

# To Investigate Effective Marketing Strategies For Promoting Life Sciences Products In Delhi NCR

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## ABSTRACT

In the dynamic landscape of the life sciences sector, effective marketing strategies are paramount for promoting products and engaging with healthcare professionals and consumers. This study investigates the optimal marketing strategies for life sciences products in Delhi NCR, focusing on the integration of social media and traditional marketing methods to enhance overall effectiveness. The hypothesis is that such integration creates a synergetic effect, significantly boosting promotional outcomes. Adopting an exploratory research design, primary data was collected through a detailed questionnaire targeting healthcare professionals in Delhi NCR. The survey encompassed demographic information, social media usage patterns, perceptions of marketing effectiveness, and channel preferences. Cross-tabulation analysis identified patterns between demographic factors, social media usage, and brand engagement, while regression analysis examined the impact of integrated channels on marketing effectiveness. The study draws on extensive practical experience from an internship at Hindustan Medical Technology, where daily social media content, direct hospital marketing, and collaborative efforts with healthcare professionals were pivotal. Activities included social media posts, distribution of marketing materials, and direct feedback from healthcare providers on product preferences and marketing effectiveness. Findings reveal that integrating social media platforms like Instagram, Facebook, Twitter, and LinkedIn with traditional marketing enhances promotional reach and engagement. Direct interaction with healthcare professionals and tailored content creation proved invaluable. Email marketing also emerged as an effective strategy for broader reach within hospitals in Delhi NCR. In conclusion, the research highlights the critical role of a synergized marketing approach in promoting life sciences products. The integration of digital and traditional channels leads to more effective marketing, higher engagement, and improved outcomes. This study provides actionable insights for marketing professionals, emphasizing a data-driven strategy to design robust promotional campaigns that resonate with the target audience in the life sciences sector.

**Keywords:** Marketing strategies, Social Media Marketing, Life Science Products.

## CHAPTER 1- INTRODUCTION

### 1.1 About the organization

Hindustan Medical Technology, founded in 2016, has quickly established itself as a pioneering organisation in medical device marketing and distribution across the Indian subcontinent. The name of the company, Hindustan, has deep historical importance and signifies both a rich legacy and a dedication to improving the healthcare system in India and its surrounding areas.

Hindustan Medical Technology has committed itself to providing high-quality healthcare since its founding. The organisation is committed to ensuring that patients, carers, and care providers from all socioeconomic backgrounds have access to high-quality healthcare. This dedication is demonstrated by the constant innovation and technology advancements meant to improve people's quality of life and sense of dignity.

Hindustan Medical Technology caters to a wide range of stakeholders, including carers, hospitals, end consumers, and society at large. The company's main principle is to extend and improve life through the use of cutting-edge medical technologies. This mission is led by a youthful and energetic organisation based in Bangalore, with representative offices in Chandigarh, Chennai, Delhi, Kolkata, Nagpur, and Pune. These sites allow the organisation to successfully manage and grow its operations throughout India. Mr. Ajay Koul and Mrs. Monika

Koul co-founded Hindustan Medical Technology, which began with a focus on critical care equipment and related consumables. The company's first success in this arena paved the way for future expansion. By 2020, Hindustan Medical Technology has expanded its product offerings to include neonatal care, surgical equipment, pain management solutions, chemotherapeutic goods, and life science equipment.

The company's notable clients include well-known institutions such as B L Kapoor Hospital in New Delhi, AIIMS in New Delhi, PGIMER in Chandigarh, and PGIMS in Rohtak. These collaborations highlight Hindustan Medical Technology's reputation for trust and trustworthiness in the healthcare community. In addition to serving the Indian market, Hindustan Medical Technology has created a strong presence in Nepal, Bhutan, and Bangladesh since 2018. This geographical development demonstrates the company's capabilities and ambition to provide high-quality medical technology solutions outside India's boundaries.

Hindustan Medical Technology is a light of success in the medical device business, distinguished by its commitment to quality, innovation, and the advancement of healthcare standards. With its constant commitment to excellence, the organisation is prepared to make substantial contributions to the medical industry, ensuring that innovative healthcare solutions are accessible to all.

