

ANALYSING THE IMPACT OF SOCIAL MEDIA MARKETING ON HEALTHCARE CONSUMER BEHAVIOUR

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

Ashok

Under the Supervision and Guidance of

Dr. Sanjay Gupta

2025



A.D.E.H CARE FACILITIES PVT. LTD.

(ADARSH DIAGNOSTICS EXCELLENT HEALTH CARE)

Obsessed with Quality

AN ISO : 9001:2015 CERTIFIED LABORATORY

Reg. No. RMEE2226509

RAEBARELI BRANCH : ONAL KOTHI, NEAR SIMHANS HOSPITAL,
RAEBARELI (229001) UTTAR PRADESH

UNCHAHAH BRANCH : IN FRONT OF BHIMRAO AMBEDKAR
DEGREE COLLEGE, UNCHAHAH RAEBARELI (229404)
UTTAR PRADESH

Customer Care No. 0535 - 2975463, 9793465003

Email : adarshdiagnosticsinfo@gmail.com

CIN : U85100UP2021PTC147469

Date: 5 June 2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ashok has successfully completed his internship in the Department of Marketing, Raebareli from 10 March 2025 till 31 May 2025 During this internship, he was found to be sincere and hardworking.

We wish him all the best for future.

For A.D.E.H. CARE FACILITIES PVT. LTD.

Amit Singh
(Chief People Officer)

Adarsh Singh
(Managing Director)

CERTIFICATE

This is to certify that dissertation titled **Analysing the Impact of Social Media Marketing on Healthcare Consumer Behaviour** is a record of the research work undertaken by **Ashok** in partial fulfilment 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 his/her approach to the research study has been sincere, scientific, and analytical.

A handwritten signature in blue ink, appearing to be 'S. K. R.', with a horizontal line underneath.A handwritten signature in blue ink, appearing to be 'N. K. R.', with a horizontal line underneath.

Faculty Guide

IIHMR University, Jaipur

Date:

A handwritten signature in blue ink, appearing to be 'S. K. R.', with a horizontal line underneath.

School Dean

IIHMR University, Jaipur

Date:

DECLARATION BY STUDENT

I hereby declare that this dissertation, titled "Analyzing the impact of social media marketing on healthcare consumer behavior" bona fide 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

ASHOK

(Signature)

Name of Student: Ashok

Date:19/06/25

ABSTRACT

In the digital age, social media has revolutionized the way consumers interact with healthcare providers, particularly in diagnostic services. This study explores the impact of social media marketing (SMM) on consumer behaviour within ADEH Care Facilities Pvt. Ltd., a mid-scale diagnostic service provider in India. The research aimed to examine how platforms like Instagram, Facebook, and YouTube influence patient trust, decision-making, and service utilization.

Using a structured quantitative methodology, data was collected from individuals who interacted with ADEH's digital content. The results revealed that the majority of consumers, particularly in the 21–35 age group, engaged actively with health-related social media content. Educational posts, promotional offers, and patient testimonials were the most impactful in shaping healthcare decisions. More than 60% of respondents acknowledged being influenced by social media campaigns, and over 40% considered or booked diagnostic services after online exposure.

The findings were interpreted using the AIDA (Attention, Interest, Desire, Action) and Health Belief Models, confirming that social media enhances brand recall and consumer trust when content is consistent, relevant, and emotionally engaging. The study concludes that social media is a powerful, measurable tool in healthcare marketing, capable of not just raising awareness but driving meaningful consumer actions. It also highlights the need for a strategic digital presence, especially for emerging healthcare providers seeking to strengthen their market position in a rapidly evolving digital ecosystem.

Keywords:

Social Media Marketing (SMM), Healthcare Consumer Behaviour, Digital Health Communication, Diagnostic Services, Brand Trust, Patient Engagement, AIDA Model, Health Belief Model, Instagram Marketing, Facebook Health Campaigns, ADEH Care Facilities, Healthcare Decision-Making, Digital Strategy in Healthcare.

ACKNOWLEDGEMENT

Firstly, I would like to thank those who have made this possible with their input.

I take this opportunity to express my deep gratitude to **Dr. P. R. Sodani, President, IIMMR University, Jaipur (Rajasthan)**, deserves much appreciation for his support and guidance as he made it easy for me to get the right academic environment necessary for pursuing a career in academics. I would like to express my gratitude to **Dr. Sanjay Gupta, Dean and Professor**, my academic mentor, who has been supporting and motivating me through various stages of the project.

I would like to thank valuable guidance and motivation throughout the entire process of the dissertation writing. His mentorship and thoughts provided the structure for my research.

Additionally, during my time at ADEH Care Facilities, Pvt. Ltd., I was supported by conducting my research work.

My family deserves more than thanks for their continuous care, love, and encouragement during all these years of education that kept pushing me each day; they believed in more than I believed in myself.

Lastly, I want to acknowledge the invaluable support of my expert guidance, and constant support throughout this endeavor. His mentorship has been truly invaluable.

I am grateful to each of these individuals for their contributions, without which the successful completion of my dissertation would not have been possible.

TABLE OF CONTENTS

SL No.	TOPIC	PAGES
1.	Introduction	
2.	Review of Literature	
3.	Methodology	
4.	Results	
5.	Discussion	
6.	Conclusion	
	References	
	Annexures	

Chapter 1 - Introduction

In the 21st century, digital marketing has emerged as a powerful force across industries, including healthcare. Among the various forms of digital outreach, social media marketing (SMM) stands out for its ability to connect directly with consumers, engage target audiences, and build brand awareness. In the healthcare sector, especially diagnostics, where patient trust, awareness, and service convenience play critical roles, social media platforms such as Facebook, Instagram, YouTube, and WhatsApp have become important tools for information dissemination and patient engagement.

In this context, diagnostic companies like ADEH Care Facilities Pvt. Ltd. are beginning to understand the value of leveraging these platforms not only to promote test packages and preventive care but also to influence how patients perceive their services and make health-related decisions. This study aims to explore this dynamic relationship between social media marketing strategies and healthcare consumer behaviour.

1.1. Background:

ADEH Care Facilities Pvt. Ltd., a healthcare organization known for its diagnostic services and patient-cantered approach, operates in a highly competitive market where patient satisfaction, trust, and engagement are key determinants of growth. With increasing internet penetration, evolving patient expectations, and the growing reliance on digital platforms for health-related information, it becomes imperative for healthcare providers like ADEH Care to understand how social media impacts consumer behaviour while the company has begun adopting digital platforms to promote its services and connect with patients, the impact of its social media efforts on actual consumer decision-making remains largely unmeasured. Thus, the organization presents an ideal case for analysing the effectiveness of social media marketing in the healthcare diagnostic space.

Healthcare consumers today are more informed and empowered. They tend to research symptoms, read online reviews, engage with healthcare brands, and even choose providers based on social media presence. Thus, understanding the behavioural shifts influenced by SMM can help healthcare organizations tailor their strategies more effectively. This includes evaluating how consumers perceive promotional content, engage with health campaigns, respond to patient stories or testimonials, and use social media as a decision-making tool in selecting healthcare services.

