

STUDY ON
EVALUATING THE IMPACT OF
DIGITAL MARKETING ON
CONSUMER AWARENESS AND
CONSUMER BEHAVIOUR WHILE
SEEKING HEALTH CARE SERVICES

AT
TIS Media , Mumbai

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

(2021-2023)

by

Dr.Simran Chandwani

Under the Supervision and Guidance

Dr.(Col) Mahendra Kumar

Dean , IIHMR University , Jaipur

2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled is “**Evaluating the impact of digital marketing on consumer awareness and consumer behaviour while seeking healthcare services**” bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Simran Chandwani

Date :

CERTIFICATE

This is to certify that Simran Chandwani in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has completed her internship at TIS , Media during March 01- June 01, 2023.

Place: Mumbai

Date:

Preceptor/Head of the OrganizationName of the organization

CERTIFICATE

This is to certify that the dissertation title “**Evaluating the impact of digital marketing on consumer awareness and consumer behaviour while seeking healthcare services**” is a record of the research work undertaken by (Dr. Simran Chandwani) in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date:

School Dean

IIHMR University, Jaipur

Date:

Abstract

Background

In today's digital age, patients have access to a wide range of information and resources when it comes to healthcare services. With the increasing prevalence of digital marketing, healthcare organizations have the opportunity to reach and engage with patients through various online channels.

However, it is important to understand the extent to which digital marketing impacts the decision-making process of patients when selecting healthcare services.

The aim of this study is to investigate the influence of digital marketing on the selection of healthcare services by patients. In particular, we will examine the key factors that influence patients' choices and explore the impact of digital marketing strategies on patient acquisition and retention.

By understanding the impact of digital marketing on healthcare service selection, healthcare organizations can develop effective marketing strategies to better reach and engage with patients. This study will provide valuable insights into the role of digital marketing in healthcare and offer recommendations for healthcare organizations to optimize their digital marketing efforts.

Objectives

- 1.To explore the impact of digital marketing on the selection of healthcare services by patients.
- 2.To develop recommendations for healthcare organizations on how to optimize their digital marketing efforts to enhance patient acquisition and retention.

Research Question

- How does digital marketing impacts the consumer awareness and consumer behaviour while selecting healthcare services.

- How likely does social media and online advertising affects people to choose the medical healthcare services
- What are the main factors that people consider when selecting a healthcare provider, and how do these factors affect digital marketing strategy
- What particular adjustments should be made in digital marketing strategies so as to better draw in and keep consumers

Method

The study setting for this research is the general public, who are the potential consumers of healthcare services. A Google form questionnaire, consisting of 22 questions covering all the relevant aspects of digital marketing with respect to hospitals, was circulated. The study is conducted in a variety of settings, including both urban and rural areas. The general public is invited to participate in the study through a variety of channels, including social media platforms, email invitations, and word-of-mouth referrals.

The study participants will come from a diverse range of demographic backgrounds, including age, gender, ethnicity, education level, and socioeconomic status.

The study is conducted in a way that ensures that all participants have an equal opportunity to provide their opinions and experiences on the impact of digital marketing on healthcare service selection. To ensure that the study is conducted ethically and in accordance with the data protection regulations, the participants are informed about the nature of the study, its purpose, and the confidentiality and anonymity of their responses.

The study is conducted in a way that respects the privacy and dignity of the participants and ensures that their personal information is protected. Overall, the study setting is the general public, who are the key stakeholders in healthcare service selection. The study will aim to provide insights into the impact of digital marketing on their decision-making process and to identify ways in which healthcare organisations can optimise their digital marketing efforts to enhance consumer acquisition and retention.

Conclusion:

Based on the findings of this study, it can be concluded that digital marketing has a significant impact on the consumer behaviour and experience when selecting healthcare service providers. The study identified key factors that influence consumer choices, including the quality of information provided, the convenience of access, and the reputation of the healthcare organisation.

The study also found that consumers from all demographic backgrounds, including age, gender, ethnicity, education level, and socioeconomic status, are influenced by digital marketing when making healthcare service selection decisions.

The study's findings have important implications for healthcare organisations, as they highlight the need to optimise their digital marketing efforts to enhance consumer acquisition and retention. This can be achieved by providing high-quality, informative content that is easy to access and relevant to the consumer's needs. Healthcare organisations can also improve their digital marketing efforts by leveraging consumer feedback and online reviews to enhance their reputation and build trust with potential consumers.

Overall, this study provides valuable insights into the impact of digital marketing on healthcare service selection and highlights the need for healthcare organisations to embrace digital marketing as a key component of their consumer acquisition and retention strategies. By doing so, healthcare organisations can better meet the needs of consumers and enhance their overall consumer experience.

ACKNOWLEDGEMENTS

I would like to express my heartfelt gratitude and appreciation to the following individuals who have been instrumental in my journey at TIS Media

I also want to express my gratitude to my mentors, **Mr. Archit Madan** and **Dr. Raj Jain**, for their steadfast support and direction while I was working at TIS Media. I am thankful for the chance to have learned from them; their knowledge, skill, and devotion have served as a continual source of encouragement and inspiration.

Finally, I would like to give **Dr. P.R. Sodani** (President, IIHMR University, Jaipur) my heartfelt gratitude for giving me the opportunity to complete this internship. I now like to thank **Dr.(Col) Mahendra Kumar**, my Mentor, Dean at IIHMR University, for his exceptional collaboration, priceless direction, and supervision. His meticulous and kind nature are evident in this report. I would also like to express a deep sense of gratitude to the Placement Cell of my esteemed university for guiding me throughout the internship process and for providing time-to-time internship guidelines.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and will continue to work on the improvements, to attain desired career objectives.

