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Article

Marketing Practices and Patient Acquisition Strategies of Private Hospitals: Evidence from Wardha District

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Abstract: Due to the competitiveness of the healthcare industry, private hospitals have adopted strategic marketing practices for patients attraction, satisfaction, and retention. The analysis emphasises marketing strategy adopted by private hospitals in District Wardha for gaining competitive advantages and fulfilling changing needs and demands of patients. A quantitative approach was applied. A well-structured questionnaire was used to collect primary data from 400 patients. SEM was used to analyse the proposed relationships. It has been found that marketing strategy as defined with service quality, digital marketing, hospital branding, relationship marketing, physician reputation, community outreach, pricing-strategy, physical evidence and patient relationship management strengthens patient satisfaction and trust. Moreover, patient satisfaction and trust strengthen patient loyalty and hospital preference. The study reveals that patient-centred marketing can be integrated with quality healthcare delivery to achieve competitiveness and strengthen enduring patient relationships. The findings of the study provide useful implications for hospital administrators and healthcare policy makers to design an effective marketing strategy that stimulates sustainable growth of the private healthcare sector.

Keywords: Healthcare Marketing, Private Hospitals, Marketing Strategies, Patient Satisfaction, Patient Trust, Patient Loyalty, Hospital Preference, Digital Marketing.

1. Introduction

The healthcare industry has emerged one of the fastest-growing service industries across the globe, as the socio-demographic transition, rise in technology, increasing health consciousness, greater disposable income and changing patient expectations among others are certain factors. The private health care establishments have seen expansion with respect to India. There has been a change in the way health care is provided. That is, in the way towards the doctor/ provider-centred model, this has led to a patient and service model. In this context, many hospitals have been competing on various additional fronts apart from just clinical quality. This includes things like service quality, accessibility (sometimes referred to as convenience), patient experience, institutional image and others. As a result, marketing has evolved from being just a promotional activity to an essential managerial function (Popa et al, 2022; Pasaribu et al, 2022).

The healthcare marketing consists of specific strategic plans and various tactics to attract clients unlike traditional marketing. The capacity and evaluation criteria will also be referred to as Implicit, which refers to technological activities, people or networks, healthcare service which is intangible, heterogeneous and inseparable from the provider. The patient's evaluation of the hospital is based on a multivariate criterion. This criterion includes the competence of physicians, outcomes of treatment, responsiveness, affordability, building, transparency,

accessibility, and continuity of care. In other words, the hospital must create value for the patient over and above better medical services and also over and above the product via superior patient experience throughout the patient□s healthcare journey. Moreover, applying marketing principles should be an essential part of an organisation□s strategy to enhance patient satisfaction (PS) and create value for patients. According to Berry et al. (2007), healthcare organisations employ and named the value to the patient proposition to create value in the healthcare business.

The marketing in health care is a sector that is fast changing in the world. This is as true for developing countries as it is for developed countries. People working in patient care, that is, consultants and physicians already possess their clinic websites. However, the most significant changes occurred because of digital technologies. With the help of digital technology, today effective communication between medical professionals and patients is achieved. The increased use of digital technologies and social media by hospitals and patients enhance visibility and improve access to healthcare information and healthcare decision-making. Online Patient Ratings and Reviews as well as managing hospital online reputation is becoming an important factor in choosing a hospital. It has compelled health care organizations to exhibit quality service along with developing a strong digital footprint (Pasaribu et al., 2022; Setyawati et al., 2024).

India has a unique healthcare system because even though allopathic medicine is a mainstream system which is an impact made by consumer healthcare education in India there are other systems of healthcare under AYUSH and especially Ayurveda. The rising popularity of total health care, preventive medicine and lifestyle based treatment has made many patients opt for modern medical treatment along with Ayurveda healthcare services. As a result, numerous private hospitals now offer comprehensive solutions in various medical fields. Integrated healthcare services require unique marketing strategies that effectively communicate the uniqueness of the service offering in an acceptable and ethical manner and without compromising on professional capability. Integrated health care has ushered in competition among the health care service providers and forced the service providers to strategically position themselves in the marketplace utilizing Physician branding, health service quality, Community interaction and integrated marketing communication (Popa et al., 2022).

