

A Study on Marketing Strategies For Primary Healthcare Services In Chengalpattu District

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ABSTRACT

Marketing plays a crucial role in enhancing the reach and effectiveness of primary healthcare services. This study examines the impact of marketing strategies, particularly social media marketing, on promoting primary healthcare services in Chengalpattu District. Data analysis was conducted using various statistical tools, including Chi-Square tests, One-Way ANOVA, and Weighted Average Method (WAM), to assess the relationship between marketing channels and patient engagement.

The findings reveal that most respondents (63%) strongly agree that social media marketing is a significant factor in promoting healthcare services. Statistical analysis also indicates a strong association between marketing channels and patient engagement, as well as the effectiveness of marketing efforts in improving healthcare communication. Furthermore, it was observed that healthcare marketing strategies vary based on factors such as patient demographics, communication frequency, and emerging technologies like AI and chatbots.

The study highlights key marketing trends and provides recommendations for improving healthcare promotion, including integrating digital marketing, community outreach programs, and enhanced patient engagement techniques. By adopting innovative marketing strategies, primary healthcare providers can improve accessibility, awareness, and service utilization, ultimately contributing to better public health outcomes in Chengalpattu District.

Keywords: Primary Healthcare Services, Healthcare Marketing Strategies, Social Media Marketing, Patient Engagement, Healthcare Accessibility, Chengalpattu District, Digital Healthcare Promotion, Community Outreach in Healthcare, Marketing Channels in Healthcare, Healthcare Service Utilization.

1. INTRODUCTION

Primary healthcare services are the cornerstone of a country's healthcare system, providing essential medical care to individuals and communities. These services encompass a broad range of healthcare needs, from preventive care and routine check-ups to diagnosis, treatment, and management of chronic conditions. As the first point of contact between patients and the healthcare system, primary healthcare services play a vital role in promoting health, preventing disease, and improving overall well-being.

In today's competitive healthcare landscape, primary healthcare providers face numerous challenges in attracting and retaining patients. Effective marketing strategies are crucial to promote primary healthcare services, differentiate them from competitors, and ultimately drive business growth. By leveraging innovative marketing approaches, primary healthcare providers can increase visibility, build brand awareness, and establish strong relationships with patients and the broader community. This discussion will explore the latest marketing strategies and techniques tailored to primary healthcare services, providing insights and practical guidance for healthcare professionals and marketers alike.

Effective marketing strategies are essential for primary healthcare providers to succeed in a rapidly changing healthcare environment. By developing and implementing targeted marketing initiatives, primary healthcare providers can increase patient engagement, improve health outcomes, and drive business growth. This requires a deep understanding of the target audience, the healthcare landscape, and the most effective marketing channels and tactics. In this context, primary healthcare providers must adopt innovative marketing strategies to promote their services, differentiate themselves from competitors, and build strong relationships with patients and the broader community.

The importance of effective marketing strategies in primary healthcare cannot be overstated. As the healthcare landscape continues to evolve, primary healthcare providers must adapt and innovate to remain competitive. Marketing plays a critical

role in promoting healthcare services, attracting new patients, and retaining existing ones. By leveraging the right marketing strategies, primary healthcare providers can increase awareness, build trust, and establish their brand as a leader in the healthcare industry. Moreover, effective marketing can also help primary healthcare providers to improve patient outcomes, enhance the overall patient experience, and achieve their business objectives.

2. BACKGROUND OF THE STUDY

Marketing in the healthcare sector has gained significant importance in recent years, particularly in the domain of primary healthcare services. Effective marketing strategies can enhance awareness, accessibility, and utilization of healthcare facilities, ultimately improving public health outcomes. In developing regions, such as Chengalpattu District, the need for strategic marketing in primary healthcare is even more critical due to demographic diversity, varying socio-economic conditions, and healthcare accessibility challenges.

Chengalpattu District, located in Tamil Nadu, has witnessed rapid urbanization and population growth, increasing demand for quality healthcare services. However, the awareness and utilization of primary healthcare facilities remain inconsistent due to factors such as lack of promotional efforts, public perception, and competition from private healthcare providers. Marketing strategies, including digital outreach, community engagement, and public-private collaborations, play a crucial role in bridging the gap between healthcare providers and the community.

This study explores the marketing strategies implemented in primary healthcare services within Chengalpattu District. It will analyze their effectiveness, identify challenges, and propose recommendations for enhancing healthcare accessibility and service utilization. By understanding the role of marketing in primary healthcare, policymakers and healthcare administrators can adopt more targeted approaches to improve health outcomes in the region.

