

Evaluating the impact of digital marketing on consumer awareness and consumer behaviour while seeking healthcare services

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TIS Media

- The Indian Sarcasm Media is a meme marketing firm that innovates thoughtful content for global marks in the field of immersive memes, digital marketing, branding and communication.
- The Indian Sarcasm was started as a meme page back in 2014 and today we stand over 20+Million users and access to more than 150+Million.
- Many brands across the country have taken advantage of a revolutionary creative approach. Memes versus the content of mainstream media uplift your content and provide a better interactive and fun promotional experience to your audience.
- **Vision:** The vision of TIS Media is to leverage the power of technology and digital platforms to help businesses effectively reach their target audiences, build brand awareness, and drive customer engagement. These companies strive to stay at the forefront of the ever-evolving digital landscape and provide innovative marketing strategies and solutions to their clients.
- **Mission:** The mission of TIS Media is to help businesses thrive in the digital age by providing them with strategic marketing solutions, innovative campaigns, and measurable results.



Introduction

- ▶ Digital marketing has become an increasingly important tool for healthcare providers to connect with potential patients.
- ▶ As consumers increasingly turn to the internet to research healthcare options, digital marketing can help providers reach and educate them about available services.
- ▶ However, it is important to understand the impact of digital marketing on consumer awareness and behavior in order to optimize these efforts.
- ▶ By understanding the effectiveness of their digital marketing strategies, healthcare providers can make data-driven decisions about where to invest their resources and how to improve their outreach efforts.



Aim: The aim of this study is to investigate the extent to which digital marketing impacts the consumer awareness and consumer behaviour while selecting healthcare services, and to identify the key factors that influence their choices.

Objectives:

- 1.To investigate the relationship between digital marketing and consumer behaviour and consumer awareness
- 2.To develop recommendations for healthcare organisations on how to optimise their digital marketing efforts to enhance consumer acquisition and retention.



Literature Review

S.No	Authors (Year)	Study Location	Sample Size	Sampling Technique	Salient Features
1	Worakamol Wisetsri et al (2022)	Bangkok, Thailand	566	Bangkok, Thailand	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	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

“ Research Methodology

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 betterdraw in and keep consumers



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Research Methodology

1. Study setting: The study aims to evaluate the impact of digital marketing on consumer awareness and behavior while seeking healthcare services among the general public, including both urban and rural areas.

A self-administered questionnaire-based survey was circulated to the general public through various channels, including social media platforms, email invitations, and word-of-mouth referrals.

2. Study design: The study is a cross-sectional explorative type of research.
2. Sample size: The necessary sample size for this study is 267, determined using a purposive sampling technique.





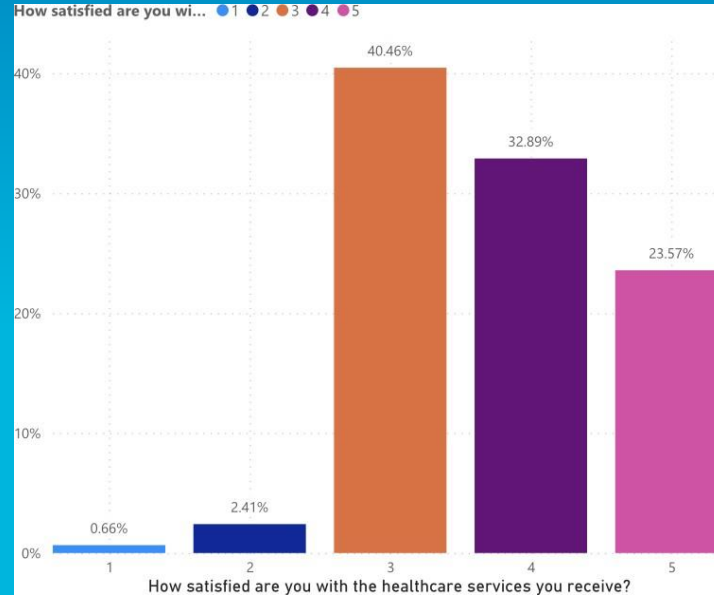
Research Methodology

1. Inclusion criteria: Participants between the ages of 15 and 60 with experience using digital media such as social media, websites, and online search engines are eligible to participate in the study.
2. Exclusion criteria: Individuals who are under 15 years old or over 60 years old, unable to read or understand the questionnaire, and have no experience using digital media will be excluded from the study.
3. Tools used for analysis: Ms Excel, Google Forms and SPSS statistics are used for analysis.



