

The Role of Social Marketing in the Prevention of Corona Virus (Covid-19) in Jordan

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Abstract

This study aimed to identify the role of social marketing (government role, community culture, reference groups) in the prevention of Coronavirus in Jordan. The study was conducted on a random sample targeting all individuals in Jordanian society from different groups lived in other regions, The outcomes of the study indicated that the variable of governmental role adopts the concept of social responsibility with a high average, and the results of the survey signposted that each of the variables of community culture and reference groups has broad contributions in the field of social marketing; represented in the guidance and educational dimensions in combating the pandemic, and the most significant recommendation proposed by the study is the necessity to intensify the efforts of reference groups and celebrities - especially economists - in raising the level of awareness regarding health and economic risks in such exceptional circumstances, and the need to strengthen the community-partnership between the government and community - companies and individuals - in all aspects regarding social responsibility towards the country, and raise awareness levels of societies, especially in developing countries.

Keywords: social marketing, government role, community culture, reference groups, Coronavirus (Covid-19)

1. Introduction

It was only a few days after the world announced the first cases of coronavirus infection until this small enemy became the primary concern of all countries of the world as government leaders and international organisations sought to intensify various decisions to enhance the protection of themselves from the Corona pandemic. Moreover, the crisis management process at the local and international levels is not sufficient to protect the people, as support from the community itself is also required. Thus, the role of social marketing appears as a convincing performance in control and preventing the spread of the virus.

Though largely ignored by textbooks (Fort, 1997, Donovan and Henley, 2003; Kelley, 1952) the field of social marketing has developed on two independent tracks over the past 40 years. (Shank, 2004), mention that the Globally, communities face an ever-increasing number of health problems, raising the value of attempts to promote social reform. Social marketing, the use of marketing to plan and execute campaigns to inspire improvements in socially beneficial actions, has increased in popularity and use within the public health sector.

The concept of social marketing has expanded significantly in developed and developing countries, as social marketing has become an indispensable part of formulating strategies for business organisations at all different levels; international and national. Moreover, the term social marketing is not only limited to the academic approach but also covers most of the business activities of companies and organisations. Later, ten years ago, social marketing was used by various centres and destinations, including the Centers for Disease Control and Prevention (CDC), U.S. Department of Agriculture (USDA). The U.S. Department of Health and Human Services (USDHHS), and other governmental and nonprofit organisations, to increase fruit and vegetable consumption, enhance breastfeeding, and reduce Fat consumption, enhanced physical activity, and activation of a wide range of other preventive health behaviours (Bryan et al, 2010).

Specifically, at this time, we can see several forms of social marketing featured in different media; this was evident in the period of the Corona pandemic in most countries of the world. At the same time, the role of social marketing

circulates between health support, government guidance, and institutional initiatives and practices, with their effects on organisations, individuals, and community as well. At the organisational level, for example; in a recently published newspaper article (on March 23 2020), one of the papers presented on the news site (Faraj, 2020). Where the Alibaba Group announced through its founder (Jack Ma) several decisions that stem from its social responsibility towards China as a whole and towards the affected city and other neighbouring cities in particular.

Besides, the Alibaba Group announces the allocation of 100 million Yuan (\$ 14.4 million) dedicated to help in finding a vaccine for the Coronavirus disease, noting that a 40 million Yuan (\$ 5.8 million) of the total value will go for two governmental research organisations in China. At the same time, will use the rest to support the treatment measures and prevention endeavours and procedures.

This research comes to highlight the importance of the impact of social marketing in the prevention of the Coronavirus (Covid-19) in Jordan, due to the emergence of this concept mainly among members of Jordanian society, during the spread of the Corona pandemic crisis in the Kingdom. The contribution of all forms of a culture where consecrated as social responsibility to confront this pandemic in different ways and strategies. The aim of this research is to interpret the different reactions in Jordanian society to show the concept of social marketing, and thus to enhance the academic weight of that term and its application on the reality, to call the attention to its importance and to educate the community as well.

