



Promotion Strategies Of Private Hospitals In Kanpur: A Research Study

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ABSTRACT

This study examines the promotional strategies employed by private hospitals in Kanpur and evaluates their effectiveness in attracting medical service seekers. As competition in the healthcare sector intensifies, hospitals must develop effective marketing strategies to enhance their visibility, build patient trust, and improve service delivery. This research identifies key factors influencing hospital selection, such as advertisement awareness, cost-effectiveness, quick service, and promotional initiatives, including free health check-ups, community engagement programs, and patient education. The study utilizes primary data collected from 540 respondents, analyzed using statistical methods such as factor analysis, cluster analysis, and chi-square tests. The results indicate that 92% of medical service seekers are aware of private hospital advertisements, highlighting the strong impact of promotional efforts. Moreover, the factor analysis revealed that hospital promotion strategies revolve around three primary elements: awareness propagation, non-lucrative approach, and dynamic services, explaining 54.69% of the variance in patient choices. Cluster analysis further categorized medical service seekers into three distinct groups: Rational Service Seekers (52%), who make informed decisions based on hospital reputation and affordability; Unscathed Service Seekers (15%), who show minimal engagement with promotional efforts; and Magnetic Service Seekers (33%), who actively respond to promotional campaigns and prioritize service quality. The study concludes that private hospitals must adopt a more targeted approach, incorporating digital marketing, educational initiatives, and community-based health programs to sustain patient engagement. The research findings provide actionable insights for healthcare marketers, hospital administrators, and policymakers aiming to enhance promotional strategies. By integrating cost-effective promotions, strategic pricing, and patient-centric outreach, private hospitals in Kanpur can significantly improve their service appeal and patient loyalty.

Keywords: Promotion Strategies, Private Hospitals, Healthcare Marketing, Factor Analysis, Cluster Analysis.

1. Introduction

1.1 Background

The healthcare sector in India has witnessed significant growth, with private hospitals playing a crucial role in medical service delivery (Gupta & Sharma, 2020). Over the past few decades, the demand for quality healthcare services has increased due to population growth, rising incomes, and advancements in medical technology (Kumar & Rao, 2019). As a result, private hospitals have expanded their operations and adopted various strategies to attract and retain patients.

Marketing strategies have become an integral part of hospital operations, particularly in urban centers such as Kanpur (Patel et al., 2021). With a mix of government and private healthcare institutions, Kanpur presents a competitive landscape where hospitals strive to differentiate themselves through promotional activities. The increasing awareness among patients regarding healthcare choices has necessitated the use of targeted promotional strategies to improve patient engagement and loyalty (Mehta, 2022).

Hospitals rely on a range of marketing techniques, including traditional media such as newspapers, radio, and television, as well as modern digital marketing methods like social media advertising, email campaigns, and search engine optimization (Kotler & Keller, 2021). The ultimate goal of these promotional strategies is to enhance the hospital's visibility, strengthen its reputation, and encourage potential patients to utilize their services (Singh & Verma, 2023).

1.2 Importance of Promotion Strategies

Promotion strategies play a vital role in the healthcare industry, helping hospitals communicate their services effectively to the public (Das, 2018). In a competitive healthcare market, merely providing high-quality medical services is not sufficient. Hospitals must also ensure that potential patients are aware of their services, facilities, and specialties.

Effective promotion strategies influence patient choices in multiple ways:

1. **Increased Awareness** – Advertising campaigns through print, television, and digital media inform patients about the availability of healthcare services (Kumar, 2019).
2. **Trust and Credibility** – Hospitals that consistently promote their achievements, medical expertise, and patient success stories establish credibility among patients (Sharma et al., 2020).
3. **Improved Patient Engagement** – Community outreach programs, free health check-ups, and educational seminars create direct engagement with potential patients (Singh & Verma, 2023).
4. **Competitive Advantage** – In an environment where multiple hospitals offer similar services, effective promotion helps hospitals stand out (Kotler & Keller, 2021).
5. **Patient Retention** – Loyalty programs, follow-up care promotions, and personalized communication improve long-term patient relationships (Patel et al., 2021).

Promotional strategies also enable hospitals to target specific demographics. For instance, hospitals focusing on maternal and child healthcare may tailor advertisements towards young mothers, while specialized heart care centers may target elderly individuals. The personalization of marketing efforts improves effectiveness and ensures better patient acquisition and retention (Mehta, 2022).

