

A STUDY ON FORMULATION OF MARKETING STRATEGIES TO PROMOTE A HEALTHCARE SERVICE IN VADODARA GUJARAT

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ABSTRACT

This study explores the critical work of developing marketing plans that effectively promote a healthcare service in Vadodara, Gujarat. It is more important than ever to have strong marketing strategy because the healthcare industry is changing quickly and become more and more competitive. One of Gujarat's largest cities, Vadodara, has a distinct environment due to its expanding population and range of healthcare needs. The research process entails a thorough examination of the Vadodara local healthcare market, including a review of the current offerings, a study of the competitors, and an understanding of the preferences and actions of the target audience. This study tries to discover critical elements impacting the effectiveness of marketing strategies in the healthcare industry using both qualitative and quantitative methodologies. The suggested tactics will be modified to fit the unique market dynamics, cultural quirks, and legal frameworks of Vadodara. To set the healthcare service apart from rivals, a strong brand positioning, improved patient experience, and the utilization of digital platforms will all be prioritized. In the end, this study aims to offer practical insights and suggestions that Vadodara healthcare providers can put into practice to better market their services, increase patient involvement, and achieve sustainable growth in this fast-paced and demanding setting.

Keywords: Healthcare Marketing Strategies, Vadodara Healthcare Market, Competitor Analysis, Consumer Behavior, Digital Platforms, Patient Experience.

I. INTRODUCTION

Introduction on Formulation of Marketing Strategies to Promote a Health Care Service In an era marked by rapid advancements in healthcare technologies and an ever-expanding array of services, the effective promotion of healthcare offerings is crucial for ensuring widespread accessibility and utilization. The formulation of robust marketing strategies plays a pivotal role in fostering awareness, enhancing engagement, and ultimately influencing consumer choices in the healthcare sector. The landscape of healthcare marketing has evolved considerably, propelled by factors such as technological innovations, changing consumer expectations, and the increasing importance of preventive care. This study seeks to delve into the intricacies of marketing strategies within the healthcare domain, with a specific focus on promoting a healthcare service. The aim is to unravel the dynamics that govern the successful promotion of healthcare services, examining the factors that contribute to consumer awareness, choice, and trust in the healthcare landscape. In the ever-evolving landscape of healthcare, the intersection of innovative medical services and effective marketing strategies is becoming increasingly imperative. The paradigm shift towards patient-centric care, coupled with advancements in technology, necessitates a nuanced understanding of how healthcare services are promoted to ensure optimal reach, engagement, and, ultimately, improved health outcomes. This study embarks on an exploration of the formulation of marketing strategies within the healthcare domain, specifically centering on the promotion of a designated healthcare service.

II. METHODOLOGY

1. To investigate the current marketing mix strategy used by people of Baroda a observational study and secondary data collection have been conducted.
2. The marketing mix and their different features have been identified using primary and secondary data.
3. Using the SPSS program, the marketing mix tactics have been examined based on data gathered from a verified questionnaire.
4. Project reports with recommendations have been developed with the aim of ensuring market sustainability in hospital healthcare service marketing.

5. Formulation of Marketing Strategies

Based on the insights gained from the qualitative and quantitative data, develop marketing strategies that are tailored to the needs and preferences of the target audience. The marketing strategies should be specific, measurable, achievable, relevant, and time-bound (SMART).

6. Implementation and Evaluation

Implement the marketing strategies and track their performance. Evaluate the effectiveness of the marketing strategies and make adjustments as needed. Here are some specific examples of mixed research methods that we can use to formulate marketing strategies to promote healthcare services:

Focus groups: Focus groups are a qualitative research method that involves interviewing a small group of people about a specific topic. You can use focus groups to understand patient needs and preferences, and to test the effectiveness of different marketing messages.

Surveys: Surveys are a quantitative research method that involves collecting data from a large number of people. You can use surveys to collect data on patient demographics, health status, healthcare needs, and preferences.

Customer relationship management (CRM) systems: CRM systems collect data on customer interactions with a business. You can use CRM data to identify trends and patterns in patient behaviour, and to develop targeted marketing campaigns.

Social media analytics: Social media analytics tools can be used to collect and analyze data from social media platforms. You can use social media analytics to identify trending topics, track brand sentiment, and understand patient behaviour.

By using a mixed research methodology, we can gain a comprehensive understanding of our target audience and develop marketing strategies that are tailored to their needs and preferences. This will help to promote your healthcare services more effectively and reach more patients.

