
STUDY ON THE IMPACT OF DIGITAL MARKETING TECHNIQUES ON PATIENT SATISFACTION

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ABSTRACT

In order to deliver the best service possible, health care marketing aims to learn about and comprehend the needs and preferences of potential patients. When establishing marketing strategies, marketing managers in medical institutions have adopted electronic media as a medium of advertisement due to its enormous targeting potential. It is appropriate to assert that there are social media communication channels that can encourage particular habits and thus affect decision-making. Social media is a common way for people to communicate, and medical organisations can use it to stay in touch with their patients, both current and prospective. Social media may also be used for advertising and promotion by disseminating details about deals, promotions, and advantages of using a certain institution's products.

This study is deemed to find out the impact of digital marketing techniques on the patient satisfaction. The diverse types of techniques are analyzed on the analysis portion of the study.

Keywords: *Digital Marketing, Patients, Satisfaction.*

1. INTRODUCTION

A variety of factors, including an increase in the number of corporate emergency clinics, a growing level of competition between various types of clinics and providers of medical services, the progression of innovation in the field of medicine, the spread of new types of diseases among individuals that causes stress in finding the appropriate specialist organisations, and a number of other factors, have all contributed to a change in the clinic management scene. In the meantime, one significant event that marked a turning point was the suitable acknowledgment of advertising as an appropriate activity for medical care providers in produced nations during the 1990s. The corporate clinics were given the opportunity to consider and, accordingly, implement several advertising strategies. It has also piqued the curiosity of columnists,

scholars, and legislators, with information being shared on marketing in classes and meetings held by corporate clinics in India.

The name "emergency clinic" originates from the Latin word "trusts," which can refer to either a visitor or the person who extends an invitation to them. The Latin word "Hospitalia," which means "a loft for outsiders or visitors," as well as the archaic Latin word "Hospitale" and the old French term "emergency clinic," are all derived from the word "Hospes." Throughout the entirety of the fourteenth century in England, the term developed to signify not only a home for the elderly or infirm but also a fixed abode for those who were economically disadvantaged. In the sixteenth century, various names were used to describe medical clinics. Some examples of these terms were hospice, neighbourliness, cordial, host, inn, and lodge. A facility that provides clinical or attentive consideration to the injured or ill is currently understood to be referred to as an emergency clinic in the United States. As such, a medical clinic is a structure in which individuals who have been hurt, harmed, or are ill are invited and treated. A medical clinic can also be an administrative or private organisation that has been established for the purpose of gathering individuals who are sick in body or mind and providing them with sanctuary. Therefore, providing skilled clinical consideration to the disabled and injured without regard to the patients' social, economic, or racial position is the most important and necessary duty of an emergency clinic. This is true regardless of the patients' circumstances.

Clinical consideration from specialists at the Manual (taluk), sub divisional, and local area wellbeing focus levels is provided at locations offering supplemental medical care as an option. The clinical offices that are reachable from this location are the local area clinics. The implications of the concept of regionalizing healthcare might be experienced in this location. For the subsequent treatment to be administered to the patient, there should be an enough amount of staff and necessary equipment available. In the event that this centre or emergency clinic is excellent and well staffed, it will relieve the nearby medical clinic of some of the responsibilities that it is responsible for. Patients are frequently transferred directly from the primary health care facility (PHC) to the neighbourhood emergency clinic since the PHC does not have the necessary personnel or equipment.

Complex considerations are communicated by superexperts working in clinical institutions and clinics to places that provide medical services at the regional level (region head quarters). The neighbourhood medical centre provides various kinds of help at the sector level, concentrating on professional services like those provided by a current research centre and analytical abilities. This location provides access to superior

treatment options. It is possible to participate in activities that are both more sophisticated and extremely advanced, as well as treatments that require a greater level of expertise. As was said not too long ago, this point represents the pinnacle of the territorial consideration pyramid. Situations are transferred from the vital wellbeing place in the town to the local area wellbeing focus in the square and taluk, and then, for more complicated cases, they are transferred to the emergency clinic in the region.

2. OBJECTIVE OF THE STUDY

To study about the impact of digital marketing strategies on patient's satisfaction.

3. MATERIALS AND METHODS

This study is descriptive and analytical in nature. For this study major tools and techniques are utilized on the basis of the hospitals that have started working on their digital marketing strategies. Marketing techniques of the hospitals are demonstrated in the study. The study is based on Primary and secondary data. The study mainly depends on Primary Data collected through well-framed and structured questionnaires through Google Forms with a five-point Likert scale to elicit the well-considered opinion of the patients of the hospitals. For the analysis 50 respondents data is selected for the sample size of the study.

4. DATA ANALYSIS

The data collected through Google Forms were summarized on the basis of the response by the customers through Five-point Likert scale. The information gathered through the questionnaires will be analyzed with the help of a Statistical Technique like Chi-square.

Limitations of the Study

- A strong unwillingness to participate in the data collection was found on the part of various respondents. It may be due to fear or laziness or lack of interest. Hence, it has been conducted through Google Forms.
- The attitude of the respondents changes from time-to-time.

Data analysis

Analysis: It shows that 38% of the respondents belong to the age group of 15-25 years whereas 20%

belong to the 25-35 years group, 22% belong to 35-45 years, and the remaining 20% are above 45 years of age.

Table 01 Respondents age

S.no.	Respondents age	Frequency	Percentage
1	15-25	19	38%
2	25-35	10	20%
3	35-45	11	22%
4	45 and above	10	20%
	Total	50	100%

Interpretation: As per above analysis the age group 15-25 years are having the major share. The respondents belonging to the remaining groups of age are equally represented in this research study.

