

Drug Rehabilitation Decision impacted by Social Marketing Campaign

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Abstract

This research aims to analyze the impact of social marketing campaign on the decision making process of drug abusers using attitude as an intervening variable to rehab their self in Punjab State. It utilized quantitative methodology that is related with survey method. The research population included drug abusers and addicts in Punjab that added up to 150 individuals and around 96 of them were inspected.

The sample procedure utilized was likelihood inspecting with basic random sampling method. The information was gathered utilizing surveys, questionnaires and analyzed using path analysis. The result of investigation and speculation testing concluded that:

- (1) Social marketing campaign affected the change in attitude of drug abusers and addicts;
- (2) Their rehabilitation decision influenced by the change in their attitude;
- (3) Social marketing campaign impacted rehabilitation decision for drug abusers and addicts;
- (4) Social marketing campaign in a roundabout way impacts rehabilitation decision through the intervention of attitude change.

Keywords: drug rehabilitation Decision, attitude of drug addicts, Punjab drug addiction.

JEL Classification: I11, I13

1. Introduction

Drug abuse is a worldwide wonder, influencing pretty much every nation, except its degree and attributes contrast from area to locale. India also is trapped in this endless loop of drug abuse, and the numbers of drug addicts are expanding step by step. The worst thing about medication maltreatment in Punjab has procured the extents of a plague that has shaken the whole society in the state. It is seen that in Punjab "medicate misuse" is an incensed plague, especially among the youthful

Rehabilitation is often a long process that requires a great deal of patience. It is where recovering addicts come face to face with themselves to understand the root causes for their addictive, and eventually destructive, behavior. It is at rehabilitation centers that the foundation is laid for the future of a recovering addict, where trained counselors help create coping mechanisms that don't rely on substance use. And in the rehabilitation of these addicts lies the eventual rehabilitation of Punjab.

Since the time the lockdown started in March 23, around 26,000 new addicts have joined the de-addiction centers. Shortage of drugs because of the corona virus lockdown has constrained drug addicts to get selected for treatment at government and private-run de-addiction centers.

The state health department had 4.14 lakh addicts enrolled with it (2.15 lakh in de-addiction centers and more than 30,000 in rehabilitation centers and rest in Out Patient Opioid Assisted Treatment). 26000 new registered addicts have taken the Punjab figure to 4.40 lakh. Ludhiana has the most elevated recently enrolled addicts (2600) trailed by Moga (2,200), Mohali (1,800), Patiala (1,600) and Sangrur (1,300).

The Indian territory of Punjab, where the Music ka Nasha crusade is generally engaged, has been dependent upon the difficulties of changing patterns and examples of medication use, including individuals beginning medication use at a prior age and the utilization of new psychoactive substances in expanding amounts. As indicated by the 2015 Punjab Opioid Dependence Survey, there are exactly 232,000 narcotic wards medicate clients in the state.

Illicit drug abuse is a menace to society on many different fronts—its effects are primarily felt in the domains of health, public safety, crime, productivity, and governance—and places tremendous burden on the development and functioning of societies. Then again, the illegal medication exchange forces costs on the citizens through uses on the social insurance framework to treat habit; extra weight set on the criminal equity system to counter the threat, and associated costs with setting up social programs

In view of National Narcotics Board of Punjab Province's information, 25% of individuals know about their illicit drug use and look for treatment (rehabilitation). In any case, the same number of as 75% of them have not understood it, since they don't accept they are dependent. Moreover, in light of a study of surveys, for the most part respondents expressed that their hesitance to go on recovery is brought about by worry of managing law authorization, just as wellbeing/self-insurance from street pharmacists' dangers who are fear that their illegal network would be revealed.