III. MODELING AND ANALYSIS

1. **Market segmentation:** Based on healthcare requirements, preferences, and service accessibility, divide the Vadodara population into groups using demographic, psychographic, and behavioral data.
2. **Analyze competitors:** Examine all of the healthcare providers that are now in Vadodara, taking into account their offerings, methods of charging, degrees of client happiness, and market share.
3. **Identify internal resources,** areas for development, market opportunities, and potential threats for the healthcare service by doing a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
4. **customer Behavior Study:** Gain insight into customer perspectives, decision-making procedures, preferred communication channels, and variables impacting the choice of healthcare services by using surveys, interviews, and data analytics.
5. **Digital Marketing Modeling:** To improve online visibility, generate leads, and increase sales, create digital marketing models utilizing techniques like SEO (Search Engine Optimization), PPC (Pay-Per-Click) advertising, social media campaigns, and content marketing.

IV. RESULTS AND DISCUSSION

Table 1: Frequency and percentage distribution of age of sample

Age in years	Frequency	Percent
20-30	66	64.7
30-40	32	31.4
40-50	4	3.9
Total	102	100.0

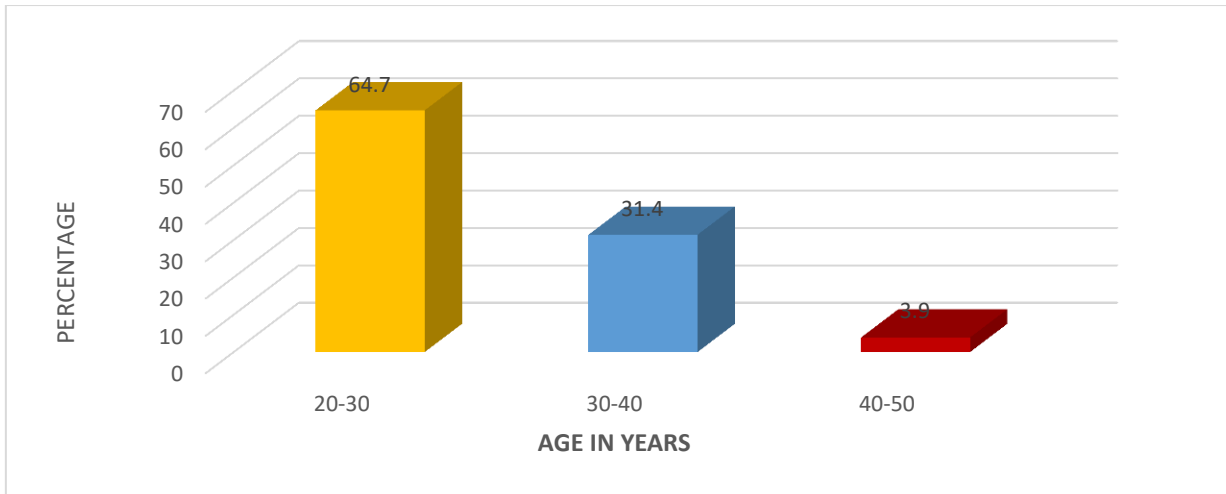


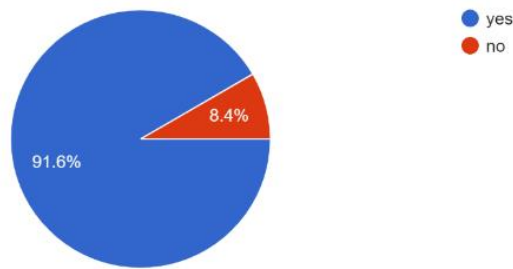
Fig 1: Frequency and percentage distribution of age of sample

Based on a number of different factors, the table below gives a basic idea of how old a person could be. 64.7% of the people who answered were younger than 30 years old, 31.4 were between the ages of 30 and 40, 3.9% were between the ages of 40 and 50.

Table 2: frequency and percentage distribution of sample

Are you the resident of baroda	Frequency	Percent
Yes	404	91.6
No	37	8.4

Are you the resident of baroda
441 responses



91.6% of belong to the Baroda city. And the rest to different cities like Patan, Ahmedabad

Table 3: Frequency and percentage distribution of occupation of sample

Occupation	Frequency	Percent
Student	36	35.3
Employed	40	39.2
Unemployed	15	14.7
Other	11	10.8
Total	102	100.0

