

ABSTRACT

The international health crisis affected by the COVID-19 epidemic is unparalleled. To effectively combat the pandemic, vaccines have emerged as the most potent solution. However, the success of the vaccination efforts hinges on the widespread acceptance of vaccines among the population. Vaccine hesitancy, characterized by the unwillingness or resistance to receive vaccines, presents a formidable barrier in achieving herd immunity and containing the transmission of COVID-19.

This research endeavor seeks to examine the various features that contribute to vaccine hesitancy regarding the acceptance of COVID-19 vaccines. Through an extensive literature review, we aim to identify the diverse elements that influence vaccine hesitancy.

These factors were categorized into individual-level factors, community-level factors, and systemic factors. Individual-level factors include beliefs, attitudes, and perceptions towards vaccines, trust in the healthcare system, and vaccine safety concerns. Community-level factors include social norms, cultural beliefs, and access to healthcare. Systemic factors include vaccine supply and distribution, government policies, and media influence.

Theory of Planned Behavior (TBH) suggests that attitude towards vaccines, subjective norms, and perceived behavioral control are the key factors that influence people's decision-making when it comes to getting vaccinated.

The study identifies the role of misinformation campaigns as a significant factor in shaping people's attitudes towards vaccines. Misinformation can create fear, uncertainty, and doubt in people's minds, making them hesitant to take vaccines.

Subjective norms, such as peer pressure and cultural beliefs, can also play a significant role in vaccine hesitancy. In some cases, people may feel pressure to conform to their social groups or cultural norms, which may discourage them from getting vaccinated.

Perceived behavioral control, which refers to people's perceived ability to take action, can also impact vaccine hesitancy. Factors such as vaccine availability, accessibility, and affordability can influence people's decisions to get vaccinated.

Methodology: Data was collected from Jamshoro and Hyderabad and interior Sindh, from faculty members, doctors, and medical staff, professors, questionnaire was filled through hybrid sources. The data was collected from July 2022 until Dec 2022. the data was analyzed through excels and PLS.

Findings: The findings of the study highlight the complex and multifaceted nature of vaccine hesitancy towards acceptance of COVID-19 vaccine. Addressing vaccine hesitancy requires an intricate approach that involves addressing misinformation, improving access to vaccines, and

engaging with communities to address cultural beliefs and subjective norms. Such efforts could increase vaccine uptake and help to curb the spread of COVID-19.

Result: Result of the study can be used to inform public health campaigns and policies aimed at improving vaccine acceptance and reducing vaccine hesitancy. Tackling the identified factors will be critical to achieving herd immunity and controlling the spread of COVID-19.

SIGNIFICANCE: The significance of this research is not limited to the analysis of the factors regarding the COVID-19 vaccine but also to explore and increase the probability and knowledge among people who are afraid of getting vaccinated by believing in various myths and misconceptions like side effects that will lead their life to death and other.

CONTRIBUTION OF THE STUDY: The study "Analyzing Factors that Create Vaccine Hesitancy towards Acceptance of COVID-19 Vaccine" can help us understand why people may refuse or accept the COVID-19 vaccine. By identifying these factors, it can aid in developing effective strategies to address vaccine hesitancy and increase vaccine acceptance rates. The study can identify specific reasons for vaccine hesitancy, demographic differences in vaccine acceptance, inform public health messaging, and inform vaccination policy decisions. Overall, the study can provide valuable information to address vaccine hesitancy, ultimately helping to control the spread of COVID-19.

Keywords: Vaccine Hesitancy, vaccine availability, Intention towards COVID vaccine, Advantages of COVID vaccine, Perceived Behaviour