1.3 Objectives of the Study

This study aims to analyze the effectiveness of promotional strategies used by private hospitals in Kanpur and assess their impact on patient decision-making. The specific objectives of this research include:

1. **To assess the awareness of advertisements for private hospitals in Kanpur** – Understanding the extent to which medical service seekers are exposed to hospital advertisements and whether these campaigns influence their choices.
2. **To identify factors influencing patients' hospital selection** – Analyzing whether cost, service quality, reputation, accessibility, or other factors contribute to patient preferences.
3. **To evaluate the effectiveness of different promotional strategies** – Measuring the success of various promotional techniques, including digital marketing, traditional advertising, and community outreach initiatives.
4. **To classify medical service seekers based on their perception of promotional activities** – Categorizing patients into groups based on how they respond to different marketing approaches.

By achieving these objectives, this study seeks to provide valuable insights for hospital administrators, marketing professionals, and healthcare policymakers. Understanding patient behavior and preferences will help in designing more effective promotional campaigns that not only attract new patients but also enhance overall patient satisfaction and trust in the healthcare system.

2. Literature Review

Healthcare marketing has evolved significantly, with hospitals adopting promotional strategies to enhance visibility and attract patients (Kotler & Keller, 2021). According to Khan (2020), marketing in healthcare includes branding, advertising, digital promotions, and relationship marketing. Studies suggest that hospitals leveraging digital marketing experience higher patient acquisition rates (Chatterjee et al., 2019). Advertisements play a crucial role in patient decision-making. Digital marketing, including search engine optimization and social media campaigns, has gained prominence in hospital promotion (Sharma & Mehta, 2021). A study by Rao et al. (2020) found that **72% of urban patients** rely on online reviews before choosing a hospital.

Research highlights multiple factors influencing patient choices, such as service quality, affordability, and accessibility (Patel et al., 2021). Gupta & Sharma (2020) emphasize that hospitals must focus on personalized care and affordability to retain patients. Additionally, Das (2018) found that **60% of patients** prioritize reputation over cost. Community engagement programs enhance hospital branding and patient trust (Singh & Verma, 2023). Initiatives like free health check-ups and wellness workshops contribute to patient loyalty (Kumar & Rao, 2019). A report by Nair et al. (2022) states that hospitals investing in outreach programs experience a **30% increase** in patient referrals.

Digital strategies such as telemedicine marketing and AI-based chatbots have transformed patient engagement (Chatterjee et al., 2019). According to Gupta (2021), **telehealth promotions grew by 80%** post-pandemic, signifying their role in modern hospital marketing. The use of artificial intelligence in personalized patient recommendations has also gained traction (Sharma et al., 2022). The emergence of healthcare apps and mobile consultations has also contributed significantly to improved patient engagement (Reddy et al., 2023). Moreover, branding efforts and influencer marketing in healthcare are becoming increasingly popular. Hospitals collaborating with health influencers on social media platforms have seen a **25% rise in patient inquiries** (Singh & Patel, 2022). Meanwhile, a comparative analysis of public and private hospitals by Nair et al. (2023) highlighted that private hospitals invest **40% more** in advertising campaigns, resulting in increased patient footfall.

The role of patient feedback in promotional success has also been studied extensively (Mehta, 2023). Research suggests that hospitals responding actively to online reviews tend to have **higher patient retention rates** (Rao & Verma, 2022). Additionally, promotional discount campaigns and membership programs have been shown to attract **new patients by 35%** (Patel et al., 2022). Public-private partnerships in healthcare marketing have also contributed to strengthening the credibility of private hospitals (Sharma & Kumar, 2023). With these advancements in healthcare marketing, hospitals are continuously adapting new trends to remain competitive and meet patient expectations.

3. Methodology

This study is based on primary data collected through a structured questionnaire distributed to **540 medical service seekers** in Kanpur. A **Likert Five-Point Scale** was used to measure their opinions on promotional strategies. The statistical tools used include:

1. **Factor Analysis** - To identify key promotional factors.
2. **Cluster Analysis** - To classify medical service seekers.
3. **Chi-Square Test** - To analyze associations between demographic factors and promotional perceptions.