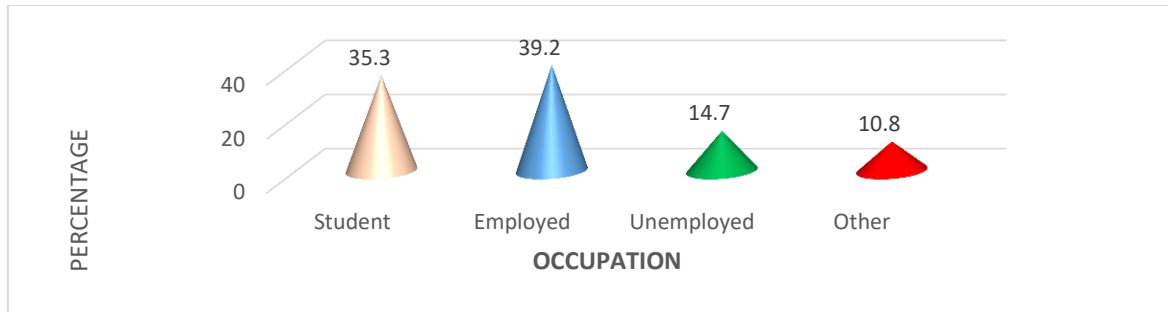


Fig 3: Frequency and percentage distribution of occupation of sample

In the table that comes after this one, there is a short description of Occupation. It's the next one after this one. There is a 35.3% allocation for student use, a 39.2% allocation for employed, a 14.7% allocation for unemployed, and a 10.8% allocation for other

Table 4: Frequency and percentage distribution of sample according to How frequently do you seek health care services

How frequently do you seek health care services	Frequency	Percent
Very frequently	51	50.0
Occasionally	35	34.3
Rarely	16	15.7
Total	102	100.0

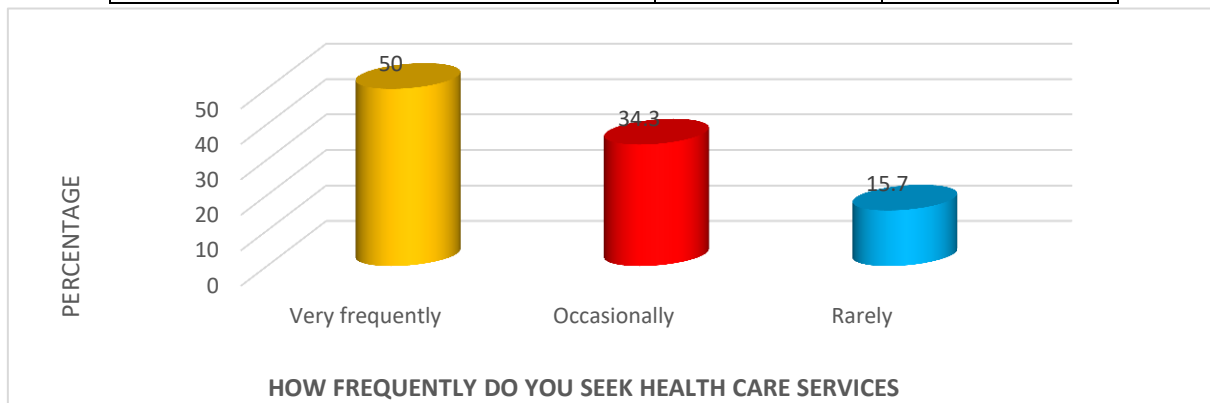


Fig 4: Frequency and percentage distribution of sample according to How frequently do you seek health care services

In the table that comes after this one, there is a short description of how frequently do you seek health care service. There is 50% of people get sick very quickly, 34.3% occasionally fall ill, and rarely, only 15.7% recover

Table 5: Frequency and percentage distribution of sample according to Are you aware of health care service being studied

Are you aware of health care service being studied	Frequency	Percent
Yes	88	86.3
No	34	13.7
Total	102	100.0

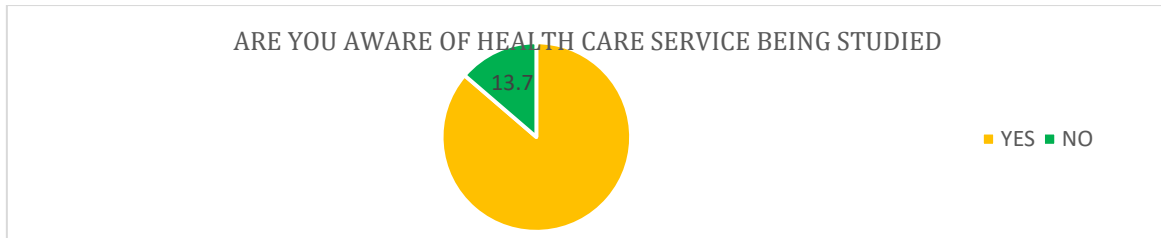


Fig 5: Frequency and percentage distribution of sample according to Are you aware of health care service being studied

there is a short description are you aware of health care service being studied there is 86.3% people are aware of health care service being studied and 13.7 % people not aware of healthcare service being studied.

