

BUILDING THE INDIVIDUAL AWARENESS TOWARD BLOOD DONATION MARKETING STRATEGY IN INDONESIA

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Abstract:

Indonesia is still experiencing a shortage of blood supply, as it has only four million bags of blood per year from the total daily needs of 4.8 million blood bags. Increased blood demand is due to an increase in the amount of blood demand as a result of increasing population and medical actions requiring blood. This research is expected to get a model that able to explain the phenomenon of blood donor intention. Through this model is later expected can be used to build marketing strategies to improve blood donors. This study aims to provide empirically explicit explanations with inconsistencies in the relationship between risk perceptions and positive attitudes and the intentions for blood donors, as this will be related to marketing policy in creating strategies to stimulate positive attitudes and individual intentions to donate blood, through risk variables which should be communicated precisely to the chosen segment of society. This research explores the intention of individuals to donate blood attitude response towards donation in an age diverse context. Moreover, based on this intention, the marketer can predict the market share that needs to be stimulated in actual behavior. the collected data were analyzed using Multi Group of Structural Equation Model in the regard of age. The result provides further evidence that the relationship between risk perceptions and positive attitudes and the intentions of blood donors. This study suggests that the model can be used to build marketing strategies to improve blood donors.

Keywords: blood donors, attitude, perception