SIGNIFICANCE OF THE STUDY

Marketing strategies play a crucial role in improving the accessibility, awareness, and utilization of primary healthcare services. In Chengalpattu District, where healthcare needs are diverse due to rapid urbanization and socio-economic variations, an effective marketing approach can help bridge the gap between healthcare providers and the community. This study is significant as it examines how marketing techniques can enhance public awareness, influence healthcare-seeking behavior, and improve service delivery in the primary healthcare sector.

By identifying the strengths and gaps in existing marketing strategies, the study will provide valuable insights for healthcare administrators, policymakers, and stakeholders. The findings can aid in developing targeted communication strategies, promoting preventive healthcare measures, and fostering public trust in government healthcare facilities. Additionally, an improved marketing framework can contribute to better health outcomes by encouraging early diagnosis, timely treatment, and increased community participation in health programs.

Overall, this study will serve as a useful resource for designing effective, patient-centered marketing strategies that can enhance the reach and impact of primary healthcare services in the Chengalpattu District, ultimately contributing to a healthier population.

HEALTHCARE SCENARIO IN CHENGALPATTU DISTRICT

Chengalpattu District, located in Tamil Nadu, has witnessed significant growth in population and urbanization, leading to an increasing demand for quality healthcare services. The district has a mix of government and private healthcare facilities, including primary health centers (PHCs), community health centers, and private hospitals. Despite the presence of these facilities, accessibility and awareness of primary healthcare services remain challenges, especially in rural and semi-urban areas.

The government has implemented various health programs to improve public healthcare, including maternal and child health initiatives, vaccination drives, and disease prevention campaigns. However, the utilization of primary healthcare services is often hindered by factors such as a lack of awareness, inadequate marketing efforts, and competition from private healthcare providers. Many residents still prefer private hospitals due to perceived better service quality, even though government healthcare centers provide affordable or free treatment.

With the rise of digital platforms, healthcare marketing is evolving, and social media is playing a crucial role in promoting health awareness. Effective marketing strategies can bridge the gap between healthcare providers and the public, ensuring that essential services reach a larger audience. This study aims to analyze the impact of marketing on primary healthcare utilization in Chengalpattu District and suggest improvements to enhance healthcare accessibility and engagement.

IMPORTANCE OF PRIMARY HEALTHCARE SERVICES

Researching primary healthcare services is essential for several reasons, as they form the foundation of a well-functioning healthcare system. Key aspects highlighting their importance include:

Enhancing Health Outcomes: Primary healthcare serves as the first point of contact for most individuals, playing a crucial

role in managing and preventing chronic illnesses, thereby improving overall health outcomes.

Improving Patient Experience: A thorough understanding of primary healthcare services helps identify areas that need improvement, ensuring patients receive efficient and high-quality care.

Reducing Healthcare Costs: By promoting early diagnosis, preventive care, and healthy lifestyles, primary healthcare minimizes the need for specialized treatment and hospitalizations, leading to lower healthcare expenses.

Addressing Health Inequalities: Studying primary healthcare services helps identify disparities in healthcare access and delivery, contributing to policies and initiatives that reduce health inequalities.

Promoting Preventive Care: Immunizations, screenings, and health education are integral to primary healthcare, helping prevent diseases before they become severe, thus reducing the burden on the healthcare system.

Managing Chronic Illnesses: Effective primary healthcare services assist in the long-term management of chronic conditions, ensuring regular monitoring and timely interventions.

Encouraging Community Involvement: Primary healthcare centers often serve as hubs for community outreach, health education, and awareness programs, strengthening public participation in healthcare initiatives.

Strengthening the Healthcare Workforce: Research in primary healthcare helps in workforce development by identifying training needs and ensuring that medical personnel are equipped with the necessary skills to provide high-quality care.

Enhancing Health Equity and Social Justice: By addressing disparities in healthcare accessibility, primary healthcare research contributes to a more equitable healthcare system, ensuring that underserved populations receive adequate medical attention.

By emphasizing these aspects, research on primary healthcare services can drive improvements in public health, reduce disparities, and create a more effective and inclusive healthcare system.

FACTORS INFLUENCING PRIMARY HEALTH CARE SERVICES

Primary health care services are influenced by several factors as follows:

- Internal factors such as Organizational culture, Availability of resources, Service delivery model, & Staffing and training of medical professionals.
- Outside factors such as demographics, Epidemiology, Health policies and regulations, socioeconomic factors and Technological advances in the medical field.
- Factors associated with patients such as Patient preferences and values, treatment adherence, and motivation. Lifestyle, culture, subculture, social class & Opinion leader.