Various private and corporate hospital which specialize in medicine, surgery, gynecology and ayurveda are growing in Wardha District mainly for urban, semi-urban and rural population. The rise in the number of health care providers has also increased competition. The competition has compelled the hospitals to adopt digital marketing, referral marketing, physician branding, patient relationship management, health awareness programmes, community outreach and corporate social responsibility programmes. The marketing efforts increase visibility of an institution, enhance patient engagement and retention and strengthen relationships which are long term with the community. New evidence points to the fact that digital marketing along with hospital branding is already being a prime driver of patient acquisition and retention in the competitive healthcare markets (Vaz et al., 2022; Rana et al., 2024).

While marketing is slowly becoming a necessary function in healthcare, the empirical research on the marketing strategies adopted by private hospitals in a district-level healthcare market is very limited. The majority of research relates to metropolitan hospitals, digital healthcare, medical tourism, PS, and quality of healthcare services. There are very few studies available on a private hospital engaged in the operation of semi-urban district level market offers. Also, there is no comparative evidence from the specialties of medicine, surgery, gynecology and Ayurveda. Therefore, the existing literature on the healthcare marketing is scarce (Popa et al., 2022).

The current study tries to explore the marketing strategies of private hospitals of Wardha District in this background. The study is undertaken at different hospitals which were offering medicine, surgery, gynecology and Ayurvedic services. The study specifically investigated the different types of marketing strategies, which are traditional and digital marketing strategies, hospitals use towards patient attraction, PS, patient trust (PT) and patient retention. In theory, the study should make a contribution to the scant available marketing literature in the realm of healthcare by applying prior insight gained on marketing strategies in hospitals to district-level healthcare markets. The research will also have administrative implications for administrators, practitioners and policymakers to develop sustainable patient-centred.

2. Literature Review

The marketing of health care is a strategic function that, by integrating service quality, patient engagement, branding, and digital communication, can help a hospital to achieve competitive advantage. Healthcare organizations rely more on comprehensive marketing strategies than only clinical excellence which demonstrate increasing level of reliance. The following article presents a summary of important empirical evidence on hospitals□ marketing.

The healthcare marketing model was built with a core piece of research by Berry et al. (2007). They cited the fact that trust is the bedrock of healthcare services. Health care organizations and hospitals should not aggressively market themselves. Instead, the focus must be on building lasting relationships with patients, honest communication, and great service.

Healthcare marketing refers to a strategic management function which was emerged from marketing concepts and techniques (Purcarea, 2019). This includes carrying out market research, measuring quality of service and PS, promotion and branding, and evaluation of organizational performance for better management of organizations.

Sarma (2020) conducted a study on healthcare marketing practices in Indian hospitals and concluded that satisfaction derives for them from the service marketing mix. According to him, Pricing transparency, access, medical professional conduct, information technology infrastructure, and service processes affect the hospital image and preference.

Different authors have studied social media marketing utilization in the healthcare industry. To illustrate, Neal and Lyons (2021) noticed that digital platforms allow repeated interactions between hospitals and patients. The study observed educational postings, patient testimonials, and online health communities, and these improve patient engagement while enhancing decision-making quality.

As per Hung et al., 2023, social media marketing enables a two-way conversation between health professionals and patients, ultimately enhancing engagement with the hospital brand. Hospitals utilizing digital platforms have better patient engagement, increased hospital brand awareness and enhanced organisational image, their study found.

The study by Popa et al.(2022) conducting bibliometric analysis of literature regarding marketing in healthcare revealed PS as a dominant theme. Various studies also emphasized hospital branding, relationship marketing, digital transformation and value co-creation frequently in the literature. According to the researchers, healthcare marketing research has shifted from promotional to integrated strategic and further helps enhance patient experience and organizational sustainability in healthcare.

Research on digital marketing practice in the hospital is found in several literature such as Pasaribu et al. (2022). The research found that through the years, websites, Search engine optimizer, the email marketing and the social media proved very effective in attracting patients and enhancing the visibility of the hospital institution. Implementation of digital marketing does not only depend on the application of the digital media but also the readiness of the marketers.