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LIST OF ABBREVIATIONS: -

S No.	Abbreviations	Meaning
1.	DM	Digital Marketing
2.	FB	Facebook
3.	Org	Organisations
4.	Ads	Advertisements
5.	IG	Instagram
6.	CON	Consumer
7.	MS	Microsoft
8.	TIS	The Indian Sarcasm
9.	SEO	Search Engine Optimization
10.	SERPs	Search Engine Results Pages
11	Apps	Applications

CHAPTER – 1: INTRODUCTION

With the rise of computerised advances and online entertainment venues recently, the medical services business has undergone a significant adjustment. Healthcare providers are turning to digital marketing to contact and interact with customers as they grow more tech-savvy. With the use of digital marketing, healthcare organisations have been able to promote their services more effectively and connect with consumers in new and innovative ways. In the digital age, consumers have access to a wealth of information and resources when it comes to healthcare services, and they can easily search for providers, read reviews and ratings, and compare services and prices before making a decision.



Figure 1- Digital marketing in healthcare

The point of this study is to research the impact of computerized showcasing on the determination of medical care administrations by buyers, with an emphasis on distinguishing the key factors that impact purchasers' decisions and investigating the effect of advanced promoting methodologies on shopper procurement and maintenance. This study will give significant experiences into the job of advanced advertising in medical services and give proposals for medical services associations to upgrade their computerized promoting endeavors.

Advanced advertising can be characterized as the utilization of computerized innovations, like sites, online entertainment, web search tools, email, and portable applications, to

advance items or administrations. In the medical care industry, computerized showcasing can possibly contact a more extensive crowd and furnish buyers with data about medical services administrations. Healthcare organisations can use social media to share information about their services, post updates about healthcare news and trends, and engage with consumers through online communities. They can also use email marketing to send personalised messages to consumers about upcoming appointments, health tips, and wellness program

1.1 Aim

The aim of the study is to investigate the extent to which digital marketing impacts the decision - making process of patients when selecting the healthcare services, and to identify the key factors that influence their choices .

The point of this study is to examine the impact of computerized promoting on the determination of medical care administrations by customers, with an emphasis on recognizing the key factors that impact buyers' decisions and investigating the effect of computerized showcasing techniques on shopper procurement and maintenance. This study will give significant experiences into the job of advanced advertising in medical care and give proposals for medical care associations to streamline their computerized promoting endeavors.

1.2 Objectives

1. To explore the impact of digital marketing on the selection of healthcare services by patients.
2. To develop recommendations for healthcare organizations on how to optimize their digital marketing efforts to enhance patient acquisition and retention.

1.3 Impact of Digital Marketing on health care selection

The influence of digital marketing on choosing healthcare services has been the matter of much debate in the past years. Digital marketing may, on the one hand, make it simple for customers to get information about healthcare services and assist them in determining their own healthcare requirements. On the other side, because customers are inundated with information and adverts from several sources, digital marketing may sometimes be overwhelming and perplexing.

This study aims to investigate how customers' choices of healthcare services are impacted by digital marketing. We will start by evaluating the literature that is currently available on digital marketing in healthcare and identifying the major variables that affect customers' decisions regarding healthcare services. Then, in order to get information on consumer experiences with digital marketing and healthcare service choices, we will poll customers.

A convenient sample of customers who recently utilised healthcare services is invited to participate in the online survey, which is disseminated to all respondents. Consumers' usage of digital technology in healthcare, opinions on digital marketing, and the variables influencing their choice of healthcare providers will all be included in the study. In order to examine how these variables affect customers' decisions, we will also gather demographic information on consumers, such as age, gender, and income.

1.5 Effectiveness of Digital Marketing

The impact of computerised showcasing on decisions about the delivery of medical treatment has recently been the focus of significant debate. From one angle, advanced advertising may provide customers with easy access to information on medical care administrations and help them make educated decisions about their demands for medical services. On the other hand, sophisticated advertising may sometimes be overwhelming and confusing since customers are constantly being bombarded with information and alerts from multiple sources.

We intend to look into how computerised showcasing affects how consumers choose medical care administrations in this evaluation. We will start by evaluating the literature that is currently available on digital marketing in healthcare and identifying the major variables that

affect customers' decisions regarding healthcare services. Then, we will interview customers to get information on their perceptions of digital marketing and how they choose healthcare providers.

An easy sample of customers who recently utilised healthcare services are given the survey, which is completed online. Consumers' usage of digital technology in healthcare, opinions on digital marketing, and the variables influencing their choice of healthcare providers will all be included in the study. In order to examine how these variables affect customers' decisions, we will also gather demographic information on consumers, such as age, gender, and income.

Both qualitative and quantitative methodologies will be used during data analysis. The emergence of digital technology and social media platforms has significantly transformed the healthcare sector in recent years. Healthcare providers are turning to digital marketing to contact and interact with customers as they grow more tech-savvy. Healthcare firms have been able to interact with customers in fresh and creative ways thanks to the usage of digital marketing to sell their services. Consumers may quickly search for providers, read reviews and ratings, and compare services and costs in the digital age, giving them access to a variety of tools and information on healthcare services.

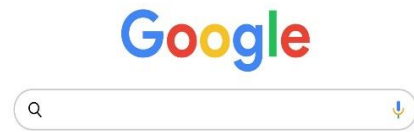
1.5 Social Media as a Digital Marketing Tool

YouTube advertising



As the second biggest web crawler and a conspicuous video-sharing stage, YouTube permits clinics to contact an immense crowd with video plugs. Clinics might give connecting with video material that features their offices, medical services staff, patient tributes, and informative instruments. The focusing on apparatuses on YouTube permit clinics to arrive at buyers in light of socioeconomics, interests, and watching conduct, guaranteeing that their promoting is seen by the perfect individuals. In-transfer ads, video revelation notices, and guard commercials are astounding structures for connecting with watchers and expanding brand openness.

Google Advertising



Google Promotions is a thorough internet publicizing stage that permits emergency clinics to show text-based ads, picture ads, and video ads all through Google's gigantic organization, including indexed lists, sites, and portable applications. Emergency clinics might utilize Google Advertisements to connect with individuals who are effectively searching for medical care administrations, clinical data, or specific watchwords connecting with their ability. Emergency clinics can productively cooperate with expected patients at the hour of their pursuit goal by using catchphrase focusing on, promotion augmentations, and area focusing on.

