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Digital Marketing: Buying Behaviour Practices of Medical Professionals

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Abstract

The modernization has emphasized the pattern of living on a fast pace and additionally this velocity has produced an alteration on our day to day activities conversely Digital marketing at once created a phenomenon in transforming the lifestyle for everyone in adopting the current circumstances. Haryana is one of the medically advanced states of India and the Medical Professionals contribute a lot towards its realization. The main objective of this study is to realize the acquaintance of Digital Marketing by Medical Professionals with Gender as a Dependent Variable besides Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors respectively as its predictors. The study uses a survey analysis for 150 medical practitioners across Haryana. The results depict there is a encouraging correlation between Buying Behaviour Practices and Previous Buying Behaviour at 0.51 and Durbin-Watson index is 1.31, which is suitable for Digital Marketing Model..

Keywords: Digital Marketing, Medical Professionals, Haryana

1. Introduction

Digital marketing is an umbrella term for marketing of products or services using digital technologies as internet, mobile phones and displays [1]. It helps in generating sales and helpful in brand recognition& brand loyalty. Digital marketing defined it as a projection of conventional marketing, its tools and strategies on Internet .A digital source of marketing helps the consumers to search the product variety available according to their tastes and preferences. Digital marketing is constantly in a flux to accommodate both the rising number of e-users and latest innovations that are coming up [2]. For promoting product and services, digital marketing uses various techniques. Due to the rapid increase of competitors in the market, the behavior of customers vary day to day basis. So, to satisfy customers and retain those companies need to understand the ever changing behaviour of customers and fulfill their demands. The world is continuously shifting from analogue to digital. People visited various e-commerce sites by using different digital means such as laptops, mobile phones, desktop computers etc. for purchasing [3].

Figure 1 depicts about the Components of Digital Marketing and emphasis a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we think about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing-user-center, more measurable, ubiquitous and interactive[4]. The development of digital marketing strategies offer much potential for brands and organizations (See Figure 2)
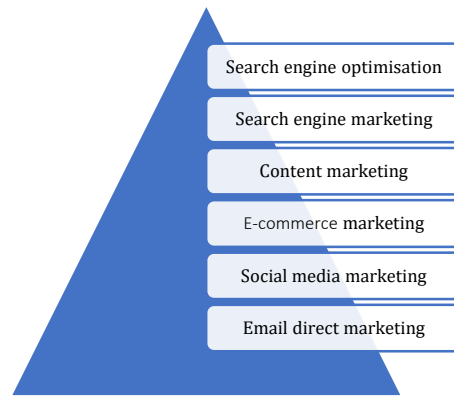
Figure 1: Components of Digital Marketing

Figure 2: Strategies for digital marketing

Digital marketing always promoting their reliable services for the cordial relationship with the customers, as their consumer is the king of every market their satisfaction is one of the basic elements in every strategy of market [5]. In this I have consider the prominent part of our society as Medical professionals are the one of them. They are core part of every society. Medical Professionals specially Doctors spent their very less time in shopping and recreational work due to their involvement in dealing with the patients which helps them to understand the psychological scenario prevailing among the general public for matching the practices in their actions, Further medical practitioner are connected with latest research and updated themselves through the usage of internets and alike which helps them to be attached digitally and farewell towards online shopping. As we know the rising health concern among all over the world makes the medical professionals tired and restless so they need some digital platforms for their smooth household working as well as for their profession. Digitalization of marketing strategies and increased number of internet connectivity enables to create a platform for medical professionals as digital marketing for doctor's more effective than offline. Nowadays, all hospitals and health care institutes promoting themselves from diverse digital platforms like extensive blogs, social media profiles for promotion. Medical Professionals always look for different ways to interact with the public to showcase their expertise in a single platform by writing blogs and with content marketing reviews. Most of the digital marketing practices based on the frequently asked questions and reviews given by other consumer of same product range on this platform.