## 1.2 Life sciences and marketing

Life Sciences is a large, multifaceted industry concerned with the study of living things. It encompasses a wide range of scientific disciplines, including microbiology, zoology, biochemistry, cell biology, evolutionary biology, anatomy, biophysics, epidemiology, marine biology, genetics, botany, and ecology. Researchers in a life sciences laboratory examine the structure and function of living things at both the macro (e.g., entire ecosystems) and micro (e.g., individual cells) scales.<sup>11</sup> The life sciences business is made up of the pharmaceutical, biotechnology, and (therapeutic) medical device industries. Its boundaries include the food (e.g., nutraceuticals), high technology (e.g., medical imaging), and cosmetics sectors (e.g., cosmeceuticals). Hindustan Medical Technology's product line includes a significant number of life sciences goods. They distribute products from various well-known foreign firms, including Electrogenics Ind, Woo Young SK, Infitek China, Benchmark US, DC Med Taiwan, Gemmy Industrial Corp Taiwan, Imeds Ind, and Meditera (Altech) Turkey. These collaborations allow the company to provide a wide range of high-quality medical gadgets and equipment to fulfil the different needs of the healthcare industry.<sup>13</sup>

Marketing is the practice of persuading customers to choose a specific product or service over competitors. Medical marketing refers to the use of standard marketing tools and tactics in the medical industry. Medical marketing or hospital marketing refers to the implementation of typical marketing strategies in the health-care sector that were previously used to market conventional products such as soaps and cold drinks.<sup>9</sup> Marketing life sciences items and medical equipment is a complex procedure. There has been great improvement in life sciences in recent years, thanks to advances in technology and equipment. These instruments are used in biotechnology, microbiology, research, and nanotechnology laboratories. This article focusses primarily on social media marketing, but it also briefly discusses other marketing tactics. Delhi NCR, which includes Delhi and the adjacent districts of Gurgaon, Noida, Faridabad, and Ghaziabad, is a major hub for India's life sciences industry. The region has a strong infrastructure, many research institutions, and a thriving healthcare sector. With a population of over 46 million, Delhi NCR provides a wide and varied client base, making it a desirable location for life sciences enterprises to sell their products.

## 1.3 Social media marketing

Healthcare marketing is an interdisciplinary field that focuses on customer satisfaction and long-term relationships rather than products or services. Traditional marketing strategies include product development, price, distribution, advertising, promotional sales, and sales management. Digital content plays a crucial role in enhancing brand impressions and increasing marketing efficiency. Social media, a low-cost marketing tool, aids in network development, information transmission, and public trust promotion. It can take various forms, including text, photos, audio, and video. Social media is also used as an advertising medium in B2B digital marketing strategies, enabling faster and more effective interactions with consumers and stakeholders. Marketers use social media to fulfill marketing goals ranging from customer service to advertising and commerce. Social media marketing is made possible by the digital infrastructure of the web, social media platforms like Facebook, Twitter, and Instagram, and is empowered by social software and algorithms.

This paper focuses on developing effective marketing strategies for life sciences products in Delhi NCR, focusing on social and digital media channels such as Instagram, Facebook, LinkedIn, Twitter, and YouTube. Leading biotechnology businesses like Thermo Fisher Scientific, Agilent Technologies, Waters Corporation, and

PerkinElmer have strong social media presences, using Instagram to emphasize consumer involvement, social awareness, company culture, and successful case studies. Facebook provides detailed information, such as fresh discoveries, articles, and product demonstrations, while LinkedIn highlights financial performance and company culture. Twitter is used for concise and engaging content, and companies can use it for interactive initiatives and educational events.

Instagram can target scientists, researchers, biotechnologists, hospitals, and science enthusiasts, while Facebook can target researchers, lab workers, academic institutions, medical facilities, and healthcare professionals. LinkedIn can be used to provide updates on HMT's corporate accomplishments, collaborations, and expansion efforts for talent acquisition. Twitter accounts can target scientists, researchers, science journalists, and industry thought leaders, using trending hashtags and industry-specific tags to enhance visibility and interaction.

To establish a strong brand presence in the life sciences industry in Delhi NCR, companies must have a detailed awareness of their target market, present conditions, potential dangers, and constraints.

## **CHAPTER 2- LITERATURE REVIEW**

### **2.1 (Andri Nur Rahman & Nuryakin, 2022)**

Marketing strategy is a means for connecting an organization's aims with the outcomes of establishing marketing programs that will be run or applied to clients. Marketing is a company's primary activity that plays a vital part in advertising its products or services to potential customers. Marketing is made up of four main components: product, pricing, distribution, and promotion. Each of these elements has the ability to influence and persuade customers to use the company's products or services. In practice, it might take various forms. Personal selling, advertising, promotion, customer service, and product development initiatives are all aspects of marketing that a firm might use at the same time. Marketing strategy is vital not just for industrial businesses, but also for healthcare organisations and allied industries. These organisations are continuously dealing with new and various sorts of marketing since organisations, technology, and health challenges evolve over time.

