activity. The target audiences employ media, tools, and campaigns to communicate the necessary information.

2.4 Hypothesis Development

The implementation of social marketing focuses on the importance of creating attractive incentives and advantages to motivate people and overcome obstacles in order to encourage the adoption of desired behaviors [17]. According to Pettigrew [60], the product has effectively become a means of conveying information about the benefits exchanged to the intended audience. Furthermore, effective container design and strong branding can achieve an aesthetically pleasing appearance for a product [60]. However, in order to achieve the desired outcome, individuals must initially acknowledge their actual issues and adopt a solution by modifying their behavior [18]. Product decisions

involve several factors to consider, including design, value, quality, utility, and packaging [59]. Nugroho and Irena [49] conducted a study which revealed a favorable correlation between product packaging, characteristics, and variants and the propensity to purchase or receive products. Furthermore, the variety of product options may have a comparable influence due to the range of possibilities offered to the consumer [57]. We have adapted these marketing mix instances to Donovan and Henley's [16] conception of the social marketing mix, which posits a connection between the product and the development of design, diversity, packaging and branding. Thus, this study proposes the following hypothesis:

Hypothesis 1: There is a positive correlation between social products and intention to implement a healthy lifestyle.

Various studies have examined the effect of price on purchase intention. Research reveals that the affordability and flexibility of pricing positively impact customers' decisions to purchase items or services [57]. Nevertheless, it is crucial to provide a price that is commensurate with the product's quality, benefits, and functions. Yoo et al. [56] found that there is a correlation between the price of a product or service and the way customers behave in response to it. As a result, this correlation will influence customers' objective assessments of the goods or services. A product's price is a component that helps customers understand its worth [58]. Whitelaw et al. [17] conducted research that demonstrates the crucial role of price in influencing the targeted audience's behavior and removing barriers to adopting the intended behavior. According to Whitelaw [17], price has the power to motivate individuals to adopt the desired behavior. According to Lee and Kotler [37], social price refers to the expenses or sacrifices, such as money, time, effort, energy, and physical or psychological losses, that individuals must bear in order to acquire or adopt a desired behavior. Price enhances intention, inspires, and motivates the intended audience to adopt the desired behavior. Reducing both the monetary and non-monetary costs associated with the desired conduct will enhance the intention of the targeted audience and inspire them to adopt the behavior. Conversely, we anticipate that high prices or hurdles will decrease the targeted client's intention to adopt the desired behavior. Therefore, this study suggests the following hypothesis:

Hypothesis 2: There is a negative correlation between social price and intention to implement a healthy lifestyle.

Several studies have demonstrated the importance of place in the marketing mix strategy, as it significantly influences the intention to purchase. The desired action's accessibility and availability are critical for increasing the intention of the target audience. Mentari [57] has shown that place has a substantial influence on customer intentions. Distribution is also one of the variables that reduce client barriers. In social marketing, place serves as the delivery system or distribution channel; therefore, it is crucial to create a simple and comfortable environment for the targeted audience to engage in the intended behavior [37]. Customers are more satisfied when a product is available in neighboring stores, requires less time, and is convenient to access [56, 61]. Further research found that ease of access increases the propensity to purchase [53]. These findings are consistent with the definition of social place, which states that the distribution and accessibility of the location to adopt and perform the desired behavior

influence the intention of the desired behavior. As a result, this helped shape the third hypothesis of the study:

Hypothesis 3: There is a positive correlation between social place and intention to implement a healthy lifestyle.