2. Review of Literature

With the rapid development of internet and social media, new marketing techniques are emerged. M. Woerndl et al. [6] identified five types of critical factors affecting viral marketing campaign. These factors define the characteristics of the product and services, structure of campaign, content of message and peer-to-peer information conduit. Author differentiated between viral marketing communications, commercial viral marketing and unintended viral marketing. This is a growing field and has a scope of research in this field. Different age group persons have different perception towards a product. With the advent of internet marketing techniques are developed and refined. For businesses to stay competitive and to increase profitability, an effective e-marketing campaign is very important which is provided by various methods such as PCS, mobile phones and notebooks etc. O. Ogunlana et al. [7] analysed the problems faced by small companies. Authors proposed three marketing techniques viz. Website development, e-marketing campaign software and web services. Authors evaluated the performance of web technologies used by small companies and recommend further functionalities to improve performance, speed and security. J. Cha [8] explained the different criteria of

using digital platforms for shopping by different age group persons. Author used real and virtual shopping modes for identifying the shopping interest of college students. Author collected the information from respondents by the questionnaire. Author showed that social norms and gender are the two predictors of intention to purchase virtual items. The results indicated that the integration of TRA with TAM is acceptable in predicting intention to purchase real items through the internet. C. C. Lin et al. [9] identified the factors affecting online consumer's satisfaction in Taiwan. The main factors are system quality, information quality, product quality, service quality, delivery quality and perceived price. Authors conducted survey on the undergraduate students of 390 Universities of Taiwan and the results showed that online consumers' satisfaction was positive and significantly affected by above mentioned factors at significant P <0.01 level. Authors showed that the delivery quality was the most important factor affecting consumers satisfaction followed by product quality. Customers visit the web stores by using internet facility on their computers and buy goods from merchants. There are several factors which affect the buying behavior of customers. Z. M. Jusoh et al. [10] collected the information through questionnaire and apply Convenience sampling method to observe the effect of factors on the buying behavior of customers. Authors used ANOVA to assess the differences between independent variables and dependant variables and use Pearson's correlation to assess the relationship between them. There are varieties of retail outlets such as departmental stores, supermarkets, hypermarkets, discount stores etc. G. H. Prasad [11] identified factors influencing buying behaviour for specifically selected retail outlet. Different customers have different opinion for retailing sectors for selecting products. Author conducted survey on selected apparel store and analyzed the collected data using factor analysis, KMO and Barrlett's test. Author concluded that cost, discount, value for money, customer trust, durability, availability of choice and behaviour of store customers are the factors affecting apparel buying behaviour of customers. F. Sabate [12] et al. mentioned that social media, blogs, images, videos etc. are the best methods for promoting the product. Usually, consumers saw the new products on social media and interact by liking, sharing or commenting. These actions also affect their friends and further they also contribute for the products promotion. Authors gathered information from the fan pages of five Spanish travel agencies of 164 face book posts. Authors analyzed the gathered data using multiple linear regressions and suggested the methods for improving the liking of posts published on Face book brand pages. Authors also suggested that images and videos must be included in the advertisement to attract customers. P. Kalia [13] et al. identified 26 factors for examining the implications of decisions in E-business. Authors differentiate the traditional as well as modern consumer buying decisions. Authors surveyed 74 papers from literature and explained in four phases how different factors affect the buying behaviour of online consumers. Authors also explained the factors affecting the decision of customers for online shopping. With the development of internet environment, online business opportunities increases. Customers can buy and make payment online using internet due to which online shopping trend increases manifolds. So, it is very important to identify factors which affect the online shopping behavior of customers. T. T. Kidane et al. [14] explored the factors such as customer satisfaction, trust, cash on delivery, return policy, quality of service, customers review which affect the purchasing decision through online shopping of customers. F. Ghotbifar et al. [15] identified various digital channels satisfying customers with their different services. Authors assessed factors affecting skill gap between different digital marketing channels. They used Delphi snowball method by drafting a questionnaire to investigate the identified factors role in reducing skill gap in digital marketing. N. S. A. Jahwarie et al. [16] explained the factors affecting the customer satisfaction doing online shopping. Authors considered some factors such as product quality, application safety, delivery guarantee, and the offers through online shopping for investigating the customer satisfaction. Authors conducted survey and collected information from 120 young customers regarding the mentioned factors through the Quality Safety Assurance (QSA) model and focused on the methods to improve the satisfaction level of customers. A consumer has to pass through different phases before making a final decision of purchasing a product. These phases are termed as 'Hierarchy of effects'. Rishi Chakravarty [17] explained the hierarchical models to understand the stepwise approach to decision making of buyer behaviour Yunus The popularity of organizations depends on the digital marketing strategies adopted. The valuable tools are provided to companies by various digital marketing approaches to target the customers using the combination of traditional marketing and emerging technologies. C. Gibson [18] presented how the visibility of their target market can be increased using digital marketing strategies. Natanael Pelawi et al. [19] explained the AISAS model which is an extension of AIDA model. According to the proposed model, the first step is to find the product whose source of information is social media. To analyze the collected data is a cumbersome task. J.R.Soura [20] presented various methods of analysis, uses and performance metrics based on the data sciences which are used in the digital marketing. On the basis of these observations, organizations take decisions for modifications in their products to satisfy their customers. To study the basic concepts and applications of digital marketing D. Herhausen et al. [21] reviewed 129 research articles of last two decades to identify different digital marketing concepts used in industries. Authors applied stress test on 169 managers and identified the practice and knowledge gap in managers. Based on the observations, authors create an agenda for future research in digital marketing. B. Alharthey et al. [22] investigated the impact of online shopping trust towards online shopping intentions Saudi Arabia. Authors collected the primary data from 452