A study on digital marketing optimization in hospitals was done by Burhan et al. (2022). Integrated digital communication strengthens promotion, patient understanding and access to health care, they revealed. The company efficient advised the hospital to combine traditional marketing with digital channels, to attain better performance of the organization.

Rony et al. (2018) examined a hospital□s online-based marketing communication. Their concentration was on the digital tools that make appointments, health care information and registration possible. These apps improve business efficiency and PS. Furthermore, the findings confirmed that the communications assist the organisation in improving.

In a systematic review of clinical studies conducted by Setyawati and Ernawaty (2024), it was found that the best and most effective approaches to market digital health are website marketing, search engine optimization, e-mail marketing, social media, and digital twin. Further, this study also noted that the website marketing helps to enhance patient engagement. Nonetheless, the experts cautioned that healthcare organizations must strive to simultaneously address data privacy, cybersecurity as well as ethical smart communication to maintain public confidence.

According to Rana et al. (2024), hospitals can promote their facility and services efficiently through digital marketing. The hospital is helped in gaining recognition as a trustworthy hospital with the help of digital marketing. It furthers the organization□s image and helps in retaining the patients. The review points out that digital marketing helps in interaction communication with the patients.

Jeevan (2025) conducted a systematic review about healthcare marketing strategies. They wrote about the continuum of strategies moving from traditional marketing to data analytics-based digital marketing, CRM and social media. The study states that hospitals are adopting internal marketing, leadership support, and technology readiness for superior organizational performance and patient outcomes.

A recent comparative research study has found that private hospitals use social media, search engine optimisation, telemedicine, online patient reviews and email marketing much more than public sector healthcare

providers. The techniques are paramount as they affect patient choice and make the institution more competitive as healthcare markets become increasingly digital.

Arizka et al. (2025) compiled evidence from recent studies regarding the implementation of digital marketing, and found that strategic planning frameworks, constant monitoring of the business environment, knowledge of patient internet behaviour and ethical communication are the necessary factors to successfully implement digital marketing in healthcare. Patient-centred service delivery is key to securing sustainable competitive advantage in healthcare organizations as proposed by the study, which recommended the use of Digital Marketing alongside.

3. Research Gap

Based on the above reviewed literatures, it is observed that healthcare marketing research has, so far, focused a major part of its efforts on studies on digital marketing, service quality, branding, PS, and relationship marketing in developed systems/hospitals and developed metros. These studies have considerably furthered the understanding of healthcare marketing but three important lacunae have been observed.Whilst these studies have made significant contributions to the understanding of healthcare marketing, three major gaps have been identified. Limited empirical evidence is available in the field of strategic marketing practice adopted by a private hospital.There is only limited empirical evidence that comes after strategic marketing practice adopted by private hospital in the district of India in India. Second, the previous research has focused on a single dimension of marketing and not-on analyzing an integrated marketing effort that integrates traditional promotion, digital marketing, relationship marketing, service quality, physician branding and community outreach. Thirdly, there are almost no studies that compare medicine, surgery, gynecology and ayurvedic service hospitals in the same healthcare ecosystem. Unique marketing challenges and patient decision making processes still do not have been researched, as both ayurvedic and allopathic healthcare providers can exist in the same society with the same patients. Considering the gaps found in the above study, the present study aims to fill in these gaps through analytical study of the marketing strategies followed by the private hospitals in the Wardha District providing medicine, surgery, gynecology and ayurvedic treatment. The findings are expected to contribute to the healthcare marketing literature for use and effective application by the hospital management to develop patient-centred marketing strategies, which are also competitive.

