ANALYSIS OF LEVEL OF AWARENESS AND USAGE OF SOCIAL MEDIA IN HEALTHCARE SECTOR IN TRICITY CHANDIGARH

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ABSTRACT

Digital marketing has changed the shape of advertisement. Social media, one of the popular tool of digital marketing is extensively utilized in various sectors. Though it looks challenging in some of the sectors like healthcare sector. Social media has given an opportunity to the marketers to spread awareness about various services offered by the healthcare service providers. Marketers can connect to the customers and are able to manage their relationship with them. It also helps to attract more customers and enables customers to be co-producer of services. According to ICUBE report 2018, India had 483 million internet users (growth of 18%) and was expected to be 627 million by 2019. This figure is projected to grow to 666.4 million internet users in 2023. According to study, the number of social media users in India stood at 326.1 million in 2018 and is expected to grow to 448 million by 2021. A social media user in India spends averagely 17 hours per week on social media. This rapidly increasing awareness of social media in India shows the more prospects of advertisement to the marketers. This research paper aims to analyse the difference in the level of awareness and usage of social media in healthcare services by social media users in tricity (Chandigarh, Mohali and Panchkula). The study was done by randomly selecting 130 respondents from each city through structured questionnaire.

KEYWORDS: *e-health, consumer awareness, usage of social media, healthcare service providers*

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LITERATURE REVIEW

Social networking sites, a fringe of technology has made it easier for marketers to extend their campaigns to their consumers. According to Chi(2011,46), marketers through social media connects the brand and the consumers between brands and consumers as it offers a personal channel to users for social interaction so they have to learn to incorporate the social media effectively in their business plan. (Mangold and Faulds 2009). It can be used to gain a competitive advantage.

Social media needs to be understood extensively by the marketer to maximise the benefits from it. He needs to understand the level of participation of consumer on www. According to Kaplan and Haenlein 2010, consumer is continuously altering the content on websites. Technology has made him effective co-producer. He is interactive and is an active operator and can add value to the website if he is made capable to do so (Campbell et al. 2011). According to Kaplan and Haenlein (2010) and Sinclair and Vogus (2011), social media is based on ideological and technological software foundations where certain applications create and generate content. But these require a specific skill to understanding and interact on virtual world of social

media. They need to understand how to connect with others on this invisible media. Consumer needs to be aware of latter and know how to join social groups based on their varied interests and need like entertainment, law, finance, consultancy, politics, sports, healthcare etc. (Ellison, Steinfield & Lampe, 2007; Lenhart & Madden, 2007; Boyd & Ellison, 2007 as cited in Cox 2010). Marketer must understand the level of knowledge consumer has of usage of social media.

According to Kaplan and Haenlein (2010), it's a platform where participants can create their own profiles and give access and to their friends to view their profiles. They can form network to exchange and dissipate information. According to Mady (2011), consumer must embrace technology i.e. social media to for the marketer to accomplish goals through campaign. Consumer's awareness and his readiness to usage of social media is important for marketer. It helps marketer's to remain in touch with their consumers to support consumers in decision making. Marketers can motivate them through repurchase the products (Shankar et al. 2011, 29). Marketers have used social sites to get connected to consumers in all varied verticals. Healthcare service providers have also used social media for marketing campaign. According to Finch F, Mort, M.; May, C.; Mair (2005) and Kelly, L.; Jenkinson, Ziebland, (2013), the patients perception are changing with technology in healthcare sector and user friendly sites and labels on sites shown on social sites have affected patient-health professional relationships and his participation has improved serves in healthcare. So it has become mandatory for the marketer to know of awareness and usage of social sites for the healthcare sector.

The paper is focused on consumer's awareness and ability to use social media on healthcare services. Marketing through social media has been studied only in experimental and theoretical research context but consumer awareness and its usage hasn't been studied in healthcare sector.

OBJECTIVES

H01 : There is no significant difference in level of consumer awareness towards social media on healthcare service sector based on Tricity Chandigarh.

H02 : There is no significant difference in the level of consumer access to social media in healthcare service sector based on Tricity Chandigarh.

H03 : There is no significant difference in level of usage of social media by consumers in healthcare service sector based on Tricity Chandigarh

RESEARCH METHODOLOGY

The study was done under demographic (age & gender) in Tricity (Chandigarh). convenience sampling method was employed. Primary Data was collected personally and through email 390 consumers through a structured questionnaire. Of these respondents, 130 from each city

i.e. Chandigarh, Panchkula and Mohali were taken. Primary data was collected personally and through email. SPSS was used to analyse the data.

Data Analysis

Figure 1

56% of referral are from social site in Chandigarh and Panchkula and is found to be only 28% in Mohali. 4% are through friends in Chandigarh and Panchkula and none is found to be from Mohali through friends. Referrals are found to be max (40%) through other internet resources in Mohali and 16% is maximum in Panchkula through Print Media.

Figure 2

Facebook users are maximum and equal in Mohali and Panchkula i.e. 76%, Instagram user are maximum in Chandigarh i.e. 24%, WhatsApp users are maximum in Mohali i.e. 12%. There are no user who accesses from Tricity on Twitter, YouTube, Tumblr and Flickr for healthcare.