The social marketing of the Jordanian society has a significant and influential influence in achieving integration among all the diverse spectrums of society, as the recent efforts made by the Jordanian Government in its attempts to address the epidemic through individual efforts and issuing wide-ranging decisions and instructions to avoid the spread of the virus have appeared unequivocally. Where the community had only to give a hand to assist the government endeavours, as an endeavour to enhance partnership and social responsibility Where national institutions, private companies, and individuals played an essential role in Jordanian society, it has emerged as an integrated model between the public and private sectors, including financial, technical and social support, as well as the efforts of community members through launching individual, and institutional initiatives; such as volunteering to support victims of all groups; As these initiatives are considered a sign of the outstanding awareness of Jordanian society to face this epidemic.

Through Prime Minister Dr Omar Al-Razazaz, the Jordanian Government launched Defense Resolution No. 4 (Jordanian Ministry of Health). By this resolution the Fund for the Support of National Activities to Combat Corona Virus Epidemic and Facing Archeology under the name "Hamat Watan" where donations deposited from inside and outside the Kingdom. Strengthened the community partnership, as the fundraised more than 72 million Jordanian dinars within a few days from national and local institutions, individuals, companies, and the banking sector.

Also, the websites have interacted with community members, celebrities, opinion leaders reference groups, and many others who have helped support those affected by the epidemic. The importance of research in the effectiveness of social marketing in Jordan, which aims in this research to:

1. Explain the role of social marketing in promoting partnership and social responsibility.
2. The role of social awareness in achieving the model image of social marketing.
3. The role of reference groups in achieving the concept of social marketing.

2. The Study Problem

Theoretically, the researchers found that many studies dealt with social marketing from a marketing perspective in particular, in terms of marketing campaigns, competition, satisfaction, enterprise culture, and other standard marketing concepts. However, there are no studies dealt with social marketing in the country as a whole, or as a comprehensive concept at the country level in general.

They also found few studies that dealt with social marketing and its role in supporting the health and preventive aspects such as (AIDS, SARS, and another infectious disease), as no studies related to the integration of reference groups, community culture and the role of Government were found. Moreover, the studies mentioned above did not address the role of social marketing in preventing the Coronavirus, especially after the failure of some great countries such as Italy, Spain, and America in dealing with the Corona pandemic.

Therefore, the problem of the study focused on determining whether social marketing has an important role, especially in developing countries and the Arab world, specifically, when Jordan provided a spectacular example in social marketing and its role in prevention and control in dealing with the Corona epidemic.

3. Literature Review and Prior Studies

3.1 Definitions of Social Marketing

It is worth noting that the abundance of definitions makes it difficult to delineate a specific purpose capable of giving comprehensive and complete content on the social responsibility of business organisations. This difficulty increases when combined with behavioural sciences and research in society, and within this framework, it is worth mentioning some definitions for many researchers;

Social responsibility as the commitment and contribution to sustainable development and achieving harmony between economic and moral goals of commercial activities. (Forte, 1997) Usually defended social marketing defined as a campaign design framework that uses principles and methods of retail marketing to encourage voluntary behaviour change. Social marketing also includes an analysis of the social consequences of commercial marketing policies and activities. Although social marketing shares many characteristics with other relevant community health strategy systems, is characterised by the systemic focus put on strategic convergence of elements in the conceptual context of marketing by marketers (Shank, 2004).

(Parsons 1972, Drucker 1977, Carroll 1991), mentioned that social responsibility is the commitment of business organisations towards society, and Carroll explained that social responsibility is based on four aspects "economic responsibility, legal responsibility, moral responsibility and benevolent responsibility", and this is what Rubens also emphasised.

Social marketing seeks to influence social behaviours not to benefit the marketer but to help the target audience and general society" (Kotler & Lee, 2008). Since this original definition was formed, social marketing has developed to now most commonly be referred to as the use of evidence-based marketing techniques and practices to influence a specific audience to voluntarily accept, reject, modify, or abandon a behaviour to benefit personal, social, and environmental health in individuals, groups, or society (Forte 1997, Read L. 2009, Kelley 1952).

Recent years, digital media has been incorporated as an effective method to deliver the objectives of the campaign. Digital media has been reported to increase campaign awareness, recruit participants and motivate the intended population to initiate behavioural change (Freeman et al., 2015).