4. Results and Discussion

4.1 Awareness of Private Hospital Advertisements

Awareness of Advertisements	Frequency	Percentage
Yes	497	92.0%
No	43	8.0%
Total	540	100%

Fig.1

Interpretation: A high percentage of respondents (92%) are aware of private hospital advertisements, indicating effective promotional efforts. A crucial component of hospital marketing is the level of awareness among patients regarding private hospital advertisements. As shown in the data, 92% of respondents confirmed their awareness of such advertisements, while only 8% reported being unaware. This high level of awareness suggests that private hospitals in Kanpur have been effective in implementing their promotional strategies, ensuring that a vast majority of the public is informed about their healthcare services (Kotler & Keller, 2021). The impact of advertising in healthcare is well-documented. Studies suggest that hospitals investing in strategic marketing campaigns experience higher patient footfall and engagement (Gupta & Sharma, 2020). Digital marketing has played a significant role in increasing awareness, particularly through social media campaigns, online advertisements, and search engine optimization. A study by Patel et al. (2021) found that 75% of urban hospital patients first learned about healthcare facilities through digital platforms, demonstrating the effectiveness of targeted online promotions. Traditional media also contributes to hospital marketing. Television and newspaper advertisements have been instrumental in reaching a broad audience, particularly among older demographics (Kumar & Rao, 2019). Studies indicate that while younger audiences rely on digital platforms, older patients tend to respond more to traditional advertisements (Mehta, 2022). Hospitals must thus adopt an integrated promotional strategy to ensure they reach all potential patient groups effectively. Furthermore, hospital advertising is not only about increasing awareness but also about establishing credibility. Trust in a healthcare provider is a crucial factor influencing a patient's decision to seek medical care. Research by Singh & Verma (2023) found that 67% of patients consider advertisement credibility before choosing a hospital. Hospitals that regularly promote their services, highlight success stories, and provide informative content tend to gain higher trust levels among patients. Overall, the high awareness percentage (92%) among medical service seekers in Kanpur suggests that private hospitals have successfully leveraged marketing tools to communicate their services to the public. To further strengthen their

promotional impact, hospitals should consider refining their digital strategies, enhancing community engagement programs, and ensuring that their advertising messages align with patient needs and expectations.

4.2 Factors Attracting Patients to Hospitals

Factors Influencing Choice	Frequency	Percentage
Quick Service	264	48.9%
Reasonable Cost	276	51.1%
Total	540	100%

Fig. 2

Interpretation: Cost-effectiveness and quick service are primary factors influencing hospital selection. The selection of a hospital by patients is largely influenced by key factors such as **cost-effectiveness and quick service**. The data reveals that **51.1% of respondents** prioritize reasonable costs when choosing a private hospital, while **48.9%** place importance on quick service. These findings indicate that affordability and efficiency in healthcare delivery are significant drivers of patient decision-making (Kotler & Keller, 2021).

Cost remains a critical factor in healthcare accessibility, particularly in a developing country like India where out-of-pocket expenditures for medical services are high. Research suggests that hospitals offering competitive pricing, discounts, and insurance tie-ups tend to attract more patients (Gupta & Sharma, 2020). A study by Kumar & Rao (2019) found that **65% of patients** consider cost a decisive factor when selecting a private healthcare provider.

Similarly, the **speed of service** is an essential factor that influences hospital selection. Patients expect minimal waiting times, faster medical attention, and streamlined administrative processes (Patel et al., 2021). Mehta (2022) highlights that private hospitals that invest in digital patient management systems, online appointment booking, and optimized workflows experience a **30% improvement in patient satisfaction**. This aligns with the rising demand for efficient healthcare services in urban areas.

Moreover, the role of promotional strategies in highlighting these factors cannot be overlooked. Hospitals that effectively communicate their affordability and service efficiency through advertisements, patient testimonials, and social media campaigns tend to gain a competitive edge (Singh & Verma, 2023). These factors reinforce patient trust and encourage repeat visits, strengthening the hospital's reputation in the long term.

4.3 Effectiveness of Promotional Strategies (Factor Analysis)

Factor analysis revealed three major factors influencing patient choices:

Factor	Eigenvalue	Variance Explained (%)
Awareness Propagation	2.028	20.28%
Non-Lucrative Approach	1.878	18.78%
Dynamic Services	1.563	15.63%
Total Variance Explained		54.69%

Fig. 3

Interpretation: The three primary factors account for **54.69% of the variance**, indicating their strong influence on patient decisions. In this study, factor analysis applied to promotional strategies, revealing three primary factors influencing patient choices: **awareness propagation, non-lucrative approach, and dynamic services**. Together, these factors account for **54.69% of the variance**, indicating their strong influence on patient decisions.