people having online experience. Authors developed a model and test it by using statistical tools such as SPSS and Smart PLS. The results of the analysis showed that online shopping of consumers has a positive impact as a moderator between online shopping attitude and intention.

This study has been taken against the above backdrop to develop the Digital Marketing Model and the following five factors have been identified namely Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors. These factors have a connection with sacrosanct sentiment which circle around the acquaintance of Digital Marketing.

3. Methods

Objectives of the Study: The present study has been undertaken with the following broad objectives.

i) To identify the critical factors for the development of Digital Marketing Model with Special Reference to Buying Behaviour Practices of Medical Professionals.

ii) To find the relationship between Digital Marketing and Buying Behaviour Practices of Medical Professionals.

The present study has been based on a survey analysis conducted in Haryana which is one of the progressive states in India. Data has been collected through a self-structured questionnaire conciliation of 5 Likert Scale from the 150 Medical Professionals which constitute 64 Males and 86 Females respectively. (See Figure 3).
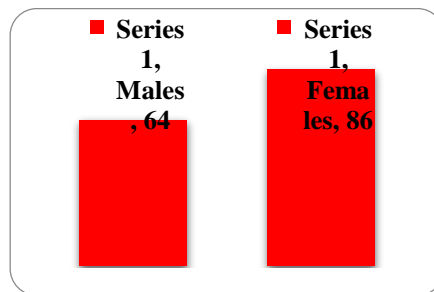

Figure 3: Gender

Highest Qualifications too is considered (See Table 1) in the study since it depicts the milieu of learning and its relation towards the respondents involvement towards Digital Marketing and its impact on Buying Behaviour. It can be seen that majority of the highest qualifications correspond to Post Graduation.

Table 1: Educational Qualification

Educational Qualification	Frequency	Percent
Graduate	3	2
Post Graduate	87	58
P.G Diploma	7	4.7
Others	53	35.3
Total	150	100

A range of Age Groups (See Table 2) have been considered in the study for which it reveals the participation has been spread across diverse age groups and eventually considered their reliance.

Table 2: Age

Age	Frequency	Percent
Below-30	32	21.3
31-45	86	57.3
46-50	24	16

Above-50	8	5.3
Total	150	100

The survey was tested for reliability and overall reliability score (Cronbach Alpha) of the five factors i.e. Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors has been 0.87 which is consistent. The period of data collection was from November, 2020 to February, 2021.

4. Results and Discussion

After undertaking a descriptive analysis of all three factors viz. Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors respectively, ANOVA Test is also carried out to realize the acquaintance of Digital Marketing with Gender pedestal for Medical Professionals. Correlation has been also been undertaken to find the relationship between critical factors for the implementation of the Digital Marketing Model, furthermore Regression technique with Gender as dependent variable has been used to find the important predictors of the Digital Marketing Model.

Table 3.-Mean values of Factors affecting Digital Marketing

Factors	**Mean**
Buying Behaviour Practices	3.98
User Friendly Behaviour	3.97
Previous Buying Behaviour	3.9
Success Factors	3.97
Hindrances Factors	3.67

As per Table 3, Overall results highlight that highest rating has been given to Buying Behaviour Practices and followed by User Friendly Behaviour along with Success Factors. These indicate that these are considered extremely important and have a positive impact on the Medical Professionals through the Digital Marketing and the same is depicted through Figure 4.
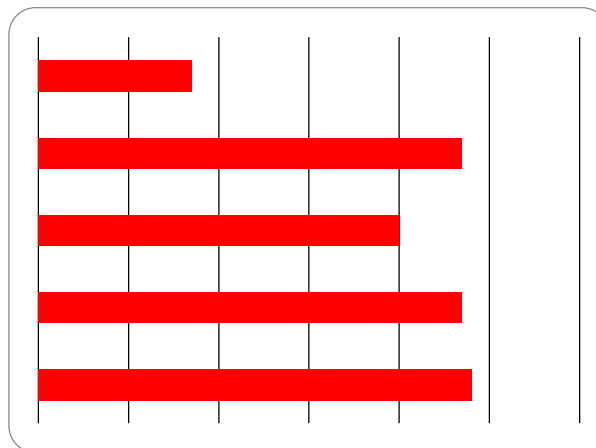
Figure 4- Factors affecting Digital Marketing