02: Gender based classification

Analysis: It shows that 64% of the respondents are Males whereas 36% are Females.

Interpretation: As per above analysis the majority of the respondents are Males who share almost 3/4th of the whole respondents segment.

03: Occupation

Analysis: It shows that 8% of the respondents are Homemakers, 48% are Employees, 6% are Businessmen, 6% are Senior Citizens and the remaining 32% of the respondents belong to other occupations.

Interpretation: As per above analysis the majority of the respondents are Employees.

Table - 02: Awareness about Digital Marketing

S.no.	Particulars	No. of respondents	%
1.	Yes	45	90%
2.	No	05	10%
	Total	50	100%

Analysis: It shows that 90% of the respondents are aware of Digital Marketing and 10% of the respondents are not aware of Digital Marketing.

Interpretation: As per above analysis the majority of the respondents are aware of Digital Marketing.

Table - 03: Showing whether the respondents have purchased any Medicines ever through Digital Marketing or not.

Sl. No.	Particulars	No. of Respondents	%
1.	Yes	34	68%
2.	No	16	32%
	Total	50	100%

Analysis: It shows that 68% of the respondents purchased medicines in through Digital Marketing and the remaining 32% of the respondents not purchased any medicines in through Digital Marketing.

Interpretation: As per above analysis the majority of the respondents have purchased medicines in through Digital Marketing.

Table - 04: Acceptance level of patients on buying medicines because of its Digital Marketing Media.

Sl. No.	Particulars	No. of Respondents	%
1.	Strongly Agree	08	16%
2.	Agree	30	60%
3.	Moderate	10	20%
4.	Disagree	02	04%
5.	Strongly Disagree	00	00%
	Total	50	100%

Analysis: It shows that 16% of the respondents have strongly agreed that they purchase medicines because of the satisfaction they got from the Digital Marketing Media. 60% have just agreed for the same, whereas the remaining 20% have expressed moderate acceptance, 04% have disagreed and none of the respondents have strongly disagreed.

Interpretation: As per above analysis the majority of the respondents agreed that they purchase medicines as they are satisfied with the Digital Marketing Media.

Table 5: The Digital Media which are more accessible by the respondents.

Sl. No.	Particulars	No. of Respondents	%
1.	SMS	24	48%
2.	Email	03	06%
3.	Social Media	07	14%
4.	Websites	07	14%
5.	Display Ads	09	18%
	Total	50	100%

Analysis: It shows that 48% of the respondents opined that SMS is the more accessible Digital Media of hospitals. 6% have opined Email as more accessible media, 14% have opined that Social Media are more accessible, another 14% have opined that websites are more accessible whereas the remaining 18% of the respondents have opined that Display Ads are more accessible.

Table - 6: Overall satisfaction level of respondents towards hospital’s Digital Marketing.

Sl. No.	Particulars	No. of Respondents	%
1.	Highly Satisfied	05	10%
2.	Satisfied	27	54%
3.	Moderate	18	36%
4.	Dissatisfied	00	00%
5.	Highly Dissatisfied	00	00%
	Total	50	100%

Analysis: It shows that 10% of the respondents are Highly Satisfied towards Digital Marketing of hospitals. 54% are satisfied, 36% respondents’ satisfaction level is moderate, whereas neither of the customers is dissatisfied nor highly dissatisfied.

HYPOTHESIS TESTING CHI SQUARE METHOD:

H₀ There is no impact of Digital Marketing Strategies on patients satisfaction adopted by the selected hospitals in Delhi, NCR.

1) Satisfied by any of the digital marketing media to purchase medicines.

Observed Values (O _i)	Expected Values (E _i)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i)/E _i
8	10	8	64	6.4
30	10	0	0	0
10	10	0	0	0
2	10	8	64	6.4
0	10	0	0	0
50	50			9.81

$$x^2 \text{ obs} = \sum \frac{(O_i - E_i)^2}{E_i} x^2$$

Degrees of freedom = x-1 = 5-1 = 4, Table value of x² @ a 5% with 4 d. f = 9.488

$$x^2 \text{ obs} = 9.81 > 9.488.$$

Interpretation: The above indicate the x² obs value is 9.81 which is greater than 9.488. Hence the null hypothesis is rejected.

2) SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of the hospitals.

Interpretation: After the testing as per above mentioned method and procedure, the x² obs value is 11.75 which is greater than 9.488. Hence the null hypothesis is rejected.

3) Satisfied and buying medicines Online because of its Digital Marketing.

Interpretation: After the testing as per above mentioned method and procedure, the x² obs value is 11.98 which is greater than 9.488. Hence the null hypothesis is rejected.

4) Medicines taken via the Outlet are as same as in its Digital Marketing.

5. CONCLUSION

Digital marketing has revolutionized the economy generally and poses several threats and challenges to marketers in the competitive world. Marketers do need to understand the requirements. Over time, commercial hospitals have replaced family practitioners, neighbourhood clinics, and community hospitals in India's healthcare system. Large hospital networks like Fortis, Apollo, and Max build new facilities and

beds in the tertiary sector. Around 7% of the total bed capacity is provided by big and corporate hospitals. Even low middle-class people have to spend above their means due to the rising prevalence and subpar quality of care for chronic lifestyle conditions in public hospitals. The clientele has mostly shifted to corporate hospitals in recent years. The creation of corporate hospitals as preferred medical facilities for foreigners is another advantageous development. All of these changes make it difficult for corporate hospitals to maintain a high level of service delivery for image enhancement and maintenance. To draw in patients and keep them satisfied, they require operational excellence and marketing efficiency. The purpose of this study is to assess the effectiveness of corporate hospitals' marketing strategies.

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