This study seeks to critically analyse the extent to which social media marketing influences consumer behaviour within the context of ADEH Care Facilities Pvt. Ltd. It will explore the types of content that resonate most with healthcare consumers, assess the level of trust and reliability users place in digital health communication, and determine the measurable effects of social media engagement on patient footfall, inquiries, and loyalty.

Moreover, this research aims to provide actionable insights into optimizing digital outreach, improving patient-provider communication, and enhancing patient experience and service utilization. By closely examining the interplay between marketing efforts and consumer responses, ADEH Care can refine its digital strategy

to align with evolving consumer needs and preferences, thereby staying ahead in an increasingly digital healthcare environment.

1.1. What is social media?

Social media is any online technology or practice that lets us share (content, opinions, insights, experiences, and media) and have a conversation about the ideas we care about.

The numbers:

Blogging-

- Active blogs on the Internet: 600 million actives
- Blog Readership: Approx. 83% of internet users

Facebook-

- Monthly Active Users: 3.07 billion
- Daily Active Users: 2.11
- Top Country: India leads 375 million users.

YouTube-

- Monthly Active Users: 2.07 billion
- Daily Video Uploads: 2.4 million videos uploaded daily.
- Total Videos Hosted: Approx. 3.9 billion videos.
- Daily Watch Time: Users watch over 1 billion hours of content daily.
- YouTube Shorts: Generated over 70 billion views daily.
- Top Creator: T-Series 350 million subscribers in June 2025

X-

- Daily Active Users: Approx 245 million
- Average Daily Active Users: 32 minutes per day platform

Social media is a change in expectations. Now we can get things we need one another instead of just from traditional institutions, like business, media, or government. These things include:

- Advice and recommendations
- News and latest ideas

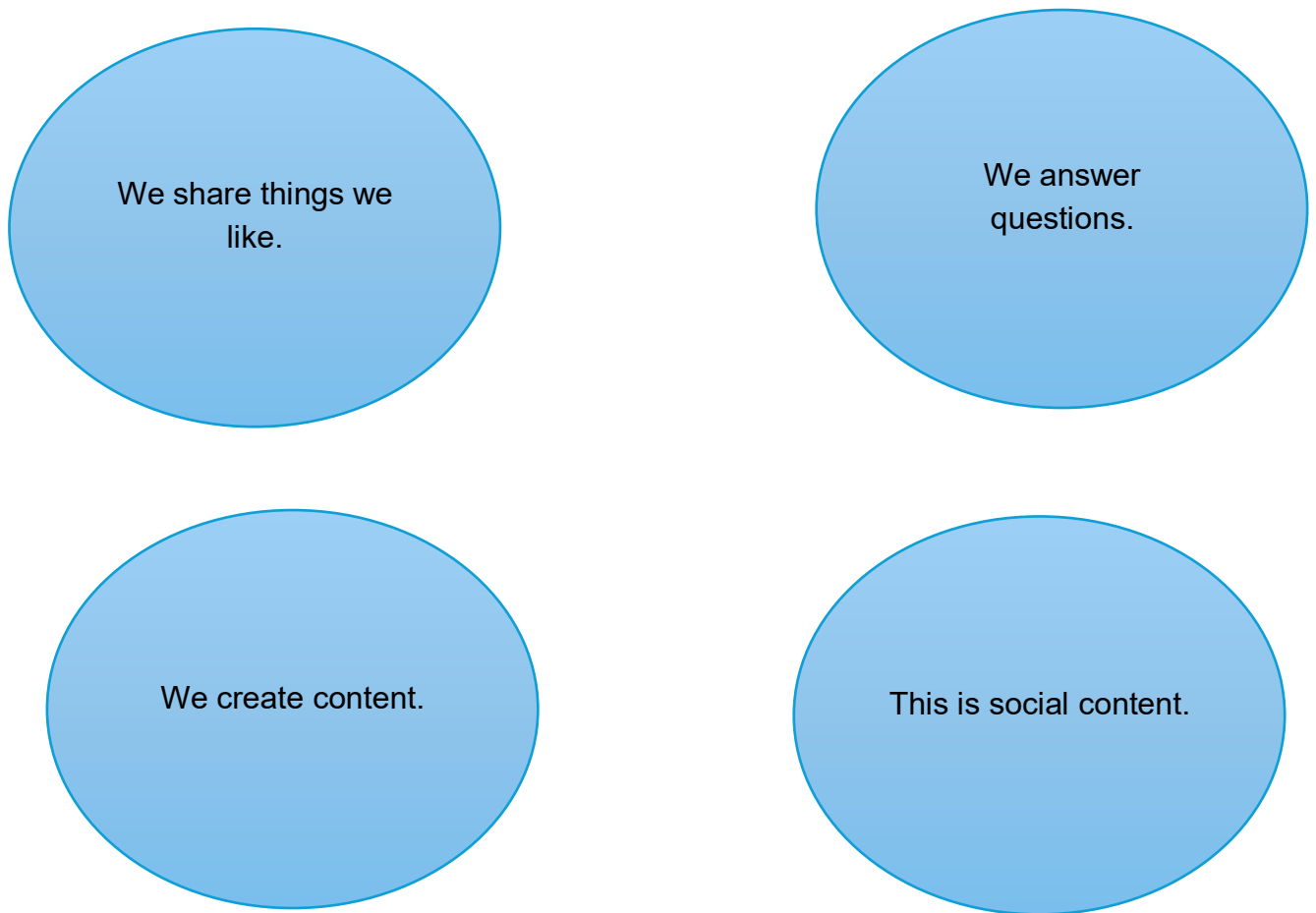
- Products and services
- Tools and software
- Support and resources.

Of the top 20 most visited sites in America, eight are social networks and all use social tools:

1. Google
2. Craigslist
3. Facebook
4. Twitter
5. Yahoo
6. MSN
7. YouTube
8. AOL
9. Wikipedia
10. eBay
11. Myspace
12. Bing
13. Blogger
14. LinkedIn
15. Live
16. CNN
17. Amazon
18. WordPress

19. Flickr

Social Media Content-



Social media marketing (the new-age marketing tool):

Get the marketing communications across, to important target audiences, many hospitals have started experimenting, quite seriously, with the digital world. Effective networking media like 'Facebook', 'YouTube', 'Myspace' and 'Twitter' are showing promises to become powerful online hospital marketing tools.