Primary care services serve a range of age groups, such as:

1. Infants and Toddlers (0–4 years): Developmental tests, vaccinations, and well-child visits.
2. Adolescents and Children (5–19 years): Regular examinations, immunizations, and health instruction.
3. Young Adults (20–39 years): Reproductive health treatments, health screenings, and preventive care. Adults (40–64 years): Preventive care, health screenings, and management of chronic diseases.
4. Geriatric care, chronic illness management, and end-of-life care for Older Adults (65+ years). To address their particular demands and health issues, these age groups need specialized primary healthcare services.

OBJECTIVES OF THE STUDY

- To identify the marketing strategies used by Primary healthcare services.
- To analyze the effectiveness of these marketing strategies in promoting healthcare services.
- To determine the factors that influence the choice of marketing strategies in healthcare services.

3. RESEARCH METHODOLOGY

Research Design

This study employs a descriptive research design to analyze the effectiveness of marketing strategies in promoting primary healthcare services in Chengalpattu District. The study aims to provide a clear understanding of the current marketing trends, their impact, and areas for improvement.

COLLECTION OF DATA

The research utilizes a combination of primary and secondary data sources:

Primary Data: Collected through a structured questionnaire, designed to gather insights from respondents. The survey was conducted via Google Forms to ensure wider reach and ease of data collection.

Secondary Data: Sourced from academic journals, magazines, government reports, and other relevant publications to support the study with existing literature and industry insights.

Statistical Analysis

The collected data is analyzed using appropriate statistical tools to interpret findings effectively:

Percentage Analysis to understand demographic and preference-based trends.

Chi-square test to determine associations between marketing strategies and patient engagement.

T-Test to assess significant differences in responses across various factors.

Sampling Technique

A non-probability judgmental sampling method was used for this study. The sample consisted of 43 respondents, selected based on their relevance to the study, including healthcare consumers, providers, and marketing professionals.

RESEARCH GAP

Despite the growing recognition of marketing strategies in the healthcare sector, limited research has been conducted on their specific impact on promoting primary healthcare services in Chengalpattu District. While several studies have explored general healthcare marketing, there is a lack of focused analysis on how different marketing channels, including social media, digital outreach, and community-based initiatives, influence patient engagement and service utilization in this region.

Additionally, most existing research emphasizes hospital-based healthcare marketing, leaving a gap in understanding how primary healthcare centers (PHCs) can effectively adopt and implement marketing strategies to improve awareness and accessibility. The role of emerging technologies like AI, chatbots, and telemedicine in healthcare marketing also remains underexplored, especially in rural and semi-urban settings.

Furthermore, there is limited data on the effectiveness of various marketing approaches in addressing health disparities, patient trust, and long-term engagement with primary healthcare services. This study aims to bridge these gaps by providing data-driven insights into the most effective marketing techniques, their challenges, and recommendations for optimizing healthcare promotion in Chengalpattu District.

4. LIMITATIONS OF THE STUDY

The study focuses solely on current marketing trends in primary healthcare services, which may evolve.

Findings are based on respondents' perspectives, which may be subjective and influenced by individual experiences.

The sample size is limited to 43 respondents, restricting the generalizability of the results beyond the specific population studied.

The conclusions drawn apply only to Chengalpattu District and may not be directly applicable to other regions with different healthcare infrastructures and demographic conditions.

5. DATA ANALYSIS AND INTERPRETATION

TABLE No 1: Classification of Respondents Based on Social Media Marketing To Promoting Primary Health Care Services

Frequency	No of Respondents	Total Score Wam	Factor
Very strongly agree	8		
Strongly agree	4		
Agree	13	4.63	Agree
Neutral	7		
Disagree	6		
Strongly disagree	3		
Very Strongly disagree	2		

TOTAL	43		
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Source: primary data

INTERPRETATION: The above table summarizes that the respondents agree that Social Media marketing strategies help in promoting Primary Health care services.