### **2.2 (Stefan Stremersch & Walter Van Dyck, 2009)**

The life sciences business includes enterprises in pharmaceuticals, biotechnology, and therapeutic medical devices, and it represents the inventive producer side of the health care industry. The life sciences sector is built on two fundamental dimensions: scientific understanding (know-why) and quality of life. Life sciences companies are more closely related to science than any other industry, and they use the knowledge they get to develop novel cures. The resulting therapy is introduced into society only after a scientific study of its influence on people's quality of life, including an examination of the therapy's safety, efficacy, and incremental cost effectiveness (therapy launch). Life sciences companies promote their remedies to both health care practitioners and patients under the regulatory framework set by society.

### **2.3 (Manas Manu & Gaurav Anand, 2022)**

The healthcare sector in India has seen major modifications in the twenty-first century. India has achieved a 10% growth rate in this area throughout the years, with a projected value of \$280 billion by 2025. Medical gadgets have evolved as an important component in the healthcare sector of any developing healthcare-sensitive country. These are used for a variety of healthcare purposes, including screening and diagnosis, treatment/care, restoration, and monitoring. India's medical equipment market ranks among the top 20 in the world. It is developing rapidly at a 15% annual rate and is predicted to reach \$50 billion by 2025. The devices marketed in distinct segments have varying market shares in India. Medical equipment and appliances make up the largest section (34%), followed by diagnostic imaging devices (31%), consumables and implants (19%), and patient aids and others (16%).

### **2.4 (Professor Eng. Victor Lorin Purcarea, 2019)**

The commercial media is often where consumers get the majority of their information about a product. The most relevant information is derived from recommendations or publicly available independent sources. The two types

of sources serve complimentary purposes; commercial media informs, whereas personal or expert sources legitimise or strengthen the evaluation process. For example, physicians frequently learn about new treatments through commercial sources, but they seek credible opinions from other physicians. Although much has been published on subliminal decisions, current models view the process from a cognitive standpoint, implying that the consumer/patient makes his own rational judgements. Successful healthcare organisations have a defined, competitive strategy that allows and forces them to adapt to changing situations. Marketing strategy in the healthcare services/products industry refers to the medical organization's attitude towards the marketing environment as well as its position in respect to its components.

### 2.5 [\*\(Petra Maresova & Marek Penhaker, 2015\)\*](#)

In terms of the medical device industry, unprecedented opportunities exist in countries such as the People's Republic of China, India, Latin America, the Middle East, and other emerging markets with rising GDP and a growing middle class. The increase in population and disposable income could result in a significantly larger demand for medical devices and services. Medical device companies' development into emerging countries will boost manufacturing efficiency while lowering product prices. They will also be better equipped to serve local markets. In general, all industrialised countries are experiencing large increases in medical device manufacture and usage. The global market is expanding not only as life expectancy rises in wealthy countries, but also as new markets emerge in emerging countries. The People's Republic of China has fewer small businesses than India.

## CHAPTER 3- RESEARCH METHODOLOGY

### 3.1 Research Design

In this study, a mixed methodology approach with an exploratory research design is utilised. This technique is utilised to gather insights about current practices, opportunities, and complete marketing plans for promoting life sciences products in Delhi NCR, especially by using social networking sites like Facebook, Instagram, Twitter, and LinkedIn.

### 3.2 Objectives of the study

- A. Analyse the perception of social media usage among the target demographic in Delhi NCR for life sciences products.
- B. Evaluate the effectiveness of traditional and social media marketing channels for promoting life sciences products in Delhi NCR.
- C. Evaluate the synergistic effect of combining traditional and social media marketing for life sciences products in Delhi NCR.

### 3.3 Data Collection

To ensure completeness and to investigate the research subject from several perspectives, we will employ both qualitative and quantitative data collection approaches in this study.

A. Primary Data Collection.- A systematic questionnaire will be used to collect primary data from healthcare professionals, the pharmaceutical sector, medical students, and people of various ages in order to gain both qualitative and quantitative insights.

B. Secondary Data Collection.

1. The study will evaluate academic journals, research papers, and existing studies on healthcare, medical equipment, and life sciences product marketing to provide theoretical foundation.
2. Analysed social media campaigns from top biotechnology businesses, including Thermo Fisher Scientific, Agilent Technologies, Waters Corporation, and PerkinElmer, to get insights into current practices and marketing tactics.