Table 6: Frequency and percentage distribution of sample according to What factors influence your awareness of health care services

What factors influence your awareness of health care services	Frequency	Percent
Advertising	36	35.3
Word to mouth	23	22.5
Social media	23	22.5
Healthcare events	20	19.6
Total	102	100.0

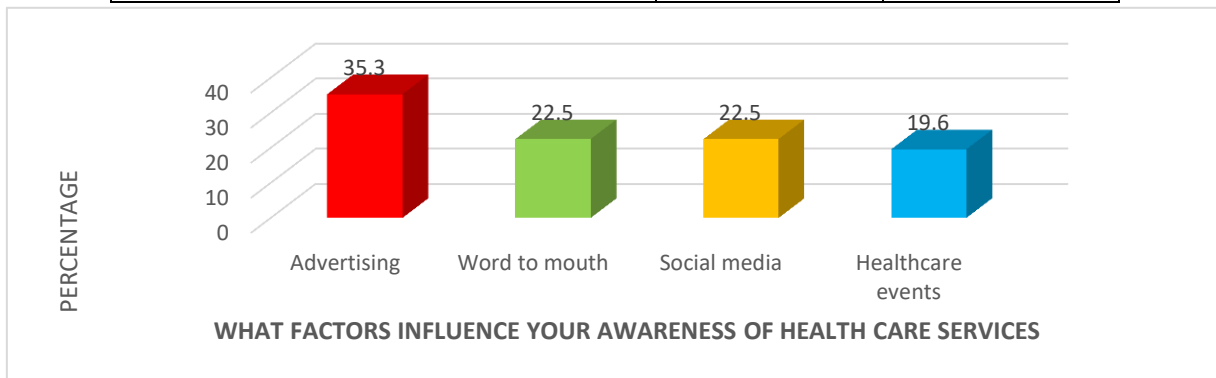


Fig 6: Frequency and percentage distribution of sample according to What factors influence your awareness of health care services

As it stands, the data in the table above reveals Which marketing channels have you found most informative about factors influence your awareness of health care services Advertisements for 35.3%, word to mouth for 22.5%. social media by 22.5%, healthcare events by 19.6%.

Table 6: Frequency and percentage distribution of sample according to What marketing channels do you find most effective in promoting health care services

What marketing channels do you find most effective in promoting health care services	Frequency	Percent
TV commercials	25	24.5
Online advertisements	33	32.4
Print media	44	43.1
Total	102	100.0

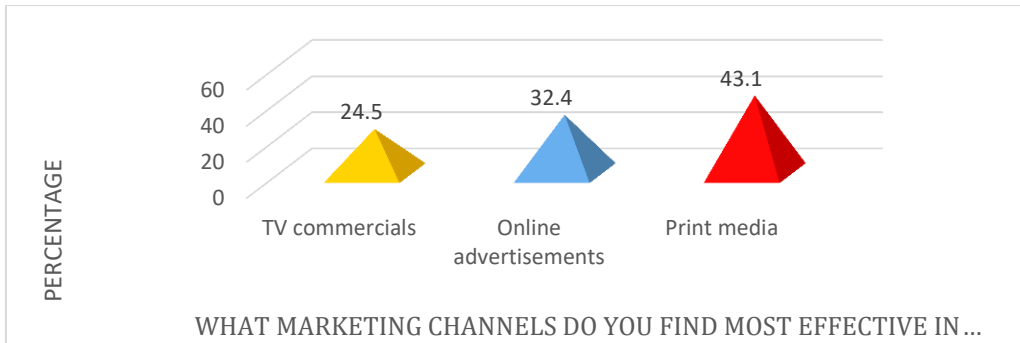


Fig 6: Frequency and percentage distribution of sample according to What marketing channels do you find most effective in promoting health care services

As it stands, the data in the table above reveals Which marketing channels have you found most informative about what marketing channels do you find most effective in promoting healthcare services there is 25.5% of tv commercials, 32.4 of online advertisements, and rest of the print media 43.1%.

Table 8: Frequency and percentage distribution of sample according to How important of your consider health care services in your life

How important of your consider health care services in your life	Frequency	Percent
Extremely important	32	31.4
Very important	25	24.5
Moderately important	33	32.4
Slightly important	12	11.8
Total	102	100.0

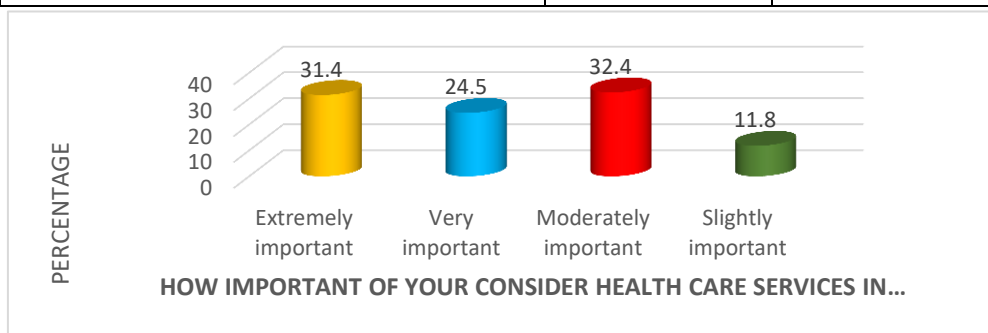


Fig 8: Frequency and percentage distribution of sample according to How important of your consider health care services in your life

As it stands, the data in the table above reveals how important of your consider health care services in your life there is 31.4% of people saying that extremely important, 24.5% people are saying that very important, 32.4% of people saying that moderately important, 11.8% of people saying that slightly important.