An organization's promotional actions will raise awareness of a product by providing information about its benefits, functions, and motives [16]. Advertising and other forms of promotion may increase client awareness. This is consistent with the findings of a study that found that promotional activity influences how customers perceive information [56]. In a marketing strategy, promotion can help produce and boost sales. According to Sudarto and Rumita [62], a decent promotional spend has a beneficial impact on purchase intention. The researcher also discovered that combining numerous advertising actions to present, educate, and offer the product to customers had a positive impact on their intention to purchase [57]. Furthermore, earlier research revealed that appealing, entertaining, and informative marketing will create consumer interest and contribute to customer intent [53, 61]. The findings are consistent with Lee and Kotler's [37] definition of promotion, which states that promotion is persuasive communication designed to motivate the target audience to adopt the desired behavior. This means that the promotion has a beneficial influence on the desired behavior, such that persuasive messages may motivate the intended audience. Based on the previous explanation, we propose the following final research hypothesis:

Hypothesis 4: There is a positive correlation between social promotion and the intention to implement a healthy lifestyle.

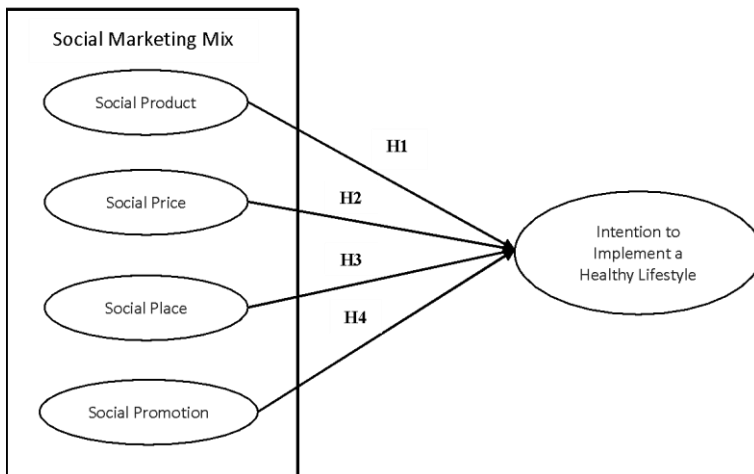


Fig. 2. Research Model

3 **Methodology**

We intended this study to gather data that would depict the respondent's intention to implement a healthy lifestyle. The present study was appropriate for a descriptive research design, which incorporates both quantitative and qualitative data collection methods [63]. Hence, this study examined the gathered quantitative data. This study aimed to examine the impact of the social marketing mix on the intention to implement a healthy lifestyle among young adult men aged 18–35 who reside in the Jakarta area and are familiar with depression disorders, as well as experiencing various symptoms of depression. As a result, the study specifically targeted males who are active in Jakarta and live in Jabodetabek. This demographic was defined as young adults between the ages of 18 and 35. In addition, they possessed expertise in mental health and depression disorders, including the symptoms associated with depression. The metropolitan area is characterized by rapid urbanization and population growth, leading to increased demand for food, rising poverty rates, environmental degradation, and a decline in mental well-being and quality of life [64]. Therefore, we anticipated that this specific demographic would provide insights into the prevalence of depression among young adult males.

We used non-probability sampling throughout the process to collect the selected data from a population. Because the members of the population do not have the same probability of selection for the sample, non-probability sampling necessitates a selection process [65]. We employed the judgmental sampling method to select representative samples based on the expert's judgment. Experts recognize this strategy as an excellent approach for selecting specific elements to include in a sample, while simultaneously filtering out a biased population [66]. We gathered primary data by administering a structured questionnaire to a subset of the population, aiming to gather information based on the respondents' answers. We presented the questions in both English and Bahasa Indonesia to enhance the respondents' understanding of the information. This research employed closed-ended questions to streamline the gathering of primary data. We presented respondents with a Likert scale to gauge their level of agreement or disagreement with the given questions. This study utilized electronic survey design technology, specifically Google Form, to create and distribute the questionnaire. It aids in the survey design, computerized information collection, and analysis of the received data [63]. The questionnaire was organized into 13 sections, comprising the questionnaire introduction, six screening questions, respondents' profiles, concise information about the relevant issue, targeted questions for the four independent variables, and the dependent variable.