Facebook Advertising:



As a result of Facebook's huge client base and exact focusing on choices, it is an ideal vehicle for medical clinics to arrive at their objective segment. Clinics could utilize eye-getting notices to advance their administrations, occasions, or wellbeing mindfulness programs. Emergency clinics might utilize Facebook Advertisements to target individuals in light of socioeconomics, interests, ways of behaving, and, surprisingly, specific clinical issues. Moreover, Facebook's retargeting devices permit medical clinics to reconnect with site guests, guaranteeing that their publicizing is seen by the people who have communicated an interest in their administrations.

Instagram Advertising



Since Instagram is an outwardly determined stage, it permits clinics to show their offices, patient stories, and medical services mastery through eye-getting photos and recordings. Instagram Promotions might assist medical clinics with arriving at a more youthful populace and collaborate with people who are effectively perusing their page. Clinics might modify their promoting to specific crowd sections utilizing Instagram's focusing on abilities, which incorporate socioeconomics, interests, and ways of behaving. Supported posts, story promotions, and merry go round advertisements are brilliant structures for catching individuals' eye and helping connection

Twitter Advertising



Twitter permits medical clinics to contact a huge crowd and take part progressively discussions about medical services matters. Utilizing pertinent hashtags and catchphrases, clinics might use Twitter Promotions to showcase their administrations, convey educational data, and speak with individuals.

Focusing on highlights on Twitter, like socioeconomics, leisure activities, and geology, permit medical clinics to contact people who are effectively participated in medical services discusses. Advanced tweets, advanced accounts, and moving subjects publicizing are productive ways of expanding business perceivability and cooperation.

At last, YouTube, Google Promotions, Facebook Promotions, Instagram Advertisements, and Twitter Advertisements furnish clinics with a different arrangement of focusing on decisions, advertisement styles, and crowd arrive at through which they may effectively showcase their administrations, upgrade brand openness, and speak with possible patients. By successfully utilizing these web based publicizing choices, clinics might advance development, foster their patient base, and satisfy their advertising goals in the computerized world.

1.6 Digital Marketing in Health Care Selection

The use of computerised developments, such as websites, virtual entertainment, web search engines, email, and mobile applications, to promote goods or services is known as advanced marketing. In the medical care sector, computerised advertising may be able to reach a larger audience and provide customers with information on medical service administrations. Medical care associations can exchange information about their services, provide updates about medical care news and trends, and attract customers through online communities by using virtual entertainment. Additionally, they may use email marketing to provide targeted communications to customers about upcoming events, health advice, and wellness initiatives.

Recent discussions have focused heavily on the impact of advanced showcasing on decisions on the administration of medical treatment. From one angle, enhanced advertising may give customers easy access to information on medical care administrations and help them make decisions about their medical care requirements. On the other hand, computerised marketing may sometimes be overwhelming and confusing since customers are constantly being bombarded with information and advertisements from multiple sources.

In this examination, we'll look into how computerised advertising affects consumers' choices of medical care providers.

The first step will be to analyse the literature that is already available on digital marketing in healthcare and determine the major aspects that affect customers' decisions when it comes to healthcare services.

Then, in order to get information on consumer experiences with digital marketing and healthcare service choices, we will poll customers.

A convenient sample of customers who recently utilised healthcare services is invited to participate in the online survey, which is disseminated to all respondents. Consumers' use of digital technology in healthcare and opinions about digital technologies will be questioned in the study. To find patterns and trends in the data, such as the most popular digital marketing channels and the elements that have the most impact on customers' purchasing decisions, we will utilise statistical analysis. To understand customers' experiences and perspectives better, we will also analyse the substance of their open-ended replies.

The results of this study will give insightful information on the function of digital marketing in healthcare and suggest ways for healthcare businesses to maximise their use of digital marketing. We will offer advice on how healthcare firms may utilise digital marketing to attract and keep patients in particular. We'll also offer advice on how to use digital technology to enhance the patient experience for healthcare professionals.

Overall, this study will advance our knowledge of how consumers choose healthcare services and provide advice on how healthcare companies should use digital marketing to increase consumer engagement and enhance patient outcomes.

CHAPTER -2: LITERATURE REVIEW

S No.	Authors (Year)	Study Location	Sample Size	Sampling Technique	Salient Features
1.	Worakamol Wisetsri et al (2022)	Bangkok, Thailand	566	Convenience Sampling	The study found that healthcare companies and businesses, in general, are not conducting adequate digital marketing activities. The research also highlighted that the healthcare sector is lagging behind other sectors in terms of digital marketing.
2.	Sidney Anderson, Steven William Rayburn, Jeremy J. Sierra (2019)	Texas State University	600	Stratified Sampling	The study aimed to explore the role of marketing in addressing future challenges in healthcare service systems, using a future studies perspective. The findings revealed that consumers want to be more involved in their healthcare delivery, which can lead to co-creation of value among stakeholders, including consumers, caregivers, and healthcare organizations.