Figure 3

Respondents' awareness towards Pages on health managed/ posted by Healthcare Service Providers on social sites has found to be 92% maximum in Panchukula and 72% in Chandigarh. Respondents that are Fan or Follower of any Page/blog of the Healthcare Service Providers on social site has found to be 56% maximum in Panchukula and 48% in Mohali. Respondents that Has bought/patronised any product or service advertised on social site by the Healthcare Service Providers has found to be 40% maximum and equal in Chandigarh and Mohali and 36% in Panchukula. Respondents that feel lack knowledge on the way to buy/follow by Healthcare services offered on social sites has found to be 68% maximum in Chandigarh and 52% in Mohali.

Figure 4

Respondents that Perceive Social sites is only to socialise and it's not meant for sensitive issues like buying/following a healthcare services has found to be 36% maximum in Mohali and 28% in Chandigarh. Respondents that have sought for any information from Healthcare service provider on social site, has found to be 52% maximum in Panchukula and 44% in Mohali. Respondents that Availability of adequate information is made available by Healthcare service provider on social site has found to be 76% maximum in Chandigarh and 60% in Mohali. Respondents that Sought for any information from Healthcare service provider on social site, has found to be 52% maximum in Panchukula and 44% in Mohali. Respondents that Hesitate to ask for information on health problems to healthcare service providers on social site due to privacy issues? has found to be 60% maximum and equal in Mohali & Panchukula and 52% in Chandigarh.

Figure 5

					Dissatisfied
	4	20	60	12	4
	8	32	40	16	4

32% and 8% are the respondents from Mohali who are satisfied or highly satisfied with response of response from social site by Healthcare Service Providers. 24% are the respondents from Panchkula who are maximum dissatisfied with response of response from social site by Healthcare Service Providers where as level of highly dissatisfied is same for tricity i.e. 4% Dependent Variable	(I) Location	(J) Location	Sig.
Respondent is aware of information on Healthcare product/service on social Media.	Chandigarh	Mohali	.733
		Panchkula	.525
	Mohali	Panchkula	.937
Respondent is a Fan or Follower of any of the Healthcare service providers on social Media.	Chandigarh	Mohali	1.000
		Panchkula	.422
	Mohali	Panchkula	.466
Respondent has bought/patronised any product or service advertised on social media by the Healthcare service providers.	Chandigarh	Mohali	.862
		Panchkula	.397
	Mohali	Panchkula	.220
Respondent feels lack knowledge on the way to buy/follow by Healthcare services offered on social media.	Chandigarh	Mohali	.284
		Panchkula	.926
	Mohali	Panchkula	.203
Respondent feels social media is only to socialise and it's not meant for sensitive issues like buying/following a healthcare services.	Chandigarh	Mohali	1.000
		Panchkula	.926
	Mohali	Panchkula	.934
Respondent gets adequate information is made available by Healthcare service provider on social media.	Chandigarh	Mohali	.659
		Panchkula	.965
	Mohali	Panchkula	.843
Respondent has ever asked for any information from Healthcare service provider on social media..	Chandigarh	Mohali	1.000
		Panchkula	.422
	Mohali	Panchkula	.466
	Chandigarh	Mohali	.528
		Panchkula	.337
Respondent is satisfied with usage of social media in Healthcare products/services.	Mohali	Panchkula	.068
Respondent hesitates to ask for information on health problems to healthcare service providers on social media due to privacy issues.	Chandigarh	Mohali	.831
		Panchkula	.006
	Mohali	Panchkula	.036

* Significant at the 0.05 level. And Tukey HSD.

There is no significant difference in level of awareness of information on healthcare product/service on social media, access as a Fan or Follower of any of the Healthcare service providers on social Media, response to buy or patronise any product or service advertised on social media by the Healthcare

service providers and lack knowledge on the way to buy/follow by Healthcare services offered on social media, seeking for information and availability of adequate information on healthcare on social media. There is no significant difference in perception of social media is only to socialise and it's not meant for sensitive issues like buying/following a healthcare services. There is no significant difference in level on usage of social media in Healthcare sector between Chandigarh & Mohali (sig.=.831). a but significant difference w.r.t. Panchkula & Mohali (sig.=.036). and Panchkula & Chandigarh (sig.=.006). But there's a significant difference in level of hesitation to ask for information on health problems to healthcare service providers on social media due to privacy issues between Chandigarh & Mohali (sig.=.831). a but significant difference w.r.t. Panchkula & Mohali (sig.=.036). and Panchkula & Chandigarh (sig.=.006).

CONCLUSIONS

Our findings is providing insight into consumer awareness, access and usage towards social media for healthcare services based on Tricity Chandigarh. Healthcare service providers needs to aware consumers of access and usage of social media to seek information on healthcare services. The initiatives should be taken to educate them. It will help marketer to achieve their objective through social marketing campaign. It also strengths the relation between marketer and consumer. Consumers' usage of social media also helps to engage them in co-creation of services. Marketers should develop and bring attractive and creative pages on healthcare services to aware and spread information for consumers.

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