Comprehensive social marketing campaigns are based on the concepts of mutual fulfilment of self-interest, consumer orientation, segmentation, and the marketing mix (Wakefield, etl 2008, www.talho.org, 2008). As sedentary lifestyles and unhealthy eating become more pervasive in society, social marketing offers an attractive approach for practitioners in the field of public health. Social marketing has the potential to further advance the health of the public (Kotler & Zaltman, 1971).

3.2 The Role of Government

The endeavours of world governments - from the developing and developed countries - to manage their affairs in many different ways, policies, and strategies. Where these strategies differed from one country to another for the purposes of organising the affairs of the country in various fields, and there is no doubt that in this period, we see all world governments' efforts facing the Corona epidemic in different countries of the world. As a clear example of this, the Jordanian Government had a useful and robust role in meeting this epidemic, which demonstrated its efficiency and the efficiency of its administrative teams in crisis management, through the superior results of epidemic status in Jordan. The role of the Jordanian Government considered as a cornerstone in educating citizens about the seriousness of the virus and the necessary measures in advance as a preventive measure to combat the spread of this epidemic in Jordan. The researchers pointed to the flexibility of the Jordanian Government in raising awareness among citizens towards this pandemic, and the several procedures it uses to inform citizens about the virus and its prevention, which is evident from the statistical results that researchers found in this study. Where the results of the sample study confirmed the emergence of the role of the Jordanian Government in the first place among the elements. Which ensures the effectiveness of the government role in Jordan, and through the competence of its administrative teams to draw attention, and its influential role in raising the level of awareness among citizens about this epidemic and ways of prevention and dealing with it.

In a tribute from some T.V. channels; via social media for the role of the Jordanian Government and the precautionary measures that it followed. Each of the channels mentioned Jordan's role in responding to the Corona epidemic (Jordan News Agency 2020, Noor News Agency 2020) as these channels noted that Jordan is ranked 11th in the Middle East in terms of population; with a population of 9.7 million. Commended the strength of its health system, compared to other countries in the Middle East. Also praised some of the measures taken by the Jordanian Government to prevent the curfew whether it is on foot or to use cars or even public transportation, and some other actions such as closing catering

stores, closing public and private facilities, and strict procedures and penalties for violators and those not complying with these instructions as well as the mandatory quarantine procedures for all travellers returning to the Kingdom for 14 days and all flights to and from the Kingdom will be stopped. Furthermore, the Government has used the transportation system to deliver the necessary treatment to citizens in their neighbourhoods. The measures are taken by the Jordanian Government to provide essential services to citizens in their homes to prevent them from leaving their homes to protect them from mixing and gatherings in markets and public places. How can a small country with Jordan's size and limited economy, in addition to its geographical location, succeed in managing this crisis, despite the many obstacles that exist and the many limitations, such as the large number of Syrian refugees residing on Jordanian lands, whether in the camps designated for them or in the various governorates. All of this showed the Kingdom's great administrative effectiveness in risks management, in light of the world's preoccupation in facing this epidemic.

3.3 Society Culture

(Robbin, 1995) Culture and anthropology constitute the lifestyle of any society, including customs, traditions, history, beliefs, values, interests, mental and emotional tendencies, from this standpoint that no society can progress until it understands the cultural components that govern it and its way of thinking and determines its interests and orientations. From another perspective, the concept of culture reflects the general framework through which all human cultures move in distinct frameworks with different civilisations and levels, because of the various historical, political, social, and nature (Ge M. et al., 2013).

(Vega & Roland2005, Salma & Issa 2011) Culture defined as models of human behaviour that can be inherited from one generation to another, and which include ideas, inherited perceptions, customs, shared values, and rituals from one generation to another in a certain society. Others define it as a hidden force with a multifaceted effect and therefore plays many roles in societies and regions, including the following:

1. Individuals sense of belonging and vitality by giving them a sense of identity through a set of values and ideas prevailing among individuals.
2. Create affiliation and adhere to it relative to the general and prevailing community culture, and achieve the goals and aspirations of society and the institution.
3. Clarifying and supporting the behavioural system – practically and theoretically - of community and its organisations, which enhance the stabilising of the expected behaviour of individuals.