### 3.4 Sampling

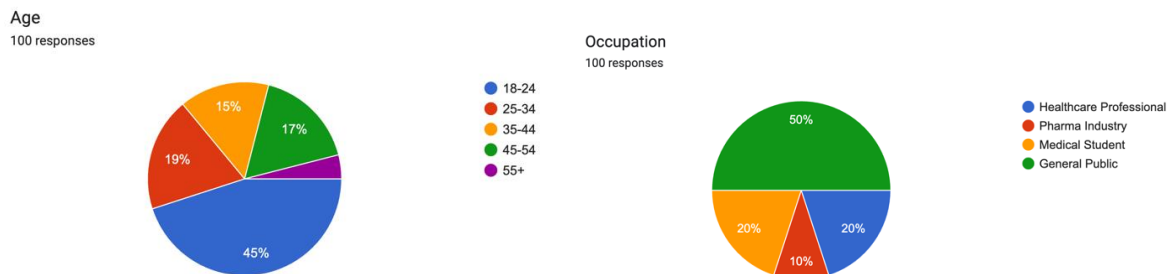
- Target population includes healthcare professionals, pharmaceutical industry, medical students, and the general public in Delhi NCR.
- This study used a random sampling technique. In a random sample from an infinite population, each item is selected with the same odds, and subsequent selections are independent of one another.

## CHAPTER 4- DATA ANALYSIS

### 4.1 Data Analysis

Various statistical techniques were used in the data analysis for this study to assess the efficacy of combining social media with traditional marketing to promote life sciences products in Delhi-NCR. We used a quantitative questionnaire provided to 100 respondents to conduct cross-tabulation to investigate the links between various marketing techniques and their perceived success. Regression analysis was used to determine the influence of combining social media and traditional marketing on total marketing efficacy, while correlation analysis was used to discover significant correlations between variables. The results show that mixing social media with traditional marketing tactics considerably improves the overall effectiveness of marketing initiatives, which supports our hypothesis. When utilised in conjunction with traditional marketing channels, social media platforms contribute to higher engagement rates and increased reach, highlighting the value of an integrated marketing approach in the life sciences industry.

#### Demographics-



### 4.2 Hypothesis Formulation

HA- Integrating social media with traditional marketing will create a synergetic effect, enhancing overall marketing effectiveness for life sciences products in Delhi NCR.

H0- Integrating social media with traditional marketing will not create a synergetic effect, enhancing overall marketing effectiveness for life sciences products in Delhi NCR.

### 4.3 Tools for Analysis

Microsoft Excel was used as the major tool. Excel's powerful features facilitated thorough data administration and analysis, such as data cleaning, cross-tabulation, regression analysis, and correlation calculations. The cross-tabulation function made it easier to examine links between the frequency with which people use social media and whether or not they follow any life sciences brands. To determine the influence of combining social media and traditional marketing on total marketing effectiveness, regression analysis was performed using Excel's built-in Data Analysis Toolpak. In addition, correlation analysis was used to uncover significant correlations between variables. Excel's charting tools were used to produce visual representations of the data, which improved the comprehension of results and allowed for unambiguous communication of significant conclusions.

### 4.4 Hypothesis Testing

#### 1. CROSS TABULATION

The goal of this cross-tabulation research was to look at the relationship between respondents' occupations, whether they follow any life sciences brands on social media, and their age group. A cross-tabulation was used to summarise the data, revealing the distribution of responses across vocations and whether they follow life sciences brands on social media. The table shows the number of respondents who follow life sciences brands ("Yes") and those who do not ("No"), broken down by occupation.

Count of Age	Column Labels		

Row Labels	No	Yes	Grand Total
General Public	42	8	50
Healthcare Professional	8	12	20
Medical Student	9	11	20
Pharma Industry	6	4	10
Grand Total	65	35	100

