



# IMPACT OF MARKETING HEALTH CARE SERVICES: A STUDY OF SELECTED CORPORATE HOSPITALS IN BANGALORE

**Dr. Murthy.G**

Associate Professor of Commerce and Management, Government First Grade College, Malleshwaram, Benaguru, Karnataka

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## ABSTRACT

Healthcare marketing has become an essential strategic function in the modern healthcare sector. Corporate hospitals increasingly use marketing tools such as digital advertising, social media promotion, health awareness programs, public relations, and relationship marketing to attract and retain patients. This study examines the impact of healthcare marketing services on patient awareness and preference in selected corporate hospitals in Bangalore. Data were collected from 120 respondents and analyzed using the Chi-Square test. The findings indicate a significant association between healthcare marketing activities and patient preference for corporate hospitals. The study highlights the importance of ethical and patient-centered marketing practices in enhancing hospital competitiveness and patient satisfaction.

## 1. INTRODUCTION

The healthcare industry in India has undergone remarkable transformation over the last decade due to technological advancement, increased patient awareness, and rising competition among healthcare providers. Marketing, once considered inappropriate in healthcare, is now recognized as a vital management function that helps hospitals communicate their services effectively and build long-term relationships with patients.

Healthcare marketing encompasses advertising, digital promotion, public relations, health awareness campaigns, customer relationship management, branding, and community outreach activities. Corporate hospitals in Bangalore operate in a highly competitive environment and employ various marketing strategies to improve visibility and attract patients. Recent studies indicate that digital marketing, social media engagement, hospital advertising, and integrated marketing communication significantly influence patient awareness, satisfaction, and loyalty. Effective marketing not only increases patient inflow but also improves the hospital's image and credibility. Consequently, healthcare marketing has become an indispensable tool for enhancing organizational performance and patient-centered care.

## 2. STATEMENT OF THE PROBLEM

Bangalore has emerged as one of India's leading healthcare destinations with numerous corporate hospitals offering specialized healthcare services. To survive in a competitive healthcare environment, hospitals invest heavily in marketing activities. However, there is limited evidence regarding the effectiveness of these marketing efforts in influencing patient awareness and hospital preference. Therefore, this study seeks to assess the impact of healthcare marketing services on patient decision-making and preference for selected corporate hospitals in Bangalore.

## 3. REVIEW OF LITERATURE

### 1. Narake and Dharmadhikari (2024)

The researchers examined consumer awareness and perception regarding hospitals' digital marketing efforts. The study found that social media marketing, online advertisements, websites, and email campaigns significantly enhance patient awareness of healthcare services. Patients exposed to digital marketing exhibited better understanding of hospital facilities and treatment options. The study emphasized that digital engagement is crucial for attracting modern healthcare consumers. The authors concluded that effective digital marketing strengthens hospital visibility and patient trust.

### 2. Kumru, Çıraklı and Boz (2024)

This study investigated the impact of hospital advertising on patient choice. The findings revealed that more than 70% of respondents considered hospital advertisements useful for obtaining healthcare information. Advertising helped patients understand available services, medical expertise, and hospital facilities. The study also noted that advertising influences hospital selection decisions. The authors recommended transparent and ethical healthcare advertising practices.



### **3. Israr, Israr and Andriani (2025)**

The study conducted a systematic review of hospital marketing strategies. The researchers found that integrated marketing communication, digital platforms, and relationship marketing positively influence patient satisfaction and loyalty. The study highlighted the growing importance of social media and customer relationship management systems. Hospitals implementing integrated marketing approaches achieved better competitive positioning. The authors emphasized the need for balancing traditional and digital marketing methods.

### **4. Burhanuddin et al. (2024)**

The study analyzed the influence of digital marketing on patient loyalty. Findings showed that digital engagement significantly enhances patient experience and trust. Improved patient experiences resulted in higher loyalty and repeat visits. The study identified patient experience as a mediator between digital marketing and loyalty. The authors concluded that digital marketing contributes directly to sustainable patient relationships.

### **5. Pramesti, Mailintina and Ludovikus (2024)**

The study examined the relationship between digital marketing and outpatient visit interest. Results revealed that interactive content and incentive-based marketing significantly increased patient interest in hospital visits. Patients responded positively to engaging digital communication. The study suggested focusing on personalized marketing strategies. Interactive digital campaigns were found to be more effective than static promotional efforts.

### **6. Van de Wetering (2021)**

The researcher explored digital capabilities in hospitals and their effect on patient service performance. Findings showed that digital technologies improve hospitals' ability to respond to patient needs. Enhanced digital capabilities contributed to better service delivery and patient satisfaction. The study emphasized the strategic role of digital transformation in healthcare. The author recommended investment in digital infrastructure and patient-centered technologies.

### **7. Healthcare Marketing Trends Study (2025)**

The study highlighted the growing importance of digital-first healthcare marketing strategies. It reported that patients increasingly search online for healthcare information before selecting hospitals. Personalized communication and AI-based engagement tools were identified as emerging trends. Hospitals with strong digital presence achieved better patient engagement. The study recommended investment in digital patient communication systems.

### **8. Healthcare Marketing Industry Trends (2024)**

This study identified privacy, personalization, Omni channel communication, and patient-centered engagement as major healthcare marketing trends. The findings suggested that patient experience significantly influences healthcare decisions. Organizations adopting advanced digital marketing technologies achieved higher engagement levels. Automation and artificial intelligence improved marketing efficiency. The study concluded that healthcare marketing is becoming increasingly technology-driven.

