

Effectiveness of direct marketing on Healthcare provider At Bhubaneswar

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Abbreviations:

TV – Television

SMS – short messaging service

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Abstract:

Marketing is important for promotion and building brand. Even healthcare provider or hospitals being part of service industry are associated with marketing and promotion. The research is conducted through close ended questioner and analysed. The major objective of this research paper is to identify the effectiveness of direct marketing on healthcare provider at Bhubaneswar

Keyword: Direct marketing, Healthcare Provider

Introduction:

Activities which are made by an organization to promote there product or services and create awareness to increase sales are marketing. Activities such as road show, sending emails, calling, etc. Which create awareness and sometime spot sales. Direct marketing is a kind of advertising, were the customer are directly targeted.

This research will reveal, the impact of direct marketing by healthcare provider

Promotion of services and facilities requires to create awareness for healthcare provider. Healthcare is one of the fastest growing industry in India, hospitals, as services provider, are more worried with customer expectations and brand brand promotion. For which they need to follow different strategy to create

awareness in the market. Healthcare need to promote the available services and facilities, they provide to their customers.

Even Healthcare provider have dedicated department for marketing. Normal marketing techniques which are currently followed by healthcare providers are, Print advertising, leaflet, radio/TV, camp, email, sms, call, card, website, digital presence etc. And one of the most important direct marketing technique is doctor marketing.

Literature Review:

Marketing is normally defined as the list or set of actions which are normally done to share information and communicate about the product or services to everyone.

Direct Marketing is a part of promotion, where the customers are targeted directly

Healthcare Provider: In healthcare industry the Services provider are healthcare provider, who provides services to the community and have large vertical and larger responsibility to follow.

Research Methodology:

Area : Jayadev Vihar Chowk, Damana Chowk in Bhubaneswar.

Sample Size : 100

Questionnaire : Close ended

Analysis : Scientific

This research is conducted mainly, to understand and analyse the impact of direct marketing on healthcare provider in Bhubaneswar, which will help the marketers to understand the effectiveness of their promotional activities.

The primary data are collected through conventional sampling and Personal Interviews. Structured Questionnaire containing questions about the reaction of 100 participants in Bhubaneswar area were collected and analysed scientifically. In Bhubaneswar, the area covered are, Jayadev Vihar Chowk, Damana Chowk.

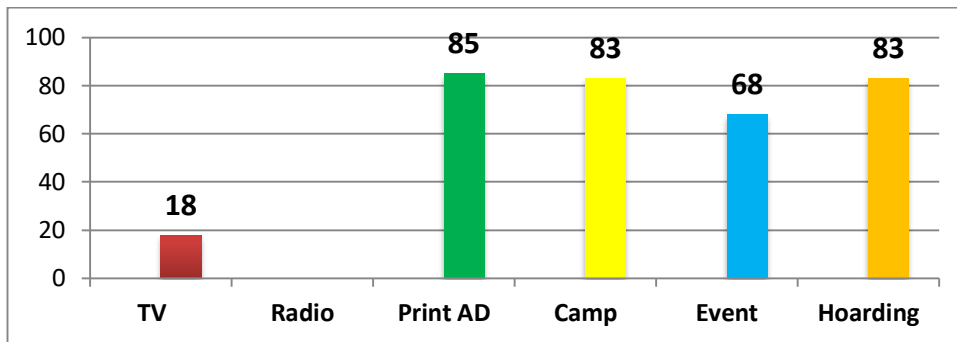
Analysis :

Question was asked to know,

1. Source of information about healthcare provider.
2. Reliability of source for the customer
3. Most motivation medium of promotion

The above three type will help us to know the actual impact of direct marketing for the healthcare provider. As the first question will help us understand the effective medium of promotion. Second will guide us the perception of customer and third with combination of first and second will help us to identify the impact of the marketing of healthcare provider.