Participants received the questionnaires electronically through social media and messaging platforms. We conducted a pilot study with a limited number of respondents to test the structured questions and ensure their suitability. Avoiding ambiguity and false information in questions is crucial [63]. We assessed the data from the participants using Likert scales, which comprised a range of statements related to the intended attitude, behavior, or item. We used these scales to measure the degree of agreement. We derived the measurement items from previously established valid and reliable items, as presented in Table 1.

Table 1. Measurement Items

Variables	Definition	Measurement Items	Measurement Scale
PRODUCT	Product in social marketing mix is defined as the changing behavior that can be offered to the customers or targeted audiences to satisfy the want or need [37].	<ol style="list-style-type: none"> 1. Healthy lifestyle has attractive activity programs [49]. 2. Healthy lifestyle is able to provide its designated benefit [49]. 3. Healthy lifestyle has practical activity programs [49]. 4. Healthy lifestyle has many activity varieties in each program [49]. 	Likert 1–5
PRICE	Price is described as the cost of adopting the desired behavior that must be sacrificed by targeted audiences. The costs in social marketing mix associated with the monetary cost (goods or services) and non-monetary costs (time, effort, energy, psychological and physical losses) [37].	<ol style="list-style-type: none"> 1. Healthy lifestyle is time consuming (Developed by authors). 2. Physical discomfort of healthy lifestyle is high [56]. 3. Psychological losses of healthy lifestyle are high [56]. 4. Psychological risks of healthy lifestyle are high [56]. 	Likert 1–5
PLACE	Place in social marketing mix is related to the where and when the targeted audiences will perform the desired behavior, acquire the related goods or access the associated services [37].	<ol style="list-style-type: none"> 1. Healthy lifestyle is accessible at any time [61]. 2. Healthy lifestyle is accessible anywhere [61]. 3. Healthy lifestyle products store locations are easy to access [61]. 	Likert 1–5
PROMOTION	The communications strategy designed to deliver information and benefits about the desired behavior in order to inspire and motivate the targeted audience to adopt or perform the desired behavior [37].	<ol style="list-style-type: none"> 1. The ad campaigns for healthy lifestyle are seen frequently [56]. 2. Healthy lifestyle is intensively advertised [56]. 3. Healthy lifestyle is interestingly campaigned in the digital platforms [61]. 4. Healthy lifestyle is interestingly campaigned in the conventional platforms [61]. 5. Healthy lifestyle campaigns in the digital platforms are informative [61]. 	Likert 1–5

INTENTION TO IMPLEMENT A HEALTHY LIFESTYLE

Intention to implement a healthy lifestyle is the motivational factors captured by the targeted audiences that influence to perform the desired behavior [22].

- 6. Healthy lifestyle campaigns in the conventional platforms are informative [61].
- 1. I will implement healthy lifestyle in the future (Developed by authors).
- 2. I am willing to do healthy lifestyle in the near future [67].
- 3. I will make an effort to do healthy lifestyle in the near future [67].
- 4. I constantly embrace a healthy lifestyle, even in a difficult time [68].

Likert 1–5

We used a variety of analysis techniques, such as factor analysis for validity assessment, the Cronbach alpha coefficient for reliability evaluation, and multiple regression for hypothesis testing.

4 Findings and Discussions

Based on the required sample size, we obtained a total of 275 responses for this research. The gathered replies exceed the minimum sample size specified by Hair Jr. et al. [69], which is 210 responses. Nevertheless, the aggregate of submitted responses exceeded the collected responses. We used a series of screening questions to filter the respondents, leading to the elimination of 25 during the process. We designed the screening questions to identify respondents who do not meet the eligibility criteria. Those who did not meet the criteria would not go to the next stage. The filtered respondents consist of individuals who did not belong to the male gender group, had no activities in the Jakarta area, did not reside in the Jabodetabek region, did not fall within the desired age range of 18–35 years old, lacked knowledge about mental health or depression disorder, and did not exhibit symptoms of depression. We characterized the respondents' profile based on their occupation or profession, their monthly salary, and the highest level of education they have completed.

