



Impact of digital marketing on the purchase of medical products with special reference to Coimbatore city

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Abstract: In the last few decades, internet has significantly changed the way of communication, sharing of information and business advertisement strategy. World wide web enables us as a consumer and as manager of any firm to participate in the global virtual marketplace. This led to innovative and effective way of marketing with respect to not only for the seller but also for the buyer of any product. In the present ear of technology, digital marketing plays a significant role in the marketing of any product. Digital marketing or internet marketing is not become more efficient than the traditional marketing.

Keywords: Digital marketing, internet, online advertising, internet marketing

INTRODUCTION: Digital marketing is the concept of promoting the product over internet. The concept is synonymously used as web marketing, Internet marketing, e-marketing, e-commerce or ebusiness. As the cost of using internet is reducing day by day, more and more people become the user of internet and they development themselves digital communication survey. They are linked with different social media; they are becoming more and more techno survey in terms of getting and comparing information regarding the product, purchasing products or using any services.

SCOPE OF THE STUDY: The researcher has found the importance of digital media like social media or mobile apps to reach the customers and help them in searching the best medicine for them or consult the doctor online. The researcher has analysed how digital marketing is supporting the customers to select the required product after comparing the views of the customers and communicating with the relevant teams or doctors.

STATEMENT OF PROBLEM

- This study focuses on how digital marketing affects customer relationship to a brand.
- Within the past few years, digital marketing has become an increasingly popular medium for brand and consumer engagement.
- For years, marketing professional have used different mediums to provide customer service and promote products and service.

- Digital marketing has fostered the growth of trusting relationship between consumer and brand, making it an increasingly important medium to utilize in order to maximize brand loyalty.
- The medical device industry still does conservative marketing when compared with other businesses.

OBJECTIVE OF THE STUDY

- To access the influence of digital marketing on customer buying behaviour in pharmaceutical industry.
- To measure the consumers attitude towards the various aspects of digital marketing.
- To examine the digital marketing revolution and its association with business efficiency.
- To understand the impact of marketing strategies on the quality of medical products.
- To evaluate the awareness of digital marketing among the customers □□□

RESEARCH METHODOLOGY

Research methodology is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusion about the research data.

LIMITATION OF THE STUDY

- The passivity to communicate data through connections offer buyer the likelihood to approach the association in more altered and more extensive way.
- The foremost reason behind this change is the changing attitude of the customer as they are asking for same choice and convenience they get in other sectors.
- The challenges arising form opening of various global channels are becoming a major issue of concern.
- The digital marketing is open concept which considers the requirements and health care desires of all the stakeholders involved, that includes online community's interaction and shares patient's views and experiences.
- There are apps to check the affect of treatment of patient.
- Area of the study covers Coimbatore

REVIEW OF LITERATURE

- **(Barrand,J.,1978)**This is becoming increasingly important to provide good quality medical care as the interpersonal distance between the doctor and patient has been increasing
- **(Paul.,1996)** According to Philip Kotler, “ the online marketing is the growing form of direct marketing”. The consumer's perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation
- **(Jaworski and Kohli, 1993).** Therefore a substantial web presence is absolutely essential for each and every one the companies today.
- **(Rowley., 2001)** Internet Advertising : It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers.
- **(Rotchford et al., 2001)** have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficient and effectively analyse the offerings and easily locate a low price for a specified product.

- (Zeithaml ., 2002) has defined that the success of e-tailing depends on the efficient website design, efficient and effective shopping and prompt delivery. The other e-store service are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-consumers” queries.
- (Chaffey et.al.,2003) defines Internet Marketing as “The use of Internet and the related digital technologies to achieve marketing objectives and support the modern concept. these technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

RESEARCH GAP

The impact of digital marketing on the purchase of medical products is an important and timely topic, given the increasing use of online channels for health-related information and product purchases. While some research has been conducted on this topic, there are still some gaps in our understanding.

One potential research gap is the need to examine the effectiveness of different digital marketing strategies (e.g., search engine optimization, social media advertising, email marketing) in influencing consumers' purchase decisions for medical products. Additionally, more research is needed to investigate the role of online reviews and other forms of user-generated content in shaping consumers' perceptions and purchase intentions

ANALYSIS AND INTERPRETATION

SIMPLE PRECENTAGE ANALYSIS

FREQUENCY OF TAKING MEDICINE

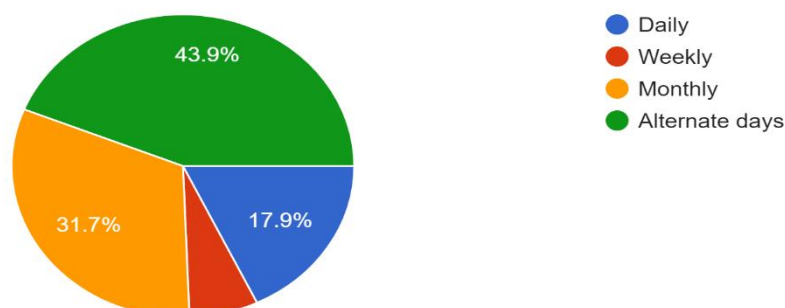
S.NO	Frequency of taking medicine	No of Respondents	Percentage
1	Daily	22	17.89%
2	Weekly	8	6.50%
3	Monthly	39	31.71%
4	Alternate days	54	43.90%
	Total	123	100%

