



ROLE OF DIGITAL MARKETING PLATFORMS IN CONSUMER ENGAGEMENT AND ANALYTICS IN COIMBATORE HOSPITALS

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ABSTRACT

The paper looks at how hospitals in Coimbatore use marketing platforms to talk to patients and understand them better. It checks out how hospitals use media, websites and mobile applications to connect with patients and make their services better. The person doing the research also tries to figure out what makes consumer analytics work well for marketing and getting patients involved. The researcher collected information from 105 patients by asking them questions in a way. They used a computer program called SPSS to look at the information they got. They used tests like ANOVA and factor analysis to see if their ideas were right and to find out what factors are important. The paper is about marketing platforms and how they are used in hospitals in Coimbatore, for consumer engagement and analytics. The results show that there are differences in patient engagement on digital platforms, and there are five factors that expand marketing in hospitals.

KEYWORDS: Digital Marketing, Consumer Engagement, healthcare and digital platforms

INTRODUCTION

The healthcare industry in India has also experienced a major move with the adoption of digital technology, especially in the marketing of hospitals and communication with patients. Digital marketing tools such as hospital websites, social media sites, mobile applications, search engines, and healthcare websites have convert essential for hospitals to communicate with consumers. In cities such as Coimbatore, which is hastily developing into a healthcare destination in the state of Tamil Nadu, hospitals are increasingly using digital tools to increase perceptibility and communicate with patients in a competitive healthcare market.

Engagement of consumers finished digital marketing platforms helps hospitals launch trust and responsiveness of their services, as well as offer easy access to healthcare information. Social media platforms and online appointment systems enable two-way statement, which helps hospitals retort to consumer inquiries, post health-related content, and communicate their services excellently. In addition to appointment, these platforms offer valuable consumer data that can be analysed to understand consumer preferences and behaviour patterns. Consumer analytics also elevation hospitals in evaluating the effectiveness of their digital marketing strategies and generating more personalized communication.

This research work is based on exploring the use of digital marketing platforms in engaging consumers and analytics in hospitals of Coimbatore. The research work is intended to analyze the use of digital platforms by hospitals in Coimbatore to engage consumers and the analytics obtained from the platforms to support marketing and decision-making. The research work is expected to offer insights into the use of digital marketing and strategies to improve patient engagement and services.

REVIEWS OF LITERATURE

Various Authors (2024) “Consumer Awareness and Perception of Hospitals’ Digital Marketing Efforts in India” This empirical research focused on the awareness and perception of Indian consumers regarding the digital marketing efforts of hospitals, including social media sites, online advertisements, and email marketing. The results indicated that consumers demonstrated high awareness and engagement with hospitals on social media sites and online advertisements, but the engagement level for email marketing was relatively low. The research concluded that the performance of different digital marketing platforms differs considerably and that hospitals should improve underperforming platforms to increase overall consumer engagement.

Haritha, C. K., Shaikh, A., Gadia, V., & Mullick, A. (2024) “Healthcare Content Marketing in Digital India” This paper carried to light the connotation of content marketing as one of the most significant digital marketing tools for healthcare officialdoms in India. The writers concluded that the use of informative and targeted digital content has helped in attractive patient experience, accessibility of healthcare information, and engagement with consumers, especially scheduled social media platforms and hospital websites. The authors stressed that content marketing, aided by digital analytics, is an important factor in building hospital-consumer relationships in the Indian healthcare industry.



Das, D., & Sengar, A. (2023) “*Challenges to Customer Engagement with eHealth Systems in India*” This research investigated the challenges that impact the engagement of consumers with eHealth systems in India. The authors have found that the lack of usability, absence of interactive elements, and limited involvement of consumers are some of the significant challenges that impede effective engagement. Though this research is not confined to hospitals, it gives respected information on why healthcare organizations face difficulties in engaging consumers through digital platforms. The research directs that analytics-driven changes can improve user engagement.