3.	G Radu, M Solomon Consuela, Madalina Gheorghe (2016)	Buchar est, Romani a	126	Simple Random Sampling	Aim of this study is that healthcare marketing is to understand and fulfil the needs and desires of prospective consumers at the highest standards. The results showed that digital methods were effective in expanding the business and attracting new consumers. The study revealed the important role of social networking sites in promoting healthcare services and engaging with consumers.
4.	Cliff Wymbs (2011)	Baruch, New York	150	Convenience Sampling	The study discovered that Digital marketing strategies have become an important tool for healthcare providers to increase consumer satisfaction. Email marketing is a popular digital marketing strategy used by healthcare providers to keep consumers informed about healthcare services and to encourage consumer engagement.
5.	Osatuyi et al. (2020)	Surat, India	450	Simple Random Sampling	This study suggested that social media platforms such as Facebook, Twitter, and Instagram provide healthcare providers with an opportunity to connect with consumers, provide valuable information, and build relationships

6.	Barello et al. (2020)	Italy	532	Convenience Sampling	This study suggested that online reviews and ratings are another important aspect of digital marketing in healthcare services. Consumers often rely on online reviews and ratings to make informed decisions about healthcare providers and services..
7.	Li et al. (2020)	China	200	Stratified Sampling	This research found that positive online reviews and ratings have a significant positive impact on consumer satisfaction. Search engine optimization (SEO) is another digital marketing strategy used by healthcare providers to improve their online visibility and attract new consumers.
8.	Wu et al. (2021)	Jiaxing, China	1277	Quota Sampling	Search engine optimization (SEO) has a positive impact on consumer satisfaction and can increase consumer engagement with healthcare services.

CHAPTER – 3: METHODOLOGY

3.1 Research Questions:

- How does digital marketing impacts the consumer awareness and consumer behaviour while selecting healthcare services.
- How likely does social media and online advertising affects people to choose the medical healthcare services
- What are the main factors that people consider when selecting a healthcare provider, and how do these factors affect digital marketing strategy
- What particular adjustments should be made in digital marketing strategies so as to better draw in and keep consumers

3.2 Research Design:

This examination configuration is a Cross-sectional Explorative kind of study that plans to research the impact of computerized showcasing on the determination of medical care administrations by patients.

Specifically, we will analyze the key factors that impact patients' decisions and investigate the effect of advanced advertising methodologies on persistent procurement and maintenance. By understanding the effect of computerized showcasing on medical care administration choice, medical services associations can foster viable advertising methodologies to all the more likely reach and draw in with patients.

This study will give important bits of knowledge into the job of advanced promoting in medical care and give suggestions for medical services associations to enhance their computerized showcasing endeavors

3.3 Study setting: The study is conducted at TIS Media .

3.4 Study population: The study population 267 participants from diverse demographic backgrounds completed the questionnaire-based survey

3.5 Research Approach:

Quantitative Approach: In this method, results were analyzed based on the survey form obtained from the general public. Quantitative measurements offer objective information that may be used to monitor development and pinpoint areas in need of improvement.

3.6 Inclusion Criteria:

Participants between the ages of 15 and 60 will be the main focus of the study.

This age range was selected in order to guarantee that the survey captures the opinions of people who are likely to have experience utilising digital media, which is important for the assessment of the influence of digital marketing on the choice of healthcare services. Individuals must be able to read and comprehend the questionnaire in the language it is delivered in in order to be eligible to take part in the study.

As the main route for digital marketing, participants must also be familiar with digital media, including social media, websites, and online search engines.

3.7 Exclusion Criteria:

People under 15 and over 60 will be excluded from the study since they might not have the same degree of digital media expertise as the intended audience.

The questionnaire will not be administered to anyone who cannot read or understand the language in which it is provided. This will guarantee the reliability and accuracy of the data that is gathered.

Additionally, those who have never used digital media, including websites, social media, and internet search engines, are not included in the study.

Overall, these exclusion requirements will make sure that the study's findings are reflective of the intended audience and offer insightful information on how digital marketing affects the choice of healthcare services.

3.8 Study Approach

- Sample Size Calculation: Determine the population size: Since the target population was urban & rural population, the population size based on the National Institute of Urban Affairs report was considered which stands at around 141 crores

(1,418,348,261)

- Determine the confidence interval: In this study we allowed 6%
(reference <https://www.zoho.com/survey/margin-of-error.html#:~:text=The%20acceptable%20margin%20of%20error,at%20the%2095%25%20confidence%20>) level of margin of error.
Determine the confidence level: 95% of confidence level was considered.
Determine the standard deviation: a standard deviation of 0.5 (reference taken from - <https://www.coursehero.com/file/p16jeskh/Following-discussion-will-discuss-considerations-to-put-in-place-when/>) is a safe choice where the figure is unknown as per set rule.

$$\text{Sample size} = [z^2 * p(1-p)] / e^2 / 1 + [z^2 * p(1-p)] / e^2 * N]$$

On calculating, **Necessary Sample size = 267**

Sampling Technique: The examining strategy utilized in this review is purposive testing. This strategy includes choosing members who are promptly accessible and available to the specialist. In this review, the poll is disseminated to the overall population, and anybody who will partake is remembered for the example.

- Study Instruments: This study uses a number of modes to retrieve information , the tools used are Ms excel , Google forms and SPSS statistics.

OPERATIONAL DEFINITIONS –

- Digital Marketing – It is the advancement of brands to interface with potential clients utilizing the web and different types of computerized correspondence.
- Healthcare Services- Administrations that gives clinical treatment and care to general society or to a specific gathering.
- Social Media: Online stages and sites that let clients make and offer substance, collaborate with others, and participate in web-based networks are alluded to as virtual entertainment. Famous interpersonal interaction locales like Facebook, Instagram, Twitter, LinkedIn, and YouTube are only a couple of models.

3.9 Data Collection Procedure:

The primary data collection method used in this study is a self-administered questionnaire-based survey. The questionnaire is designed to collect information on the impact of digital marketing on the selection of healthcare services by consumers, and the key factors that influence their choices. The questionnaire is distributed to the general public

3.10 Ethical Considerations

To guarantee that the review is directed morally and as per the information insurance guidelines, the members are educated about the nature regarding the review, its motivation, and the secrecy and namelessness of their reactions.

The review is directed such that regards the security and poise of the members and guarantees that their own data is safeguarded. To safeguard secrecy, eliminate any private data from the study structures. Ensure the information is put away and safeguarded safely, and that main those participated in the review who have consent might get to it

Stress that support in the study is altogether willful and that respondents are under no commitment to do as such. Try not to utilize any tension or inappropriate impact that could make members give misleading or one-sided data.