Such circumstances require a progressively influential achievement through social marketing campaign about rehabilitation programs. Social marketing campaign can advance or give data about the rehabilitation projects to the community or drug abusers. Social marketing is distinctively extensive and focused on. Likewise, it very well may be deciphered as a movement to sell items or certain products. It encourages individuals' entrance to know and extend data. Campaign in social promoting is a significant part to improve decision-making process in rehabilitation decision. Different types of social marketing are led by passing on data and offering answers for bring issues to light and support awareness and encourage behavioral change. As per Kotler and Armstrong's (2012) speculations:

Social marketing campaign refer to design, implementation, execution, and control of projects as in business promoting, yet proposed to make social change, for example, conduct alters toward a specific course as per the development imagined by the campaign's creator(s).

Social marketing campaign is utilized to change or make conduct which positively affects the objectives, both individual and society. By and large, social promoting isn't science; however an expert action which relies upon different controls to make some intervention projects to change human conduct (Smith, 2006). Kotler and Zaltman characterized social promoting as a method of affecting behavioral change which concentrated on wellbeing improvement, mishap the board, condition insurance, arrangements, instructive educational plans, non-administrative associations and business. It refers to the design, implementation, execution, and control of projects to impact the acknowledgment of social thoughts and includes a few contemplations about item arranging, valuing, correspondence, appropriation, and statistical surveying (Kotler and Zaltman, 1971).

In the interim, as per Allport in Assael (2003), attitude refers to an inclination to react to an item (or a gathering of articles) well or in any case all the time. A significant quality of attitude by and large relies upon buyer's conviction and trust in his/her capacity to perceive certain attributes of an item or brand. Allport likewise saw attitude as general inclination (either positive or negative) about individuals, articles, or issues. Daugherty; Logan; Chu and Huang (2007) directed their separate examinations to inspect how purchasers shape their general attitude toward notice. Especially, they concentrated a few factors which are equipped for molding or affecting shopper recognition toward ad as a type of foundation. The discoveries uncovered that attitude toward notice can shape purchaser observations on picking a specific item or brand. Assael (2001) characterized disposition toward notice as: "...the customer's inclination to react either well or horribly to a specific promotion." A positive psychological reaction would by and large outcome in an inspirational attitude toward ad; while a negative intellectual reaction as a rule brought about negative attitude too. In any case, full of feeling viewpoint is viewed as more predominant than psychological. Henceforth, a attitude toward advertisement is normally estimated with emotional perspectives, for example, good or troublesome, as or interesting or boring, creative or unimaginative, informative or exhausting, innovative or uncommunicative.

Before buying item or service, buyers to a great extent lead a few assessments which bring about buy decision. Decision-making itself is a procedure comprising of a few phases, specifically the presentation of necessities, data search, elective assessment preceding buying, buy procedure, utilization, and assessment of decision post-buy (Engel, 1995). Engel (1995) declared that Decision-making to buy refers to a string of steady and judicious moves which are made to address one's issues. Buying decisions are shoppers' choices about what to purchase, the amount to purchase, where to purchase, when to purchase, and how the buy will be made (Loudon and Bitta, 1993). Berkowitz (2002) additionally recommended that buy's dynamic procedure refers to a few phases passed by the buyers to decide items and services to be bought. Different specialists guaranteed that buyers' dynamic procedure is an integrative procedure which joins information to assess at least two elective practices, at that point pick one of them (Setiadi, 2003). Henceforth, any communication in a social marketing campaign to advance recovery ought to be persuading and ready to manufacture positive trust with drug abusers and addicts to make reconciliation

between those procedures. Besides, the conveyance of data will likewise look for certain possibilities on whether the drug abusers and addicts may be happy to go on rehab (Hutagalung et al., 2014).

Rehabilitation is a far reaching recuperation process for drug addicts, covering biopsychosocial and spiritual angles. It requires some investment and requests self control persistence, consistency, and constant learning. It targets narcotics addicts and plans to change their conduct and way of life toward a sound life. It additionally expects to improve their capacity to control feeling to keep away from the lawful issues. The drug addicts are relied upon to be increasingly gainful with the goal that they can do their social capacities and if conceivable, totally stop their narcotics addiction (Dirdjosisworo, 1990). While trying to change individual behavior through social marketing, there is a legitimate premise to execute rehabilitation process as expressed in NDPS Act expressed that rehabilitation

The present study was thus conducted to assess the prevalence and pattern of substance abuse and its correlates among adolescents and young adults of rural Punjab.