Jordanian society distinguished as an educated, aware, and cultured society, where the percentage of illiterate people decreases year after year in the Kingdom of Jordan. As the Department of General Statistics of the Ministry of Education announced the decrease in the percentage of illiterate people in a report published through its official website from (11%) for the year 2000 to (5.1%) until the end of 2018 [36]. From here, we can conclude that there is a high level of awareness of Jordanian citizen, who can be strong evidence that Jordanian society is very educated. Given the results shown in Table 9 of the social culture variable, it is clear the high evaluation of this variable for the members of the study sample, especially the 13th Paragraph. The items (31 items) summarise the results of this research.

3.4 Reference Groups

Since the proposed social identity theory, it has played an essential role in the social-cognitive domain. In the field of memory (Sonya et al., 2005). Hollander (1967) noticed that people better-recalled objects linked to a popular social group than they did items differently processed, a tendency they called the group-reference effect (GRE).

In shaping human beliefs, principles, and actions, theorists disagree about the functions comparison classes. Kelley, however, defined two essential functions that combine the points of view of most reference category theorists: the normative and comparative functions (Kelley, 1952). The normative role is to set and implement norms for individuals, and much of the previous study has looked at the effectiveness of small groups in the implementation of specific group standards for interactive individuals.

The comparative purpose is the capacity of the collective to behave as a point of reference against which the participant can compare himself and others. In other words, a community may affect a person to the degree that the beliefs, principles and actions of its members reflect the criteria that it collectively uses to make decisions and assessments. Unlike the normative effect, which requires at least enough contact to encourage the group to determine the degree of adherence of the participant to the group norms, the comparative influence depends only on the impact that the receiver is drawn to the group members or behaviours (Herskovist, 1970).

Due to the few peer-reviewed published articles which describe social marketing in health, and the elements included in the study model. The researchers mention a number of previous studies that can be linked in support of this paper, to

clarify the importance of social marketing as a preventive tool that can be adopted by global governments and third world countries especially, to face of Current/future emergencies as the Corona pandemic.

Firstly, It recommends the incorporation of perspectives on social marketing that reflect on the critical functions of audience benefits; the study of behavioural determinants, meaning and consequences; the use of positioning, image and personality in the creation of marketing strategies; and the use of the four elements of the marketing mix to customise products to realign costs, maximise access and opportunities and convey them. Social marketers often offer a chance to use the marketing mix to design programs and behaviors' for products; realign rewards and costs; increase connectivity and opportunities; and connect in a range of ways – all of which are important and sensitive to the individuals they represent (Lefebvre, 2011).

Secondly, the study aimed to describe the Social marketing techniques used to raise awareness of syphilis in 8 U.S. cities. Through using social media strategies such as goal segmentation, content research, and formative assessment, campaign managers across eight towns have developed a range of ways to meet their target audiences. Preliminary findings indicate that 71% to 80% of men who had sex with the men interviewed were aware of the campaigns, and 45% to 53% reported having been examined based on the drives. The researchers indicated that campaigns should discuss urban epidemics and target markets with culturally relevant messaging. (Luca et al., 2013).

Thirdly, presented a research paper entitled Crisis management by HIV/AIDS non-governmental organizations in the post-Euromaidan Ukraine led to opening new horizons. Discussed role of the non-governmental sector in HIV/AIDS programmers in the resource-scarce situation of political, social and economic crisis, The author conclude with an international assessment that the total potential of civil society in Ukraine has increased considerably over the last three years. The case of HIV/AIDS NGOs offers an important example of how civil society should broaden and improve its position in dynamic crisis circumstances, self-regulate and re-adjust its own goals and policy. Since NGOs are more agile than public organizations, they adopt crisis management strategies and are able to adapt rapidly and effectively (Duchenko, 2017).

Fourthly, development of a grassroots Adelante Social Media Initiative to Prevent Drug Use, Risky Sexual and Abuse among Latino Immigrant Youth. Branding strategies, and even the use of digital technologies, have seen promise in social communication programs aimed at reducing youth risk behaviors', and are very encouraging to reach out to Latino immigrant youth for risk reduction and to minimize barriers to participation in health promotion programming. Youth should be made aware that their conduct will reflect on the program and campaign. further, regardless of widespread use of social media, (Cheung et al., 2020a, b), We suggest that potential Latino immigrant youth efforts often explore a parallel multi-channel strategy that involves conventional press (Andrade et al., 2018).