CHAPTER – 4: RESULTS

The information gathered from the survey showed that most of members (40.46%) reported being "somewhat satisfied" with the healthcare services they received, followed by 32.89% who reported being "satisfied" and 23.57% who reported being "very satisfied." A smaller percentage of participants reported being "not satisfied" (2.41%) or "very unsatisfied" (0.66%) with the healthcare services they received.

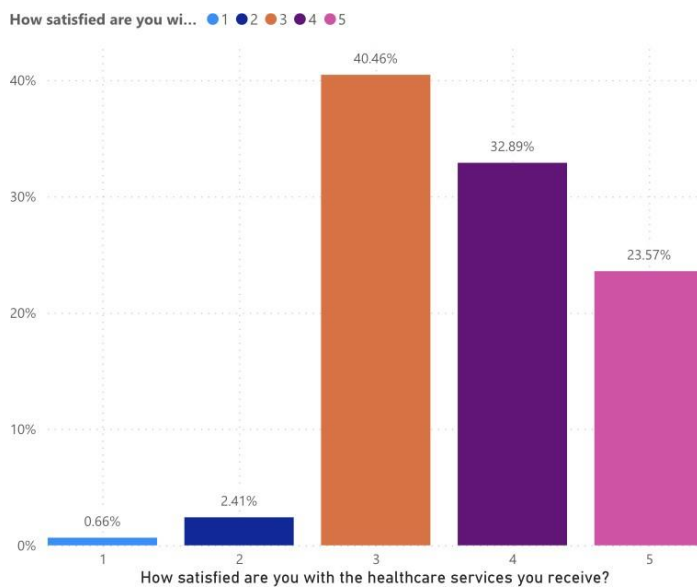


Figure 2 - Analyse of consumer satisfaction

Analysis of demography

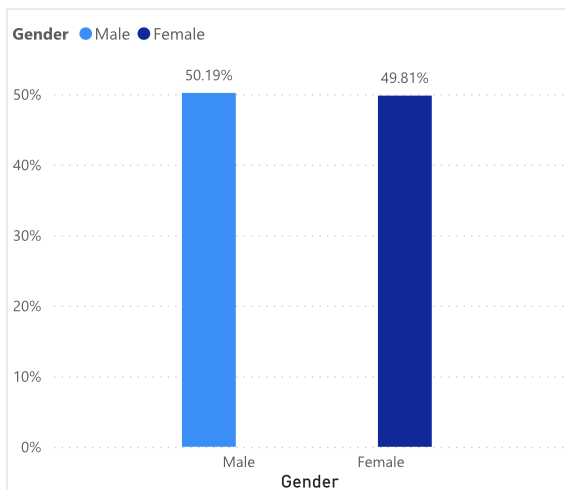


Figure 3-Percentage of study population division by sex

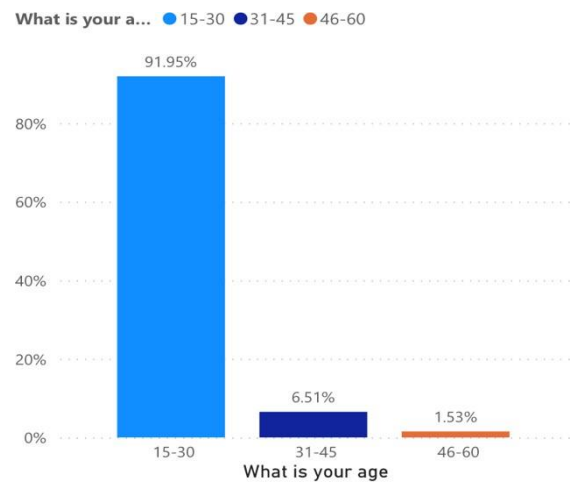


Figure 4-Percentage of study population division by age

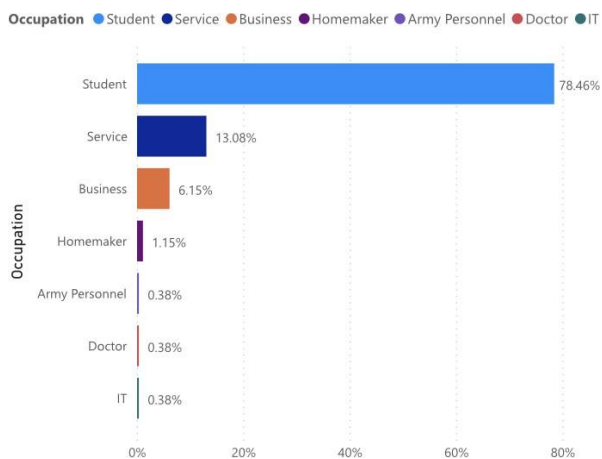


Figure 5 - percentage of study population division by occupation

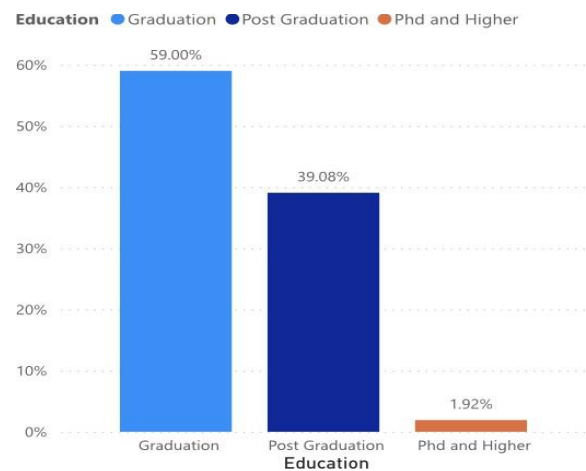


Figure 6 – Percentage of study population division by education

The study collected data from participants across different age groups, education levels, genders, and occupations to understand the impact of digital marketing on healthcare service selection. The age group of 15-30 had the highest percentage of participants at 91.60%, followed by 31-45 at 6.49% and 45-60 at 1.53%. The majority of participants had a graduation degree, with a percentage of 59.00%, followed by post-graduation at 39.08%, and those with a Ph.D. or higher degree at 1.92%. In terms of gender, the study had a nearly equal distribution of male and female participants, with 50.19% and 49.81% respectively. Finally, the majority of the participants were students, accounting for 78.46%, followed by service professionals at 13.08%, business professionals at 6.15%, and homemakers at 1.15%