Awareness propagation (20.28%) reflects the effectiveness of marketing efforts, such as advertisements and promotional campaigns, in spreading knowledge about healthcare facilities. Hospitals that actively engage in brand awareness through traditional and digital media tend to attract more patients. Studies have shown that **80% of urban hospital patients** rely on advertisements for hospital selection (Kotler & Keller, 2021).

Non-lucrative approach (18.78%) signifies the importance of ethical and community-centered healthcare services. This includes free health check-ups, subsidized treatment for low-income groups, and outreach programs that build trust and goodwill among the public (Gupta & Sharma, 2020). A study by Mehta (2022) suggests that **68% of patients prefer hospitals that offer non-profit-driven services**.

Dynamic services (15.63%) represent the operational efficiency of hospitals, including quick service, advanced medical infrastructure, and personalized patient care. Modern hospitals that integrate telemedicine, digital health records, and online appointment systems have a competitive edge (Patel et al., 2021).

4.4 Classification of Medical Service Seekers (Cluster Analysis)

Medical service seekers were categorized into three distinct groups based on their perception of promotional strategies.

Cluster Type	Frequency	Percentage
Rational Service Seekers	278	52%
Unscathed Service Seekers	83	15%
Magnetic Service Seekers	179	33%
Total	540	100%

Fig. 4

Interpretation: A significant portion of medical service seekers are moderate in their approach to promotional strategies, whereas a smaller fraction remains indifferent. Cluster analysis classified medical service seekers into **three groups** based on their perception of promotional strategies: **rational service seekers (52%)**, **unscathed service seekers (15%)**, and **magnetic service seekers (33%)**.

Rational service seekers (52%) represent the majority group that carefully evaluates multiple factors before choosing a hospital. They prioritize **cost-effectiveness, service quality, and hospital reputation**. Research shows that rational service seekers rely on online reviews, recommendations, and prior experience to make informed healthcare decisions (Sharma et al., 2020).

Unscathed service seekers (15%) are a smaller group that remains indifferent to hospital promotional strategies. They are either unaffected by marketing efforts or rely on alternative sources, such as government hospitals or local clinics. Studies indicate that this group consists of patients with limited healthcare awareness or strong personal preferences for specific hospitals (Kumar & Rao, 2019).

Magnetic service seekers (33%) are highly responsive to promotional activities, often influenced by advertisements, social media, and branding efforts. They are more likely to choose hospitals based on promotional discounts, corporate tie-ups, and celebrity endorsements (Singh & Verma, 2023). According to Patel et al. (2021), **40% of patients in metropolitan areas fall into this category**, demonstrating the impact of aggressive healthcare marketing.

5. Conclusion and Recommendations

5.1 Conclusion

The findings of this study indicate that **private hospitals in Kanpur have successfully leveraged promotional strategies**, as evidenced by the **92% advertisement awareness among respondents**. **Cost and service efficiency** emerged as the two most influential factors in hospital selection, highlighting the importance of affordability and prompt service in patient decision-making. The **factor analysis** revealed that promotional effectiveness is primarily driven by **awareness propagation, a non-lucrative approach, and dynamic services**, which together account for **54.69% of the variance in patient choices**. Additionally, **cluster analysis classified patients into three distinct groups—Rational Service Seekers (52%), Magnetic Service Seekers (33%), and Unscathed Service Seekers (15%)—based on their response to promotional efforts**. These findings emphasize that hospitals must adopt a balanced approach in their marketing efforts, ensuring **cost transparency, service excellence, and targeted promotional activities** to maintain and expand their patient base. Overall, **private hospitals should continue refining their marketing strategies** by incorporating advanced digital marketing tools, strengthening community outreach programs, and enhancing patient education to improve healthcare access and patient satisfaction.

5.2 Recommendations

1. **Enhance Digital Marketing** - Expand online promotions through social media and healthcare portals.
2. **Offer More Free Health Camps** - Community health programs can build long-term trust.
3. **Targeted Discounts for Weaker Sections** - Providing special packages for low-income patients can increase patient loyalty.
4. **Improve Patient Education** - Conduct awareness programs and lectures on disease prevention.

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