4. The Study Model

To achieve the objectives of the study and to provide appropriate recommendations in the context of whether independent variables for social marketing (role of Government, community culture, reference groups) have a statistically significant role on the dependent variable (Prevention of Corona virus Covid-19), the researcher constructs a virtual model, As well as an explanation of whether there are statistically significant differences for the role of the role of social marketing in the prevention of corona virus-19 in Jordan. Figure 1 illustrates the study model.

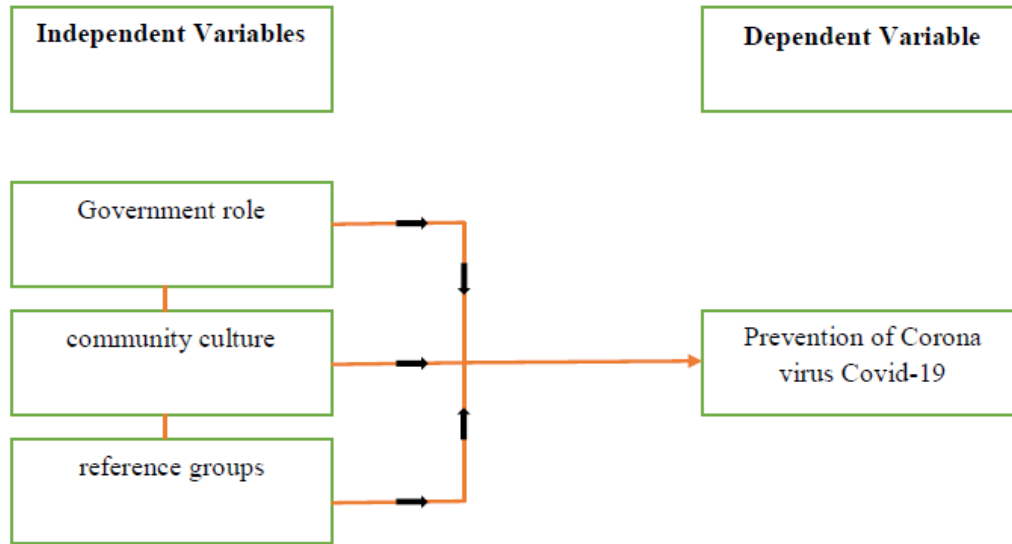


Figure 1. The study model

5. Methodology and Sample of the Study

The study is an empirical study that uses a descriptive and analytical approach. The study is designed to fit the purpose of this study and test the hypotheses. The study addressed dependent variable, is the prevention of coronavirus "COVID 19" in Jordan, it also includes the independent variable "social marketing" which in turn contains three dimensions, or sub-variables are (Governmental role, community culture, reference groups).

The population of this study consists of all individuals who witnessed the Corona pandemic crisis in Jordan. The study was not limited to Jordanian citizens, as the questionnaire was distributed electronically to include all 12 governorates in Jordan from the north to the south. The study sample reached 898 samples, with a recovery rate of 100%, which is appropriate according to what the researchers indicated that the sample size of (30-500) is valid for all research and that for every million we withdraw a representative sample (348) if the level of significance is ($\alpha \leq 0.05$), (Sekaran, 2005).

Likert scale, which used to measure affective variables such as actions and purpose, because it helps researchers to collect vast quantities of data with relative ease (Nemoto et al., 2014). Therefore the Likert scale was developed to explain the degree of consensus between the respondent and the argument on the format of the Likert-scale component. This analysis uses a five-point questionnaire scale that begins from range 1 and is strongly disagree before range 5 strongly agrees (Bertram 2007).

Table 1. Likert-Scale

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

5.1 Reliability

Reliability is the degree to which the measurement accurately tests whatever it is measured, and the reliability coefficient implies the accuracy of the score produced (Gay & Airasian, 2000). Reliability of the scale is that the instrument shows identical outcomes every time it applied to the same sample at various intervals. Table 2 shows the reliability of the independent and dependent variables (Cronbach's Alpha).