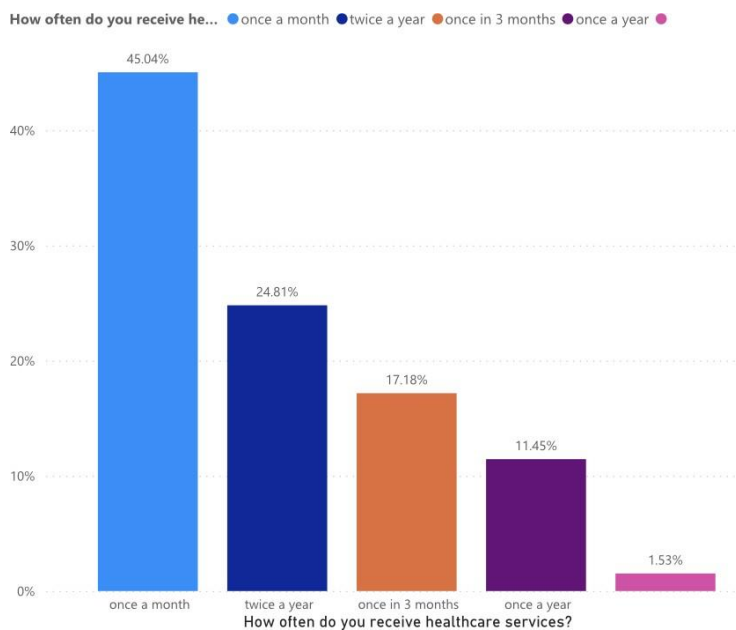


Figure 7 - Data of how many times study population is seeking healthcare services

The results of the questionnaire on the frequency of healthcare service utilization revealed that the majority of the respondents (45.04%) reported using healthcare services once a month, followed by those who use it once in 3 months (17.18%) and twice a year (24.81%).

Only a small percentage of the respondents reported using healthcare services once a year (11.45%). The high percentage of respondents who reported using healthcare services once a month may indicate a high prevalence of chronic illnesses or preventive health measures in the population. It could also be attributed to the fact that regular health check-ups have become a part of the lifestyle of the participants, which is a positive sign in terms of healthcare-seeking behavior.

The low percentage of respondents who reported using healthcare services once a year may indicate that they only seek healthcare services when they are in need of acute care, which is not desirable as regular health check-ups are essential for the prevention and early detection of diseases.

Overall, the findings of this study suggest that healthcare service providers need to focus on promoting regular health check-ups and preventive health measures to encourage people to utilize healthcare services more frequently.