Conceptual Framework:

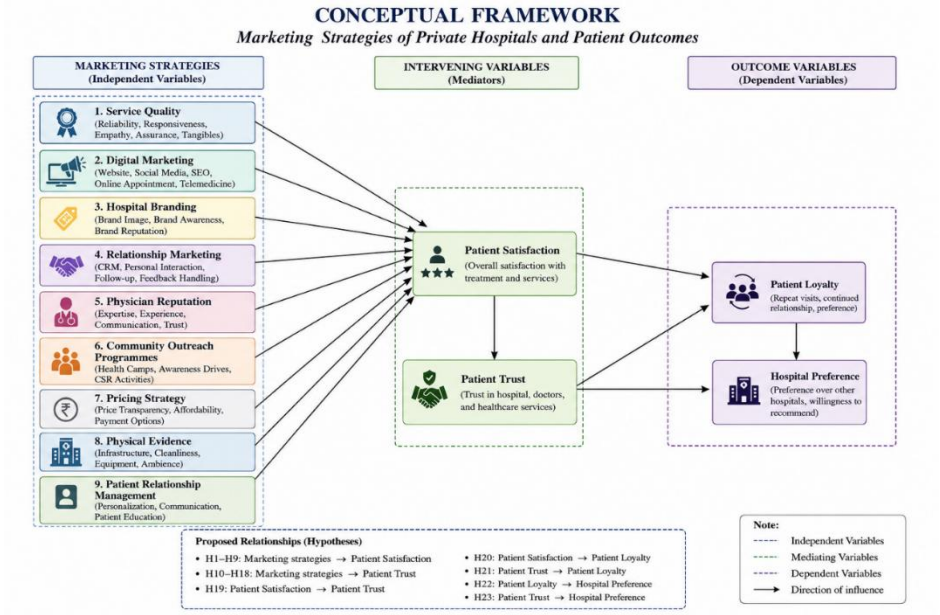

Fig. 1 Framework Diagram

The conceptual framework put forward to answer this question clarifies the link between private hospitals' marketing strategies and patient behaviour. Authors identified three variables as part of the framework: independent variables, mediating variables, and dependent variables.

The service quality, digital marketing, hospital branding, relationship marketing, physician reputation, community outreach programmes, pricing strategy, physical evidence and patient relationship management are the independent variables. These all make up the major marketing efforts that private hospitals leverage to connect with, engage and retain their patients. The framework suggests that successful underway will be to improve PS by improving their clinical and non-clinical healthcare journeys.

PS will then lead to a high level of PT, indicating patients' confidence in the hospital, their confidence in the health care services and confidence in the health service providers. The study further indicates that marketing strategies can directly impact PT through improving the hospital's reputation, credibility, and communication with patients.

The framework also suggests that improved PS and trust translate to higher patient loyalty, resulting in returning to the healthcare provider and positive feedback loops. The patient's loyalty in addition to their trust basically affects hospital preference, which is what patients consider when selecting a hospital in comparison to the other healthcare companies available.

Strategic marketing can be considered as a factor that can have a positive impact on patient outcomes because it positively supports the PS and PT variable. Overall, the framework shows that the strategic marketing practices play a mediating role between PS and PT and, in turn, between PT and patient outcomes. In the process, it gives a wide base to understand the effectiveness of marketing strategies undertaken by private hospitals that provide services in medicine, surgery, gynecology and Ayurveda in Wardha District through SEM.

Objectives

1. To explore the Marketings strategies used by private hospitals Wardha district.
2. To evaluate the effect of the marketing approach on the satisfaction of the patients in private hospitals.
3. To analyse effect of PS on PT.
4. To assess the impact of the satisfaction of the patient and the trust of the patient on patient loyalty.
5. To understand the relationship b/w patient trust and patient loyalty towards hospital preference of patient of Wardha district.

Hypotheses

H1: There is a strong positive association between adoption of marketing strategies by private hospitals and satisfaction of patients.

H2: There is a positive significant effect from private hospitals on the trust of the patients through marketing strategies used by the private hospitals.

H3: Patient satisfaction is positively influencing the level of patient trust.

H4: The effect of patient satisfaction on patient loyalty is significant and positive.

H5: There is a strong, positive relationship between patient trust and patient loyalty.

H6: Trust towards patients has significant positive relationship with hospital preference.

H7: The hypothesis is that hospital preference has a significant positive relationship with patient loyalty.

H8: There is a mediation effect between marketing strategies and patient loyalty through patient satisfaction.

H9: The relationship between the marketing strategies and hospital preference is mediated by the patient's trust.

