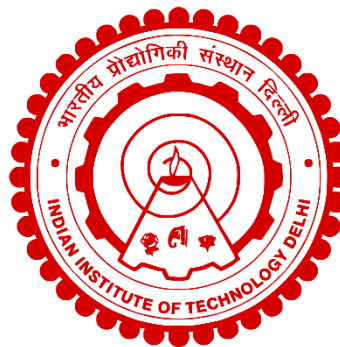


EXPLORING THE ROLE OF RISK PERCEPTION, SOCIAL MARKETING COMMUNICATION AND SELF-EFFICACY ON THE INTENTION OF YOUTH DURING COVID-19

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Exploring the Role of Risk Perception, Social Marketing Communication and Self-efficacy on the Intention of Youth during COVID-19

by

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CERTIFICATE

This is to certify that the thesis entitled “Exploring the Role of Risk Perception, Social Marketing Communication and Self-efficacy on the Intention of Youth during COVID-19”, submitted by Shefali Khare to the Indian Institute of Technology Delhi, for the award of the degree of the Doctor of Philosophy is a record of bona fide research work carried out by her. She worked under my supervision for the submission of this thesis, which, to the best of our knowledge, has reached the requisite standard. The research reports and the results presented in this thesis have not been submitted in parts or in full to any other University or Institute for the award of any degree or diploma.

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**This thesis is dedicated to the loving memory of
my late father, Mr. Ramkrishna Srivastava,
whose teachings are my lessons for life.**

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“The root of joy is gratefulness”

David Steindle-Rast

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ABSTRACT

The COVID-19 pandemic brought unprecedented challenges to societies worldwide, necessitating the adoption of behavioral change as the primary means of preventing virus transmission. Social marketing communication has emerged as a crucial strategy to influence public behavior and encourage adherence to self-protective measures during this global health crisis. This thesis delves into the intricate relationship between social marketing communication, self-protective behavior, and the overall well-being of youth, a vulnerable and often overlooked demographic during the pandemic. In the next phase, the research employs a qualitative exploration of youth experiences during the early stages of the pandemic. Through in-depth, open-ended interviews, the research captures the lived experiences of young individuals navigating the uncertainties of COVID-19. The phenomenological approach allows for a deeper understanding of their cognitive appraisal of the disease, the impact of communication on their intention to adopt self-protective behaviors, and the consequences of prolonged self-protective measures on their well-being. The findings from the qualitative phase lay the foundation for the development of a conceptual model of social marketing communication in the context of COVID-19 and its influence on youth behavior and well-being. The model draws upon the theory of protection motivation and proposes key factors influencing intention, including risk perception, communication effectiveness, and self-efficacy. The model also identifies mediating variables that may impact the relationship between social marketing communication and behavioral change.

In the final phase, an empirical study is conducted to test the hypotheses derived from the proposed conceptual model. The study employs structural equation modeling to analyze data collected from a sample of youth who had experienced the early stages of the pandemic. The results of the empirical study offer valuable insights into the

relationships between social marketing communication, risk perception, self-efficacy, intention, and self-protective behavior among youth. The thesis concludes with a comprehensive discussion of the theoretical and practical implications of the study's findings. It emphasizes the significance of social marketing communication as a powerful tool for promoting behavior change during pandemics and underscores the need to consider the unique vulnerabilities and well-being of youth in public health interventions. The limitations of the research are acknowledged, and suggestions for future research in this domain are proposed.

