



Indigenous and Transcultural Research Centre (ITRC) Partnership Seminar Series

The Indigenous and Transcultural Research Centre (ITRC) invites you to the next seminar in its Partnership Seminar Series of 2022. The ITRC Partnership Series hopes to develop and showcase several research links and collaborations the Centre has with significant national and international researchers and communities. Please come and join us to hear from

**Dr Daisy Lee; Senior Lecturer at the Hong Kong Polytechnic University
(School of Professional Education and Executive Development)**

who will be presenting on:

**Segmentation and audience analysis in social marketing for the
promotion of seasonal influenza vaccination**

Abstract:

WHO has advocated the potential value of social marketing in vaccination campaigns and highlighted the need for audience segmentation as a major prerequisite component of intervention design. University students, who differ from the high-risk population groups such as elderly people, have received little attention from academia and public health promotion practitioners. A study was conducted using two-step cluster analysis to identify distinct and homogeneous groups among university students based on their sociodemographic, psychographic, and behavioural attributes to inform the design of seasonal influenza vaccination programs. The findings provide a detailed understanding of segment characteristics among university students that can be applied to develop an effective social marketing campaign to motivate influenza vaccination.

Biography:

Daisy Lee is a Senior Lecturer at the Hong Kong Polytechnic University (SPEED). Her research interests include social marketing, digital marketing, and marketing for non-profit organisations. Her publications appear in peer-reviewed journals including the *Journal of Marketing Management*, *Sustainability*, *Vaccines*, *Young Consumers*, and *Journal of Philanthropy and Marketing*.



Dr Daisy Lee

Date: Thursday, 25th August 2022

Time: 3.00 – 4.00 pm AEST ; 1.00 – 2.00 pm HKT

To join the Zoom meeting please click the link below:

Meeting ID: 850 3427 8236

Zoom app: <https://usc-au.zoom.us/j/85034278236>

MORE INFORMATION:

Contact: ITRC Coordinator,
Roselyn Nunn
Email: rnull1@usc.edu.au