4. Methodology

In this study, Quantitative research describes and explains the marketing strategies used by private hospitals providing medicine, surgery, gynecology and ayurvedic services in Wardha District and used descriptive-explanatory designs for the research. The patients were asked by using a structured questionnaire prepared based on literature to collect the primary data. The questionnaire was divided into two sections: First, the questions included demographic information, and second, questions included marketing strategies, PS, PT, patient loyalty, and hospital preference. To

select respondents the selected hospitals were used stratified random sampling technique. The reliability and validity of measurement scales were determined using alpha, CR, AVE and discriminant validity.

5. Results and Analysis:

Data collected from 400 respondents for the study on the marketing strategies of a private hospital in Wardha was interpreted and analyzed.

Descriptive statistics were employed to analyze the respondents view on major study constructs. To determine the average and variability of marketing strategy PS PT patient loyalty hospital preferred were analysis of mean and standard deviation contributed.

Table 4.1 Descriptive Statistics

Study Variable	No. of Items	Mean	Standard Deviation
Marketing Strategies	9	3.94	0.61
Patient Satisfaction	5	4.08	0.57
Patient Trust	5	4.02	0.59
Patient Loyalty	4	3.89	0.64
Hospital Preference	4	3.96	0.60

The descriptive statistics for the study variables are obtained from the responses of 400 participants and are found in Table 4.1. The mean scores of all constructs are above 3.80 which shows that generally the perceptions about the marketing strategies used by the private hospitals in Wardha District is favourable. The mean score of PS was M = 4.08, SD = 0.57; indicating that patients had a high level of satisfaction with the patients' health care experiences. PT (M = 4.02; SD = 0.59) and hospital preference (M = 3.96; SD = 0.60) both rated high, meaning that there is high confidence of the hospitals and a positive hospital preference on selection of hospitals for care taking activities. The mean score of all the marketing strategies obtained was 3.94 (SD = 0.61), indicating that the respondents felt the marketing efforts of the hospitals were effective. Patient loyalty also gained a positive mean (M = 3.89, SD = 0.64) score which also pointed to some probability of a wait back to the facility and of positive referrals. Low standard deviation values for all variables indicated consistency of respondents' opinions and helped to build a solid foundation for further analyses of structural models.

Table 4.2 Reliability and Convergent Validity of the Constructs

Construct	No. of Items	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Marketing Strategies	9	0.921	0.935	0.617
Patient Satisfaction	5	0.904	0.928	0.720
Patient Trust	5	0.892	0.920	0.698
Patient Loyalty	4	0.881	0.914	0.726
Hospital Preference	4	0.874	0.908	0.712

The reliability and convergent validity of the model are presented in Table 4.2. Every construct had a Cronbach alpha score greater than 0.874 with 0.921 being the highest score attained. Similarly, the CR values were found to be between 0.908 □ 0.935, which was higher than the recommended value of 0.70 and indicated good reliability of the measures scales. AVE values in the ranges from 0.617 to 0.726 were above the recommended minimum value of 0.50,

indicating good convergent validity. The results show that all the items of the measures correspond to the constructions with which they were designed, and that there is good reliability and validity among the components of each of the items. In conclusion, the measurement model was found to be acceptable for testing the discriminant validity and further evaluation of the model with SEM.

4.3 Discriminant Validity Assessment Using the HTMT Criterion

The researchers used HTMT to check discriminant validity. The HTMT determines whether the constructs are empirically different. According to Henseler et al. (2015), HTMT values below 0.90 indicate adequate discriminant.

Table 4.3 HTMT Ratio of the Study Constructs

Constructs	MS	PS	PT	PL	HP
Marketing Strategies (MS)	—				
Patient Satisfaction (PS)	0.748	—			
Patient Trust (PT)	0.721	0.804	—		
Patient Loyalty (PL)	0.684	0.781	0.836	—	
Hospital Preference (HP)	0.693	0.759	0.818	0.847	—

HTMT ratios are used through the estimation of the discriminant validity of constructs as presented in table 4.3. The presence of HTMT values from 0.684 to 0.847 that are lower than the threshold level of 0.90 is present in the result. Therefore, we can see that there is a satisfactory discriminant validity. In between the constructs, the maximum value of HTMT is 0.847 and that is between Patient Loyalty and Hospital Preference. Nonetheless, this value indicates strong connections among the constructs and does not violate the discriminant validity test, as these constructs possess another understanding. The association between PT and Patient Loyalty (0.836) and PS and PT (0.804) is also significantly associated but does not undermine the criterion of discriminant validity. All-in-all, the personal constructs differentiate each concept from the other construct and measures a different concept. Hence, discriminant validity tests the measurement model.