Table 2. Respondent Profiles

Demographics	Frequencies	Percentage (Approx.)
Age		
18 – 24 yo	212	77.10%
25 – 29 yo	40	14.50%
30 – 35 yo	23	8.40%
Domicile		
Jakarta	98	35.5%
Bogor	19	7%

Depok	19	7%
Tangerang	117	42.50%
Bekasi	22	8%
Last finished education		
Middle School (or equivalent)	5	1.80%
High School (or equivalent)	174	63.30%
Diploma (D1/D2/D3/D4)	18	6.50%
Bachelor's Degree	71	25.80%
Master's Degree	5	1.80%
Doctorate's Degree	2	0.80%
Occupation		
Student	18	6.55%
College students	168	61%
Civil servants	1	0.40%
Private employee	43	15.60%
Entrepreneur	12	4.40%
Freelancer	12	4.40%
Professionals (doctor, lecturer, etc.)	4	1.45%
Unemployed	17	6.20%
Monthly Income		
< Rp 2.000.000	129	46.90%
Rp 2.000.000 – Rp 5.000.000	78	28.36%
Rp 5.000.001 – Rp 10.000.000	40	14.54%
> Rp 10.000.000	28	10.20%

Based on the provided data and description, we deduced that the collected data consists of respondents who have passed the screening questions and are eligible to participate in the subsequent phase of the questionnaire. We used the screening questions to select young-adult men who resided in the Jabodetabek region, regularly participated in activities in Jakarta, and met specific criteria. The targeted respondents, who have limited or inadequate understanding of mental health and depression conditions, were required to complete a questionnaire regarding various symptoms experienced by individuals with depression. The screening questions identified individuals with a moderate to excellent understanding of mental health and depression, including signs of depressive disorder.

The data collection focused on respondents who had a sufficient understanding of mental health and depression disorder, exhibited symptoms of depression, were born between 1985 and 2002, and are currently residing in the Jakarta area. Therefore, this study successfully recruited 275 eligible participants for further analysis, specifically conducting classical assumption testing. The results revealed that all the data met the

necessary criteria for classical assumption testing, including normality, linearity, homoscedasticity, and autocorrelation. We performed a factor analysis to assess the validity of all the utilized items. The findings demonstrated that all of the items have validity because their factor loadings are greater than 0.50. In addition, the Cronbach's alpha coefficient stated that the score is above 0.70, indicating that all the measurement items for each variable are reliable.

Table 3. Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.440	.432	1.886

a. Predictors: (Constant), Total_Promotion, Total_Price, Total_Product, Total_Place

b. Dependent Variable: Total_IHHL

SPSS software conducted multiple regression analyses to test the hypotheses. The initial interpretation concerns the assessment of the model's level of conformity. The model summary findings provide information on a regression model's goodness of fit by examining the values of R, R-square, and Adjusted R-square. According to the results in Table 3, the correlation score (r-value) is 0.663, indicating a high association or correlation between the independent factors and the dependent variable. The independent variables comprised social product, social pricing, social place, and social promotion. Other factors influenced the goal of adopting and maintaining a healthy lifestyle. The adjusted coefficient of determination, also known as adjusted R-square, has a value of 0.432, or 43.20 percent. This value indicates the percentage of the contribution made by the independent variables to the dependent variable. Therefore, we can infer that 43.20 percent of the total influence comes from the impact of social products, social pricing, social venues, and social marketing on the desire to adopt a healthy lifestyle. In this study, unaccounted variables influence the remaining 56.80 percent of the dependent variable is influenced by unaccounted variables in this study.

The last interpretation concerns the statistical significance of the independent variables. We refer to this test as hypothesis testing. We can test for the statistical significance of each of the independent variables in two ways: (1) partial (using the t-test) and (2) simultaneous (using the F-test).

