



## EDITORIAL

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# Salutogenic Marketing. Aim and Scope

*Mercadotecnia salutogénica. Objetivo y alcance*

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**ABSTRACT**

Salutogenic Marketing is the branch of social marketing that, through targeted actions, focuses on preserving the health and well-being of both the individual and society. It proposes actions focused on preserving the health and well-being of the individual and society, generating a new change in thought-action, positive health, and a better quality of life.

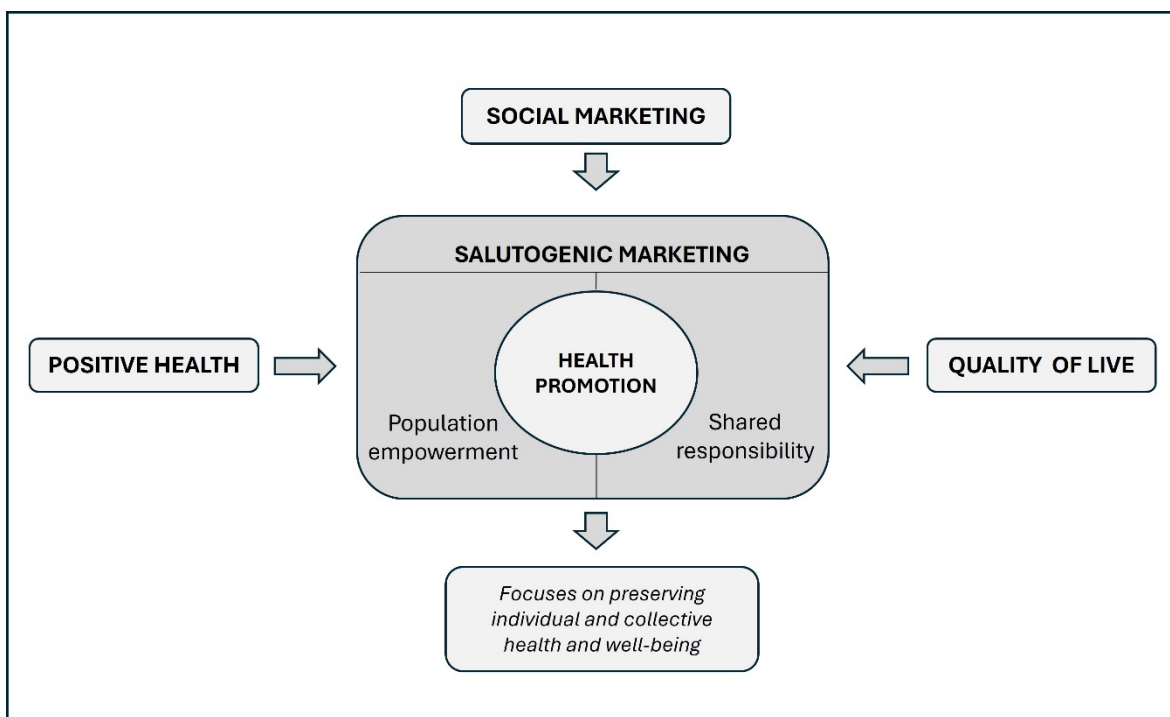
From the salutogenic perspective, social marketing seeks to reorient and revitalize health promotion. The preservation of health requires population empowerment and shared responsibility. In short, Salutogenic Marketing seeks to empower people to make healthy decisions and promote their well-being.

Commercial marketing focuses on increasing greater consumption supposedly to improve our living conditions. The reality is that commercial messages have hurt health, an example of this has been the excessive consumption of obesogenic products and other items associated with metabolic syndrome.

To counteract the above, there is no better solution than using the same weapons in the opposite direction or demarketing. That is, reorient consumption using social marketing strategies. Associated with health promotion, marketing in its social dimension is a powerful ally to induce behavioral changes towards healthy lifestyles.

In this regard, it should be considered that there are three fundamental objectives of marketing applied to health. First, the maximization of consumer satisfaction, who in this case are the users of health services, solving their needs and considering their voice in terms of desires and expectations. Second, the maximization of consumption, guiding the production and distribution of services for the maintenance and recovery of health, and third, improvements in the quality of life and health, which considers social marketing for the individual and collective well-being<sup>1</sup>.

By way of definition, it could be said that Salutogenic Marketing is the branch of social marketing that, through targeted actions, focuses on preserving the health and well-being of both the individual and society (see figure below).

**Figure.** Conceptual scheme of Salutogenic Marketing

**Source:** own elaboration.

Salutogenic Marketing aims to generate a change in mentality and action towards positive health and a better quality of life for users. It proposes actions focused on preserving the health and well-being of the individual and society, generating a new change in thought-action, positive health, and a better quality of life<sup>2</sup>.

Positive health considers that a person's natural condition is to be healthy. It proposes a different view of health focused on disease and organizes professional care, infrastructure, and university training from there.

The World Health Organization (WHO) states that health promotion identifies "health as a positive concept and focuses on the factors that contribute to it". Therefore, we must ensure that all people develop their greatest health potential, taking into account the assets of the community and the underlying social conditions (the Social Determinants of Health). Keeping in mind that to "achieve health equity, a redistribution of power and resources is necessary"<sup>3</sup>.

From the promotion. It also focuses on prevention under a dynamic and flexible approach. Its mode of intervention is personal and social, acting on the individual and the community of which it is a part, but it is based on the principle of shared responsibility.

Unlike the pathogenic approach, which focuses on the origins of the disease and its risk factors, salutogenic Marketing considers health assets and promotes practices that contribute to general well-being. The preservation of health requires population empowerment, in which the individual acquires a leading role, assuming the commitment to ensure their health.

Currently, the diversity of strategies and approaches within healthcare marketing have important implications for medical practice, public health policies and general well-being of the population<sup>4</sup>.

In short, Salutogenic Marketing seeks to empower people to make healthy decisions and promote their well-being. From salutogenic perspective, social marketing seeks to reorient and revitalize health.

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