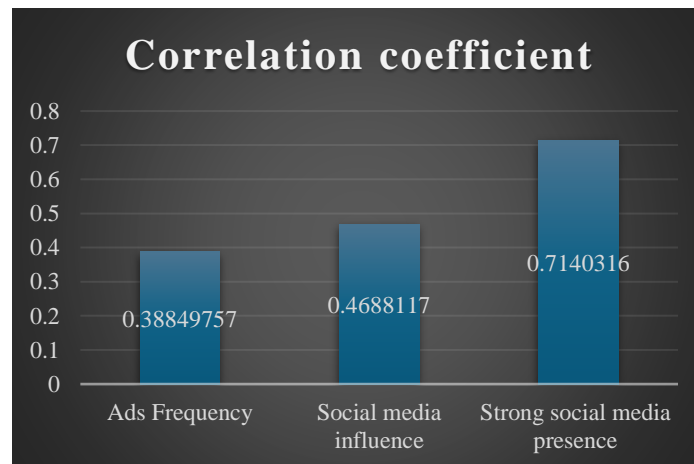
## 2. CORRELATION

The goal of this study was to determine the strength and direction of the relationship between the likelihood of purchasing life sciences products and three specific factors: the frequency of advertisements (Ads Frequency), the influence of social media posts (Social Media Influence), and the significance of a strong social media presence (Strong Social Media Presence).

Variables-

- Independent Variable: Likelihood to Purchase (measured on a scale of 1 to 5, with 1 representing "not likely" and 5 representing "very likely").
- Dependent Variables:
  1. Ad Frequency: How often do respondents view advertisements for life sciences products?
  2. Social Media Influence: The degree to which social media posts influence their healthcare product purchasing decisions.
  3. Strong Social Media Presence: The perceived importance of life sciences firms maintaining a strong social media presence.

A correlation analysis was performed to quantify the relationship between the independent variable (Likelihood to Purchase) and each of the dependent variables. The correlation coefficient (Pearson's r) was calculated for each pair of variables.



## 3. REGRESSION

In this section, we used regression analysis to evaluate the hypothesis that combining social media and traditional marketing had a synergistic effect, increasing total marketing efficacy for life sciences products in the Delhi-NCR region.

Variables-

- Independent Variables: Integrated Channel, This characteristic indicates the utilisation of both social media and traditional marketing channels.
- Dependent Variable: Combined Marketing Effectiveness, This variable assesses the overall effectiveness of the marketing approach, as evaluated by respondents.
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<i>Regression Statistics</i>	
<b>Multiple R</b>	0.32847727
<b>R Square</b>	0.10789732
<b>Adjusted R Square</b>	0.09879423
<b>Standard Error</b>	0.66998007
<b>Observations</b>	100

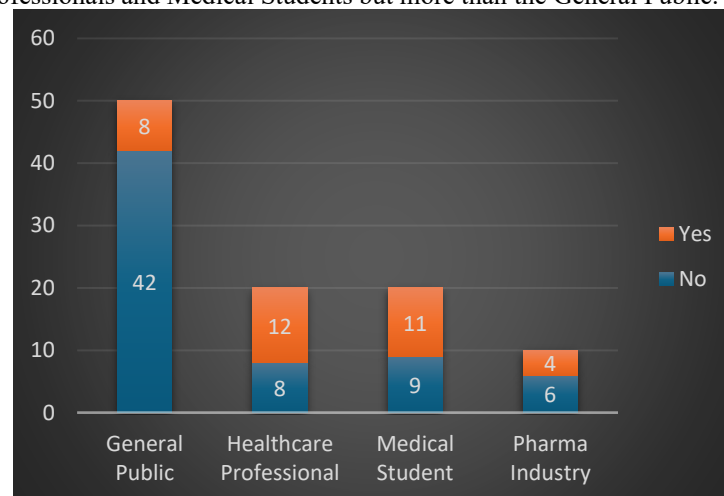
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
<b>Intercept</b>	0.64583333	0.36183059	1.78490527	0.07737072
<b>X Variable 1</b>	0.29427083	0.08547444	3.4427932	0.00084821

## CHAPTER 5- RESULTS AND CONCLUSION

### 5.1 Results

#### 1. CROSS TABULATION

- 1) General Public: Out of 50 respondents in the General Public group, 42 do not follow any life sciences brands on social media and 8 do. This suggests that the vast majority (84%) of the general public does not follow life sciences brands on social media.
- 2) Healthcare professionals: Eight of the twenty healthcare professionals polled do not follow life sciences brands on social media, while twelve do. This demonstrates that the majority (60%) of Healthcare Professionals follow life sciences brands on social media, implying more interaction with life sciences material in this category.
- 3) Medical Students: Nine out of twenty medical students do not follow life sciences brands on social media, whereas eleven do. Like Healthcare Professionals, the majority of Medical Students (55%) follow life sciences brands, demonstrating a strong interest in life sciences content.
- 4) Pharmaceutical Industry: Six of ten pharmaceutical industry respondents do not follow life sciences brands on social media, whereas four do. This category has 40% who follow life sciences brands, which is lower than Healthcare Professionals and Medical Students but more than the General Public.