Results & Discussion

- 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.



Analysis of consumer satisfaction



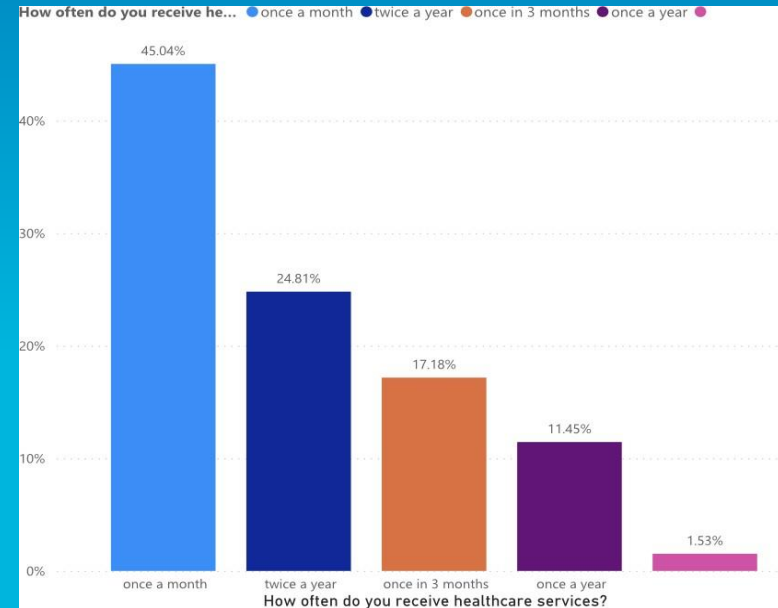
Results & Discussion

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.

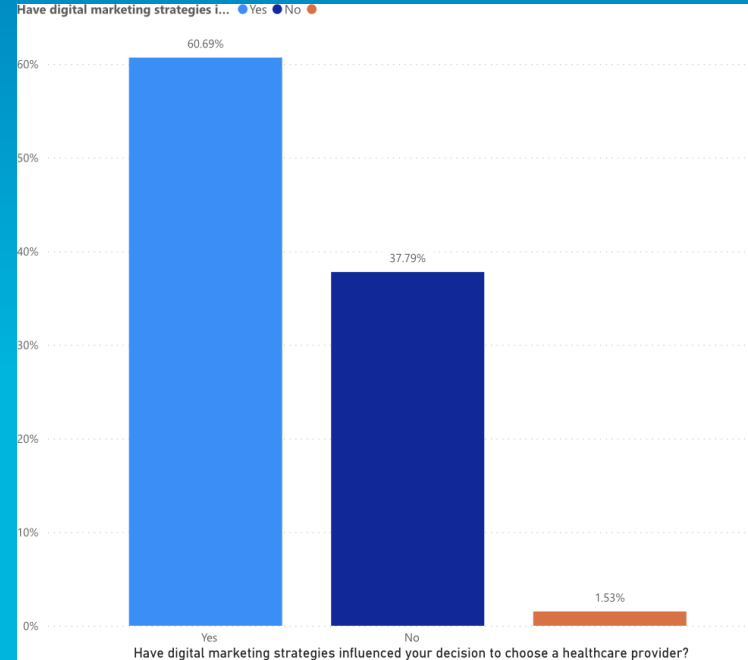
The low percentage of respondents who reported using healthcare services once a year may indicate that they only seek healthcare services when they are in need of acute care, which is not desirable as regular health check-ups are essential for the prevention and early detection of diseases.



Data of how many times study population is seeking healthcare services

Results & Discussion

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.



Percentage of study population influenced by digital marketing strategies

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 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.



Conclusion

- 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.
- 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.



Recommendation

- Focus on improving the quality of information provided through digital marketing
- Personalize communication through email and social media to positively influence consumer experience
- Consumers are increasingly using digital channels to search for healthcare services and providers, read online reviews, and schedule appointments
- Improve the online presence of healthcare providers by updating website and social media channels with relevant and useful information, engaging with consumers through social media, and providing easy-to-use online appointment scheduling tools
- Tailor strategies and tactics to meet the needs of consumers to improve the overall quality of healthcare services.



THANKYOU!