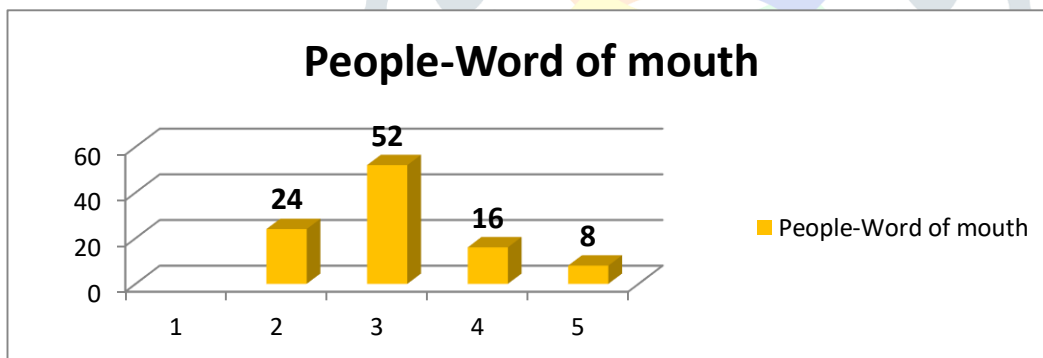
Different Medium for Advertisements



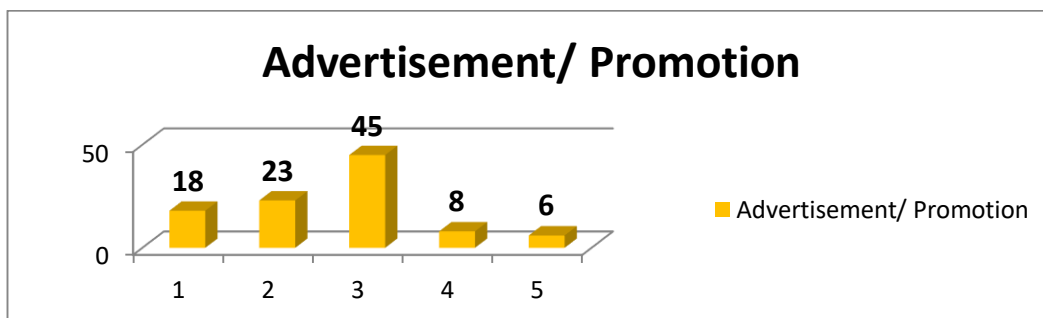
The medium were TV, Radio, Print ad(Newspaper, Leaflets), camp, event (conference and health talk, Hoarding)



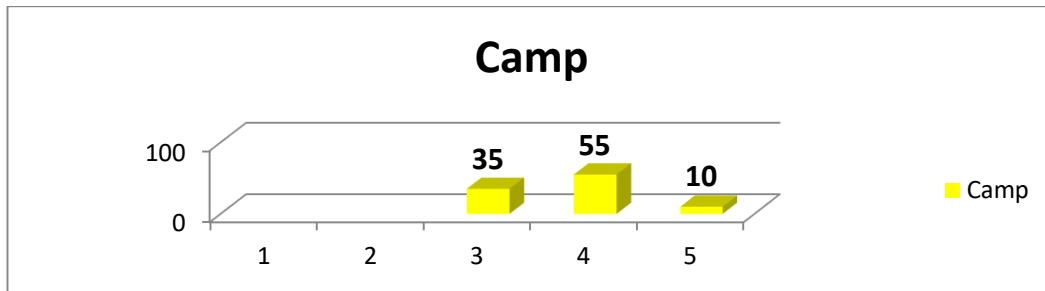
Reliability Of Source



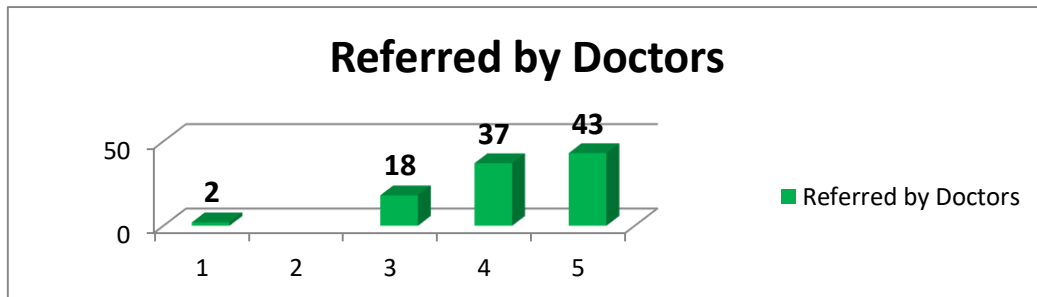
The sample shows people gets effected by the word of mouth.



Advertisement and promotion reaches everyone but reliability is little low.