#### 2. CORRELATION

- 1) Ads Frequency: 0.3885

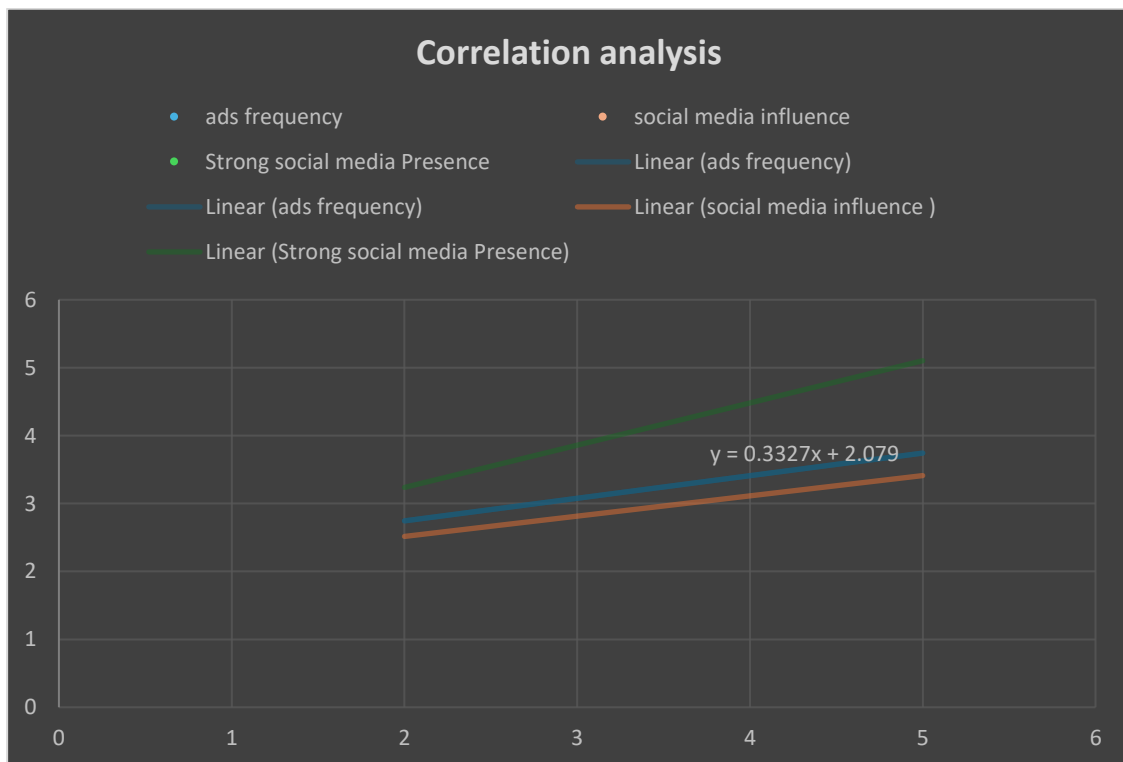
This suggests a moderately favourable relationship between the frequency of advertisements seen by respondents and their probability to acquire life sciences products. As the frequency of advertisements increases, so does the possibility of purchasing, however this association is not strong. While there is a positive association, the moderate correlation shows that other factors may also have a major impact on the chance of purchasing. Increasing ad frequency may have an impact, but it may not be the most successful tactic on its own.

2) Social Media Influence: 0.4688

This suggests a moderately positive relationship between the influence of social media posts and the likelihood of purchasing life science products. As the perceived influence of social media posts grows, so does the chance to purchase. This association is slightly stronger than the one with advertisement frequency. This somewhat favourable connection suggests that social media messages have a significant impact on purchasing decisions. Focussing on developing powerful social media content may moderately increase purchase chance.

3) Strong Social Media Presence: 0.7140

This suggests a substantial positive relationship between the significance of a strong social media presence and the likelihood of purchasing life sciences products. This is the strongest association of the three, implying that a more active social media presence is significantly associated with a higher likelihood of purchasing. The large positive connection shows that a strong social media presence has a significant impact on buying decisions. Investing in and maintaining a strong social media presence could be a very successful method for increasing the likelihood of a purchase.



