

Special Issue

Navigating Public Behaviour: Social Marketing Strategies for Holistic Health and Well-Being

Message from the Guest Editors

In an era marked by complex health challenges, shifting social norms, and widening inequalities, understanding and influencing public behaviour has never been more critical. Social marketing offers a powerful framework for promoting holistic health and well-being by integrating evidence-based behavioural insights with community engagement and strategic communication. This Special Issue aims to advance our understanding of how social marketing strategies can effectively shape, influence, and sustain public behaviour that promotes holistic health and well-being. The scope encompasses theoretical, empirical, and applied work that demonstrates how audience centred insights, behavioural science principles, and strategic communication can be harnessed to address complex social and health challenges, seeking to situate new research within these areas by inviting contributions that refine conceptual approaches, test behaviour change mechanisms, and examine real-world interventions across diverse populations and contexts.

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Deadline for manuscript submissions

31 December 2026



Societies

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Impact Factor 1.6
CiteScore 3.8



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Message from the Editor-in-Chief

Societies (ISSN 2075-4698) is an interdisciplinary journal that brings together different scientific approaches to engage with societal questions to enhance our understanding of the social realm throughout history. The journal publishes original empirical research papers, literature reviews, and conceptual papers. Our aim is to publish papers that have a significant impact on addressing present and emerging societal questions. Therefore, we encourage researchers to publish their results in as much detail as possible. For empirical research papers and literature reviews, all experimental details must be provided, so that the results are reproducible. We also encourage the publication of timely theoretical pieces on topics of interest to existing and emerging societal questions. Papers are either published in the open journal or in Special Issues devoted to specific topics of interest to the field.

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