

Analyzing the Impact of Social Media Marketing on Healthcare Consumer Behaviour

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Introduction

- Social media is transforming healthcare marketing.
- Consumers rely heavily on digital platforms for health information.
- Diagnostic services require high trust and awareness, which SMM can provide.
- ADEH Care is a mid-scale diagnostic firm adopting digital strategies.
- This study focuses on how social media influences patient behaviour.

Aim

- To assess the effectiveness of social media marketing in influencing consumer behaviour and service utilization at ADEH Care Facilities Pvt. Ltd.
- Understand how social media builds trust and drives decision-making in diagnostic healthcare.

Problem Statement

Despite heavy digital investment, most diagnostic centers :

- Lack clear metrics on the success of their social media campaigns.
- Struggle to convert online awareness into real bookings.

Key Questions:

- Are patients booking tests after seeing social media posts?
- Is brand trust increasing through digital channels?

Objectives

- Evaluate patient engagement with ADEH's social media posts.
- Identify which social media platforms are most impactful.
- Determine the types of content (education, testimonials, offers) that trigger action.
- Examine the role of digital marketing in trust-building and brand recall.
- Provide actionable strategies to enhance ADEH's social media ROI.

Methodology

- **Design:** Descriptive and analytical
- **Approach:** Quantitative – Deductive (based on AIDA & HBM models)
- **Sampling:**
- **Type:** Convenience sampling
- **Population:** Age 21–35, digital users of ADEH
- **Sample Size:** 100–150 respondents
- **Data Tools:** Google Forms, SPSS/Excel
- **Analysis Techniques:**
- Frequency distribution
- Bar graphs, pie charts
- Cross-tabulation & correlation

Results

- **Platform Usage:**

- Instagram (40%), Facebook (30%), YouTube & WhatsApp follow

- **Influence on Behaviour :**

- 60% reported influence from SMM

- 43% booked or considered diagnostic tests

- 35% enquired but did not act immediately

- **Top Content Engagement:**

- Health tips (35%)

- Discounts (30%)

- Patient testimonials (20%)

- Behind-the-scenes (10%)

- **Brand Trust:**

- 58% trusted ADEH more after social media exposure

- 52% recalled the brand more easily

Key Insights

- SMM is more effective with **educational and emotional content**.
- **Visual-first platforms** (Instagram, Facebook) are the most effective.
- **Patient testimonials** build credibility.
- **Offers and promotions** are strong conversion triggers.
- **Consistency** in posting boosts trust and brand recall.
- There's a **neutral segment (15%)** that can be converted with targeted messaging.

Conclusion

- Social media is no longer optional—it's essential in modern healthcare marketing.
- SMM:
 - Builds trust
 - Enhances visibility
 - Drives consumer decisions
- ADEH's case shows mid-sized diagnostics can benefit significantly from targeted digital strategy.
- Integration with offline referrals will yield the best results.

Recommendations

- Prioritize **Instagram & Facebook** with scheduled content.
- Use **educational visuals, real patient stories, and doctor Q&A reels**.
- Integrate **CTA (Call-to-Action)** buttons in posts.
- Launch **health awareness campaigns** regularly.
- Use **social media analytics** to monitor reach and engagement.
- Consider **paid ads targeting 21–35 urban segment**.

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