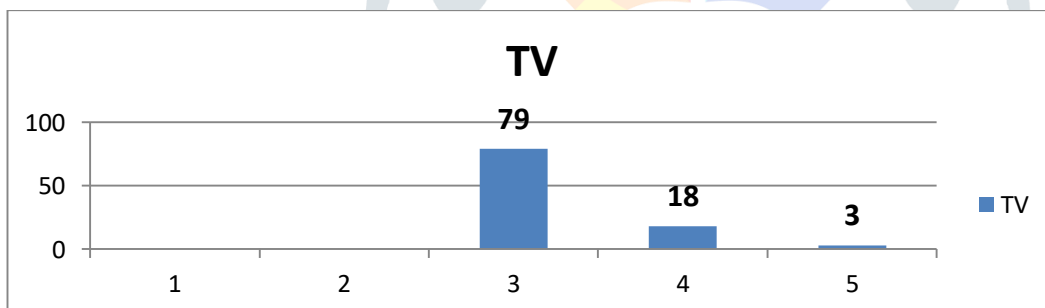


Reliability on camps are more reliable for the people

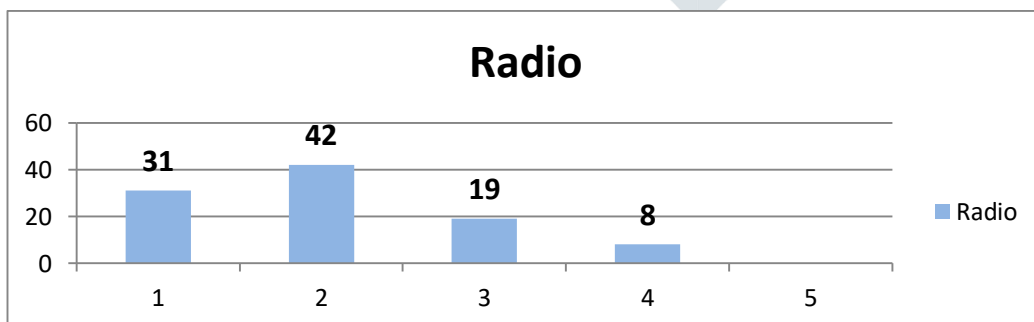


Reliability on doctors are very high for the people.

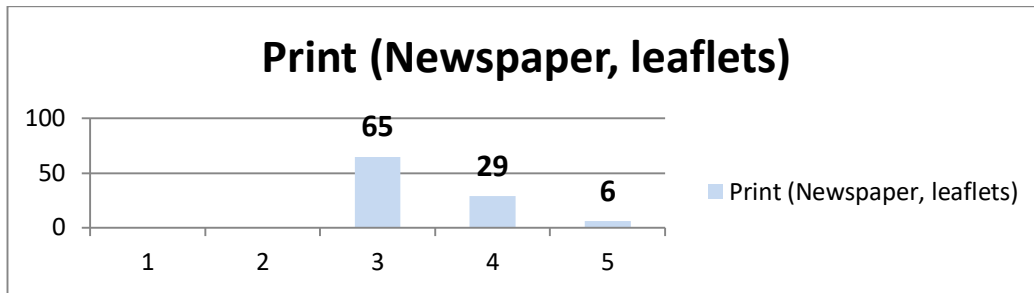
Motivation Medium



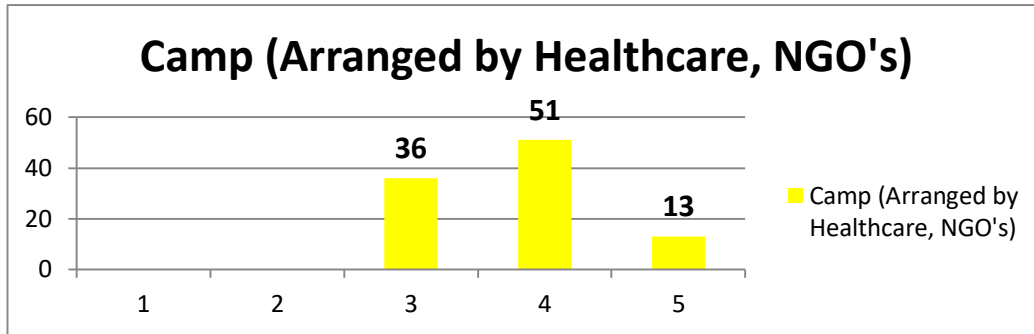
TV is good source for information but not reflecting to be very motivating.