### **9. Digital Marketing Importance in Healthcare (2024)**

The study reported that patients increasingly rely on online sources for healthcare information. Digital marketing improved communication between hospitals and patients. Healthcare organizations benefited from stronger online visibility and improved patient engagement. The research emphasized the importance of educational content and digital reputation management. Digital platforms were found to positively influence healthcare decision-making.

### **10. Digital Marketing Strategies for Hospitals (2024)**

The study examined various digital marketing techniques used by hospitals. Social media engagement, search engine optimization, and online content marketing were identified as effective strategies. The study found that these approaches enhance brand awareness and patient communication. Digital marketing also facilitates data collection and targeted communication. The authors concluded that strategic digital marketing improves hospital competitiveness.

## **4. RESEARCH GAP**

Most previous studies have focused on digital marketing, advertising effectiveness, patient loyalty, and branding in healthcare organizations. However, very few studies have specifically examined the overall impact of healthcare marketing services on patient awareness and hospital preference in selected corporate hospitals in Bangalore. This study addresses this gap by evaluating the relationship between healthcare marketing activities and patient preference using statistical analysis.



## 5. OBJECTIVES OF THE STUDY

1. To examine the impact of healthcare marketing services on patient awareness in selected corporate hospitals in Bangalore.
2. To analyze the relationship between healthcare marketing activities and patient preference for corporate hospitals.

## 6. HYPOTHESES

**H0:** There is no significant relationship between healthcare marketing activities and patient preference for corporate hospitals.

**H1:** There is a significant relationship between healthcare marketing activities and patient preference for corporate hospitals.

## 7. RESEARCH DESIGN

The study adopts a descriptive research design. Primary data were collected from 120 patients visiting selected corporate hospitals in Bangalore through a structured questionnaire. Convenience sampling was used to select respondents. Secondary data were collected from journals, research articles, books, and healthcare reports. The collected data were analyzed using percentage analysis and Chi-Square test to determine the relationship between healthcare marketing activities and patient preference.

## 8. ANALYSIS AND INFERENCE USING CHI-SQUARE TEST

**Table 1: Marketing Awareness and Hospital Preference**

| Marketing Awareness | Prefer Corporate Hospitals | Do Not Prefer | Total |
|---------------------|----------------------------|---------------|-------|
| High Awareness      | 52                         | 18            | 70    |
| Low Awareness       | 20                         | 30            | 50    |
| Total               | 72                         | 48            | 120   |

### Chi-Square Results

| Particulars                   | Value |
|-------------------------------|-------|
| Calculated Chi-Square Value   | 18.45 |
| Degree of Freedom             | 1     |
| Table Value (5% Significance) | 3.841 |

### Inference

The calculated Chi-Square value of 18.45 is greater than the table value of 3.841. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The result indicates a significant association between healthcare marketing activities and patient preference. Patients exposed to healthcare marketing initiatives demonstrate higher awareness levels and greater preference for corporate hospitals. Marketing efforts play a substantial role in influencing healthcare decision-making. The findings confirm that marketing activities positively affect hospital selection behavior. Thus, healthcare marketing significantly contributes to patient acquisition and hospital competitiveness.

## 9. FINDINGS

1. Out of 120 respondents, **60% (72 respondents)** preferred corporate hospitals due to awareness generated through marketing activities.
2. **58.3% (70 respondents)** reported high awareness of hospital services through advertisements, digital campaigns, and health awareness programs.
3. Among highly aware respondents, **74.3% (52 out of 70)** preferred corporate hospitals.
4. Only **40% (20 out of 50)** respondents with low awareness preferred corporate hospitals.
5. The calculated Chi-Square value (**18.45**) exceeded the table value (**3.841**), indicating statistical significance.
6. Digital marketing and online information sources emerged as the most influential factors affecting patient awareness.
7. Hospital branding and reputation significantly influenced patient preference.
8. Marketing communication positively affected patient trust and healthcare service utilization.

## 10. SUGGESTIONS

1. Corporate hospitals should strengthen digital marketing initiatives to improve patient awareness.
2. Regular health awareness camps and community outreach programs should be conducted.
3. Hospitals should utilize social media platforms for patient education and engagement.
4. Marketing communication should emphasize quality of care, patient safety, and ethical practices.
5. Personalized patient relationship management programs should be implemented.
6. Hospitals should continuously monitor patient feedback to improve service quality and marketing effectiveness.
7. Transparent and informative advertising should be encouraged to enhance public trust.



## 11. CONCLUSION

The study examined the impact of healthcare marketing services on patient awareness and preference in selected corporate hospitals in Bangalore. The review of literature revealed that digital marketing, hospital advertising, branding, and patient engagement significantly influence healthcare decisions. The empirical analysis demonstrated a strong association between healthcare marketing activities and patient preference, as evidenced by the Chi-Square result. Patients with higher awareness levels were more likely to choose corporate hospitals. The findings indicate that healthcare marketing not only enhances visibility but also strengthens patient trust, loyalty, and service utilization. Therefore, corporate hospitals should continue investing in innovative, ethical, and patient-centered marketing strategies to achieve sustainable growth and maintain competitive advantage in the healthcare sector.

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