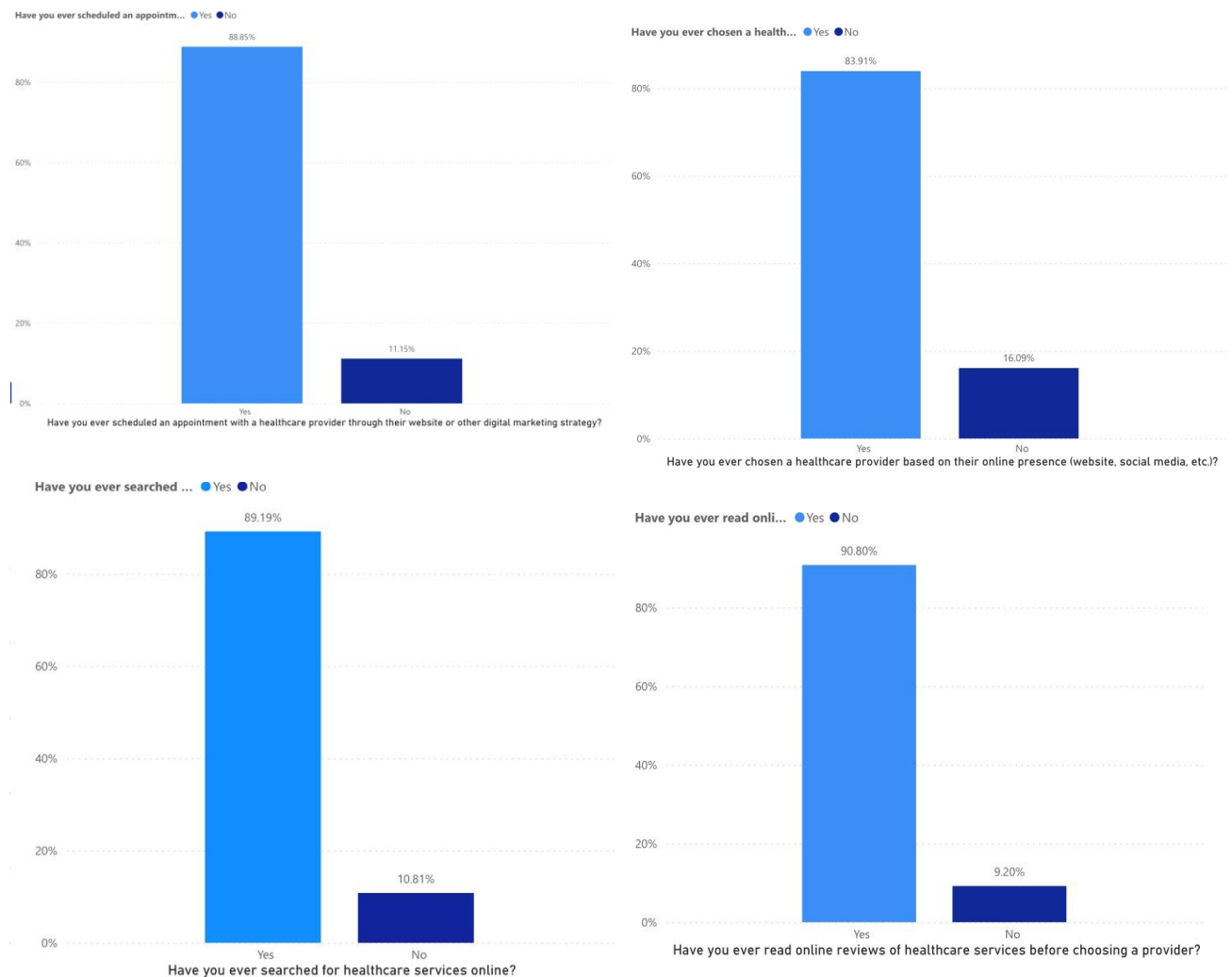


Figure 8 - Consumer behaviour analysis

Have you ever read a provider's internet reviews before selecting them? -90.80% of those surveyed admitted to reading internet evaluations of healthcare providers before making a choice. This finding implies that internet reviews have a considerable influence on healthcare practitioners' decision-making. Only 9.20% of those surveyed said they had never read any internet reviews

Have you ever performed an internet search for medical services? Online searches for medical services were reported by 89.19% of respondents. This demonstrates that consumers often use online search engines to find healthcare providers. However, 10.81% of respondents said they had never looked online for healthcare services.

Have you ever made a healthcare decision based on a company's online presence (website, social media, etc.)? The online presence of a healthcare provider, such as their website or social media accounts, was reportedly taken into account by 83.19% of respondents when making their decision. This shows that for healthcare providers, attracting and maintaining patients depends in large part on having a good online presence. But 16.09% of those polled said they had not made a healthcare provider selection based on their web presence.

Have you ever made an appointment with a medical professional using their website or another kind of digital marketing? 88.85% of survey participants said they had planned a visit with a healthcare professional using the website or another digital marketing tactic. This finding emphasises how critical it is for healthcare providers to have an intuitive online booking system. However, just 11.15 percent of respondents said they had made an appointment via internet marketing...

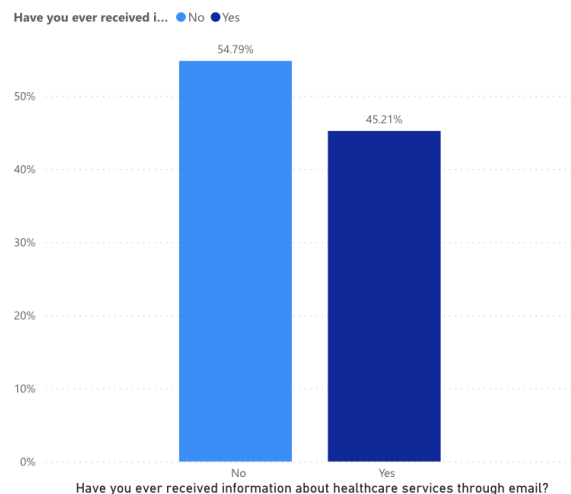


Figure 9 -Percentage of study population receiving email related to healthcare services

Have you ever gotten email updates about medical services? 45.21% of respondents said they have received information about medical services through email. This research suggests that email marketing may be an effective technique for connecting healthcare professionals with patients. However, the majority of participants (54.79%) claimed they had never gotten email-based information on healthcare services.

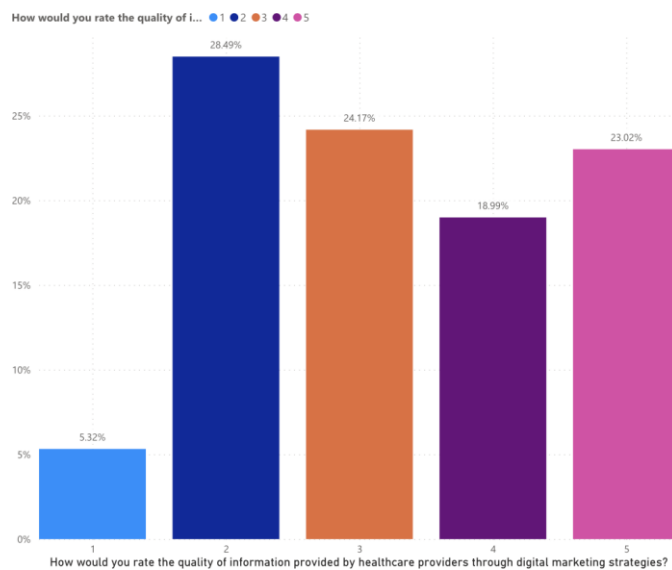


Figure 10 - Analysis of quality of information provided by healthcare providers through digital marketing strategies

The answers to the first question on the questionnaire, "How would you rate the quality of information provided by healthcare providers through digital marketing strategies?" demonstrate that the majority of respondents (41.01%) gave the information's quality a grade of either good or outstanding (four or five).

But a sizable portion of respondents (33.81%) gave the information's quality a bad or very poor (rating of 1 or 2) evaluation.

This shows there is still space for improvement in terms of the quality and utility of the information being delivered, even if many healthcare providers are successfully adopting digital marketing tactics to convey information.