Table 9: Frequency and percentage distribution of sample according to What factors would make you choose one health care services over another

What factors would make you choose one health care services over another	Frequency	Percent
Reputation	29	28.4
Price	23	22.5

Service quality	25	24.5
Location	25	24.5
Total	102	100.0

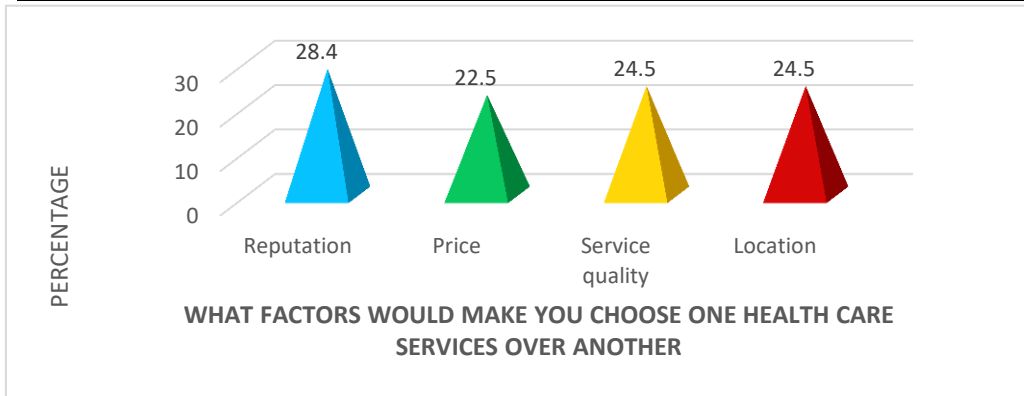


Fig 9: Frequency and percentage distribution of sample according to What factors would make you choose one health care services over another

As it stands, the data in the table above reveals what factors would make you choose one health care services over there is 28.4% of reputation,22.5% of price, 24.5% location

Table 10: Frequency and percentage distribution of sample according to How can health care services improve their marketing strategies

How can health care services improve their marketing strategies	Frequency	Percent
Better targeting of the audience	36	35.3
Improved communication clarity	31	30.4
Utilizing more channels	19	18.6
Enhancing customer engagement	16	15.7
Total	102	100.0

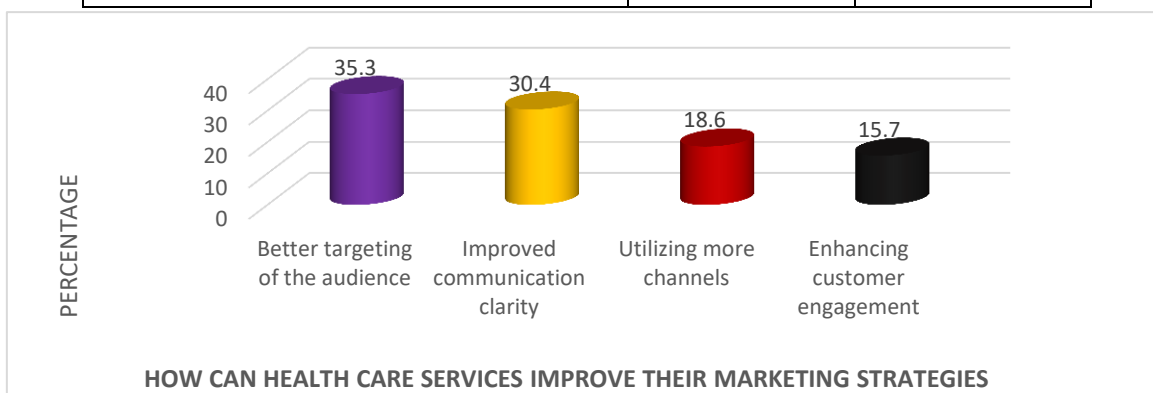


Fig 10: Frequency and percentage distribution of sample according to How can health care services improve their marketing strategies

As it stands, the data in the table above reveals how can health care services improve their marketing strategies there is 35.3% of better targeting of the audience,30.4% of improved communication clarity, 18.6% of utilizing more channels,15.7% of enhancing customer engagement.