Hospitals have already started 'evaluating the water':

Example hospitals giants, who have already started using this new age media for hospital marketing, in varying scale, are as follows:

1. YouTube channel

a) Manipal hospitals for egg Spine Treatment | Dr. Vidyadhara | Best Spine Surgeon |

Manipal Hospitals <https://www.youtube.com/watch?v=werW4FHe7JI>

b) Sakra hospital for e.g., Telarc | Patient testimonial | Neuro Excellence at Sakra World Hospital <https://www.youtube.com/watch?v=DuuGCxqfmUU>

c) Apollo hospitals for e.g., Apollo Hospital Doctor's Opinion and Health Tips on Jaundice icterus in Hindi Peltia Disease <https://www.youtube.com/watch?v=TcggyP2A2BY>)

d) Fortis hospitals for e.g., Hear from the doctor on the services and expertise available at Fortis Hospitals for the treatment of Urology related procedures, which includes simple and complex case treatments for Kidney stones, Kidney transplants, paediatric urology, bladder reconstruction, prostate procedures, and other urology related problems. <https://www.youtube.com/watch?v=zQPCF3-xxg>

2. Twitter channel.

a) Manipal hospitals for e.g., number of tweets 504484, following 40004, followers 8005, favourites 263

b) Sakra hospital for e.g., number of tweets 20050, following 55028, followers 50791, favourites 12

c) Apollo hospitals for e.g., number of tweets 26.3K, following 6349, followers 729.3k, favourites 44

d) Fortis hospitals for e.g., number of tweets 63897, following 5699, followers 12499, favourites 526

e) ADEH Care Facilities Pvt Ltd for e.g., number of tweets 123, following 600, followers 126

1.2. The social media landscape in hospital and healthcare:

Social media is a broad categorical name for the latest Web2.0 interactive websites & services. The key differentiator of social media vs. the previous generation of sites is that people are now much more involved in generating their own content. User generated content is content that site visitors build or post themselves, usually on sites they do not own. It is now collaborative participation that's key to social media growth. Modern data compression technologies have yielded massive drops in the prices of data storage. This drop has created an entire new universe of Web 4.0 business models. Models that allow the site users to contribute to the sites they frequent.

Major hospitals can now engage their audiences directly & listen intently by combining new methods & strategies to get a leg up on the competition. Right now, social media for hospitals are in a "land grab" or more accurately, "strategy grab," phase. The companies that can lever the power of these tools correctly will rapidly gain market share as they discover how valuable the information can be social media presents a new opportunity for hospitals. Aside from service recognition and disease state awareness, social media can provide real time market research regarding attributes such as service adoption, patient acceptability as well as physician attitudes in real time. This type of data typically is gleaned from expensive third-party retrospective market research and analyses that often include second and third hand testimonials and patients that may or may not be the targeted or desired audience. In the current age of "viral marketing" the value of social media cannot or should not be ignored.

Today's patient population is completely different from those of years past. They are involved, well educated, and not afraid to question the advice of their physicians.

Social media encompasses a wide range of web forums including blogs, discussion boards, video logs, video sharing sites, and virtual life websites. As per a 2024 Nielsen survey of social media (SM), two thirds of the world's internet population visit online communities and spends at least 30 minutes on them every day. In addition, the time spent on these websites has increased three times the rate of overall internet growth.

India has 1.4 million active internet users in 2025, with 600 million people using internet daily.

Social media holds a particular appeal for 18-to-34-year-old health searchers, while overall; men appear more likely than women to use online social media to research health and wellness issues. Two-thirds of online adults have used general search engines (e.g. Google, Yahoo!, MSN and Ask) to find health-related information, making them the default gateway for this as well as many other topics; usage of health-specific search engines - such as Healea, Midstory, Fealty, Kosmin and Healthline - is minimal by comparison.

Thus, to summarize, consumers, with their new-found empowerment of making their own healthcare purchase decisions, are increasingly turning online for healthcare answers. The result is more transparency, a trend that health plans and hospitals must prepare for. The newer avenues, in terms of effective marketing, provided by the social media have a tremendous potential. However, there is a pressing need to understand and research about a few issues related to social media marketing. We need to gain a better understanding of how social media can be of benefit to the hospital industry, which is critical to ensuring we stay at the forefront in terms of digital media communication. We need to recognize the benefits and be aware of the limitations, particularly in the hospital sector, which will ensure that PR and marketing communicators maximize the opportunities provided by the web in both an ethical and mutually beneficial manner. It is incumbent upon us, as managers, to use our collective efforts to bring some regulation and standardization of procedures into the field, being guided by evidence.

Thus, this study aims to collect valuable evidence and data regarding the awareness, perception, attitudes, responses, and expectations of the patients, who are the key targets of hospital marketing strategies, towards this emerging and potentially resourceful strategy of social media marketing. Although there has been a lot of research in developed western countries on this topic, but data from a rapidly developing economy like India is lacking in the existing literature. This study intends

to fill in this gap. A better understanding of the consumer psyche and behaviour will in turn help the hospital industry to formulate an effective strategy to explore the social media for a dynamic marketing plan in the setting of a developing country like India.

1.3. Rationale of the Study:

Consumers today are more digitally connected and health-conscious than ever before. They actively search for information, read online reviews, and even select diagnostic centres based on online visibility and credibility. Hence, understanding the role of social media in influencing these decisions becomes essential. This study is conducted to fill the gap between promotional strategies used by healthcare organizations and actual consumer responses and expectations. The research will help determine if SMM is a valuable tool or an underutilized resource in diagnostic marketing.

1.4. Research Problem:

Despite the rise in digital marketing efforts, many diagnostic centres including ADEH Care struggle to measure whether their social media campaigns lead to behavioural change among consumers. The core problem lies in identifying how social media promotions affect consumer trust, awareness, decision-making, and service utilization.

Do patients choose a diagnostic package after seeing it on Instagram or Facebook?

Are awareness campaigns translating into footfall inquiries?

1.5. Research Aim:

Evaluate the impact of social media marketing on healthcare consumer behaviour at ADEH Care Facilities Pvt. Ltd.

1.6. Objectives of the Study:

- Assess consumer awareness and engagement with ADEH's social media content.
- Identify the most influential social media platforms for healthcare marketing.

- Analyse how social media affects consumer trust, decision-making, and service preference.
- Provide recommendations for improving social media strategies for diagnostic services.

1.7. Research Questions:

1. How do healthcare consumers engage with ADEH Care's social media content?
2. What role does social media marketing play in influencing consumer decisions?
3. Which platforms and content types are most effective in promoting diagnostic services?
4. What are consumer expectations from a healthcare brand's social media presence?

1.8. Scope of the Study:

This study focuses specifically on consumers of diagnostic services provided by ADEH Care Facilities Pvt. Ltd. It considers the organization's digital presence across various platforms and explores the behaviour of consumers who are active on social media. The findings may be applicable to similar diagnostic providers but are primarily cantered around ADEH's experience.