INTERPRETATION

The above table 4.8 shows that, out of 123 respondents take for the study, 17.89% of the respondents are Daily, 6.50% of the respondents are Weekly, 31.71% of the respondents are Monthly, 43.90% of the respondents are Alternate days.

9. What is the frequency of your taking medicine?

123 responses



CHI-SQUARE

RELATIONSHIP BETWEEN FAMILY INCOME AND VERY FREQUENCY

Family income	Opinion about Social media platform cross tabulation				TOTAL
	Very Frequently	Frequently	Sometimes	Rarely	
20,000-30,000	46	4	0	2	52
30,000-40,000	21	1	1	0	24
40,000-50,000	16	4	0	1	21
Above 50,000	22	3	0	1	26
TOTAL	105	12	2	4	123

SOURCE: Primary data

To find out the relationship between family income and very frequently level of respondents, Chi-square test is used and result is given below.

HYPOTHESIS

There is no relationship between family income and very frequently level of respondents.

CHI-SQUARE TEST

Factor	Calculation value	Degree of freedom	Table value	RESULT
Pearson chi square	12.481	9	188	REJECTED

SOURCE: Primary Data

INTERPRETATION: It is clear from the above table show that, the calculated value chi-square at (0.05) level is less than the table value. Hence the hypothesis is rejected. So it can be concludes that there is no relationship between family income and very frequently level of respondents.

CORRELATION

RELATIONSHIP BETWEEN GENDER AND FAMILY INCOME

BIVARIATE CORRELATION

FACTORS	MEASURES	GENDER	FAMILY INCOME
GENDER	Pearson correlation	1	-.155
	Sig. (2- tailed)		.088
	No. of. Response	123	123
FAMILY INCOME	Pearson correlation	-.155	1
	Sig. (2- tailed)	.088	
	No. of. Response	123	123

INTERPRETATION

Digital marketing has had a significant impact on the purchase of medical products in recent years. As more and more people turn to the internet to research and purchase medical products.

WEIGHTED AVERAGE ANALYSIS**SATISFACTION LEVEL ON PHARMACEUTICAL PRODUCTS**

ATTRIBUTES	1(5)	2(4)	3(3)	4(2)	4(1)	TOTAL	MEAN SCORE
The experience shared by other customer regarding a pharmaceutical product influences my decision in buying the product	70 (350)	33 (132)	9 (27)	9 (18)	2 (2)	123 (529)	4.3
I reviews the number of likes and dislikes on a pharmaceutical product before purchasing it	52 (260)	51 (204)	5 (15)	9 (18)	6 (6)	123 (503)	4.08
I have subscription of a particular pharmaceutical brand and receive regular updates through online application or social media sites	48 (240)	50 (200)	13 (39)	5 (10)	7 (7)	123 (496)	4.03
I receive promotional offers through social networking and that affects my purchasing behaviour	18 (90)	37 (148)	25 (75)	42 (84)	1 (1)	123 (398)	4.23
The information regarding medicine and other pharmaceutical products on online websites and search engines are very detailed and explanatory, which helps me in choosing the product	26 (130)	10 (40)	15 (45)	71 (142)	1 (1)	123 (358)	2.91

INTERPRETATION

The above table justifies the satisfaction level on pharmaceutical products. The Highest mean some is 4.23 for availability.

FINDING**SIMPLY PERCENTAGE ANALYSIS**

- Majority 43.90% of the respondents are belonging to Alternate days frequency of taking medicine.

CHI-SQUARE

- There is relationship between family income and very frequently level of respondents.

CORRELATION

- There is no relationship between family income and gender level of the respondents.

WEIGHTED AVERAGE

- Majority of the significance level is 4.23 belongs to Satisfied with the promotional offers through social networking and that affects my purchasing behaviour.

SUGGESTIONS

Discuss the impact of digital marketing on the medical industry: You can start by discussing how digital marketing has changed the medical industry and its impact on the way medical products are marketed.

CONCLUSION

In conclusion, digital marketing has had a significant impact on the purchase of medical products. It has made it easier for consumers to access information about products, increased awareness about these products, improved targeting, and helped to build greater trust between consumers and companies. As digital marketing continues to evolve, it is likely to have an even greater impact on the purchase of medical products in the future.

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