Table 2. Reliability of the independent and dependent variables (Cronbach's Alpha)

Number	Variables	Items	Cronbach's Alpha
1	Governmental role	7	0.833
2	community culture	9	0.851
3	reference groups	6	0.790
4	Prevention of corona-virus "COVID 19"	5	0.851
	All items	31	0.936

From the Table, we can see that all the study variables' reliability Cronbach's alpha values are more than (0.7). The highest Cronbach's alpha value (0.851) belongs to the "community culture" and "Prevention of corona virus "COVID 19" " variable, while the lowest (0.790) belongs to the "reference groups" variable. All items' Coefficient Cronbach's Alpha is (0.936); therefore, according to Sekaran (2010), the results could be accepted.

5.2 Demographic Characteristics of the Respondents

In this section is focused on describing the demographic characteristics of the respondent in the sample. The demographic profile has been divided into four questions which are gender, ages, educational qualification, Governorate (Table 3).

Table 3

Items	Characteristics	Percentage
Gender	Male	66.5%
	Female	33.5%
	Total	100%
Age	18-27 years	19.2%
	From 28 to 37 years	25.1%
	From 38 to 47 years	26.1%
	From 48 to 57 years	17.4%
	More than 58 years	12.4%
	Total	100%
	Education	Less than high school
Diploma		12.6%
Higher Diploma		3.3%
BA		49.8%
Master		10.5%
PhD.		9.0%
Total		100%
Governorates	Northern Territory	
	Irbid, Al-Mafraq, Ajloun, Jerash	12%
	Central Territory	
	Amman, Al-Zarqa, Madaba, Al-Balqa	82%
	Southern Territory	
Al-Tafila, Al-Karak, Ma'an, Al-Aqaba	5.9%	
Total	100%	

According to the demographic distribution of the study sample, the number of males who responded exceeded the number of females; (66.5%) in comparison to (33.5%). Next is, respondents age group, (26.1%) of the participants were in the age group of from (38 to 47) years. In addition, the education qualification was measured based on six educational categories; lower than secondary school, Diploma, Higher Diploma, Bachelor's, Master, PhD. The results showed variation in the educational level of participants. The largest percentage, (49.8%) of participants, obtains bachelor degree, whereas the lowest rate (3.3%) of respondents were holders of a higher diploma degree.

Each region includes four governorates, the Central Region, which provides for (Amman, Al-Zarqa, Madaba, Al-Balqa), has the highest rate of response to individuals at a rate of (82%). Whereas, the lowest percentage was for the southern region (5.9%), while the northern region got a response rate (12%) for the four governorates combined.

5.3 Social Marketing (Independent Variables)

5.4 Government Role

The first independent variable (government role), was measured by seven statements, Table 4 shows the "Mean value" and "Standard Deviation" for the respondents' answers towards this variable.

Table 4. Means and standard deviation for government role variable

Items	Means	Standard Deviation	Importance	Level
Through proactive measures, the Jordanian Government contributed to spreading awareness and reducing the outbreak of the Coronavirus.	4.63	0.560	1	High
The Jordanian Government contributes, through various ministries, to spreading prevention Awareness through various means.	4.57	0.566	4	High
Government statements, through providing information and developments related to the spread of the virus in Jordan, contribute to increasing society's eagerness to spread the epidemic.	4.62	0.564	2	High
The tough defense decisions taken by the Jordanian Government have contributed to reducing the outbreak of the Coronavirus.	4.60	0.594	3	High
The Jordanian Government is developing scientific and practical foundations and approaches through electronic means to prevent the spread of the global epidemic.	4.25	0.761	5	High
The Jordanian Government is strengthening its role in community partnerships (for institutions and citizens), such as launching initiatives and pioneering ideas to limit the spread of the virus	4.11	0.814	6	High
The Jordanian Government provides essential support to affected individuals in society as a preventive tool to reduce the spread of the epidemic.	3.68	1.02	7	High
Government role	4.35	0.507		

The second independent variable (community culture), was measured by nine statement, Table 4 shows the "Mean value" and "Standard Deviation" for the respondents' answers towards this variable.