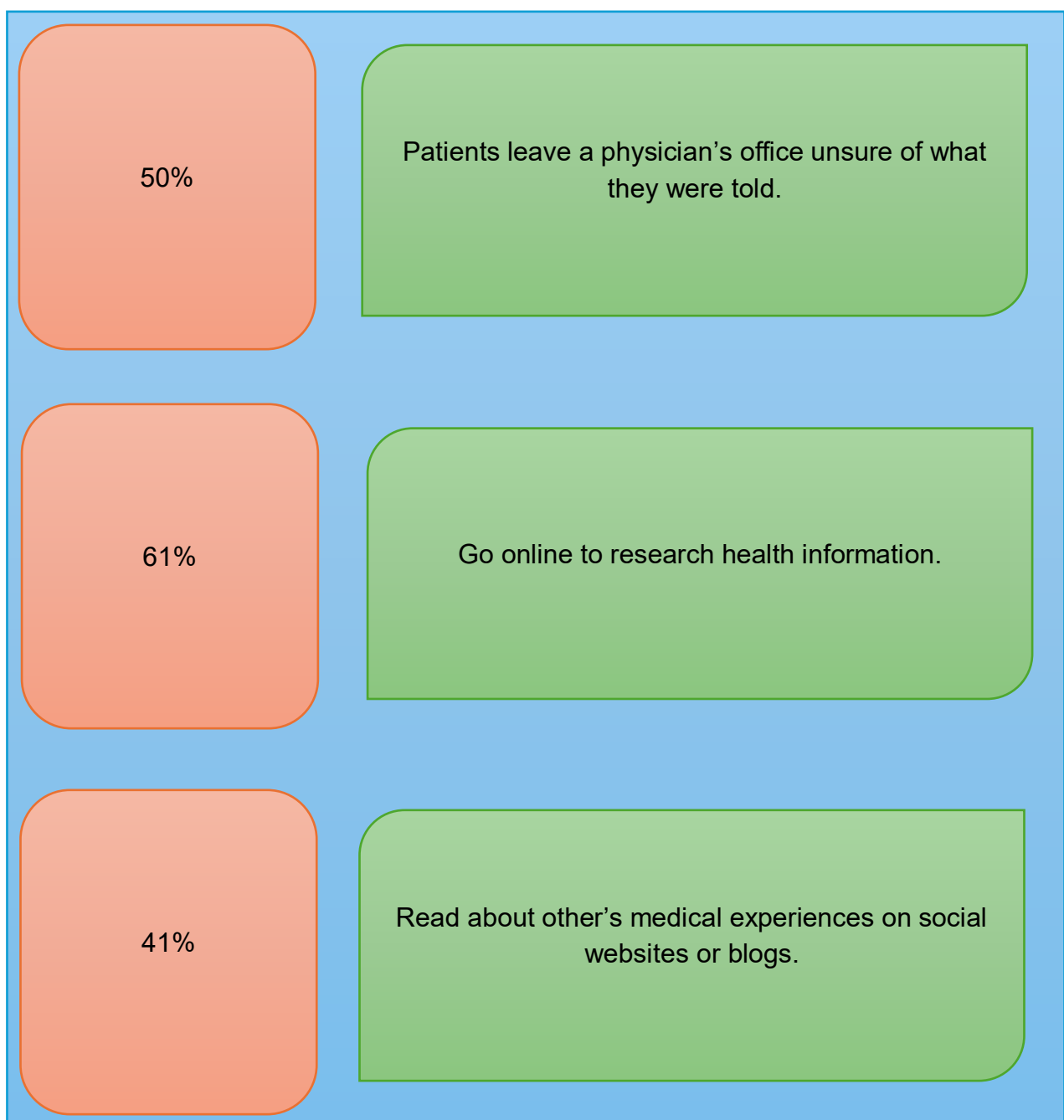
1.9. Significance of the Study:

This research holds practical relevance for healthcare marketers, administrators, and communication strategists. By understanding consumer behaviour in response to SMM, ADEH Care can tailor its marketing strategies to become more engaging, educational, and result oriented. Moreover, the findings will contribute to academic literature on digital health marketing and open pathways for further research in this evolving field.

Chapter 2 - Review of Literature

This chapter presents a detailed review of scholarly and industry literature relevant to the study. It explores key concepts such as social media marketing (SMM), healthcare consumer behaviour, digital trends in diagnostics, and the psychological drivers behind online decision-making. Reviewing existing studies enables the researcher to identify theoretical frameworks, validate the research gap, and build a solid foundation for analysis.

Social Media Marketing in Healthcare-



Use of social media by consumers-

According to a report released by the Pew Research Centre's Internet & American Life Project and the California HealthCare Foundation, 61% of adults look online for health information. Of those, 59% have done at least one of the following activities:

- Read someone else's commentary or experience about health or medical issues on an online news group, website, or blog.
- Consulted rankings or reviews online of doctors or other providers.
- Consulted rankings or reviews online of hospitals or other medical facilities.
- Signed up to receive updates about health or medical issues.
- Listened to a podcast about health or medical issues.

In addition, 20% of internet users who have looked online for health information, or "e-patients," have actively contributed comments, reviews, and updates. E-patients in this group have, for example:

- Tagged or categorized online content about health or medical issues.
- Posted comments, queries, or information about health or medical matters in an online discussion, listserv, or other online group forum.
- Posted comments about health on a blog.
- Posted a review online of a doctor.
- Posted a review online of a hospital.
- Shared photos, videos, or audio files online about health or medical issues

1. Social Media Marketing-

Social media marketing refers to the use of platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube to promote products and services, engage with audiences, and create brand awareness. In the healthcare context, SMM is used to share health tips, promote diagnostic packages, highlight patient stories, and disseminate information on tests, diseases, or wellness. Studies by **Kumar & Mirchandani (2019)** and **Chaffey (2022)** have shown that SMM can enhance patient engagement and brand trust, particularly in service industries like diagnostics where trust and quality are vital.

2. Digital Marketing in Healthcare-

Traditionally, healthcare marketing relied on referrals, word of mouth, and offline campaigns. However, with increased internet penetration, the marketing landscape has transformed. According to **WHO (2021)**, over 50% of health-related decisions are now influenced by online content. Diagnostic providers increasingly use digital channels to promote services, especially during and post-COVID-19, where online bookings, awareness campaigns, and health screenings became digitally driven.

3. Consumer Behaviour in Healthcare Sector-

Consumer behaviour in healthcare is influenced by factors such as awareness, accessibility, trust, cost, and convenience. In the context of diagnostics, consumers often research symptoms, compare test prices, read reviews, and prefer labs with digital convenience. According to **Kotler's Model of Consumer Behaviour (2017)**, external stimuli such as advertising and social proof (e.g., reviews, testimonials) play a crucial role in shaping decisions. Several studies (e.g., **Lee & Kotler, 2020**) highlight how consumer behaviour in healthcare is shifting toward digital-first interactions.

4. Patient Engagement and Brand Trust-

Trust is one of the most critical factors in healthcare decision-making. Social media enables transparency, which strengthens patient trust. Sharing patient testimonials, behind-the-scenes visuals of labs, and Q&A sessions with doctors are effective engagement strategies. **Literature by Suresh & Sharma (2018)** indicates that engagement through relatable content can increase brand loyalty and word-of-mouth recommendations in healthcare services.