4.4 Correlation Analysis

The efficacy of marketing and marketing strategies is escalating day after day within organizations worldwide. Marketing efficiency and: strategic marketing are fundamental issues for all business firms. As business enterprises are becoming more competitive day-by-day nowadays, they are relying more and more on marketing efficiency and marketing strategies to accomplish their marketing objectives and to grow their market.

Table 4.4 Correlation Matrix of the Study Variables

Variables	MS	PS	PT	PL	HP
Marketing Strategies (MS)	1.000				
Patient Satisfaction (PS)	0.698**	1.000			
Patient Trust (PT)	0.654**	0.742**	1.000		
Patient Loyalty (PL)	0.611**	0.706**	0.781**	1.000	
Hospital Preference (HP)	0.586**	0.681**	0.756**	0.804**	1.000

The correlation coefficients are given in Table 4.4. Results of the study showed that there exist positive and statistically significant relationships at 1% level on all constructs showing that the improvements in one construct can be correlated with the improvements in the other constructs. Positive correlation was found between Marketing Strategies and PS (r = 0.698), PT (r = 0.654), Patient Loyalty (r = 0.611) and Hospital Preference (r = 0.586), indicating

that marketing efforts are linked to positive user perceptions and behaviour. PS showed good correlation with PT (r = 0.742) and Patient Loyalty (r = 0.706), PT had a high positive correlation with Patient Loyalty (r = 0.781) and Hospital Preference (r = 0.756). The highest correlation was found between Patient Loyalty, and Hospital Preference (r = 0.804); loyal patients preferred to use the same hospital in the future if they need to use a hospital. The strength of the correlation is overall very high and the relationships are positive, thus supporting the conceptual framework to be investigated with SEM techniques.

4.5 Structural Model Assessment

Three quality indices were used to inspect the structural model; i.e. the R^2, the Q^2, and the f^2. The R2 value reveals explanatory power of the endogenous constructs and the Q2 value reveals the predictive role of the model. F^2 is the contribution of the exogenous construct on endogenous variables.

Table 4.6 Structural Model Assessment

Endogenous Construct	**R^2**	**Q^2**	**f^2**	**Interpretation**
Patient Satisfaction	0.488	0.342	0.953	Moderate explanatory power with strong effect
Patient Trust	0.639	0.441	0.714	Substantial explanatory power with medium to strong effect
Patient Loyalty	0.712	0.516	0.867	High explanatory power with strong effect
Hospital Preference	0.756	0.548	0.921	High explanatory power with strong effect

Table 4.6 is the model of structures assessment according to R^2, Q^2, and f^2. From the results, it can be seen that the proposed model has a good explanatory and prediction capacity. Marketing strategies accounted for 48.8% of variance in PS ($R^2 = 0.488$) accounted for, which can be considered moderate. The level of R^2 is found to be 0.639 for PT, indicating that 0.639 or 63.9% of the variance of this construct is accounted by the previous constructs. Patient Loyalty had a high explanatory power, $R^2 = 0.712$ while Hospital Preference registered a maximum explanatory power with $R^2 = 0.756$, this is because the model explained 75.6% of the variance of patients' Hospital Preference. Moreover, a structural model was assessed using all scores of the Q^2 which were above zero (ranging from 0.342 to 0.548), ensuring the predictive relevance of the structural model. The f^2 coefficient for each predictor construct to the endogenous variables ranged between 0.714 to 0.953, which are considered as moderate to strong effect of predictor construct with each endogenous variable.

4.6 Path Coefficients and Hypothesis Testing

The proposed hypotheses were tested using bootstrapping procedure. The significance of the relationship in the structural model was evaluated. When p-value < 0.05 and t-value > 1.96, Hypothesis was Accepted.