Table 5. Means and standard deviation for community culture variable

Items	Means	Standard Deviation	Importance	Level
The culture of Jordanian society reflected by responding to the instructions issued by the competent authorities regarding the Corona virus.	4.12	0.731	7	High
The culture of Jordanian society unites togetherness and solidarity in confronting and preventing the spread of the Corona virus.	4.140	0.705	6	High
The awareness of Jordanian society reflected through changing customs and traditions (non-shaking hands, non-kissing, commitment to roles and distances ... etc.).	4.16	0.761	4	High
Social responsibility embodied in Jordanian society by launching individual and institutional initiatives to support and Attribution the government role in addressing this epidemic.	4.19	0.733	2	High
Changing the way of life (nutritional, healthy, athletic, etc.) for community members to reduce infection with Corona virus.	3.98	0.927	9	High
Jordanian society contributes to facing the outbreak of the virus by spreading awareness, guidance and preventive campaigns through various means.	4.22	0.724	1	High
The concept of social solidarity appears through the participation of members of society in presenting various voluntary campaigns in support of the Government's approach to combating this epidemic.	4.141	0.744	5	High
The role of social responsibility demonstrated to society by presenting entrepreneurial ideas through various social media to encourage individuals to adhere to public safety.	4.17	0.691	3	High
Institutions and community members have provided technical, material and moral support to society and the country to tackle this epidemic.	4.02	0.788	8	High
community culture	4.13	0.513		

The third independent variable (reference groups), was measured by eight statement, Table 5 shows the "Mean value" and "Standard Deviation" for the respondents' answers towards this variable.

Table 6. Means and standard deviation for reference groups variable

Items	Means	Standard Deviation	Importance	Level
Ministers in the Jordanian Government are a major reference source for Jordanian society through televised or electronic statements in changing the behavior of individuals to prevent them from infecting with the Coronavirus.	4.33	0.715	5	High
Official statements by ministers regarding the Corona virus had a major role in increasing the awareness of individuals and institutions about this virus.	4.46	0.662	2	High
Doctors' significant-role in educating the Jordanian society's behavior that may contribute to reducing the spread of the virus through various means.	4.35	0.773	4	High
Persons infected with the virus have an important role in providing advice and educating the Jordanian community on the necessity to follow the Healthy Guidelines and governmental instructions and related to the prevention of this virus.	4.09	0.887	6	High
Economists' statements regarding economic indicators contribute to educating society about the seriousness of the virus and the need to adhere to health and government instructions to prevent it.	3.98	0.879	7	High
Celebrities' commitment to Home Ban has an important role in encouraging citizens to make a commitment at home to prevent an outbreak of the virus.	3.76	1.07	8	High
The family has an important role in spreading awareness and general safety guidelines among its members.	4.62	0.562	1	High
Friends have an active role in awareness the community by talking to each other using different means.	4.38	0.669	3	
reference groups	4.25	0.504		

The dependent variable (Prevention of corona virus "Covid-19"), was measured by seven statement, Table 6 shows the "Mean value" and "Standard Deviation" for the respondents' answers towards this variable.

Table 7. Means and standard deviation for prevention of corona virus "Covid-19" variable

Items	Means	Standard Deviation	Importance	Level
The spread of Corona virus has contributed to activating the social role of ministries in the Jordanian Government.	4.24	0.757	4	High
The spread of Corona virus helped to strengthen the digital (electronic) structure and activate the role of ministries in the Jordanian Government.	4.18	0.810	7	High
The Jordanian Government provides, through various cadres and departments, an ideal image in the face of the professional and highly professional outbreak of the Coronavirus.	4.39	0.675	1	High
The spread of Corona Virus has contributed to developing the content of the programmatic work of the Government, institutions and society in spreading awareness about the global epidemic.	4.22	0.698	5	High
The spread of the global pandemic "Covid19-" contributed to displaying the image of social solidarity in an integrated manner between the Government, institutions and individuals in Jordanian society.	4.21	0.787	6	High
For Jordanian society, culture has a role in limiting the spread of the Corona virus, compared to other countries.	4.25	0.760	3	High
Reference groups (family, friends, co-workers, opinion leaders, celebrities) have a major role in educating the community and ways to prevent Coronavirus.	4.31	0.678	2	High
Prevention of corona virus "Covid-19"	4.26	0.537		

