

SOCIAL MEDIA AND HEALTHCARE INDUSTRY OF CHHATTISGARH

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Abstract: An attempt to know the perception and trust of the people towards messages posted over social media about healthcare services and hospitals has been made through this research paper. Social media is the most popular media for advertising among the marketers today around the globe and healthcare industry is also using this media to reach their target customers by creating awareness about the services they are offering and distinctiveness of their hospitals. For assessing the impact of social media, a sample of 300 respondents from 30 different multi-specialty hospitals of Chhattisgarh has been selected using convenience sampling technique and data is collected by conducting interviews with the sampled respondents. The study shows that people possess positive opinion and perception about the social media messages about the hospitals and found it trustworthy and reliable. A significant positive impact of social media messages over perception, trust and patronage intention was found. Suggestions have been given accordingly to the hospital administration to maintain the level of trust and to refine the social media messages to attract more and more customers and thus accelerating the business.

Index Terms - Social Media, Communication, Hospitals, Advertising, Multi-specialty hospitals, Patronage Intention, Trust

I. INTRODUCTION

Interacting with friends and family across long distances has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Many organizations have started using social media (a.k.a. Enterprise 2.0) tools internally to interact with their employees. A number of companies, including Best Buy and Dell, have succeeded in using social media internally to meet important objectives, such as reducing their costs, increasing revenues or stimulating innovation. Companies that have adopted internal and external use of social media have seen positive effects both on the company's internal communications as well as financial performance as a result.

To be successful, internal social media initiatives focus first and foremost on the development of emotional capital among the HR of the company, which is the aggregate feeling of goodwill toward their company and the way it operates. A company's emotional capital with its employees is built by the actions of executives - it represents the emotion-based assets that the organization has developed over time with its employees. Emotional capital is a specific dimension of social capital, a well-known concept defined as the goodwill available to individuals and groups. Social media is used to build positive feelings of authenticity, pride, attachment and fun among employees and to identify authentic and trusted leaders within the company and help them develop social media skills.

II. SOCIAL MEDIA FOR BUSINESS

Social Media has become a great collaborative power for organizations and companies. It is extremely important to tap this great power for the sake of growth and differential marketing. This study will explore as to how to turn this collaborative power into a disciplined strategy that will achieve business goals. Today even authors discuss with their potential readers the possible cover designs of the books and even the content. Studying how the companies can become hugely successful by leveraging social media and giving recommendations for the same will be a part of this study.

There are over 3 billion internet users—and over 2 billion of them have active social media accounts. Popular social platforms have become marketing giants, offering businesses valuable data about their customers and a (mostly) freeway to reach them. The jury has spoken: social media for business is no longer optional. Social media generates a huge amount of data about customers in real time. Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about customers—who they are, what they like, and how they feel about your brand. With a presence on social media, it is easier for customers to find and connect with the organization and more likely to increase customer retention and brand loyalty. A study by The Social Habit shows that 53 percent of Americans who follow brands on social are more loyal to those brands. Geo-targeting is an effective way to send your message out to a specific audience based on their location. Social networks like Facebook and Twitter have tools that allow communication of the right kind of content to the customers.

Social ads are an inexpensive way to promote business and distribute content. They also offer powerful targeting options so that companies can reach the right audience. Social media increases sales and customer retention through regular interaction and timely customer service. Over 67 percent of consumers now go to social media for customer service. One of the biggest benefits of social media for business is using it to increase website traffic. Not only does social media directs people to the website, and

increase the search ranking. With social media monitoring, a company can gain key information about competitors. . This allows making strategic business decisions to stay ahead of them. Social media is a two-way channel where companies have the opportunity to enrich relationships with customers, therefore creating relationships with customers before, during, and after they have done business. This kind of social media dialogue between brands and customers is something traditional advertising cannot achieve.

III. SOCIAL MEDIA FOR HEALTHCARE INDUSTRY

Peer-To-Peer healthcare has become a source for patient information and support. 25% of patients diagnosed with chronic medical conditions have used the internet to find and engage with others with the same medical conditions. Healthcare practitioners tap provide the general public medical advice without compromising confidentiality these health subcultures to provide an accountable and educated word of advice. Patients are using Google as a means to diagnose themselves. Nowadays Google health related searches include results for over 900 medical conditions. For example, on searching “insomnia treatment” in Google, the reliability and quality of information on the latter search is far superior to the former.