Table 4.6 Path Coefficients and Hypothesis Testing

Hypothesis	Structural Path	Path Coefficient (β)	t-value	p-value	Decision
H1	Marketing Strategies → Patient Satisfaction	0.699	18.214	<0.001	Accepted
H2	Marketing Strategies → Patient Trust	0.312	5.487	<0.001	Accepted
H3	Patient Satisfaction → Patient Trust	0.521	9.836	<0.001	Accepted
H4	Patient Satisfaction → Patient Loyalty	0.346	6.214	<0.001	Accepted
H5	Patient Trust → Patient Loyalty	0.507	8.951	<0.001	Accepted
H6	Patient Trust → Hospital Preference	0.381	6.782	<0.001	Accepted
H7	Patient Loyalty → Hospital Preference	0.498	8.634	<0.001	Accepted

The results of structural model and hypothesis testing are shown in table 4.6. Results show that all the suggested hypotheses are statistically significant at 1% indicating that there is a strong support for the conceptual framework. The Marketing Strategies had a strong positive effect on PS (β = 0.699), thus supporting H1, and a strong positive effect on PT (β = 0.312), supporting H2 as well. Based on the multivariate analysis, PS significantly explained PT (β = 0.521), and Patient Loyalty (β = 0.346), thus supporting H3 and H4, respectively. Similarly, PT showed a positive significant effect on Patient Loyalty (β = 0.507) and Hospital Preference (β = 0.381), thus supporting H5 and H6. Lastly, Patient Loyalty had a significant influence on Hospital Preference (β = 0.498) and that is why H7 was supported. Of all the relationships, the strongest direct relationship is between Marketing Strategies with PS; Patient Loyalty is one of key predictors of Hospital Preference. Overall, these findings validate the proposed structural model and indicate that proper marketing strategies positively affect PS and trust levels, and consequently lead to customer loyalty and preference to the hospital.

4.7 Mediation Analysis

The use of mediation analysis with the bootstrapping method in SmartPLS 4 was analysed for an indirect effect of PS and PT on both marketing strategies and outcome constructs. The magnitude of indirect effects was assessed using standardized indirect path coefficients (β) as well as t- and p-values.

Table 4.7 Mediation Analysis

Hypothesis	Indirect Path	Indirect Effect (β)	t-value	p-value	Mediation Result
H8	Marketing Strategies → Patient Satisfaction → Patient Loyalty	0.242	5.186	<0.001	Supported (Partial Mediation)
H9	Marketing Strategies → Patient Trust → Hospital Preference	0.119	3.924	<0.001	Supported (Partial Mediation)
H10	Marketing Strategies → Patient Satisfaction → Patient Trust → Hospital Preference	0.139	4.673	<0.001	Supported (Serial Mediation)

Table 4.7 gives the results of the mediation analysis. The results show that all indirect effects are positive and statistically significant at 1% level. The effect of marketing strategies on patient loyalty was positively mediated by PS in that marketing strategies leads to patient loyalty by mediating through PS (B = 0.242, t = 5.186), supporting H8 and suggests that effective marketing strategies contributes to the improvement of patient loyalty through an improvement in PS. Likewise, for H9, Marketing Strategies significantly mediated the relationship with Hospital Preference (β = 0.119, t = 3.924), indicating that marketing strategies increase a patient's trust of the healthcare provider, which boosts their preference of that hospital. In addition, the results of serial mediation showed that Marketing Strategies indirectly affected Hospital Preference through sequential effect between PS and PT (β = 0.139, t = 4.673) for supporting H10. The results thus suggest a partial mediation of the direct relationships, suggesting that marketing influences hospital preference and patient loyalty through the mediation of PS and PT. Results lend further credence to the conceptual model proposed and illustrate the importance of patient-centred marketing in improving long term behavioural results in private hospitals.

4.8 Summary of Hypotheses Testing

The PLS-SEM has been used to perform a structural model analysis and the results are summarised in Table 4.8. Based on path coefficient and statistically the value all the hypothesised results are supported.