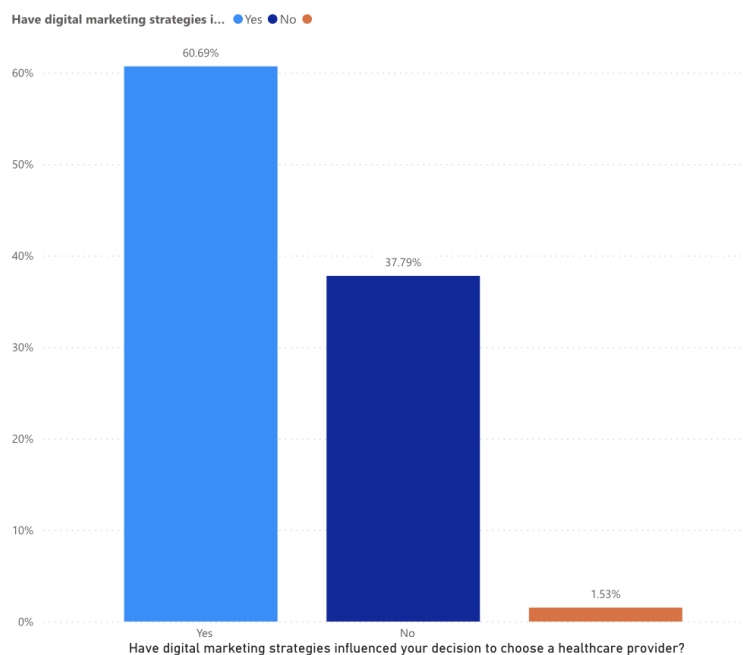


Figure 11 - Percentage of study population influenced by digital marketing strategies

According to the results of the second survey question, "Have digital marketing strategies influenced your decision to choose a healthcare provider?" the majority of respondents (60.69%) stated that they had been influenced by digital marketing strategies in their decision to select a healthcare provider. This shows that customers' decision-making when selecting a healthcare provider includes consideration of digital marketing methods. Only 1.53% of respondents said they were unclear or had no view, indicating that most consumers are aware of the potential impact that digital marketing can have on their decision-making.

CHAPTER – 5: DISCUSSION

The majority of participants, according to the data, appeared to be content with the healthcare services they received overall.

The fact that just a tiny portion of participants said they were dissatisfied or extremely dissatisfied, however, highlights the need for reform in the way healthcare services are provided.

The outcomes also emphasise how critical it is to comprehend customer happiness in the context of digital marketing. While digital marketing may be a useful tool for healthcare organisations to connect with and engage with customers, in the end, client happiness will be determined by the calibre of healthcare services.

Therefore, in addition to their digital marketing activities, healthcare organisations must concentrate on providing high-quality services.

CHAPTER – 6: CONCLUSION

This study examined how customer behaviour, service provider initiative, and consumer experience interacted within the framework of digital marketing techniques. According to the findings, there is a strong link between service provider initiative and both customer behaviour and experience. The survey also revealed that people are increasingly choosing healthcare providers and conducting research online. The study's conclusions have significant ramifications for digital marketers working in the healthcare sector. Marketing professionals should concentrate on creating a strong online presence and personalising communications with customers via email and social media. To enhance the user experience, they should focus the calibre of the content offered through digital marketing techniques.

The study highlighted important variables that affect customer decisions, such as information quality, accessibility, and a healthcare organization's reputation. The study also discovered that customers' decisions to choose healthcare services are impacted by digital marketing regardless of their age, gender, ethnicity, degree of education, or socioeconomic position.

The study's conclusions have significant ramifications for healthcare businesses since they make clear the need of streamlining digital marketing initiatives to improve client acquisition and retention. This may be accomplished by offering excellent, enlightening material that is simple to obtain and pertinent to the requirements of the user. By utilising customer feedback and online reviews to increase their reputation and gain the confidence of future customers, healthcare firms may also strengthen their digital marketing initiatives.

In general, this study advances our knowledge of how consumers, healthcare practitioners, and digital marketing interact. In order to deliver efficient and impactful communication, marketers must comprehend customer demands and behaviour as the usage of digital marketing in the healthcare sector continues to expand.

Understanding how digital marketing affects customer behaviour and experiences is crucial for anyone working in the field of digital marketing. It is advised that digital marketers concentrate on enhancing the calibre of content offered through digital marketing techniques in light of the study's findings. By making sure the information is reliable, current, and pertinent to the requirements of the customer, this may be accomplished. Additionally, because it has been demonstrated that individualised engagement with customers via email and social media improves their experience, digital marketers should concentrate on offering this service

Additionally, it's critical for digital marketers to comprehend how customer behaviour affects the field of digital marketing. Consumers are using digital channels more frequently to look for healthcare providers and services, read online reviews, and make appointment requests. Digital marketers should thus concentrate on enhancing healthcare providers' online profiles, including their websites and social media accounts. This may be accomplished by routinely posting pertinent and helpful information to the website and social media channels, interacting with customers on social media, and offering simple online appointment booking tools.

Finally, it is advised that digital marketers keep investigating how consumer behaviour, service provider objectives, and customer experience are related. Further study and data analysis, including the application of additional statistical methods like regression analysis and machine learning, are necessary to do this. Digital marketers may better adjust their plans and tactics to match the requirements of customers and eventually raise the standard of healthcare services by understanding the elements that affect consumer behaviour and experience.

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ANNEXURES

Questionnaire

1. What is your age
2. Gender
3. Education
4. Occupation
5. Do you currently receive healthcare services from a provider?
6. How often do you receive healthcare services?
7. How do you typically hear about healthcare services?
8. Have you ever received information about healthcare services through email?
9. Have you ever received information about healthcare services through social media?
10. Have you ever read online reviews of healthcare services before choosing a provider?
11. Have you ever searched for healthcare services online?
12. Have you ever chosen a healthcare provider based on their online presence (website, social media, etc.)?
13. How satisfied are you with the healthcare services you receive?
14. Have you ever received personalized communication from a healthcare provider through email?
15. Have you ever received personalized communication from a healthcare provider through social media?
16. Have you ever shared your healthcare experiences on social media?
17. Have you ever left a review of a healthcare provider online?
18. Do you feel that digital marketing has improved your experience with healthcare services?
19. Have you ever learned about a healthcare service or provider through a digital marketing strategy?
20. How would you rate the quality of information provided by healthcare providers through digital marketing strategies?
21. Have digital marketing strategies influenced your decision to choose a healthcare provider?
22. Have you ever scheduled an appointment with a healthcare provider through their website or other digital marketing strategy