सार

कोविड-19 महामारी ने दुनिया भर के समाजों के लिए अभूतपूर्व चुनौतियाँ पेश कीं, जिससे वायरस के संक्रमण को रोकने के प्राथमिक साधन के रूप में व्यवहार परिवर्तन को अपनाना आवश्यक हो गया। इस वैश्विक स्वास्थ्य संकट के दौरान सार्वजनिक व्यवहार को प्रभावित करने और आत्म-सुरक्षात्मक उपायों के पालन को प्रोत्साहित करने के लिए सामाजिक विपणन संचार एक महत्वपूर्ण रणनीति के रूप में उभरा है। यह शोध प्रबंध सामाजिक विपणन संचार, आत्म-सुरक्षात्मक व्यवहार और युवाओं की समग्र भलाई के बीच जटिल संबंधों पर गहराई से चर्चा करता है, जो महामारी के दौरान एक कमज़ोर और अक्सर अनदेखा किया जाने वाला जनसांख्यिकीय समूह है। अगले चरण में, शोध महामारी के शुरुआती चरणों के दौरान युवाओं के अनुभवों की गुणात्मक खोज करता है। गहन, खुले साक्षात्कारों के माध्यम से, शोध कोविड-19 की अनिश्चितताओं से जूझ रहे युवा व्यक्तियों के जीवित अनुभवों को दर्शाता है। घटनात्मक दृष्टिकोण बीमारी के उनके संज्ञानात्मक मूल्यांकन, आत्म-सुरक्षात्मक व्यवहार अपनाने के उनके इरादे पर संचार के प्रभाव और उनके कल्याण पर लंबे समय तक आत्म-सुरक्षात्मक उपायों के परिणामों की गहरी समझ की अनुमति देता है। गुणात्मक चरण के निष्कर्ष कोविड-19 के संदर्भ में सामाजिक विपणन संचार के एक वैचारिक मॉडल के विकास और युवा व्यवहार और कल्याण पर इसके प्रभाव की नींव रखते हैं। मॉडल सुरक्षा प्रेरणा के सिद्धांत पर आधारित है और जोखिम धारणा, संचार प्रभावशीलता और आत्म-प्रभावकारिता सहित इरादे को प्रभावित करने वाले प्रमुख कारकों का प्रस्ताव करता है। मॉडल उन मध्यस्थ चरों की भी पहचान करता है जो सामाजिक विपणन संचार और व्यवहार परिवर्तन के बीच संबंधों को प्रभावित कर सकते हैं।

अंतिम चरण में, प्रस्तावित वैचारिक मॉडल से प्राप्त परिकल्पनाओं का परीक्षण करने के लिए एक अनुभवजन्य अध्ययन किया जाता है। अध्ययन में महामारी के शुरुआती चरणों का अनुभव

करने वाले युवाओं के नमूने से एकत्र किए गए डेटा का विश्लेषण करने के लिए संरचनात्मक समीकरण मॉडलिंग का उपयोग किया जाता है। अनुभवजन्य अध्ययन के परिणाम युवाओं के बीच सामाजिक विपणन संचार, जोखिम धारणा, आत्म-प्रभावकारिता, इरादे और आत्म-सुरक्षात्मक व्यवहार के बीच संबंधों में मूल्यवान अंतर्दृष्टि प्रदान करते हैं। थीसिस अध्ययन के निष्कर्षों के सैद्धांतिक और व्यावहारिक निहितार्थों की व्यापक चर्चा के साथ समाप्त होती है। यह महामारी के दौरान व्यवहार परिवर्तन को बढ़ावा देने के लिए एक शक्तिशाली उपकरण के रूप में सामाजिक विपणन संचार के महत्व पर जोर देता है और सार्वजनिक स्वास्थ्य हस्तक्षेपों में युवाओं की अनदेखी समस्याओं और कल्याण पर विचार करने की आवश्यकता को रेखांकित करता है। शोध की सीमाओं को स्वीकार किया जाता है, और इस डोमेन में भविष्य के शोध के लिए सुझाव प्रस्तावित किए जाते हैं।

TABLE OF CONTENTS

CERTIFICATE	i
ACKNOWLEDGEMENTS	iii
ABSTRACT	v
संक्षेप	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xiii
LIST OF TABLES	xiv