Table 11: Frequency and percentage distribution of sample according to What do you think will be future trends in health care service marketing

What do you think will be future trends in health care service marketing	Frequency	Percent
Increased use of technology	45	44.1
Personalized healthcare experiences	24	23.5
Emphasis on preventive care	17	16.7
Social responsibility and sustainability	16	15.7
Total	102	100.0

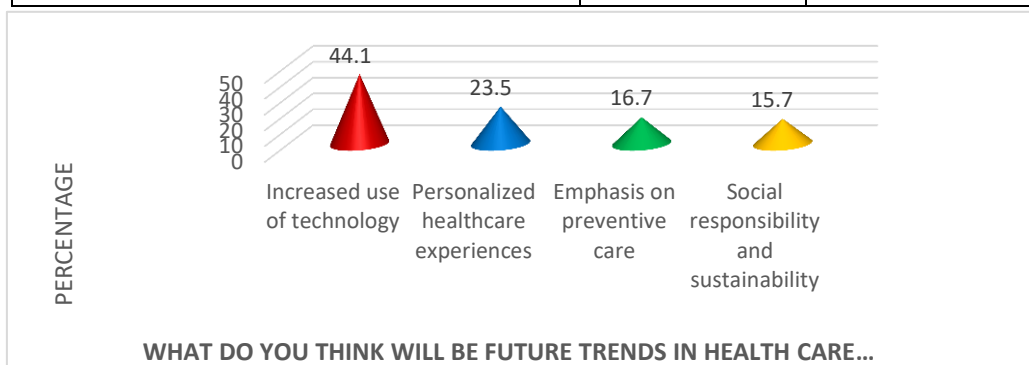


Fig 11: Frequency and percentage distribution of sample according to What do you think will be future trends in health care service marketing

As it stands, the data in the table above reveals what do you think will be future trends in health care service marketing there is 44.1% of increased use of technology, 23.5% personalized healthcare experiences, 16.7% of emphasis on preventive care, 15.7% social responsibility and sustainability.

Table 12: Frequency and percentage distribution of sample according to What factors contribute to your perception of health care service as trustworthy

What factors contribute to your perception of health care service as trustworthy	Frequency	Percent
Accreditation	35	34.3
Positive reviews	40	39.2
Transparency in communication	21	20.6
Longevity in the industry	6	5.9
Total	102	100.0

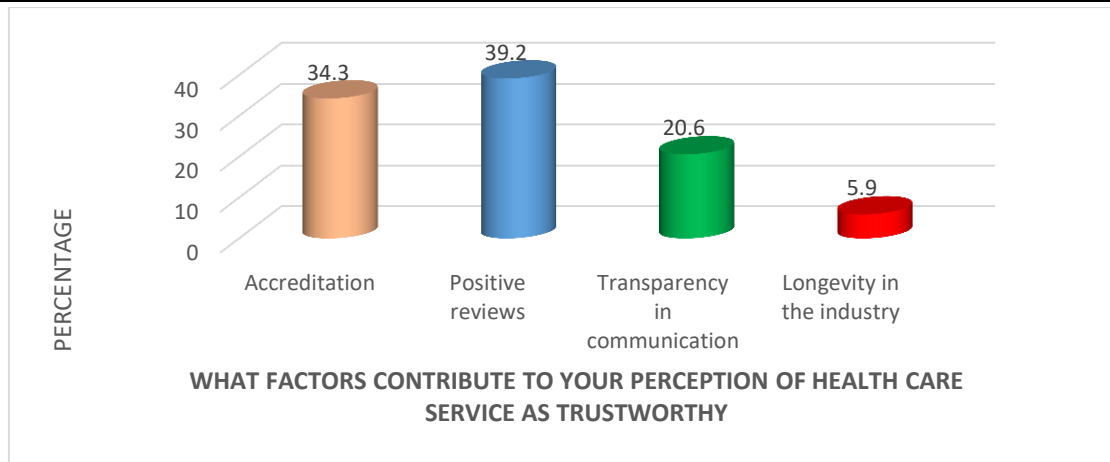


Fig 12: Frequency and percentage distribution of sample according to What factors contribute to your perception of health care service as trustworthy

As it stands, the data in the table above reveals what factors contribute to your perception of health care service as trustworthy there is 34.3% accreditation, 39.25 positive reviews,20.6% transparency in communication, 5.9% longevity in the industry.

Table 13: Frequency and percentage distribution of sample according to What type of communication do you find most engaging in health care marketing

What type of communication do you find most engaging in health care marketing	Frequency	Percent
Educational content	32	31.4
Personal stories or testimonials	31	30.4
Visual content	25	24.5
Interactive content	14	13.7
Total	102	100.0

