

COVID-19 vaccination intention and willingness to pay: understanding the major factors from a cross-sectional study in Bangladesh

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Background

- Although a variety of COVID-19 vaccines have been authorized and delivered in a number of countries, including Bangladesh. Widespread vaccination remains a challenge, which largely depends on public perception and belief regarding the COVID-19 vaccine
- The Health Belief Model (HBM) is one of the most widely used models for determining contributing factors to vaccination intent.
- The decision to vaccinate also depends on the Willingness to pay (WTP) of an individual in order to obtain increased health benefits
- In Bangladesh, there is a scarcity of data on people's intentions to receive the COVID-19 vaccine and their WTP, as well as the motivation and barriers to vaccination coverage.



Objectives

- To investigate people's intention to be vaccinated against COVID-19 and willingness to pay (WTP).
- To determine the factors related to public intention and WTP for COVID-19 vaccination.

Results

- Among the participants 38.5% reported a definite intention to get vaccinated against COVID-19, whereas 27% had a probable intention.
- Older age, feeling optimistic about the effectiveness of COVID-19 vaccination, believing that vaccination decreases the worries and risk of COVID-19 infection, and being less concerned about side effects and safety of COVID-19 vaccination under the HBM construct were found to be significant factors in COVID-19 vaccination intention.
- Most of the participants (72.9%) had WTP for a COVID-19 vaccine, with a median amount of BDT 400/US\$ 4.72 per dose.
- Factors associated with higher WTP were younger age, being male, and those having higher education, residing in an urban area, having good self-rated health status, positivity towards COVID-19 vaccination's effectiveness, and being worried about the likelihood of getting infected with COVID-19.

Methods

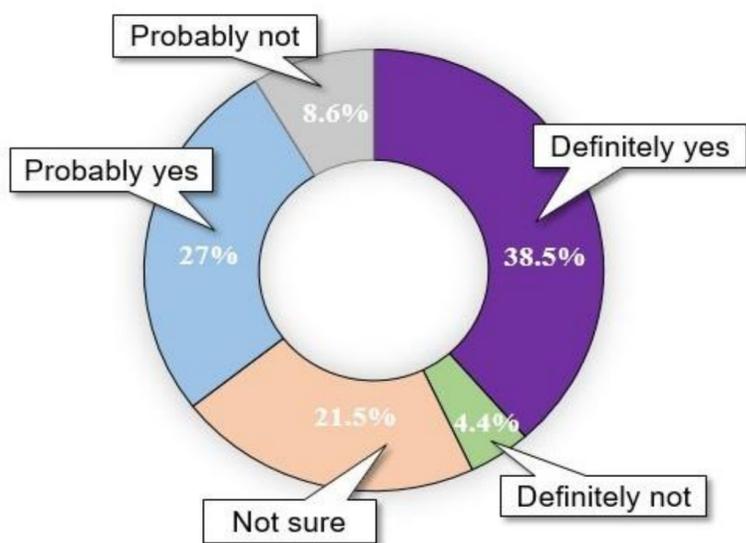
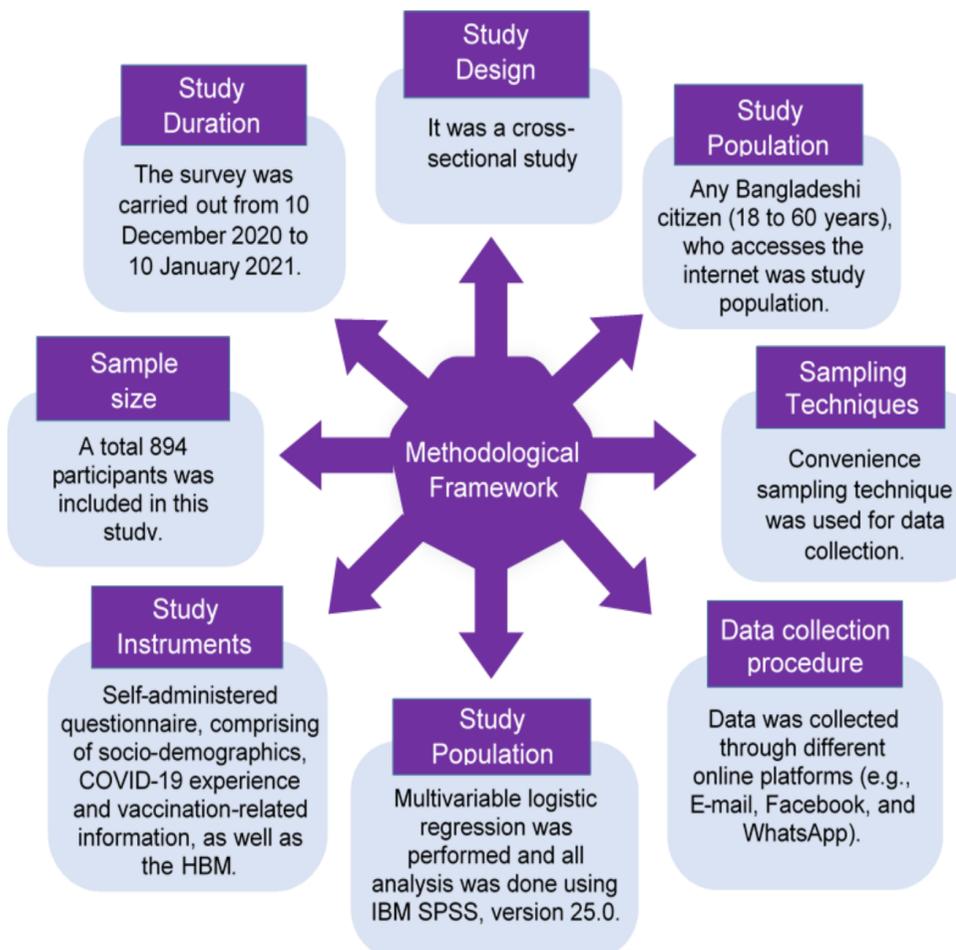