The number of drug addicts who are willingly going to rehab is still relatively small, because they are still unable to optimally apply information in social marketing; hence, many people do not fully understand about rehabilitation process itself.

This investigation aims to:

- To inspect the impact of social marketing campaign (SMC) on the attitude of drug addicts.
- To test the moderation of attitude toward rehabilitation decision.
- To inspect the impact of SMC on tranquilize addicts' recovery choice.
- To look at the roundabout impact of SMC on restoration choices intervened by attitude change.

The proposed conceptual framework is:

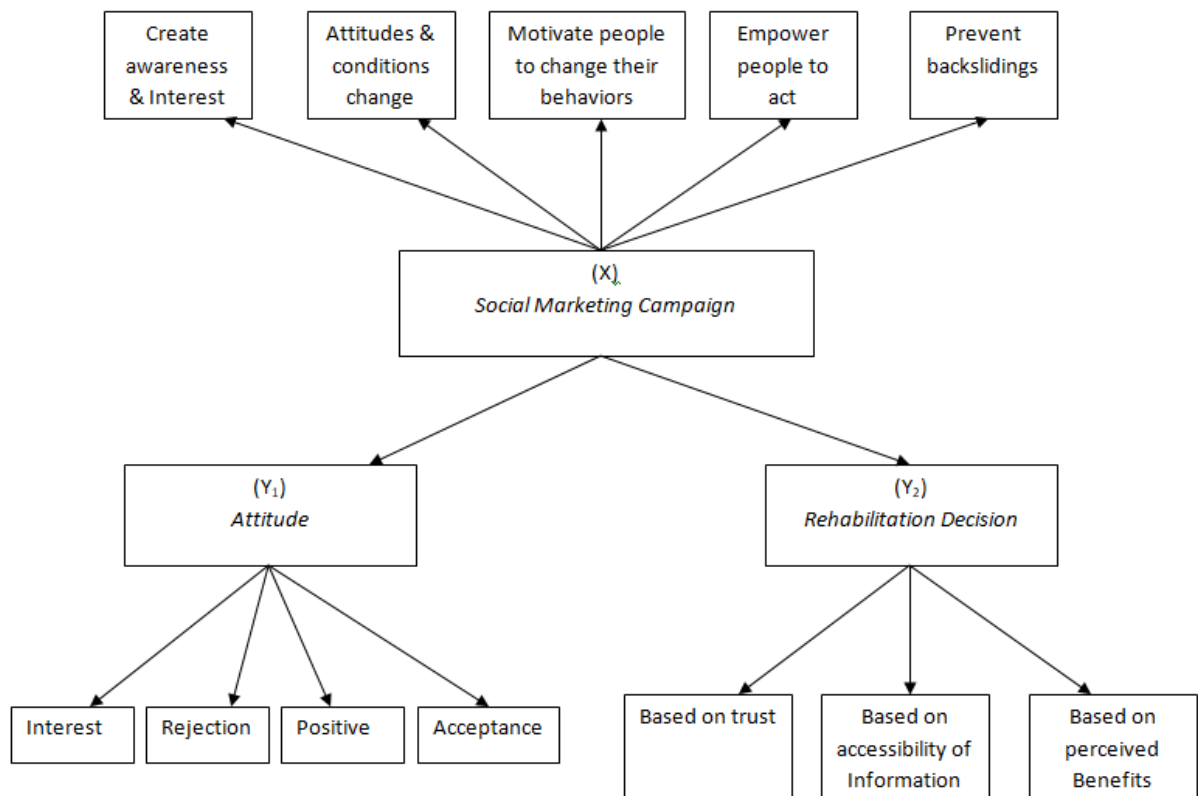


Figure. 1

Social marketing campaigns might empowering solid way of life, preventing with drug use or advancing practical accepted practices are figured. Social learning hypothesis (Bandura, 1977) proposes that character and conduct are an interaction between environment, practices and the psychological processes of an individual.