### 3. REGRESSION

1) Regression Statistics:

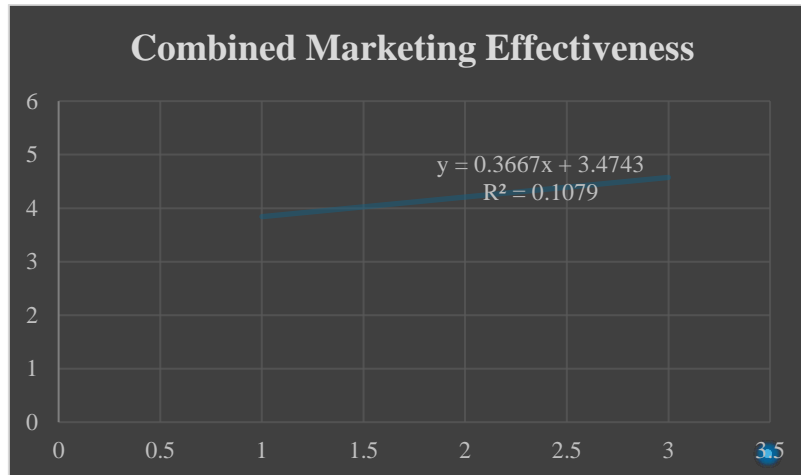
- Multiple R: 0.328 - The correlation coefficient indicates a moderately positive association between the integrated channel (independent variable) and combined marketing effectiveness (dependent variable).
- R Square: 0.108 - The integrated channel accounts for roughly 10.8% of the variance in combined marketing effectiveness.

2) Coefficients:

- Intercept: 0.646 - This represents the projected mean value of combined marketing effectiveness when the integrated channel is zero. The intercept is not statistically significant, as indicated by the P-value of 0.077, which is bigger than 0.05.



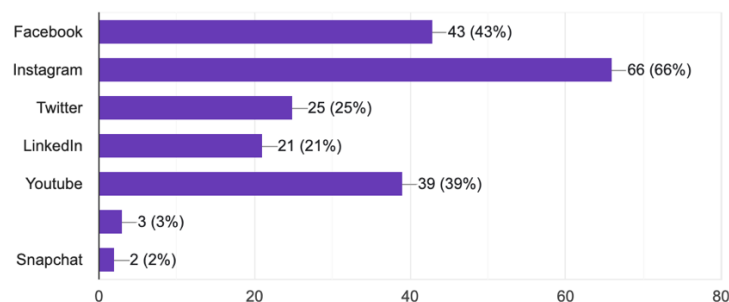
- X Variable 1 (Integrated Channel): 0.294 - This means that for every one unit rise in the integrated channel, the total marketing effectiveness increases by 0.294 units, while the other factors remain unchanged. P-value: 0.0008, which is less than 0.05, indicating that the combined channel is statistically significant.



Other than these three statistical tests, we got some insights from the questionnaire as well.

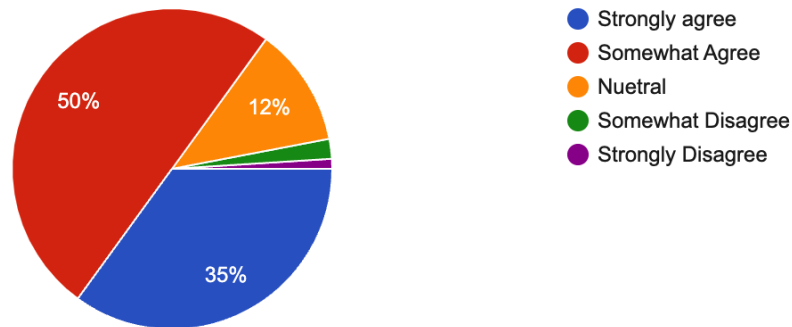
**Question:** Which social media sites do you frequently use?

Instagram is the most popular platform, with 66% of respondents using it regularly. Facebook follows with 43% of respondents. YouTube is also widely used by 39% of respondents. Twitter and LinkedIn are used less frequently, at 25% and 21%, respectively.