5. Role of Social Media in Diagnostic Marketing-

In diagnostic services, social media marketing is used to promote services like full-body checkups, thyroid tests, diabetes screenings, and more. Posts that educate the audience on “why” and “when” to get evaluated are more impactful than those that merely promote pricing. Case studies on diagnostic chains like **Thyrocare, Lal PathLabs**, and **Metropolis** show how consistent social media presence contributes to brand recall and service utilization. However, there is limited academic research on

mid-size diagnostic firms like ADEH Care and their social media effectiveness, which this study aims to address.

Use of social media by Physicians:

About 65% of physicians use some form of social media for professional purposes. Definition of "social media" includes not only social networking sites like Facebook and LinkedIn, but also professional and patient networking communities specific to the medical field, blogs, and sites such as YouTube. Physician use of Facebook has attracted a lot of attention recently. Most physicians are already using social media; Facebook tops the list for personal use, while online physician communities are driving professional use. Online physician communities are driving clinicians professional use of social media. Some 28% of physicians already use professional physician communities, with the highest enthusiasm around using them to learn from experts and peers. Physicians' familiar with online patient communities believe they positively impact patient health; however, awareness of these sites is low. Physicians are using these sites for a range of professional purposes, but educational objectives dominate at present. Facebook commands the field for personal use at over 60%. There are opportunities for constituents across the health care system to use social media as a tool for improving patient care.

The Market:

Market dynamics are changing rapidly. With a vibrant population of 1,200 million, more than 50% of which is young, the domestic Indian market is set to grow rapidly too. Newer, modern healthcare facilities are being set up to meet the growing need. Moving towards being a hub for medical tourism, India has evolved over the past decade and organized pharmacy chains and wellness chains are now being created. Increasing urbanization, growing middle class, rising literacy rates and a strong economy are all positive drivers for the Indian hospital industry.

The Technology:

The government has also encouraged technology for the past two decades, and the result is greater use of IT, improved internet usage (though still a long way to go), and particularly the depth of mobile penetration. It always amazes every outsider visiting India to see the usage of mobile by the masses. Currently India boasts of around 850 million mobile users and has an amazing rural penetration.

Social Media:

On the other hand, the Internet users too are increasingly on the rise and there are around 110 million of them currently. Out of these, the social media sector is growing extremely fast and expected to cross 50 million users by next year. Startlingly, recent statistics show that 150,000,000 users are added every day to this rapidly growing network. The BUPA Health Pulse Survey published last week showed that 90% of Indian internet users searched for online health information and 60% searched for specific medicine information. This poses a big opportunity for hospital and healthcare marketers.

"It always amazes every outsider visiting India to see the usage of mobile by the masses."

Theoretical Framework:

This study is grounded in the AIDA Model (Attention, Interest, Desire, Action) and Health Belief Model (HBM).

The AIDA Model explains how social media grabs the attention of consumers, builds interest in diagnostic services, creates a desire for testing, and leads to action (booking an appointment).

The Health Belief Model is used to understand how personal health beliefs, risk perception, and social cues (like social media messages) influence individuals' decisions to seek testing or diagnosis.

Research Gap:

Although many studies have explored digital health communication and marketing, there is a lack of focused research on how social media marketing impacts consumer behaviour in the diagnostic sector, particularly for emerging organizations like ADEH Care Facilities Pvt. Ltd. Most available literature centres on hospitals or large brands, leaving a gap in understanding how smaller diagnostic centres can optimize social media for measurable outcomes. This research aims to bridge that gap by focusing on consumer interaction with social media content specific to diagnostics.

Chapter 3 – Methodology

This chapter outlines the methodology adopted to conduct the study, describing the research design, approach, data collection tools, sampling methods, and techniques of data analysis. It also highlights the ethical considerations and limitations of the study. A strong and logical research methodology ensures the validity and reliability of the findings and helps achieve the objectives of the study effectively.

3.1. Research Design

The research design refers to the overall strategy and structure of the study. This research follows a descriptive and analytical design to examine the relationship between social media marketing and healthcare consumer behaviour. It aims to understand how social media content influences consumers' decisions, trust, and engagement with diagnostic services provided by ADEH Care Facilities Pvt. Ltd.

3.2. Type of Research

This study adopts a quantitative research approach, supported by a survey-based primary data collection method. The quantitative approach helps measure consumer responses to social media marketing in a structured and statistical manner. Descriptive statistics are used to summarize the data, and correlation analysis may be applied to examine relationships between variables.

3.3. Research Approach

The research follows a deductive approach, which begins with established theories (like AIDA and Health Belief Model) and then evaluates these theories against real-world data collected from consumers. This allows the study to verify whether social media strategies influence consumer behaviour in the diagnostic sector.

3.4. Sampling Design

Gather accurate and relevant data, the study uses a non-probability sampling method, specifically convenience sampling, due to the availability and willingness of participants within a limited time frame.

- **Target Population:** Individuals who have interacted with or followed ADEH Care Facilities Pvt. Ltd. on social media or used its diagnostic services.
- **Sample Size:** 100–150 respondents (or as per actual data collected), considered adequate to represent insights for a mid-scale diagnostic facility.
- **Sampling Area:** Urban and semi-urban areas where ADEH Care has a presence, primarily through online and physical diagnostic centres.

3.6 Data Collection Methods

3.6.1 Primary Data

- Collected through a structured questionnaire, designed using Google Forms or paper-based surveys.
- Questions include multiple-choice, Likert-scale, and closed-ended items to quantify consumer behaviour, trust, service awareness, and decision-making influenced by social media marketing.
- Topics covered: platform preference, ad recall, engagement, perceived quality, and brand trust.

3.6.2 Secondary Data

- Obtained from journals, articles, books, company social media pages, diagnostic industry reports, and government publications.

- These sources provide contextual background and help compare the study findings with existing literature.

3.7 Data Analysis Tools and Techniques

Collected data will be analysed using:

- Microsoft Excel or SPSS for organizing and tabulating results.
- Descriptive statistics such as percentages, mean, and frequency distribution.
- Graphical tools like bar graphs, pie charts, and histograms for visual interpretation.
- Cross-tabulation and correlation analysis (if applicable) to examine relationships between variables like engagement and purchase behaviour.

3.8 Validity and Reliability of the Study

- **Validity** is ensured by designing the questionnaire based on established concepts and pilot-testing it with a small group.
- **Reliability** is maintained through consistent question formatting and clear definitions to avoid ambiguity or bias.
- All responses are anonymous to encourage honest feedback.

3.9 Ethical Considerations

- Respondents were informed about the purpose of the study and gave voluntary consent to participate.
- Personal data was kept confidential and anonymous.

- Participants were allowed to withdraw at any time without any pressure or consequences.
- The research adhered to academic integrity and avoided data manipulation or plagiarism.