Media campaigns that expect to prevent drug use by giving data depend on the wellbeing conviction model (Glanz et al., 2002). Changes in an attitude might be seen as an endeavor to adjust the social condition (Helkama, Myllyniemi and Liebkind, 2004). The more reasonable and realistic the patient's attitude is, the more he will be influenced by the reflections on existential issues (Soleimani et al., 2015).

Individuals who have relinquished the utilization of drugs are starting to look for standards they can assemble their lives on. The concentration for social marketing campaign is conduct change and choices about the type of intervention will be determined by what is destined to achieve this (Andreassen, 1994).

One of the concerns is drug rehabilitation decision. In view of the motivation behind this investigation, the theories can be developed as follows:

- SMC altogether impact drug addicts' attitudes.
- Attitude altogether impact drug rehabilitation decision.
- SMC altogether impact drug rehabilitation decision.
- SMC by implication impacts rehabilitation decision through the intervention of attitude change.

2. Research Methodology

This research was a quantitative research. This investigation was directed on drug abusers and addicts as its respondents to get some answers concerning the effect of social marketing campaigns. This research utilizes engaging and confirmation strategies. The information were gathered through study conveyed to and interviews directed with drug abusers and addicts in Punjab to get applicable realities about causality and speculations. The exploration populace enveloped drug abusers and addicts in Punjab which was added up to 150 individuals and inspected around 96 of them. The sample procedure was likelihood examining with straightforward arbitrary inspecting strategy. In this investigation, the essential information were gotten from questionnaires and interviews, which were circulated to various respondents who are drug abusers and addicts in Punjab. While the auxiliary information collected from literature studies, journals, diaries, and web as the supporting materials for this research.

3. Result

Legitimacy test

Legitimacy test is utilized to acquire (measure) information's legitimacy. Substantial implies that a few instruments could be utilized to gauge research factors (Sugiono, 2007). This current examination's instruments will be tried on certain respondents. Next, their instruments will be concluded by correlating each instrument's score with complete score (Y). According to Sugiono (2007), if the correlation value is recorded below 0.3, at that point the instrument is invalid and should be either fixed or arranged. To gauge the legitimacy of social marketing, attitude, and dynamic survey, relationship estimation is led utilizing r Pearson or Person item second connection coefficient with 5% of significant level.

Unwavering quality test

Moreover, the instruments' reliability test is led through inner consistency test with split-half strategy and investigated utilizing Spearman–Brown equation. As indicated by Sugiyono (2007:122), understanding of dependability (r_1) for the most part comprises of these necessities:

- 1) reliability (r_1) value at 0.70 or more suggests a high reliability rate;
- 2) reliability (r_1) value which is recorded at lower than 0.70 suggests that the instruments are inconsistent.

Interceding impact

After considering the necessity to decide the impact of intervention measurably, an estimation of Beta coefficient on standardized coefficient is required so as to get some answers concerning direct impact, indirect impact, and complete impact of every factor:

Direct impact

To gauge direct impacts, the following formula is utilized:

- The impact of of social marketing campaign on attitude change.
- The impact of changes in attitude on rehabilitation decision.
- The impact of social marketing campaign on rehabilitation decision.

Indirect effect

The impact of social marketing campaign on rehabilitation decision choice interceded by attitude change:

$$X \rightarrow Y1 \rightarrow Y2 = (0.510 \times 0.736) = 0.375$$

All out impact

The impact of social marketing campaign on rehabilitation decision interceded by attitude change:

$$X \rightarrow Y1 \rightarrow Y2 = (0.510 + 0.736) = 1.246$$

From comparison of result between direct impact of SMC on rehabilitation decision (0.254) and indirect impact of SMC on rehabilitation decision interceded by attitude (0.375), this investigation demonstrates that attitude changes can bolster the effect on social marketing campaign toward drug rehabilitation decision. As the indirect impact of attitude changes has all the earmarks of being higher than the direct impact of SMC and rehabilitation decision.