6. Analysis and Findings

We note from the above that the averages of all independent variables are high and relatively close, but this indicates the effective role of the social marketing factors which chosen:

We conclude from the variable of the government role the rise of the averages to the effective role of the Jordanian Government, which noted by the study sample in the scale of their assessments, as the average of the government role variable reached (4.35), which is the highest average compared to the averages of other variables. In addition, it appears in the first Paragraph that the government role variable obtained the highest average of (4.63), and this high evaluation indicates that all members of the study sample have confirmed that the Jordanian Government had an effective role in taking proactive measures and preventing the spread of the epidemic significantly. Regarding the rest of the study paragraphs, it also infer the high evaluation of the study sample.

We conclude from the results of the second independent variable (community culture), by obtaining an average of (4.13), which is a high evaluation according to the scale of priorities of the study sample individuals, as it obtained the last order of the independent variables of the study. Paragraph (13) of the community culture variable got the highest average of (4.22), and this indicates that the community's awareness and emphasis on the seriousness of the virus and its contribution to spreading preventive awareness.

With regard to the last variable (reference groups), which obtained the second rank with an average of (4.25), after the variable of the governmental role, and this indicates that the reference groups inside Jordan since the beginning of the

epidemic in Jordan, have had a major role in spreading preventive and guiding awareness towards prevention of this virus. Moreover, we can infer through the Table 6 the classification of the most important reference groups and their role in spreading the awareness. The high averages for the reference groups variable, in Paragraph (23) has the highest average, meaning that the family is the first reference source that contributes to spreading awareness, while friends, who are the second reference source in the process of spreading awareness, at a rate of (4.38) - paragraph (24),

on the other hand, emergence of the doctors' role which obtained the third position as the most important component of the mentioned reference groups, that contributed to spreading awareness to prevent Coronavirus at a rate of (4.35) - Paragraph (19). About ministerial element within the mentioned reference groups ranked fourth with a rate of (4.33), in each of the paragraphs (17 and 18). The element of the people infected with Coronavirus has obtained the fifth position with an average score of (4.09) - Paragraph (20), while the economists and celebrities' components obtained the lowest averages in the scores of study sample individuals with ratios of (3.98 and 3.76) - Paragraph (21 and 22).

We note from the Table 7 that the results of the paragraphs of the dependent variable and its effect (prevention of coronavirus "Covid-19"), were high by a rate of (4.26), and the paragraphs of the dependent variable received high ratings. In addition, we notice from Paragraph (27) that it ranked first among all other variables, which confirms to us the effectiveness of the governmental role in facing the epidemic. Through paragraphs (31 and 30), we conclude the importance of the aforementioned elements (reference groups, and the community culture) in supporting and enhancing the role of efforts in responding to the epidemic.

7. Recommendations

The study emphasising the effective role of the Government in facing the pandemic (Coronavirus), along with its national responsibility and its progressive enhancement of its capabilities and competencies in responding to the pandemic, and Increasing awareness campaigns in the Jordanian culture, which reflects positive results in raising community awareness. In addition, activating the social role of reference groups - especially celebrities and economists - in taking the responsibility concerning the risks; through social media in raising the level of awareness regarding the health and economic risks from this pandemic, especially in such exceptional circumstances (Cheung et al., 2019; 2020c), and supporting and enhancing the role of community initiatives, specifically individual initiatives, and highlighting the concept of community-partnership as a tool that can be used to taking the responsibility in the light of future risks that may confront the country. Care must be taken to raise the awareness level of societies, especially developing societies, which lack the qualifications and resources as well as developed countries, as a result of qualifying them to address and confront risks, and study recommends the necessity of deepening and disseminating knowledge about social marketing tools, expanding the framework of the concept of social marketing, and also supporting mutual efforts between the Government and community. The study suggests conducting similar and/or different studies dealing with other variables in the future. The researcher recommends conducting similar studies in other countries due to different cultures and living environments.

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