3.10 Limitations of the Study

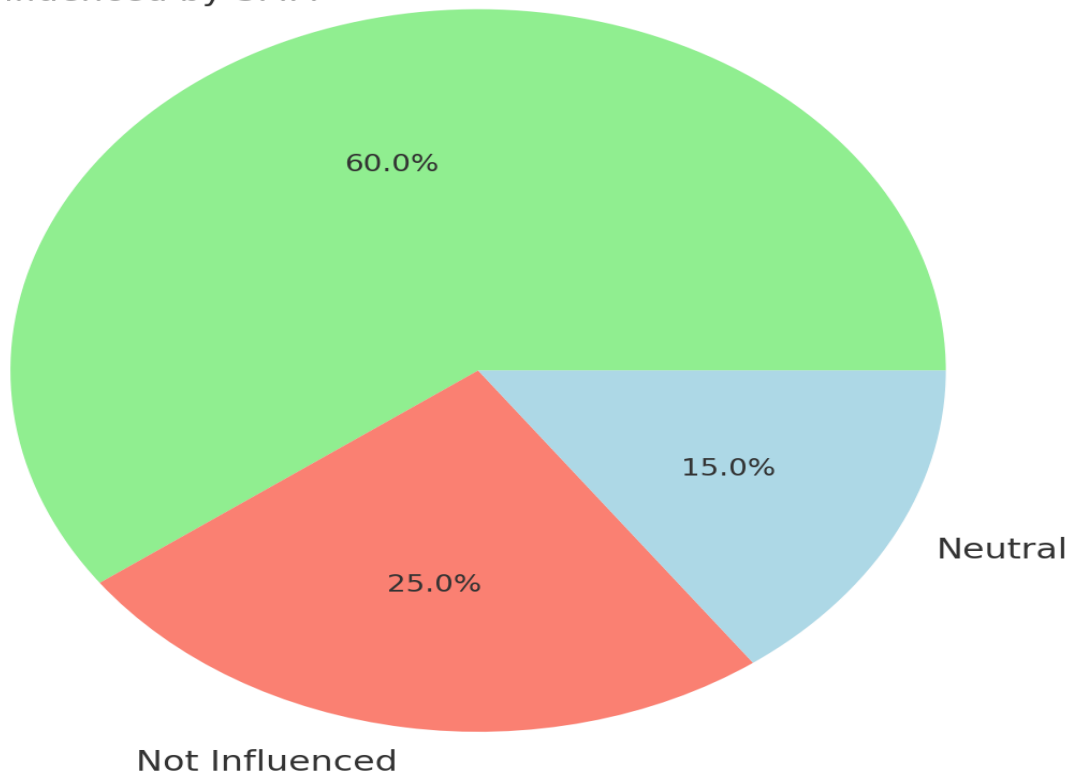
- The study is limited to the consumers of ADEH Care and may not be fully generalizable to all diagnostic providers.
- Convenience sampling may introduce bias, as not all target customers may be equally represented.
- Reliance on self-reported data may lead to inaccuracies due to response bias or misunderstanding of questions.
- The study focuses on social media marketing, excluding other marketing forms such as SMS, email, or offline advertisements.

Chapter 4 – Results

This chapter presents the analysis and interpretation of the primary data collected through structured questionnaires. The objective is to draw meaningful insights about the effectiveness of social media marketing (SMM) on consumer behaviour, specifically in the diagnostic services of ADEH Care Facilities Pvt. Ltd.

Impact of Social Media Marketing on Consumer Decision

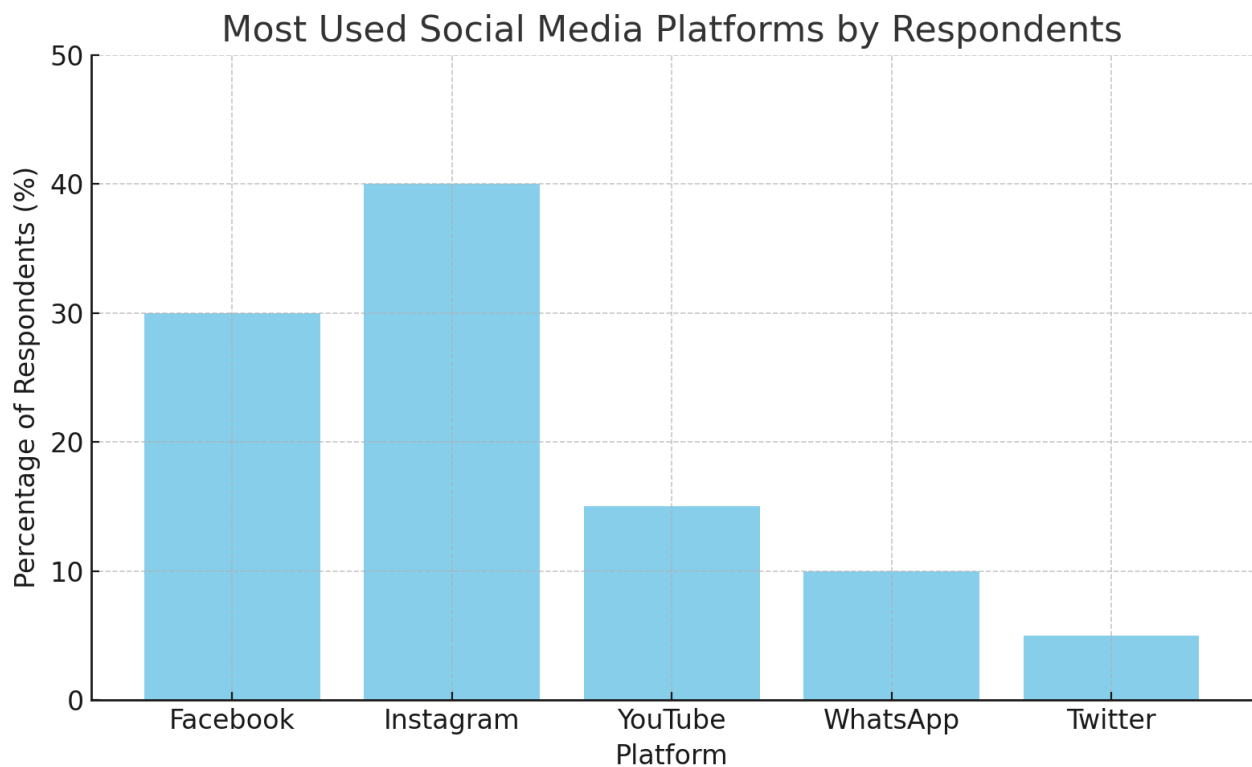
Influenced by SMM



Not Influenced

Neutral





Distribution of Age Population-

Age group: Majority were between 21–35 years.

Gender: 55% female, 45% male.

Occupation: Students, working professionals, and homemakers.

Geographical area: Mostly urban and semi-urban areas where ADEH Care operates.

Social Media Usage Pattern-

Respondents were asked about their preferred social media platforms for engaging with healthcare content.

As shown above, Instagram (40%) emerged as the most used platform, followed by Facebook (30%), indicating visual content and stories are highly impactful. YouTube and WhatsApp also hold moderate attention, while Twitter had the lowest interaction rate (5%).

Influence of Social Media on Consumer Decision-Making-

Participants were asked if social media marketing influenced their choice of diagnostic services.