Table 4. T-test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.572	1.014		3.523	.001
	Total_Product	.500	.063	.442	7.879	.000
	Total_Price	.026	.030	.041	.849	.397
	Total_Place	.321	.066	.277	4.840	.000
	Total_Promotion	.028	.032	.049	.891	.374

a. Dependent Variable: Total_IHHL

We conducted a t-test to determine whether each independent variable partially predicts or does not predict the dependent variable. We examined two scores: the t-score and sig. (p). If the t-score is greater than the t-table, we accept the proposed hypothesis. If the p-value is less than 0.05, we also accept the proposed hypothesis. We can determine the t-table score by calculating the degrees of freedom using the formula $n-k-1$, where n signifies the entire sample size and k the total number of variables. This calculation yields a confidence level of 95 percent, or $\alpha = 5\%$. Given a degree of freedom of 269 (calculated from $275-5-1$) and a significance level of $\alpha = 5\%$ with a two-tailed test, we can determine that the value in the t-table is 1.972. As displayed in Table 4, the data indicates that only social products (7.879) and social places (4.840) have t-scores that are above the critical value of the t-table (1.972). Significant (p) values also indicate that only social product (0.000) and social place (0.000) demonstrate $p < .05$. Hence, the findings must accept H1 and H3 and reject H2 and H4, as summarized in Table 5.

Table 5. F-test Results

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	755.197	4	188.799	53.075	.000 ^b
	Residual	960.440	270	3.557		
	Total	1715.636	274			

a. Dependent Variable: Total_IHHL

Following the t-test, the F-test determines whether each independent variable simultaneously predicts the dependent variable or not. Two scores were checked: the F-score and Sig. (p). If F-score > F-table or p < .05, we concluded that all the independent variables simultaneously predict the dependent variable. We can identify the F-table score using the following formula: $(k; n-k)$, where k is the total independent variable and n is the total sample, with a confidence level of 95 percent or $\alpha = 5\%$. With k = 4, we can find the F-table by 4;271 and $\alpha = 5\%$. F-table = 2.42. The results indicate that the F-score (53.075) is greater than the F-table (2.42). As shown in Table 5, the significance level (p) is less than 0.05.

Table 6. Hypothesis Testing Results

Hypotheses	t-test (partial)	F-test (simultaneous)	Hypothesis Conclusion
	t-score > t-table (1.972)	F score > F table (2.42)	
H1: Social Product >>> Intention to Implement a Healthy Lifestyle	7.879 < 1.972		Accepted
H2: Social Price >>> Intention to Implement a Healthy Lifestyle	0.849 > 1.972	53.075 > 2.42	Rejected
H3: Social Place >>> Intention to Implement a Healthy Lifestyle	4.840 > 1.972		Accepted
H4: Social Promotion >>> Intention to Implement a Healthy Lifestyle	0.891 > 1.972		Rejected

According to the results in the hypothesis table, it is evident that the social product has a strong and beneficial impact on the intention to implement a healthy lifestyle. The variable t-scores displayed have a value of 7.879, which exceeds the t-table's required score. Furthermore, it is lower than the 0.05 level of error (alpha). This indicates that the social product has a significant influence on the intention to implement a healthy lifestyle. Put simply, the social product variable has a positive correlation with the intention to implement a healthy lifestyle. Lee and Kotler [37] associate the outcome of this variable with the importance of the product in the marketing mix. Perceived benefits pertain to the advantages the intended audience perceives from the tangible items or services provided, enabling them to adopt and participate in the desired behavior. This finding is consistent with prior research that suggests a strong correlation between the product and the intention to purchase it. Previous studies have shown that customers are more likely to increase their intention to purchase when they are well-informed about the benefits, quality, and diversity of the product [49, 57]. The majority of respondents in this research are from Gen Z and younger Millennial generations.

