

Customer Analysis based on Social Marketing Principles and its Relationship with High Risk Behaviors in Injecting Drug Users either with or without Needle Sharing

Introduction:

It is essential to have an accurate knowledge about characteristics of drug users, if we need to diminish high-risk behaviors for drug injection. This research has been done to assess these traits based on social marketing principles.

Procedure:

In this descriptive-analytic research, 360 drug users are randomly selected in two groups from different places in Ardebil city. The first group is drug users who have needle sharing and the second one are drug users without needle sharing. The number of each group members is the same and equal to 180 drug user. All of them were interviewed by a form that had already been prepared. The results were extracted by SSPS software and then were analyzed.

Observations:

The results showed that age, gender, material status, job position, age of addiction start, age of injection start, injection frequency, injection frequency per day, syringe supply place, partners gender at the recent few months, all these mentioned criteria had no significant difference between drug users with needle sharing and without needle sharing. But the educational level of drug users with needle sharing is lower ($P=0.037$), the number of new syringe use per month is lesser ($P=0.001$), they predict, they are more likely to be infected with AIDS ($P=0.001$), they have less argument with their partner about using condom, also they mostly have not used condom at their last sexual relationship ($P=0.001$), average number of their partners during last three months is high ($P=0.003$) and there is a meaningful relationship in drug users with needle sharing group between true sense of peril and using condom as well ($p=0.001$).

Conclusion:

Inasmuch as there is significant relationship between true sense of danger and using condom, it is necessary to have an appropriate advertising to increase using condoms among injecting drug users. According to low education among drug users with needle sharing, using brochures and texts don't sound to have suitable efficiency. Attending classes and various audio and video media like TV seem more efficient in this case.

Key Words : High Risk Behaviors , Social Marketing , True Sense of Danger