From the visual above:

- 60% of respondents acknowledged they were influenced by social media campaigns such as offers, health awareness posts, or customer testimonials.
- 25% stated they were not influenced, relying more on doctor recommendations or personal experience.
- 15% remained neutral, reflecting a potential area for brand strengthening.

Type of Content that Attracted Consumers Most-

The responses revealed the following content types as most engaging:

- Health awareness posts (35%)
- Discounts and package offer (30%)
- Patient testimonials and success stories (20%)
- Behind-the-scenes lab visuals and staff introductions (10%)
- Live Q&A or reels (5%)

This suggests that educational and value-driven content resonates best with diagnostic service consumers.

Trust and Brand Recall-

Respondents were asked whether social media improved their trust in the brand:

- 58% felt that a consistent and transparent social media presence improved their trust in ADEH Care.

- 52% reported recalling the brand more easily after seeing frequent posts.

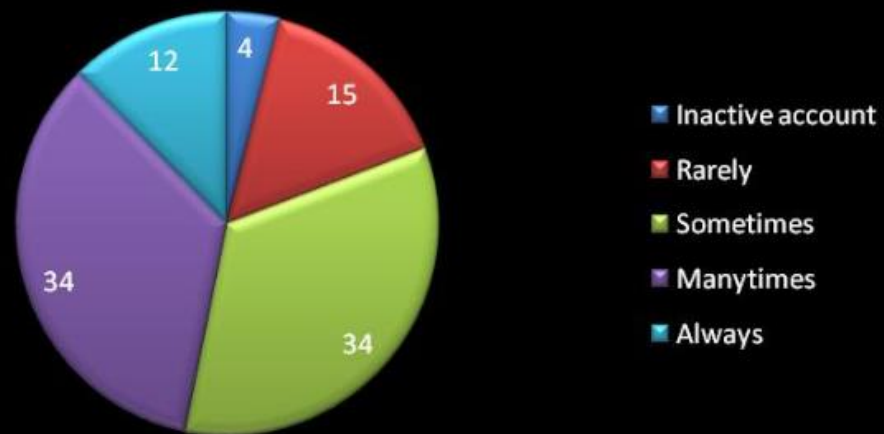
This validates the importance of regular and relevant posting in healthcare marketing.

Booking Behaviour after Social Media Exposure-

- 43% of respondents admitted to booking or considering a test after viewing an online promotion.
- 35% enquired further but did not book.
- 22% reported no direct action, though they remembered the information.

Social Media Marketing Statistics															
Name Of The Hospital	Domain Age	Page Rank	Links	Blogs	Facebook		LinkedIn	Google+	Youtube		Twitter		PinInterst		Instagram
					Likes	Average posts			Video	Subscribers	Tweets	Followers	Pins	Followers	Posts
Apollo	18	5	62000	No	2 Million	42	28260	42000	356	1277	27600	70	4	1	284
Max	10	6	9738	Yes	195991	7	8124	69	170	211	NA	NA	190	75	347
Fortis	13	5	5108	No	228516	21	18070	216	752	3525	6324	40900	NA	NA	147
Manipal	7	NA	854	Yes	236225	10	1798	84	452	3487	5766	3394	113	38	323
Medanta	7	NA	1371	No	14514	1	6745	27	154	254	2088	4074	138	34	17
NH	2	NA	2309	Yes	289788	7	6664	28	197	197	70	470	NA	NA	NA
Wockhardt	14	4	1428	No	62460	14	2812	12	152	82	5853	2176	NA	NA	12
Aditya Birla	13	4	9996	Yes	11700	14	2160	6	9	15	NA	NA	NA	NA	NA
Global	5	4	356	No	29615	11	249	176	211	170	1366	1133	76	1	43
Hinduja	19	6	1117	No	19577	3	4162	6	118	202	8859	2120	2	16	NA
Sahaydri	15	2	135	No	1269	6	1902	15	9	0	8	25	NA	NA	NA
Kokilaben	6	5	NA	Yes	275008	24	3075	38	28	378	6029	20400	1403	2025	45

Internet Usage



Chapter 5 – Discussions

The findings from the results chapter provide valuable insights into the evolving role of social media marketing (SMM) in shaping consumer behaviour in the diagnostic healthcare space, particularly in the context of ADEH Care Facilities Pvt. Ltd. This chapter discusses these findings in relation to the study's objectives, theoretical framework, and existing literature. It aims to interpret the results, highlight key patterns, and explain their implications for strategic marketing in healthcare.

1. Demographic Insights and Social Media Behaviour

The analysis revealed that most respondents were in the 21–35 years age group, with a balanced gender distribution (55% female, 45% male). This supports earlier literature (e.g., Pew Research, 2021) suggesting that millennials and young adults form the most active demographic on social media platforms, especially for health-related engagement. The urban and semi-urban focus of respondents also aligns with regions where digital adoption is higher, and healthcare services are increasingly being marketed online.

The occupational diversity (students, professionals, homemakers) reflects a wide spectrum of digital literacy levels and expectations, which healthcare marketers must consider when designing inclusive content strategies. This demographic group is known to be tech-savvy, research-oriented, and responsive to digital stimuli indicating strong potential for SMM to impact decision-making in healthcare.

2. Platform Preferences and Content Engagement

The study identified Instagram (40%) and Facebook (30%) as the dominant platforms for healthcare-related engagement. These findings correlate with global statistics that show visual-first platforms, such as Instagram and YouTube, generate higher engagement in health communication. Twitter's limited reach (5%) emphasizes that micro-blogging may not be the ideal vehicle for diagnostic marketing in a mid-scale Indian context.

Among the types of content, health awareness posts and discounts/offers collectively accounted for 65% of user engagement. Patient testimonials and behind-the-scenes content also demonstrated moderate influence. These results validate the AIDA model: attention is captured via visual content, interest is built through informative posts, desire is fostered through relatable success stories, and action is triggered through promotions.

Notably, this finding is consistent with the Health Belief Model, where perceived benefits (discounts, awareness), cues to action (posts/testimonials), and perceived susceptibility (health risks shared in content) influence consumer intentions.

3. Impact of Social Media on Decision-Making

A critical takeaway is that 60% of respondents acknowledged social media influenced their decision to consider or choose diagnostic services. This supports the hypothesis that social media marketing can significantly influence healthcare consumer behaviour, especially when aligned with consumer values like trust, transparency, and relevance.

However, the 25% of respondents who were not influenced and relied on traditional decision-making mechanisms such as doctor recommendations or personal networks suggest that digital strategies must complement — not replace — offline marketing or referral systems.

The 15% neutral responses point to an opportunity gap: these are potential customers who are aware but unconvinced. Focused campaigns targeting this segment with stronger calls-to-action or follow-up engagement can convert them into active users.

4. Trust, Brand Recall, and Booking Behaviour

Approximately 58% of respondents expressed increased trust due to ADEH Care's consistent and informative social media presence. Similarly, 52% reported improved brand recall. These findings reaffirm the vital role of transparency, reliability, and content consistency in building digital trust, especially in a sensitive sector like healthcare where patient decisions are often risk-averse.