Kalta, A. (2025) “*Healthcare Digital Marketing Strategies in India*” This paper discussed the latest trends in digital marketing practices being implemented by hospitals and clinics in India. The author pointed out the increasing use of data-driven and personalized marketing campaigns using Practo, WhatsApp, and telemedicine apps. The paper stressed the importance of patient persona mapping and region-based targeting as key factors for enhancing consumer engagement and marketing performance in the digital marketing of healthcare.

Sinha, D., & Patel, M. (2024) “*Digital Marketing Agreement and Practices Across Indian Healthcare Providers*” This paper analysed the acceptance of digital marketing techniques by hospitals and clinics in urban areas of India. The paper decorated techniques like search engine optimization, pay-per-click advertising, content marketing, and online reputation management. The results showed that localized digital marketing techniques had a important impact on patient studies and appointments, thus proving the efficacy of digital tools in improving consumer engagement in the Indian healthcare industry.

STATEMENT OF PROBLEMS

In today’s digital age, hospitals in Coimbatore are increasingly adopting digital marketing platforms like social media, hospital websites, online appointment platforms, and healthcare apps to reach consumers. However, despite the increasing adoption of these platforms, there is very little known about the effectiveness of these platforms in reaching patients and influencing their healthcare choices. Hospitals are increasingly adopting online platforms but are not able to create any meaningful engagement or convert digital engagement into actual service use. This lack of rendezvous creates doubts about the application and effectiveness of digital marketing strategies in the healthcare space, particularly in a competitive and rapidly growing market like Coimbatore.

In addition, the implementation of digital platforms creates a significant amount of consumer data that has the possible to enhance marketing, patient experience, and service delivery. However, the data is not analysed in a systematic way to create insights that can inform marketing decisions. Consequently, digital marketing campaigns can remain low without contributing to enhanced consumer engagement, patient satisfaction, and hospital performance. Thus, there is a great need to explore the extent to which Coimbatore hospitals are adopting digital marketing platforms and analytics to engage consumers effectively and make learned marketing decisions.

How do hospitals use digital marketing platforms to engage patients?

- ✓ What are the key factors of consumer analytics from digital platforms that improve hospital marketing strategies and patient engagement?
- ✓

OBJECTIVES OF THE STUDY

- To analyze how hospitals utilize digital marketing platforms to engage with patient.
- To determine the essential elements of consumer analytics derived from digital platforms that enhance hospital marketing strategies and patient engagement

RESEARCH METHODOLOGY

The research study uses a descriptive research design to study the significance of digital marketing platforms and consumer analytics in hospitals. The study used a structured questionnaire to collect data from patients of nominated hospitals in Coimbatore. The convenience sampling technique was employed, and a total of 105 valid responses were collected. The questionnaire used a five-point Likert scale to quantify the variables. The data collected was analysed using SPSS software. The study used ANOVA and factor analysis to meet the objectives.

Table 1
ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.53	3	2.84	3.91	0.012
Within Groups	73.14	101	0.72		
Total	81.67	104			

The ANOVA test was used to order if patient engagement varies from one digital marketing platform used by hospitals to additional. The F value is 3.912, and the degrees of freedom are (3, 101). The significance value is 0.012, which is less than the level of significance of 0.05. This means that there is a significant difference in patient engagement from one group to additional. The null hypothesis is therefore rejected. This means that patient engagement is significantly influenced by the digital marketing platform used by hospitals.



Table 2
KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.832
Bartlett's Test of Sphericity	Approx. Chi-Square 912.456

The Kaiser-Meyer-Olkin (KMO) sampling competence value is 0.832, which is an suggestion that the sample collected is sufficient and suitable for carrying out factor analysis. The result from Bartlett's Test of Sphericity designates that the approximate chi-square value is 912.456, which is statistically significant. The result is an indication that the variables are well correlated with each other. This implies that the data collected is suitable for factor analysis. Therefore, factor analysis can be considered a reliable method for determining the underlying factors of consumer analytics that are derived from digital platforms.