As per Table 4, it indicates that Buying Behaviour Practices are practically imperative due to its impact on the Male and Female Medical Professionals by means of the acquaintance of Digital Marketing whereas other factors are also important for their impact on the buying behavior of the Medical Professionals. Further as per Table-5 it reveals that there is an encouraging relationship between all the Buying behaviour practices with previous buying behaviour practices and success factors at 0.51 and 0.46 respectively. It is a pinnacle connection which indicates that these are important predictors for the implementation of the digital marketing

Table 4.-Independent Samples T- Test for Factors affecting Digital Marketing

Independent Samples T- Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Int. of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Buying Behaviour Practices	Equal variances assumed	7.86	0.01	1.85	148.00	0.07	0.15	0.08	-0.01	0.31
	Equal variances not assumed			1.79	116.37	0.08	0.15	0.08	-0.02	0.31
User Friendly	Equal variances assumed	1.07	0.30	-0.68	148.00	0.50	-0.07	0.10	-0.26	0.13
	Equal variances not assumed			-0.70	144.23	0.49	-0.07	0.10	-0.26	0.12
Previous Buying Behaviour	Equal variances assumed	3.04	0.08	-0.81	148.00	0.42	-0.06	0.07	-0.20	0.08
	Equal variances not assumed			-0.79	116.15	0.43	-0.06	0.07	-0.21	0.09
Success Factors	Equal variances assumed	9.60	0.00	-0.78	148.00	0.44	-0.04	0.05	-0.14	0.06
	Equal variances not assumed			-0.72	90.96	0.47	-0.04	0.05	-0.15	0.07
Hindrance Factors	Equal variances assumed	4.66	0.03	-1.39	148.00	0.17	-0.13	0.10	-0.33	0.06
	Equal variances not assumed			-1.35	120.06	0.18	-0.13	0.10	-0.33	0.06

Table 5: Correlation values of Factors affecting Digital Marketing

Correlations						
		Buying Behaviour Practices	User Friendly	Previous Buying Behaviour	Success Factors	Hindrance Factors

Buying Behaviour Practices	**Pearson Correlation**	1.00	0.45	0.51	0.46	0.04
User Friendly	**Pearson Correlation**	0.45	1.00	0.51	0.44	0.05
Previous Buying Behaviour	**Pearson Correlation**	0.51	0.51	1.00	0.49	0.07
Success Factors	**Pearson Correlation**	0.46	0.44	0.49	1.00	-0.02
Hindrance Factors	**Pearson Correlation**	0.04	0.05	0.07	-0.02	1.00

Regression technique with gender as dependent variable has been used to find the important predictors i.e. Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors. As per Table -5 the regression model results indicate the value of correlation is 0.28 and Durban Watson index is 1.31, which is suitable for Digital Marketing Model.

5. Conclusion

The results of the present study highlight that Digital Marketing Model is very encouraging. It can be concluded that the state of mind of Medical Professionals has an inclination towards the assortment of preferences. The best possible efforts are put in by Medical Professionals to carry on with the actions for trying to survive in the present day circumstances. Digital marketing at once created a phenomenon in transforming the lifestyle for everyone in adopting the current circumstances.
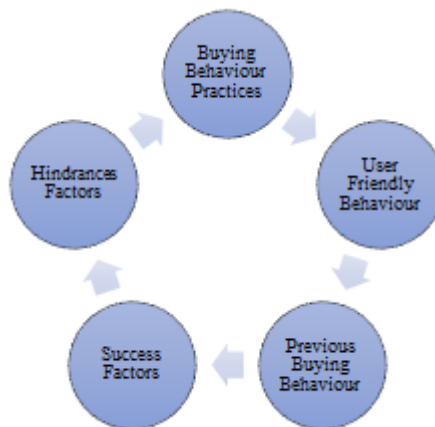
Figure 5-Framework for Factors affecting Digital Marketing

Further, as per Figure 5, it is evident that interconnect of Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors with Digital Marketing and additionally amid Gender as dependent variable has been used to find the important predictors of the Digital Marketing Model. Future research can be focused on the validation of the suggested Digital Marketing Model through the case studies of professionals.

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