The internet and increasingly social media have changed that giving the general public not simply access to medical information, but become active participants in two-way direct communication initiatives. If a doctor sees a patient with an unusual set of symptoms, leveraging Social Media to connect with other Physicians is a great way to expand knowledge and professional medical network beyond the borders of medical library and local health integration network. Aside from being another resource to disseminate information, social media can be used to provide timely forecasts of disease incidence. These social media trends can help researches, epidemiologists and healthcare practitioners quantify changes in disease awareness. Additionally social media data can measure reaction to public health messages and campaigns. Social media can also impact social media play in impacting health policy. Healthcare professionals are embracing social media’s transparency and the open source of information is actually improving the quality of care they are able to provide to their patients and the general public. General public and healthcare organizations are already engaging in social media for healthcare communication and treatment.

IV. EFFECT OF SOCIAL MEDIA

The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust in e-commerce. In SNSs, the social interaction of consumers helps their peers to develop or reject trust in a provider. Consumer socialisation occurs through social media directly by social interactions among consumers, and indirectly by supporting product involvement (Wang *et al.* 2012). The social relationship of consumers generated through social media significantly affects the perceived trust of consumers (Pan & Chiou 2011). The interactions on these platforms generate social support. Social support generated through social media therefore influences trust (Weisberg *et al.* 2011). In addition, more positive comments, feedback and higher ratings lead to a higher level of trust in a vendor (Ba & Pavlou 2002). Reviews are perceived to be useful, and affect attitude and intention to buy in consumers through the impression created about a product or service (Purnawirawan *et al.* 2012). The results of previous research show that the quality and quantity of information produced by customer reviews influence intention to buy through increased trust (Do-Hyung *et al.* 2007).

Trust and perceived security in SNSs play an important role in attitudes towards shopping (Jiyoung 2009). Research shows members of SNSs can assure each other through their information exchange and experience, thus increasing trust and, consequently, willingness to buy (Han & Windsor 2011). Trust in the transaction and the network influences the online purchaser (McCole *et al.* 2010), and enhances intention to buy (Lu *et al.* 2010; Shin 2010). Therefore, trust plays an important role in the proposed model of this research. The relationship between trust and perceived usefulness is also positive, and trust increases certain features of PU (Gefen *et al.* 2003). Previous research shows that trust will positively affect PU (Gefen *et al.* 2003). Moreover, trust plays a key role in determining both a consumer’s behavioural intentions and actual behaviour (Gefen *et al.* 2003; Ming-Hsien *et al.* 2009; Shin 2010). Social media and the emergence of Web 2.0 can help customers to reduce their risk and increase social trust. Applications on Web 2.0 and social media, such as customer ratings and reviews, as well as participation in SNSs, would be a good solution to overcome this barrier. Apparently, interactions among the connected users in SNSs increase trust (Swamynathan *et al.* 2008) and trust is an important determinant in considering a consumer’s intention to buy (Gefen 2002; Roca *et al.* 2009). In fact, the more trust perceived by consumers, the more likely their intention to buy (Han & Windsor 2011). Therefore, trust is likely to affect intention to transact (Pavlou 2003).

V. OBJECTIVE OF THE STUDY

Following are the objectives of this research:

- To find out the perception of customers towards social media messages about the hospitals
- To find out whether people trust these social media messages about the hospitals
- To assess the impact of social media messages over perception, trust and patronage intention of the customers

VI. METHODOLOGY USED

The aim of this research is to know the perception of people about social media messages about the hospitals and whether people trust these messages or not. 30 multi-specialty hospitals of Chhattisgarh from different cities were selected and 10 respondents were selected from each hospital using convenience sampling techniques, making the sample size of 300 respondents for this study. As the aim of this study is to know the perception and trust of the people towards social media communication, care has been taken while selecting the sample respondents and only those peoples were selected who have come across through social media ads of the hospitals at any social media platform. Data through personal interviews has been collected with the help of structured questionnaires from the selected respondents i.e. patients and relatives, available at waiting lounges or at different wards of the hospital. Prior permission has been taken from the hospital administration for conducting the interviews and almost recovered cases or cases who are about to get discharge were only selected for the study. Data collected from interviews was filled in SPSS 21.0 for further analysis.