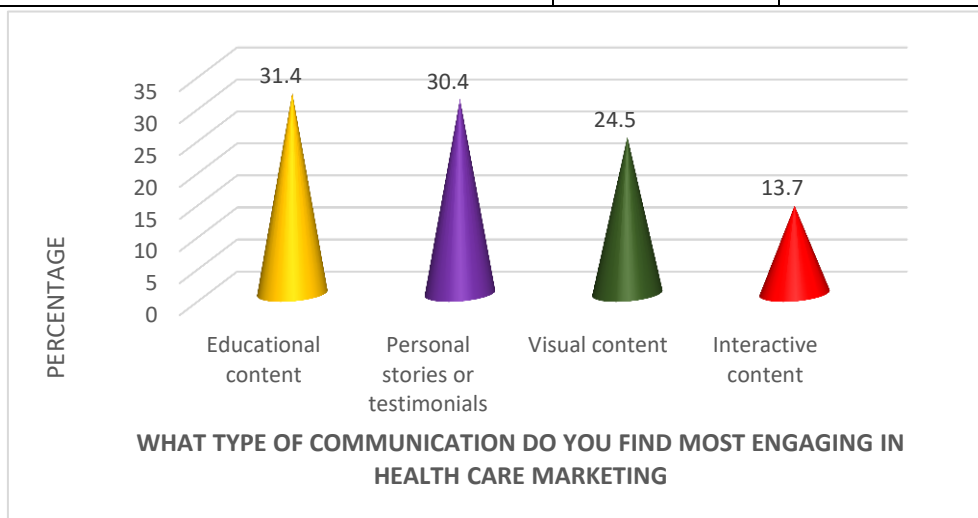


Fig 13: Frequency and percentage distribution of sample according to What type of communication do you find most engaging in health care marketing

As it stands the data in the table above reveals what type of communication do you find most engaging in health care marketing 31.4% educational content,30.4% personal stories or testimonials, 24.5% visual content, 13.7% interactive content.

Table 14: Frequency and percentage distribution of sample according to What aspects of health care services do you find most crucial

What aspects of health care services do you find most crucial	Frequency	Percent
Quality	31	30.4
Accessibility	18	17.6
Affordability	47	46.1
Convenience	6	5.9
Total	102	100.0

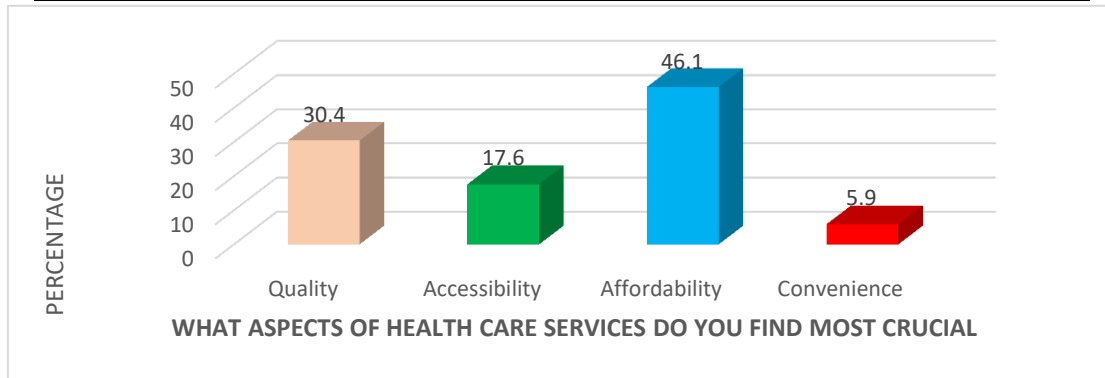


Fig 14: Frequency and percentage distribution of sample according to What aspects of health care services do you find most crucial

As it stands the data in the table above reveals what aspects of health care services do you find most crucial there are 30.4% quality matter, 17.6% accessibility, 46.1% affordability, 5.9% convenience.

Table 15: Frequency and percentage distribution of sample according to Are you aware of competitors offering similar health care services

Are you aware of competitors offering similar health care services	Frequency	Percent
Yes	73	71.6
No	29	28.4
Total	102	100.0

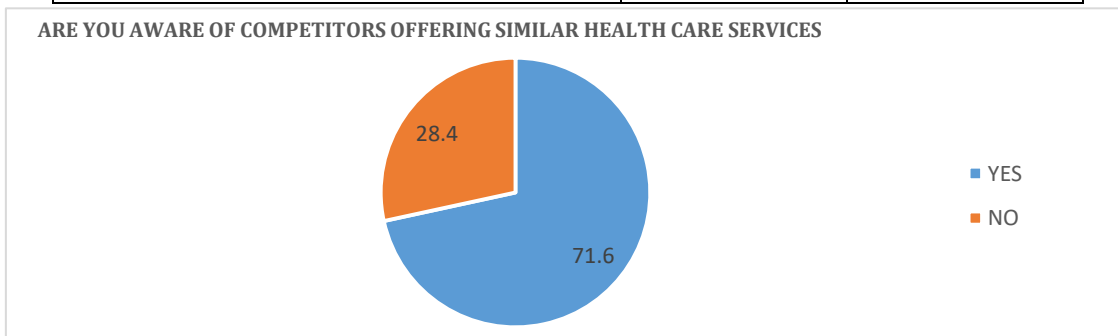


Fig 15: Frequency and percentage distribution of sample according to Are you aware of competitors offering similar health care services

As it stands the data in the figure above reveals are you aware of competitors offering similar health care services that is 71.6% people are saying yes, and 28.4% people are say no.