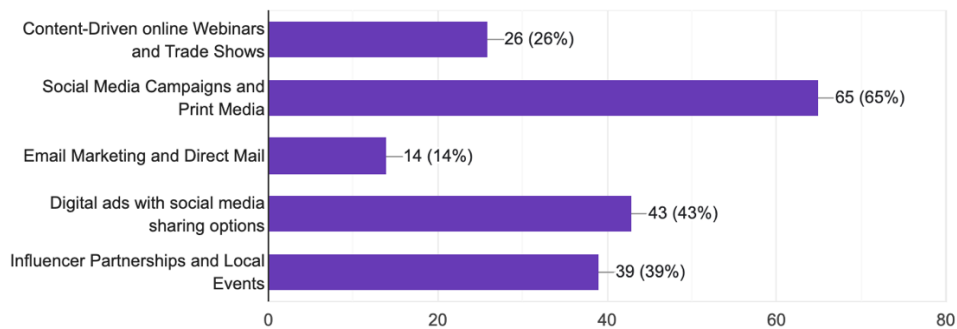


**Question:** Do you think combining social media and traditional marketing can improve the effectiveness of life sciences product promotions?

The majority of respondents (85%) agree (strongly or somewhat) that integrating social media and traditional marketing can increase promotional effectiveness. A small percentage (12%) is neutral. Only 3% of respondents disagree.



**Question:** Which combination of social media and traditional marketing would be most appealing to you?  
The most enticing combination is "Social Media Campaigns and Print Media," which was chosen by 65% of respondents. "Digital ads with social media sharing options" and "Influencer Partnerships and Local Events" are also popular choices, accounting for 43% and 39%, respectively. "Content-Driven Online Webinars and Trade Shows" and "Email Marketing and Direct Mail" have lower appeal, with 26% and 14%, respectively.



## 5.2 Conclusion

Focussing on Instagram, Facebook, and YouTube for promoting life sciences items in Delhi NCR is likely to give the best results due to their high user engagement. Tailoring material to each platform's specific capabilities (visual content for Instagram, detailed posts for Facebook, and videos for YouTube) will increase marketing efficacy. Twitter and LinkedIn can serve as alternative forums for professional engagement and industry updates. There is widespread support for combining social media and traditional marketing to improve the promotion of life science products. This means that strategies that combine online interaction (social media campaigns, digital content) with offline methods (print media, trade exhibitions) are more likely to be successful with the target demographic.

For life sciences product advertising, a hybrid approach that extensively incorporates social media campaigns and print media is most appealing. This advises using social media to create compelling, shareable material and supplementing it with print media for greater reach. Furthermore, digital advertisements with share buttons and influencer relationships can boost credibility and engagement. Webinars, trade exhibitions, and direct mail should be utilised sparingly, targeting specific audiences who prefer these techniques. This integrated strategy is anticipated to improve the overall effectiveness of life science marketing activities.

The cross-tabulation analysis shows that engagement with life sciences brands on social media differs dramatically by career. Healthcare professionals and medical students have higher levels of engagement than the general public and those in the pharmaceutical industry. This knowledge may be used to customise marketing campaigns to different occupational groups, focussing on platforms and content that appeal to Healthcare experts and Medical Students while also identifying new ways to engage the general public and Pharma Industry experts.

The correlation study revealed significant information about the elements that influence the likelihood of acquiring life sciences products. The high positive link between a strong social media presence and purchase likelihood indicates that combining social media with traditional marketing can improve overall marketing effectiveness. This data lends support to the notion that combining social media and traditional marketing will produce a synergistic impact, increasing total marketing efficacy for life sciences products in Delhi NCR. Life sciences

organisations can improve their marketing strategies by focussing on strengthening their social media presence and increasing the influence of their social media posts. Maintaining ad frequency can also help with this endeavour, but it should be combined with better social media efforts for best outcomes.

The regression analysis shows that the integrated channel has a substantial positive coefficient, indicating that as the integrated channel plan is executed, the combined marketing effectiveness improves. While the R Square value is modest, it is significant, indicating that the integrated channel is a useful predictor of marketing effectiveness. Further study and variables may help to explain more of the variation in marketing effectiveness.

#### 5.4 Limitations of study

Although the study has 100 observations, the sample size may limit the generalisability of the findings. A bigger sample size would yield more consistent and dependable results. The sample may not fully represent the variety of the Delhi NCR region. Future research should aim for a more diverse and larger sample size to capture a broader spectrum of opinions. The use of self-reported data in questionnaires may induce biases, such as social desirability bias or faulty recollection. Respondents may overstate or understate their involvement with marketing channels. The study focusses particularly on integrated channels and combined marketing performance. Other aspects that influence marketing efficacy, such as brand loyalty, product quality, and competition activity, are overlooked. Including these variables could lead to a more comprehensive understanding. The study is a snapshot in time and may not reflect changes in consumer behaviour or market dynamics over time. Longitudinal research would help to identify patterns and changes in marketing effectiveness.

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