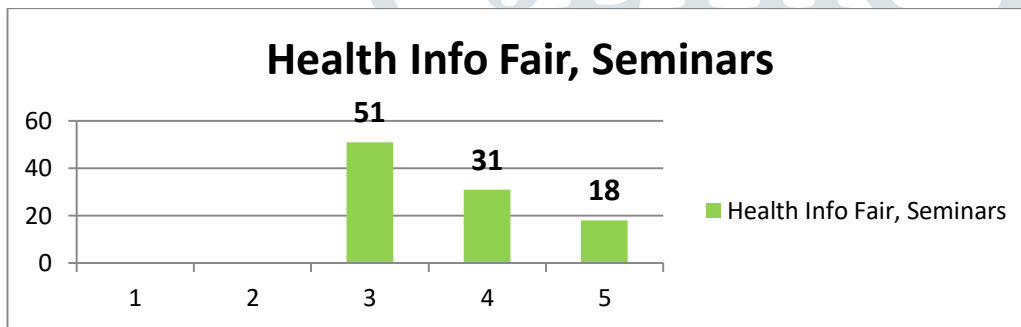
Radio is not showing positive for motivation.



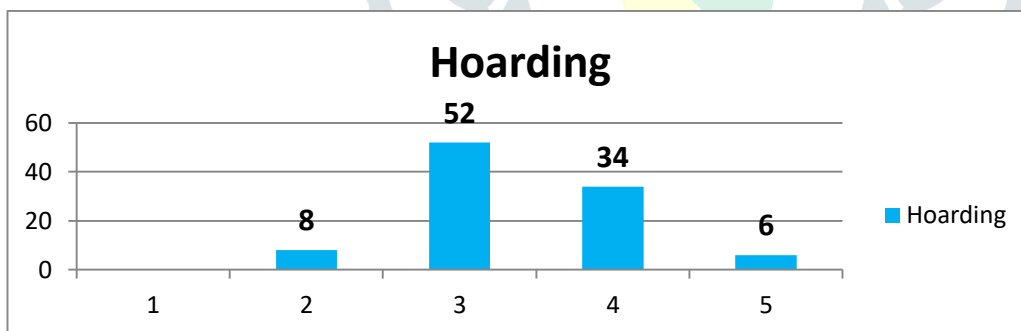
Even print advertisement such as newspaper, leaflet is not very motivating for the people.



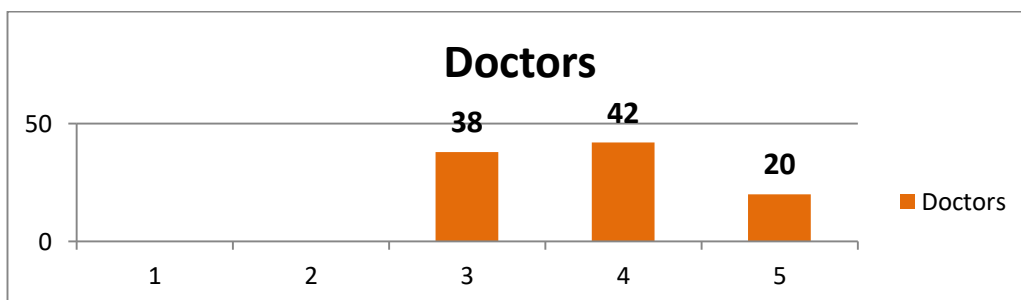
Camp is showing positive motivation for people.



When it comes about doctor talk or seminar, people have mixed response.



For hoarding, people have mixed response.



For doctors, people are motivated.

Conclusion:

The analysis revealed that effectiveness of direct marketing on healthcare provider, i.e. Health camp and referral by doctors, which is direct promotion are very impactful. Which is showing the most reliable source of information and motivating. Even the medium for promotion of healthcare is in right direction, the effect form all medium are not same. From the research we can find that impact of direct promotion is more effective compare to other tool of marketing.

Scope of future study:

1. How to be effective in all promotional ways.
2. Motivating factors of Doctors to refer patient.
3. Effectiveness of camp (type of check up)

Limitation:

More sample size would help us to gather data from more areas

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