CHAPTER 1: INTRODUCTION..... 1-18

1.1 Introduction to the Study	1
1.2 Research Background and Motivation for the Study.....	3
1.2.1 Choice of the Topic	3
1.2.2 Context of the Study: COVID-19	5
1.2.3 Choice of a Sample: Youth.....	7
1.3 Research Problem	8
1.4 Research Objectives.....	9
1.5 Research Questions.....	11
1.6 Research Methodology	12
1.7 Limitations of the Study	14
1.8 Thesis Structure	15
1.9 Contribution of the Thesis	17
1.10 Concluding Remarks	17

CHAPTER 2: LITERATURE REVIEW 19-61

2.1 Introduction.....	19
2.2 Scope of literature review	20
2.3 Systematic Literature Review on the Growth of social marketing for public health.....	20
2.3.1 The Growth Trajectory of Social Marketing	23
2.3.2 Challenges and Barriers to Social Marketing	39
2.3.3 Theories Adopted for the Social Marketing Intervention for Health	44
2.4 Communication and Pandemic	52
2.5 Youth and Pandemic	55

2.6	Gaps Identified.....	58
2.7	Concluding Remarks	61
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY		62-83
3.1	Introduction.....	62
3.2	Research Philosophy and Assumptions	62
3.2.1	Research Philosophy for this study.....	67
3.3	Research Design	70
3.4	Research Methods.....	72
3.5	Sampling Decision.....	74
3.6	Data Analysis.....	76
3.7	Time Horizon.....	78
3.8	Credibility of Research Findings	79
3.9	Research Flow	80
3.10	Concluding Remarks	83
CHAPTER 4: EXPLORATION OF THE PHENOMENON OF COMMUNICATION INFLUENCE.....		84-115
4.1	Introduction.....	84
4.2	Restatement of Research Objective	85
4.3	The concept of social marketing communication during a pandemic	85
4.4	Purpose and Research Question.....	87
4.5	Method -Phenomenology.....	88
4.5.1	Sampling	89
4.5.2	Interviews	91
4.5.3	Coding Paradigm and Analysis	93
4.6	Interpretation and Findings.....	100
4.6.1	Theme1: Stimuli	101
4.6.2	Theme 2: Cognitive Appraisal of the Disease	105
4.6.3	Theme 3: Adaptation	109
4.7	Preliminary Conceptual Framework.....	113
4.8	Concluding Remarks	115
CHAPTER 5: DEVELOPMENT OF THE CONCEPTUAL FRAMEWORK		116-135

5.1	Introduction.....	116
5.2	Summary of Qualitative Study and Evolution of Conceptual Framework...	117
5.3	Development of Hypothesis	119
5.3.1	Hypothesis 1	120
5.3.2	Hypothesis 2	121
5.3.3	Hypothesis 3	123
5.3.4	Hypothesis 4	125
5.3.5	Hypothesis 5	128
5.4	Integrated social marketing communication framework	132
5.5	Concluding remark	134

CHAPTER 6: EMPIRICAL TESTING OF THE PROPOSED HYPOTHESIS 136-162

6.1	Introduction.....	136
6.2	Adaption of the Survey Questionnaire	137
6.3	Sampling and Data Collection	139
6.4	Non-response biases	140
6.5	Methodology.....	141
6.6	Preliminary Analysis	142
6.6.1	Sample demographic distribution	142
6.7	Descriptive analysis	145
6.8	Measurement Model Analysis	146
6.8.1	Reliability Analysis	147
6.8.2	Validity Analysis	147
6.9	Common Method Bias.....	151
6.10.1	Testing of direct effects	155
6.10.2	Testing Indirect Effects.....	157
6.10.3	Testing overall model (R square and predictive relevance).....	160
6.11	Concluding Remark	161

CHAPTER 7: DISCUSSION AND IMPLICATION OF FINDINGS..... 163-184

7.1	Introduction.....	163
7.2	Research Overview	163
7.3	Key Findings.....	164
7.4	Contribution of the thesis objective-wise	167

