

INTRODUCTION / BACK GROUND OF THE STUDY

- Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs
- The purpose of health care marketing is to learn and understand the needs and desires of prospective patients in order to be able to meet those necessities at the highest standards
- Regarding social media, it is safe to say that there are communication platforms that can promote certain behaviors thus influencing decision-making. In addition, social media can be used in advertising and promoting strategies, by posting information about discounts, offers and advantages of accessing the products provided by a certain institution

AIM AND OBJECTIVES

❑ AIM

To study patient and bystander awareness and acceptance level of social media marketing among the patients and bystander

❑ OBJECTIVES

- To evaluate patient and bystander acceptance level of social media marketing
- To evaluate patient and bystander awareness level of social media marketing

METHODOLOGY

❑ STUDY SETTING

Tertiary Care Teaching Hospital Mangalore

❑ STUDY DESIGN

Descriptive Cross Sectional Study Design

❑ STUDY PARTICIPANTS

Patient or bystander who availed at hospital

❑ MATERIALS AND METHODS

Assessed awareness and acceptance using a questionnaire.

❑ STUDY TOOL

Study tool used is questionnaire. It consists of 3 sections. Section 1 contains demographic details and section 1 contains questions assessing patient awareness and 3 section contain acceptance.

❑ SAMPLE SIZE : 114

❑ INCLUSION CRITERIA

The study includes patient or bystander who active on social media and age above 1

❑ STATISTICAL ANALYSIS

Collected data was tabulated and analysed using appropriate statistical method

RESULT AND DISCUSSION)

RESULTS

- ❑ The study revealed majority of respondents (57%) are aware with the Digital marketing. A smaller percentage (34%) indicated they have some knowledge or understanding of digital marketing, while a minority (9%) responded that they have not heard of it.
- ❑ Additionally, when it comes to digital channels, most respondents demonstrated awareness of social media (61%) as a prominent digital channel.
- ❑ Respondents also mentioned various sources through which they became aware of the hospital, with social media being a significant contributor with (20%).
- ❑ Respondents' views on online platform reliability varied: 53% found them sometimes reliable, 35% rarely, and 12% always. About 53% hadn't seen Hospital ads, indicating a potential audience reach gap Facebook and Instagram played a key role in enhancing providing healthcare information to respondents

DISCUSSION

The study revealed majority of respondents (57%) are aware with the Digital marketing. A smaller percentage (34%) indicated they have some knowledge or understanding of digital marketing, while a minority (9%) responded that they have not heard of it. Additionally, when it comes to digital channels, most respondents demonstrated awareness of social media (61%) as a prominent digital channel.

In a similar study conducted by Hana Othman ElAydi,t. found that Facebook's social media marketing efforts, encompassing aspects like online communities, content sharing, interaction, accessibility, and credibility, contribute to 53.7% of the variance in company awareness.

Regarding the hospital's advertisement exposure, the survey highlighted that a significant portion (53.50%) of respondents hadn't seen the hospital's marketing efforts. Among those who had seen it, social media (23.68%) was the leading source,

In another study by Karen et al., which involved 273 digital media users in Riau province, a strong positive correlation was found between online advertising and company awareness. The research also demonstrated that online advertisements have a positive impact on organizations.

Respondents' views on online platform reliability varied: 53% found them sometimes reliable, 35% rarely, and 12% always. About 53% hadn't seen Hospital ads, indicating a potential audience reach gap

According to a study conducted by Christina L Dunbar et.al, study aims to connect the patients through the social media platforms and the study found that the flow of information on hospital Facebook pages, and especially Twitter pages and the study revealed large patients are accepting and the hospital getting recommended

CONCLUSION

- ❑ this study highlights how important it is for healthcare organizations to use social media effectively. They should use online platforms to connect with patients and others, share reliable information, and make their brand more noticeable this study highlights how important it is for healthcare organizations to use social media effectively. They should use online platforms to connect with patients and others, share reliable information, and make their brand more noticeable

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