VII. DATA ANALYSIS & DISCUSSION

Table 1 presents the demographic details of the sampled respondents. The table revealed that the majority of the sample respondents were males at 62.3% followed by female respondents (37.7%) showing that more number of male were having medical issues as compared to females nowadays. The sample has also the largest chunk of people belonging to age group of 41-60 years (44%) showing the downgrading health condition due to work pressure and growing age followed by the people with age of 60 years or above (26%) showing the critical health condition of the aged peoples. The sample also consists the people in the age group of 21-40 years (27%) showing health issues due to increasing work load and irregular lifestyle of young peoples. Some respondents were also found in the age group of up to 20 years (3%). The sample also consists of the largest chunk of married respondents (94.7%) whereas some respondents were found unmarried (5.3%).

Table 1: Demographic profile of the sampled respondents (n=300)

Demographic	Frequency	%
Gender		
Male	187	62.3
Female	113	37.7
Age		
Upto 20 Yr	9	3.0
21-30 Yr	33	11.0
31-40 Yr	48	16.0
41-50 yr	59	19.7
51-60 Yr	73	24.3
61-70 Yr	63	21.0
Above 70 Yr	15	5.0
Marital Status		
Married	284	94.7
Unmarried	16	5.3
Education		
Upto 10th	17	5.7
Upto 12th	26	8.7
Graduate	147	49.0
Post Graduate & Above	110	36.7
Occupation		
Salaried	87	29.0
Self-employment	17	5.7
Student	36	12.0
Housewife	93	31.0
Others	67	22.3

In terms of education of the people, it was found that majority of respondents were literate having qualification of above graduation level (85.7%) whereas some having less literacy with education upto 12th (14.3%). It was also revealed from the sample that majority of sampled respondents were employed (Salaried or self-employed) at 34.7% whereas majority of womens are housewife at 31% out of 37.7% of the total female respondents. About 22.3% of the respondents have other occupations and about 5.7% of the respondents were students. Overall the sample is diverse and should be fair representation of the actual population.

Table 2: Social Media Communication attributes

Particulars	SD	D	N	A	SA
Messages given on social media are very clear	14	39	33	77	137
Messages given on social media communicates very well about the facilities in hospital	0	21	53	151	75
Messages given on social media communicates very well about the behaviour of staff	39	77	23	91	70
Messages on social media are very specific and concise	83	111	33	61	12
Messages about the hospitals understanding the actual need of the patients portrayed clearly on social media	73	95	47	72	13
Social media is the rightest media to communicate	23	51	39	113	74
Social media messages build trust and confidence among people	57	69	41	87	56
Social media messages lead people to get medical facilities in this hospital	34	42	29	112	83

Attributes of social media communication which is used by the hospitals is presented in table 2. It was found that majority of people found messages very clear (71%) and says that social media communicates well about the available facilities

(75.3%) and behavior of staff (53.7%) but some people says that social media sometime do not communicate about behavior of staff (38.7%). It was also found that majority of respondents were agreed that social media is appropriate media for communicating their message to the people (623%) and these messages lead people to get the medical treatment in the hospitals (65%). Some people were found saying that messages given through social media build trust and confidence among people about the hospitals (47.7%) whereas some do not agreed (42%). Also people say that messages on social media were not concise (64.7%) and do not able to portray the hospitals understanding about the need of the patients (56%). The above analysis shows that messages given by the hospital on social media were effective but need to be refined in some aspects specially when it comes to understand the needs of the customer as this is the crux of today's marketing environment. Also messages should clearly indicates about the behavior of the staff and doctors and should be present in a concise way to keep away the boredom which can annoy the customers and thus succeeding in building trust and confidence among the people.

