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A STUDY ON DIGITAL HEALTH CARE MARKETING STRATEGIES WITH SPECIAL REFERENCE TO MEDIBUDDY

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ABSTRACT

The healthcare industry in India has witnessed remarkable transformation due to digitalization and technological advancements. Digital healthcare platforms have emerged as effective solutions for providing accessible, affordable, and convenient healthcare services. MediBuddy, one of India's leading digital healthcare platforms, offers services such as telemedicine, online consultations, diagnostics, medicine delivery, and healthcare management solutions. This study examines the marketing strategies adopted by MediBuddy and evaluates their effectiveness in customer acquisition, retention, brand awareness, and customer satisfaction. The study employs both primary and secondary data sources. Findings indicate that digital marketing, word-of-mouth promotion, service quality, and brand reputation significantly influence customer perception and adoption of MediBuddy services. The research concludes that effective digital marketing strategies have contributed substantially to MediBuddy's growth and competitive positioning within India's digital healthcare sector. Digital Healthcare, Marketing Strategies, MediBuddy, Telemedicine, Customer Satisfaction, Brand Awareness.

KeyWords : Digital Healthcare, Marketing Strategies , Medibuddy , Telemedicine, Customer Satisfation, Brand Awareness

INTRODUCTION

India's healthcare industry is experiencing rapid growth driven by technological innovation, increasing internet penetration, rising healthcare awareness, and government initiatives promoting digital health services. Digital healthcare platforms have transformed healthcare delivery by enabling remote consultations, online diagnostics, digital prescriptions, and health management services.

MediBuddy has emerged as one of India's largest digital healthcare platforms, providing a comprehensive ecosystem connecting patients, doctors, hospitals, pharmacies, and diagnostic centers. Through innovative marketing strategies, technological integration, and customer-centric services, MediBuddy has strengthened its position in the healthcare market.

The growing preference for digital healthcare services after the COVID-19 pandemic has accelerated the adoption of platforms like MediBuddy. Understanding the effectiveness of MediBuddy's marketing strategies is essential for evaluating its success and identifying future growth opportunities.

REVIEW OF LITERATURE

- **Kotler and Keller (2016)**
  Healthcare marketing focuses on understanding consumer behavior, improving patient engagement, and enhancing healthcare outcomes through targeted marketing strategies.
- **Chaffey and Ellis-Chadwick (2019)**
  Digital marketing channels such as social media, search engine optimization, and content marketing help organizations reach wider audiences and strengthen customer relationships.
- **Bashshur et al. (2020)**
  Telemedicine has revolutionized healthcare delivery by improving accessibility, reducing healthcare costs, and enhancing patient convenience.

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- **Verhoef et al. (2017)**
  Patient-centric healthcare services significantly contribute to customer satisfaction and organizational success in competitive healthcare environments.
- **Porter (1985)** Strategic partnerships and collaborations create competitive advantages and improve service differentiation.
- **Ventola (2014)**
  Mobile healthcare applications enhance patient engagement, improve healthcare accessibility, and support effective healthcare management.

NEED AND IMPORTANCE OF THE STUDY

The healthcare industry in India has witnessed significant transformation due to the rapid adoption of digital technologies and online healthcare platforms. Among these platforms, MediBuddy has established itself as a leading provider of digital healthcare services, offering online consultations, diagnostic services, health check-ups, and medicine delivery. As competition in the digital healthcare sector continues to increase, it becomes essential to evaluate the effectiveness of MediBuddy's marketing strategies in attracting, engaging, and retaining customers.

The need for this study arises from the growing demand for convenient and accessible healthcare services. With increasing internet penetration and smartphone usage, consumers are increasingly relying on digital healthcare platforms for their medical needs. Understanding how MediBuddy's marketing efforts influence customer awareness, perception, and adoption of services is important for improving business performance and customer satisfaction.

This study is also necessary because customer acquisition and retention have become critical success factors in the healthcare industry. Effective marketing strategies help organizations build trust, strengthen customer relationships, and encourage long-term engagement. By analyzing MediBuddy's marketing practices, the study can identify strengths, weaknesses, opportunities, and areas requiring improvement.