In terms of action, 43% admitted to booking or considering tests after social media exposure. While not all exposure translated into immediate conversions, 35% made inquiries indicating that social media acts as a powerful funnel for generating leads. The 22% who took no immediate action but remembered the content suggest the importance of brand visibility in long-term consumer memory and future action.

These trends also reflect digital marketing's indirect ROI not all actions are immediate, but awareness builds over time, leading to delayed conversions or referrals.

5. Strategic Implications for ADEH Care

From a strategic perspective, ADEH Care should:

- Prioritize Instagram and Facebook as core platforms.
- Focus on educational and emotional content (e.g., awareness posts, patient journeys).
- Integrate call-to-actions with promotions and links to booking forms.
- Maintain posting consistency to build brand trust and digital presence.
- Use social listening tools to monitor feedback, engagement, and content performance.
- Consider micro-targeted campaigns for the neutral audience to move them further in the decision-making funnel.

Chapter 6 – Conclusion

This study set out to examine the impact of social media marketing (SMM) on healthcare consumer behaviour, specifically within the context of diagnostic services provided by ADEH Care Facilities Pvt. Ltd. The research was guided by the increasing significance of digital platforms in influencing health-related decisions, particularly in a post-pandemic world where consumers are more digitally connected, health-conscious, and initiative-taking in seeking information.

From the outset, the study recognized the growing relevance of platforms like Instagram, Facebook, and YouTube in healthcare marketing. The introduction highlighted how social media has evolved into a powerful tool for engaging with patients, building brand trust, and encouraging initiative-taking health decisions. The need to understand the effectiveness of such marketing efforts in a diagnostic setting framed the rationale for this research.

The review of literature confirmed that globally, and increasingly in India, healthcare consumers are turning to online sources for reviews, testimonials, and health-related content. It also identified a research gap in the diagnostic sector, where most existing studies focus on large hospitals, with limited insights available for mid-sized service providers like ADEH Care. Theoretical frameworks such as the AIDA Model and the Health Belief Model were adopted to structure the investigation and interpret the consumer decision-making journey.

Methodologically, a quantitative, descriptive study design was employed using structured surveys to gather primary data from consumers who engage with ADEH Care's digital content. The study applied statistical tools and visualization techniques to analyse the data.

The results revealed clear trends: social media platforms—especially Instagram and Facebook—are central to healthcare engagement for younger and urban populations. Educational and promotional content emerged as the most impactful in driving consumer interest. A massive portion of respondents acknowledged being influenced

by social media campaigns, with many either booking services directly or initiating inquiries. Importantly, regular, and transparent social media communication was linked to improved brand trust and recall.

The discussion integrated these findings with the literature and theoretical models. It confirmed that SMM does not only raise awareness but actively shapes health-seeking behaviour when strategically applied. Trust, consistency, and relevance were found to be key drivers of engagement and decision-making. However, it was also evident that social media should complement rather than replace traditional channels like physician referrals, especially for segments less digitally influenced.

In conclusion, this study establishes that social media marketing has a tangible and growing influence on healthcare consumer behaviour, particularly in diagnostic services. For ADEH Care and similar mid-sized diagnostic providers, a robust and targeted digital strategy can significantly enhance service visibility, patient engagement, and consumer trust. Future research could expand on these findings by incorporating comparative studies across different healthcare settings and integrating qualitative insights to further enrich understanding.

References

1. Elkin N, 2008. How America Searches: Health and Wellness. 1Crossing Report.
[<http://www.icrossing.com/articles/How%20America%20Searches%20%20Health%20and%20Wellness.pdf>]
2. Global Faces and Networked Places, 2009. A Nielsen report on social networking's new global footprint.
[http://blog.nielsen.com/nielsenwire/wpcontent/uploads/2009/03/nielsen_globalfaces_mar09.pdf]
3. Roychowdhury V. The social media supermarket: Hospital still plays safe.
[<http://www.expresshospitalonline.com/20100228/management01.shtml>]
4. HAYS Recruiting Experts in Hospital. Social media - the future of hospital marketing?
[<http://www.hayshospital.com/news/clinicalresearch/social-media-the-future-of-hospital-marketing/19260617>]
5. Fox S, 2008. The engaged e-patient population. Pew Internet and American Life Project. [<http://www.pewinternet.org/Reports/2008/The-Engaged-Epatient-Population.aspx>]
6. Influencers and Health Advertising, 2007. Midtrack Kalert and Interactive Media Studies (IMS) Program at Miami University in Oxford, Ohio Study.
[<http://www.fdanews.com/newsletter/article?articleId=100454&issueId=10934>]
7. Levy M, 2007. Online Health. Assessing the Risk and Opportunity of Social and One-to-One Media. Jupiter Research.
[<http://www.jupiterresearch.com/bin/item.pl/research:vision/103/id=98795/>]
8. Haimowitz I, Obata C. social media: The Science of Eavesdropping.

[<http://www.mmm-online.com/social-media-the-science-ofeavesdropping/article/131661/>]

9. Flaiz L. The Future of Media and Social Influence Marketing.

[<http://pharmexec.findhospital.com/pharmexec/Web+Exclusives/The-Future-of-Media-and-Social-Influence-Marketing/ArticleStandard/Article/detail/579955>]

10. Guha A, 2004. A comparison of codes of HOSPITAL marketing practices. Indian Journal of Medical Ethics, 1(1).

[<http://www.issuesinmedicalethics.org/121di019.html>]

12. World Health Organization, 1988. Ethical Criteria for Medicinal Drug Promotion.

[<http://apps.who.int/medicinedocs/en/d/Jwhozip08e/>]

Annexures

Dear Respondents,

I seek your help in my research to analysed perception, attitude, and behaviour trends in social media marketing by hospital industry. I kindly request you to help me by filling this questionnaire.

Name:

Age:

Sex: Male Female

Qualification: Undergraduate Graduate Postgraduate

1. Are you a member on any social media websites?

1. Yes 2. No

2. If yes in which all, do you have an account? (answer can be more than 1)

1. Facebook

2. YouTube

3. LinkedIn

4. Twitter

5. Instagram

6. Google+

7. Pinterest

3. Since how long are you a member of any of these social media accounts?

1. Just joined 2. 1 year 3. 5 years 4. More than 10 years

4. How often do you login in your social media account?

1. Inactive account

2. Rarely

3. Sometimes

4. Many times,

5. Always

5. What is your motive to be on social media?

1. Leisure

2. Education

3. Latest Information

4. Networking

6. Does the information found via social media affects the way you deal with your health?

1. Yes 2. No

7. Would you trust general medical information shared by others on their social media networks?

1. Yes 2. No

8. Do you have at least one health app on your phone?

1. Yes 2. No

9. Would you agree with the statement that social media is a good platform to know about the hospital and its services.

1. Yes 2. No

10. Would social media affect your choice of a specific doctor, hospital, or medical facility?

1. Yes 2.No