7.4.1	Objective 1.....	167
7.4.1.1	Interpretation and discussion of results.....	168
7.4.1.2	Theoretical implication	168
7.4.1.3	Practical Implication	169
7.4.2	Objective 2.....	169
7.4.2.1	Interpretation and discussion of results.....	170
7.4.2.2	Theoretical implication	170
7.4.2.3	Practical implications	171
7.4.3	Objective 3.....	172
7.4.3.1	Interpretation and discussion of results.....	172
7.4.3.2	Theoretical implication	175
7.5	Limitations and direction for future research	181
7.6	Concluding Remark	183
CHAPTER 8: RESEARCH ESSENCE AND CONCLUSION.....		185-192
8.1	Experiencing the phenomenon of communication influence: A researcher perspective	185
8.2	Communication: A crucial role	190
8.3	Conclusion and Reflection.....	192
REFERENCES.....		193-231
APPENDICES		232-252
Appendix 1: Summary of the articles included in Social Marketing for Public Health		232
Appendix 2: Qualitative Interview Guide		245
Appendix 3: Quantitative Questionnaire.....		246
Appendix 4: Brief Profile of Author		252

LIST OF FIGURES

Figure 1: Overview of the Research Process	14
Figure 2: Systematic Literature Review Process.....	22
Figure 3: Distribution of the Study Geographically	51
Figure 4: Top 10 journals in the field of Social Marketing.....	52
Figure 5: The “research onion”	64
Figure 6: Research Flow for the Present Study.....	82
Figure7: Pathway of Exploratory Study.....	85
Figure 8: Coding Template for phenomenological study.....	94
Figure 9: NVivo project screenshot for qualitative data analysis	96
Figure 10: Word cloud generated by NVivo	100
Figure 11: Theme Pie Chart generated by NVivo.....	101
Figure 12: Lived Experience of Youth during COVID-19: A Preliminary Framework.....	114
Figure 13: Conceptual Framework in the Context of COVID-19.....	133
Figure 14: Process of a quantitative data analysis.....	137
Figure 15: CFA Model	149
Figure 16: Direct effect of risk perception, self-efficacy, and communication on intention	155
Figure 17: Indirect effect of self-efficacy on the intention of youth.....	157
Figure 18: Indirect effect of risk perception on the intention of youth	159
Figure 19: Structural Model developed for this study.....	160
Figure 20: Timeline of COVID-19 related First case and First death in India	186

LIST OF TABLES

Table 1:	Social Marketing Interventions Based on Theory	30
Table 2:	Theory-based Social Marketing Campaign	45
Table 3:	Empirical studies based on Protection Motivation Theory for health behavior	50
Table 4:	Research Paradigms and its Philosophical Assumptions.....	67
Table 5:	Deductive /Inductive	69
Table 6:	Overview of the Research Design, its phases, methods, participants, sampling and analysis	71
Table 7:	Profile of 25 participants chosen for qualitative enquiry.....	90
Table 8:	Significant statements from the interviews and their formulated meanings	95
Table 9:	Themes identified from the qualitative study	97
Table 10:	Constructs and its sources from Literature	134
Table 11:	Measures and their Sources	138
Table 12:	Gender of the Respondent	142
Table 13:	Age of the respondent	142
Table 14:	Current Education level of Respondent	142
Table 15:	States-wise distribution of Respondents	143
Table 16:	Education of Fathers/Guardians of Respondents.....	143
Table 17:	Occupation of Fathers/Guardians of Respondents	144
Table 18:	Education of Mothers/Guardians of Respondents	144
Table 19:	Occupation of Mothers/Guardians of Respondent	144
Table 20:	Descriptive Analysis of Constructs	145
Table 21:	Normality Assessment of Constructs.....	146
Table 22:	Reliability and Validity Analysis of Constructs	150
Table 23:	Discriminant Validity of Constructs	151
Table 24:	Harman single factor method for common method bias	152
Table 25:	Model fit Indices	154
Table 26:	Hypothesis testing using SEM.....	156
Table 27:	Model fit indices	157
Table 28:	Mediation results	158

Table 29: Mediation Results	159
Table 30: Results of the SEM analysis	161
Table 31: Model fit indices	161
Table 32: Current population status of India	183