The importance of the study lies in its ability to provide valuable insights into the role of digital marketing in healthcare service delivery. The findings will help understand customer preferences, satisfaction levels, and factors influencing their decision-making process. Additionally, the study will contribute to understanding how technology-driven marketing approaches can enhance customer experience and competitive advantage.

Furthermore, the research will be beneficial to MediBuddy's management in formulating more effective marketing strategies, improving customer engagement, and expanding its market reach. The study will also serve as a useful reference for researchers, academicians, and students interested in healthcare marketing and digital business strategies.

Overall, the study is important because it evaluates the effectiveness of marketing strategies in the rapidly growing digital healthcare sector and provides recommendations for achieving sustainable growth, improved customer satisfaction, and enhanced organizational performance.

RESEARCH GAP

Although several studies discuss digital healthcare marketing and telemedicine adoption, limited research specifically evaluates the effectiveness of MediBuddy's marketing strategies in customer acquisition, retention, and brand perception.

SCOPE OF THE STUDY

The study focuses on analyzing the marketing strategies adopted by MediBuddy in India. It examines:

- Digital marketing initiatives
- Customer engagement practices
- Brand awareness activities
- Service quality perceptions
- Customer acquisition and retention strategies
- Competitive positioning within the healthcare industry

The study covers urban, semi-urban, and rural healthcare consumers across India.

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OBJECTIVES OF THE STUDY

Primary Objective

To examine the effectiveness of marketing strategies adopted by MediBuddy in promoting healthcare services.

Secondary Objectives

- To evaluate MediBuddy's digital marketing effectiveness.
- To analyze customer awareness regarding MediBuddy services.
- To study customer perception and satisfaction levels.
- To identify factors influencing healthcare service adoption.
- To suggest improvements in MediBuddy's marketing strategies.

RESEARCH METHODOLOGY

Research Design

Descriptive and analytical Research Design.

Sources of Data

Primary Data

- Structured questionnaires
- Customer surveys
- Interviews

Secondary Data

- Company reports
- Research journals
- Books
- Websites
- Industry publications

Sample Size

100 respondents

Period of Study

2024-2025

LIMITATIONS OF THE STUDY

1. The study is limited to MediBuddy only.
2. The sample size is restricted to 100 respondents.
3. Findings are based on respondent perceptions.
4. Rapid changes in the healthcare industry may influence future outcomes.
5. The study focuses only on India.

ANALYTICAL TOOLS USED

Percentage Analysis

Table 1: Age-wise Classification

Sl.No.	Response	No.of Respondents	%of Respondents
1	Below20	5	5%
2	20-30	60	60%

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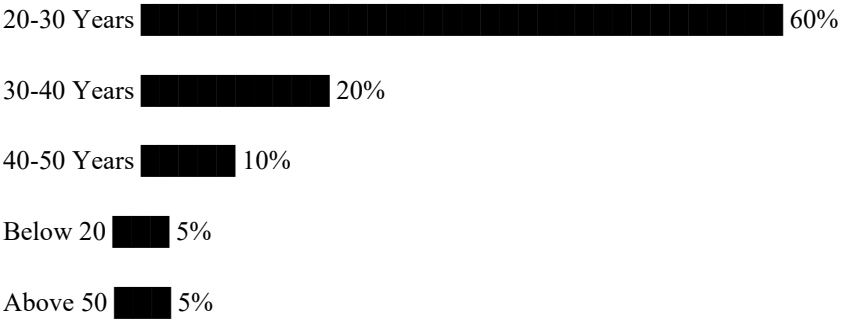
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3	30-40	20	15%
4	40-50	10	10%
5	50and above	5	10%
	Total	**100**	**100**

DATA ANALYSIS AND INTERPRETATION

Table 1: Age-wise Classification

Graph 1



Interpretation

Majority of respondents (60%) belong to the age group of 20-30 years, indicating higher adoption of digital healthcare services among young adults.

Table 2: Gender Distribution

Sl.No.	**Response**	**No. of Respondents**	**%of Respondents**
1	Male	70	70%
2	Female	30	30%
	Total	**100**	**100**

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Graph 2:

Male ■■■

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