Table 3
Total Variance Explains

Component	Eigenvalue	% of Variance	Cumulative %
1	3.22	21.43%	21.43%
2	2.81	18.71%	40.14%
3	1.93	12.83%	52.97%
4	1.34	8.93%	61.90%
5	1.12	7.47%	69.37%

Table 4
Rotated Component Matrix

Items	Data Quality & Insights	Social Media & Feedback Analytics	Personalized Marketing & Targeting	Campaign & Web Analytics	Service Improvement & Engagement Outcomes
Data Accuracy	0.803				
Real-Time Insights	0.783				
Reliable Reporting	0.771				
Social Media Analytics		0.801			
Patient Feedback Analysis		0.790			
Online Review Monitoring		0.767			
Patient Behavior Segmentation			0.791		
Personalized Marketing Campaigns			0.785		
Targeted Ad Campaigns			0.770		
Website Traffic Analysis				0.808	
Campaign Performance Tracking				0.793	
Click-Through Rate Monitoring				0.772	
Patient Engagement Tracking					0.805
Service improvement through analytics					0.784
Patient satisfaction measurement					0.765

The rotated component matrix shows that there are five factors that emerge. The first factor, Data Quality & Insights, is controlled by data accuracy, real-time insights, and reporting, which shows that accurate and timely data are critical for effective decision-



making. The second factor, Social Media & Feedback Analytics, is included of social media analytics, patient feedback analysis, and online appraisal monitoring, which shows that digital feedback mechanisms are significant for understanding patient perceptions.

The third factor, Personalized Marketing & Targeting, is comprised of patient behaviour segmentation, personalized marketing, and beleaguered ad campaigns, which shows that personalized communication channels are significant for effective marketing. The fourth factor, Campaign & Web Analytics, is comprised of website traffic analysis, campaign analysis, and click-through rate analysis, which shows that digital marketing campaign performance needs to be measured. The fifth factor, Service Improvement & Engagement Outcomes, is comprised of patient engagement tracking, service improvement using analytics, and patient satisfaction measurement, which shows that analytics-driven insights are important for improved patient engagement and service delivery.

SCOPE OF THE STUDY

The scope of the research work is restricted to analyzing the usage of digital marketing platforms and consumer analytics by hospitals in Coimbatore. The research work aims to understand how digital marketing platforms such as social media, websites, mobile apps, and online services are utilized to engage patients. The research work also aims to analyze the most important factors of consumer analytics that impact hospital marketing and patient engagement. The research work is based on primary data collected from a sample size of 105 respondents. The results of the research work will help hospitals to improve their usage of digital marketing and analytics.

LIMITATIONS OF THE STUDY

1. The sample size is small, and it is limited only 105, so the discoveries may not be generalizable to all patients in hospitals.
2. The outcomes may not be generalizable to other zones since the study is only conducted in Coimbatore hospitals.

SUGGESTIONS

1. Hospitals need to increase their online occurrence through social media, websites, and mobile applications to spread more patients.
2. Hospitals need to make use of consumer analytics to appreciate the behaviour of patients and develop more effective marketing strategies.
3. Hospitals need to make use of data insights to proposal personalized evidence and services that cater to the needs of patients.
4. Hospitals need to embolden patients to provide feedback online and make use of it to progress services.

CONCLUSION

The significance of digital marketing platforms, such as hospital websites, social media, and mobile applications, in fetching patients is accentuated in the study. These platforms are useful for hospitals in effective communication besides improving patient relationships. The results also indicate that patients are actively engaged with digital platforms, making them a crucial tool for hospital marketing.

The study further designates that consumer analytics of digital platforms significantly enhance marketing and patient engagement. The factors that are important in cultivating patient fulfilment and engagement include data quality, social media and comment analytics, personalized marketing, campaign analysis, and service improvement. Overall, hospitals that adopt digital marketing and analytics can augment service quality, patient experience, and competitive benefit in the digital age.

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