This demographic composition may explain why this variable exerts the most significant influence when compared to other independent variables. Immersed in the rapidly evolving digital landscape, both generations tend to use the internet for information retrieval, lifestyle, and recreational purposes. We can infer that the

information about the product, including its benefits and variations, will influence individuals' decisions to use, acquire, buy, or adopt the desired behavior. The Alvora Research Center's 2020 study demonstrated that the psychographic segmentation of Indonesians classifies them as climbers, achievers, and socializers [70]. Both Generation Z and younger Millennials are individuals who enjoy engaging in social activities and are open to trying new experiences. They actively embrace and integrate various lifestyles into their own. The following are potential primary elements that can contribute to a favorable correlation between social products and the intention to implement a healthy lifestyle:

We have disproved the hypothesis that the social cost is inversely related to the intention to implement a healthy lifestyle. The findings suggest that the price has no influence on the intention to adopt a healthy lifestyle. This finding is inconsequential in comparison to the earlier studies [56, 57], which established "price as the paramount extrinsic cue and indicator of product quality or benefits" and demonstrated a substantial impact on the intention to purchase. However, in this study, the price does not have a substantial influence on the intention to implement a healthy lifestyle. The researchers made a subjective assumption, possibly because they were aware of the potential advantages of the desired product. The male respondents in this study are aware of and understand the exertion, duration, sacrifices, or hazards associated with purchasing a product. However, these factors do not hinder their adoption of a healthy lifestyle. Therefore, the price no longer exerts influence on intention, as the targeted audience is already aware of the benefits associated with the desired behavior.

This study confirms the third hypothesis, which asserts a positive correlation between social place and the intention to adopt a healthy lifestyle. According to Donovan and Henley [16], social places can reduce obstacles and highlight the advantages of desired behavior. The dissemination of knowledge and the availability of supporting products will have an impact on individuals' inclination to adopt or engage in desired behaviors. Three measurement items operationalize this variable, emphasizing the importance of accessibility in enabling the performance or acquisition of a specific product to support the intended behavior. Previous research further reinforces this idea, suggesting that a product's location can significantly influence customer behavior, especially when it is easily accessible and available at any time or place [56, 61, 53]. The collected data indicates that the majority of the target audience supports markers of place in their aim to implement a healthy lifestyle, as they can engage in good habits without time or location restrictions. This implies that the location has a substantial impact on the intended audience, prompting them to adopt the desired behavior.

This study determined that there is no correlation between social promotion and the intention to implement a healthy lifestyle. This finding contradicts previous studies [56, 53, 61], which agreed that marketing promotion, as part of the marketing mix, encompasses all actions aimed at selling or marketing a product or service and persuading customers to make a purchase. Nonetheless, the promotion has no influence on the intended audience in this study. The primary influence on the respondents comes from their internal motivations. The researchers used the subjective assumption that a majority of respondents, aged 18–24, are knowledgeable about advertising through both online and offline media. Nevertheless, this method does not influence their intention to adopt a healthy lifestyle.

5 Recommendations for Future Research

The objective of this research is to examine the impact of social marketing on the inclination to adopt a healthy lifestyle among young adult males in Jakarta, specifically focusing on the context of depression. The emphasis is solely on the social marketing mix, which includes the social product, social price, social place, and social promotion as independent variables. The research focuses on the dependent variable of the intention to adopt a healthy lifestyle. The intended demographic consists of young adult males who possess a comprehensive understanding of mental health and depression and are capable of recognizing multiple symptoms associated with depression. Therefore, future studies have numerous prospects for making improvements. Possible avenues for future research include examining other target populations, incorporating new independent variables, employing various methodologies, or exploring diverse mental health concerns. Future research should delve into the demographics of the target audience not covered in this study, including different age groups, geographical areas, and gender, among other factors.

The independent and dependent variables of this study are specifically applicable to a particular audience: young adult males who exhibit symptoms of depression and reside in the Jabodetabek region, as well as meeting other specified requirements. This research specifically aims to examine the targeted audience engaged in activities in Jakarta. Consequently, it presents an opportunity for future research to explore this topic in other locations or broader regions within Indonesia. The multiple regression analysis indicates that other variables influence 56.80% of the intention to adopt a healthy lifestyle. Hence, future research endeavors may incorporate many independent variables derived from the theory of the social marketing mix that have not been addressed in this particular study. We recommend including additional measuring items to assess the independent variables.

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