Table 3: Perception attributes

Statements	SD	D	N	A	SA
Social media ads. is essential	30	27	48	105	90
Social media ads. is valuable source of information	41	43	55	107	54
In general Social media ads. is truthful & ethical	19	23	31	97	130
Quite often Social media ads. is amusing & entertaining	62	59	43	72	64
From Social media ads. I learn about hospitals and services	25	44	38	103	90
Social media ads. helps us getting better medical assistance	33	37	47	87	96
Social media ads. results in creating awareness about health services	19	29	57	111	84
Social media ads. tells which hospital have the facility I am looking for	15	23	19	129	114
Social media ads. promotes good values in the society	51	47	56	79	67
Most of the Social media are unnecessary for hospitals	128	111	25	21	15

Attributes related to perception of people regarding social media is presented in table 3. It was found that majority of people opined social media essential for hospitals (65%) and think it as valuable source of information (53.6%). People also found messages over social media ethical (75.7%) some found it entertaining (45.3%) whereas some did not (40.3%). Majority of people learn about hospitals and services through social media (64.3%) which also helps them in getting better medical services (61%) and creates awareness (65%) by communicating the services people looking for (81%) and thus promoting good value in society (48.6%) but some people denied (32.6%) and found social media unnecessary for hospitals (12%) whereas majority of people found it necessary (79.6%).

Table 4: Trust attributes

Statements	SD	D	N	A	SA
Social media ads are reliable	25	39	38	111	87
One can trust the messages given on social media about hospitals	17	33	58	114	78
Services of hospitals are same as communicated over social media	29	43	18	101	109
Information posted about hospitals over social media are truthful	19	25	44	107	105

Attributes related to trust of people on social media messages is presented in table 4. It was found that majority of people found social media messages reliable (66%) and can trust on them (64%) as services are same as communicated (70%) and information provided is truthful (70.6%).

Table 5: Predicting Perception, Trust & Patronage intention

Dependent	Predictor	B	SE	t	R ²	Adj. R ²
Perception	Social Media Attributes	0.76	0.06	12.22*	.887*	.851*
Trust		0.72	0.09	6.87*	.725*	.714*
Patronage Intention		0.66	0.06	4.16*	.671*	.659*

Multiple regression analysis was carried out to assess the impact of various attributes of social media communication on customer perception, trust and patronage intention. In identifying the significant variables accounting for customers' perception, it is found that dimensions of social media have a significant influence on perception of the customer. The adjusted R² of this model is 0.851, which indicates that these attributes of social media create 85.1 % of the variation in perception of the customer. The significant t-value (t = 12.22, p < 0.05) indicates that the significant relationship among the variables. In identifying the significant variables accounting for customers' trust, it is found that dimensions of social media have a significant influence on trust of the customer. The adjusted R² of this model is 0.714, which indicates that these attributes of social media create 71.4 % of the variation in the level of trust of the customer. The significant t-value (t = 6.87, p < 0.05) indicates that the significant relationship among the variables. In identifying the significant variables accounting for customers' patronage intention, it is found that dimensions of social media have a significant influence on patronage intention of the customer. The adjusted R² of this

model is 0.659, which indicates that these attributes of social media create 65.9 % of the variation in the patronage intention of the customer. The significant t-value ($t = 4.16$, $p < 0.05$) indicates that the significant relationship among the variables.

VIII. CONCLUSION

The aim of this study is to know the perception and trust of people towards social media communication and messages about the hospitals in Chhattisgarh. It was found that messages communicated through social medias were effective and positively perceived by the target customers but need to be refined and more work is required on the attributes of social media communication specially communicating about the behavior of the staff and keeping the message concise so that it will build more trust among the customers. People possess positive perception about the social media messages about the hospitals and found social media messages trustworthy and reliable and also found it useful in getting information about the type of medical assistance required by them. It was also found that attributes of social media has a positive impact on perception, trust and patronage intention of the customer with respect to healthcare services. Thus, hospital administration is suggested to be more careful while communicating through social media with the people so that more trust can be build among the people which will bring more customers to the hospitals as people select hospitals on the basis of the reputation of doctors and suggestion given by their friends and relatives. Communication through social media is effective if one can clearly understand what the message actually is and education plays an important role in it. Today, social media marketing has become one of the vibrant media for communicating and portraying the brand image of the hospitals among the people as people will spend more time on various social media platforms rather than traditional media like television or radio.

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