Table 16: Frequency and percentage distribution of sample according to Have you ever chosen a health care service based on a marketing campaign

Have you ever chosen a health care service based on a marketing campaign	Frequency	Percent
Yes	66	64.7
No	36	35.3
Total	102	100.0

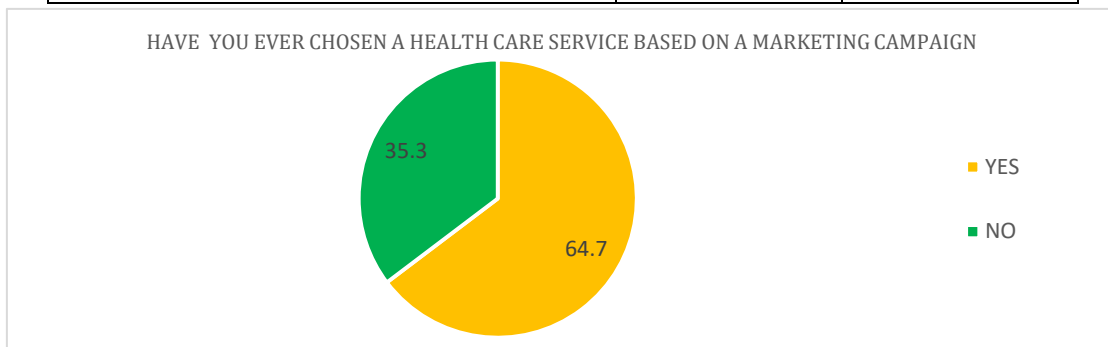


Fig 16: Frequency and percentage distribution of sample according to Have you ever chosen a health care service based on a marketing campaign

As it stands the data in figure above reveals have you ever chosen a healthcare service based on a marketing campaign there is 64.7% people saying yes, and 35.3% people saying no.

V. CONCLUSION

The information provided sheds important light on the characteristics, inclinations, and views of healthcare consumers as well as the efficacy of different marketing tactics used by the sector. First, the sample's age distribution shows that most of its members are in the 20–30 age range, which suggests that this is a young population that is probably tech-savvy and receptive to digital marketing strategies. This emphasizes how crucial it is to use technology-driven marketing channels and internet platforms to effectively reach and interact with this market. A sizable fraction of the sample's workforce is made up of workers and students, which emphasizes the necessity for services and communications that are specifically tailored to these groups' needs and lifestyles. Furthermore, there are differences in the frequency of seeking medical attention; a significant portion of respondents indicated a high frequency of medical necessity. This emphasizes the ongoing need for healthcare services and the significance of continuing to have a strong market presence in order to quickly satisfy customer demands. It is encouraging for marketing initiatives if respondents had a high degree of awareness about the healthcare service under investigation. Multi-channel marketing tactics are helpful when it comes to influencing awareness because of factors including advertising, word-of-mouth, social media, and healthcare events. It's important to remember that some responders are still ignorant, which presents chances for focused awareness initiatives to reach more people. While print, web, and television commercials are thought to be efficient marketing mediums, it is impossible to overlook the growing importance of digital platforms. Using digital marketing techniques, such as content marketing, online advertisements, and social media, can increase reach and engagement with tech-savvy customers. Given that a sizeable portion of respondents rated healthcare services as extremely or very vital, it is clear how important they are to respondents' lives. This demonstrates the importance of healthcare on an emotional and practical level, which should be mirrored in marketing messaging that prioritize accessibility, quality, and trust. Reputation, cost, level of service, and location are all factors that affect the decision on which healthcare services to use. In order to stand out in a crowded market and satisfy customer expectations, healthcare providers should use these data to customize their products and communication tactics. Enhanced client involvement, multi-channel utilization, improved message clarity, and more precise audience targeting are all components of superior marketing tactics. Future trends in healthcare service marketing are anticipated to center on social responsibility

programs, 64.7 35.3 HAVE YOU EVER CHOSEN A HEALTH CARE SERVICE BASED ON A MARKETING CAMPAIGN YES NO individualized experiences, increased use of technology, and an emphasis on preventive care. The perception of healthcare services as reliable is influenced by a number of factors, such as industry longevity, positive evaluations, accreditation, and transparency. Consumers respond favorably to interactive, personal narratives, instructional content, and images, and these forms of communication can build loyalty and trust. All things considered, the data offers a thorough grasp of consumer behavior, preferences, and expectations in the healthcare industry. This understanding helps healthcare providers create persuasive marketing campaigns that connect with their target market, promote long-term success, and satisfy customers.

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