Table 2: CHI-SQUARE TEST:

Null Hypothesis: There is no association between the marketing channels currently used to promote services and the methods used to engage with patients

Alternative hypothesis: There is an association between the marketing channels currently used to promote services and the methods used to engage with patients

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.440^a	12	.013
Likelihood Ratio	16.762	12	.159
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	43		

Source: Computed data

Result: From the above sig value test it is clear that the sig value is 0.013, which is less than 0.05, so Ho is rejected. Hence, there is an association between the marketing channels currently used to promote services and the methods used to engage with patients

TABLE 3

Null Hypothesis: There is no association between the current marketing channels used to promote services and the frequency of communication with patients outside of appointments

Alternative Hypothesis: There is association between the current marketing channels used to promote services and the frequency of communication with patients outside of appointments

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.096^a	16	.014
Likelihood Ratio	16.716	16	.404
Linear-by-Linear Association	.280	1	.597
N of Valid Cases	43		

Source: Computed data

Result: From the above sig value test, it is clear that the sig value is 0.014, which is less 0.05, so Ho is rejected. Hence, there is an association between the marketing channels currently used to promote services and the methods used to engage with patients

TABLE 4

Null hypothesis: There is no association between the effectiveness of marketing and the methods are used to engage with patients.

Alternative hypothesis: There is association between the effectiveness of marketing efforts and the methods are used to

engage with patients.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.916 ^a	8	.011
Likelihood Ratio	14.322	8	.074
Linear-by-Linear Association	.546	1	.460
N of Valid Cases	43		

Source: Computed data

Result: From the above sig value test, it is clear that the sig value is 0.011, which is less than 0.05, so H_0 is rejected. Hence, there is an association between the effectiveness of marketing efforts and the methods used to engage with patients.

Table No 5: ONEWAY ANOVA

Null Hypothesis: The primary health care services support patients with chronic diseases irrespective of age in years.

Alternative hypothesis: The primary health care services support patients with chronic diseases with variable age in years.

ANOVA					
Age in years					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.515	2	.758	4.776	.014
Within Groups	6.345	40	.159		
Total	7.860	42			

Source: Computed data

Result: From the above sig value test it is clear that, sig value is 0.014 which is less 0.05, so H_0 is rejected. Hence, the Primary health care services support patients with chronic diseases Based on the variable age group of patients.

6. FINDINGS OF THE STUDY

Majority (79%) of the respondents are belonging to the age group of below 18-30years

- 40% of the respondent's monthly income between Rs10,000-Rs20,000
- Majority of respondent's opted marketing budget for primary healthcare services (60%) is less-than Rs.10, 000.
- Majority of the promoters opted social media on marketing channels use to promote for their services (63%)
- Most of the promoters based on communicate with patient with outside of appointments (33%) for weekly basis.
- Majority of the respondents opted on emerging technologies such as AI or chatbots in marketing efforts (56%)
- Majority of respondents strongly agree towards social media marketing in promoting primary health care services (63%)
- Most of respondents opted exercise program towards promotion program for primary health care services
- Most of respondents opted supporting groups towards better support for patient with chronic diseases (39%)
- Majority of promoters opted neutral towards convenient scheduling options for primary health care services (53%)

7. SUGGESTIONS OF THE STUDY

- ✓ Create a user-friendly website and engage on social media platforms to increase visibility and reach a wider audience. Provide valuable health-related content, share patient testimonials, and promote services.
- ✓ Implement a referral program that incentivizes existing patients to refer friends and family. Offer discounts or rewards for successful referrals, and recognize loyal patients who contribute to the growth of the practice.
- ✓ Collaborate with local employers, schools, and community groups to promote health and wellness initiatives. Offer workshops, health fairs, or on-site health screenings to build relationships and increase awareness.
- ✓ Use targeted online advertising (Google Ads, Facebook Ads) to reach individuals searching for primary healthcare services or related health topics. Focus on specific demographics, interests, and geographic locations.
- ✓ Focus on delivering exceptional patient experiences through personalized care, convenient scheduling, and clear communication. Implement a patient loyalty program, send regular newsletters, and conduct patient satisfaction surveys to improve services.
- ✓ Integrate telemedicine services to enable remote consultations, reducing the need for in-person visits and expanding access to healthcare, especially for rural or underserved populations.
- ✓ Establish community outreach programs to provide health education, screenings, and preventive care services, targeting vulnerable populations such as children, pregnant women, and the elderly.
- ✓ Implement electronic health records (EHRs) that integrate patient data across different healthcare providers, enabling seamless communication, reducing errors, and improving continuity of care.

8. CONCLUSION

In conclusion, a successful marketing strategy for primary healthcare services requires a multi-faceted approach that leverages both online and offline channels. By developing a strong online presence, leveraging referral marketing, partnering with local businesses and organizations, utilizing targeted advertising, focusing on patient engagement and retention, and conducting community outreach and education, primary healthcare providers can effectively reach and engage their target audience. Ultimately, this comprehensive marketing strategy will enable primary healthcare providers to increase visibility, attract new patients, build a loyal patient base, and establish themselves as trusted authorities in their community while also improving health outcomes and contributing to the well-being of the population they serve.

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