Hypothesis testing

From Table 1, this study can infer that:

Table 1

Variable	Definition
Social Marketing Campaign	Social marketing is an adaptation of marketing theories to design an influential program to change one's behavior voluntarily in order to improve individual and/or individual welfare (Andreassen, 1994).
Attitude	The concept of attitude is based on human's general attitude which can be actually applied to consumers as users/buyers of products. Previous researchers conducted some studies on attitude to assert whether it can accurately predict behavior (Dharmmesta, 1998).
Rehabilitation Decision	Providing information about rehabilitation is necessary in order to assist decision-making process for rehabilitation decision, particularly for families who encounter problems related to drug abuse and illicit drug trafficking (Dirdjosisworo, 1990).

Operational definitions.

Table 2

	Standardized Coefficients	t -value	Sig.	Hypothesis
SMC → Attitude	0.344	5.744	0.000	H1: Accepted
Attitude → Rehabilitation Decision	0.331	13.601	0.000	H2: Accepted
SMC → Rehabilitation Decision	0.249	4.698	0.000	H3: Accepted

Hypotheses Testing Test.

- F-value is recorded at 32.990 and significant F-test should result in p-value at 0.000 (<0.05). Such value implies that social marketing campaign has a significant relationship with attitude change. Social marketing campaign can explain attitude change at 26% (R-square value) value. Based on individual test on coefficient table, it is depicted that social marketing campaign records 0.000 significant level (< 0.05); thus, H_0 is rejected. The result shows that social marketing campaign influences attitude change at 5.744.
- Attitude change variable records 0.001 significant rate (< 0.05); thus, H_0 is rejected. The result shows that attitude change influences decision-making at 13.601.
- F-value is recorded at 183.853 and significant F-test results in p-value at 0.000 (<0.05). Such value indicates that social marketing campaign has a significant relationship with decision-making. Social marketing campaign can narrate decision-making at 79.80% value. As per individual test on coefficient table, it is predicted that social marketing campaign records 0.000 significant level (< 0.05); thus, H_0 is rejected. The result implies that social marketing campaign influences decision-making at 4.698.

4. Discussion

The aftereffects of tabulation data were handled descriptively by grouping the appropriate responses' score into five categories. Descriptive analysis of research factors firstly performed on social marketing campaign variable, then on attitude change and rehabilitation decision. The investigation results portrayed that the impact social marketing campaign on the decisions of drug abusers and addicts to go on recovery in Punjab was demonstrated. This current examination's discoveries likewise gave a data that social marketing campaign program actualized by the National Narcotics Board of Punjab could clearly comprehend which conduct wanted to be executed by the drug addicts. It is in accordance with Weinreich (2011) place that a decent social marketing campaign includes investment and requesting past seeing and tuning in to messages. Comparative supposition was communicated by Lathinen (2010) who expressed that an exhaustive social marketing methodology in a non-benefit association ought to be created utilizing effort messages as a media to convey the association's thought, vision, and mission. social marketing campaign centers around a willful exchange of conduct and an exact conveyance of advantages toward some focused on crowd.

5. Conclusion

In view of the research about the influence of social marketing campaign on attitude and decision-making of drug abusers to go on rehab in Punjab, these following conclusions are drawn:

- Social marketing campaign impact the attitude of drug abusers and addicts in Punjab;
- Attitude impact the decision-making of drug abusers and addicts in Punjab on rehabilitation decision;
- Social marketing campaign impact rehabilitation decision among drug abusers and addicts in Punjab;
- Social marketing campaign indirectly impact rehabilitation decision through the intervention of attitude change.

It is proved that attitude do influencing rehabilitation decision either directly or indirectly. Therefore, campaign should be focus on changing attitude by stimulating drug abuser's motivation.

Drug avoidance is at first being developing by the idea social marketing campaigns. Rehabilitation is part of social help endeavors to improving drug abusers on building solid way of life. Inspiration is the principle driver to be created from a drug abuser. It is demonstrated that attitude do impacting rehabilitation decision either legitimately or by implication. Along these lines, campaign should be focus on changing attitude by stimulating drug abusers inspiration.

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