Figure 1: COVID-19 vaccination intent (N=894)

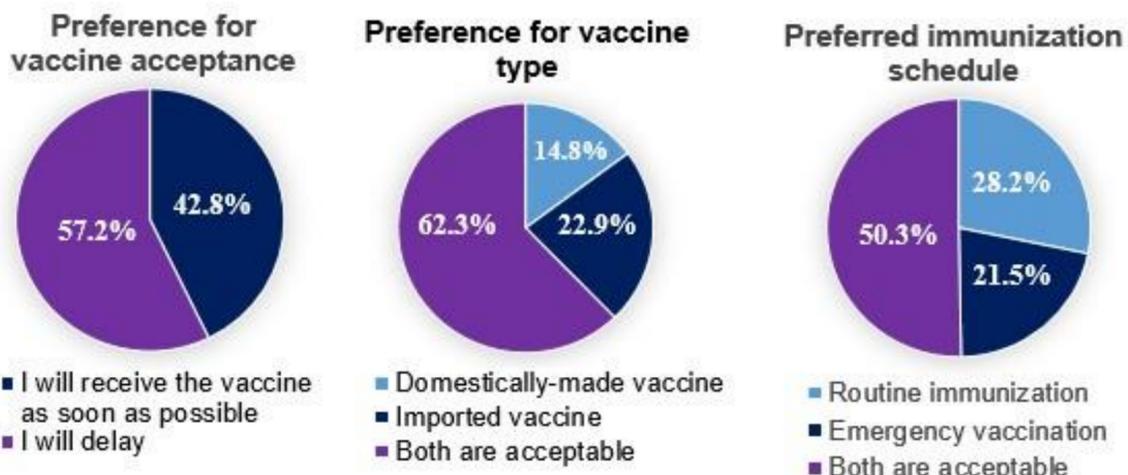


Figure 3: Vaccine preferences (N=586)

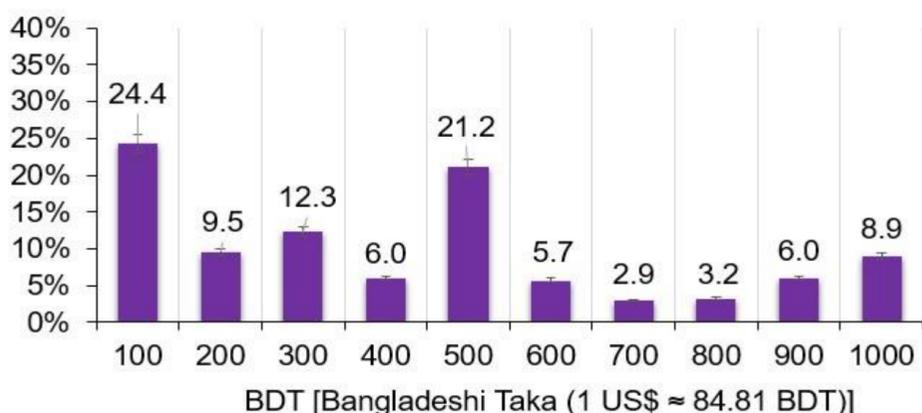


Figure 2: Willingness to pay for the COVID-19 vaccine (N=652)

Conclusions

The findings show that a large proportion of Bangladeshis wanted to be vaccinated and had WTP for the COVID-19 vaccine. However, to maximize vaccination against COVID-19, urgent education and awareness campaigns are warranted, including the media, focusing on younger age groups and those who have doubts about the COVID-19 vaccine's safety and efficacy.



Public Health Association of Bangladesh