Table 4.9 Summary of Hypotheses Testing

Hypothesis	Statement	Result
H1	Marketing Strategies have a significant positive influence on Patient Satisfaction.	Accepted
H2	Marketing Strategies have a significant positive influence on Patient Trust.	Accepted
H3	Patient Satisfaction has a significant positive influence on Patient Trust.	Accepted
H4	Patient Satisfaction has a significant positive influence on Patient Loyalty.	Accepted
H5	Patient Trust has a significant positive influence on Patient Loyalty.	Accepted
H6	Patient Trust has a significant positive influence on Hospital Preference.	Accepted
H7	Patient Loyalty has a significant positive influence on Hospital Preference.	Accepted
H8	Patient Satisfaction mediates the relationship between Marketing Strategies and Patient Loyalty.	Accepted
H9	Patient Trust mediates the relationship between Marketing Strategies and Hospital Preference.	Accepted
H10	Patient Satisfaction and Patient Trust sequentially mediate the relationship between Marketing Strategies and Hospital Preference.	Accepted

The results of hypotheses testing of structural model are shown in Table 4.8. It was found that all the ten hypothesis were supported and had statistical significance for the relationship among the study constructs. Private hospitals use marketing strategies that are beneficial for PS and PT which improves patient loyalty and hospital preference of private hospital patients in Wardha District. The findings of the mediation analyses revealed that patients satisfaction and patients trust play a strong mediating role in the relationship of marketing strategies of the private hospital with the behavioural outcome of the patients. The study s results confirm the hypothesis of the proposed conceptual model and also affirm that marketing strategies make a significant contribution for the Private Hospital to develop strong patient relationships, enhance their loyalty and increase the hospital preference in the Private Hospital of Wardha District.

6. Discussion

Data collected from 400 respondents was used for analysis thus giving complete information about the effectiveness of marketing strategies used by the private hospitals of Wardha district. The demographic analysis provides a good description that the respondents included a variety of SES and healthcare specialty, thus ensuring suitability of sample for this study. The descriptive results showed positive attitudes on the marketing strategies of the hospitals with the highest mean score being on PS while PT came in second last mean score.There was positive response from the descriptive results with the highest mean score being PS, followed by PT and hospital preference. The reliability and validity test results showed that each measurement construct in the study had good internal

consistency and convergent. In addition, the HTMT analysis showed that the measurement model had good discriminant validity, which proved the study's measurement model to be robust.

The structural model assessment also showed reasonably good model fit indices, meaning that adequate variance was explained and predicted by the proposed conceptual model, which explains variations in PS, trust, loyalty and hospital preference. The results of the hypothesis testing showed that the marketing strategies were significant predictors of PS and PT, and PS was significant in positively influencing PT and patients' loyalty. Likewise, PT and to a greater extend, patient loyalty were found to positively influence hospital preference and patient loyalty was found to strongly predict hospital preference. This mediation analysis supported that marketing strategies to patients had an indirect relationship with patient behavioural outcomes through PS and PT, indicating their importance in surviving long-term bonds with patients.

The study concluded that the strategic marketing practices (service quality, digital marketing, hospital branding, relationship marketing, physician reputation, community outreach, pricing strategy, physical evidence, patient relationship management) have the power to affect PS, trust, loyalty and hospital preference. The results bear emphasis on the fact that the private hospital can contribute to improved competitive position of private hospitals in Wardha District by using an integrated and patient-centred approach to marketing.

7. Conclusion

The study finds that the marketing strategies are crucial in detecting the perception and their behavioural outcome of patients about private hospitals dealing with medicine, surgery, gynaecology and Ayurvedic healthcare services in Wardha District. If private hospitals are implementing planned marketing strategies in connection with quality healthcare, effective digital communication, hospital branding, physician□s image and patient relationship, then it is likely to enhance patient□s satisfaction, PT, loyalty and preference for the hospital. Also, results confirm that PS and PT mediate the impact of marketing strategies on patient revisit and recommendation behaviours. As a whole, the study asserts that the integrated approach of marketing strategies and patient-centred care in Ips will augment the competitive position of Ips and improve the healthcare experience overall.

Recommendations

For private hospitals, a holistic marketing approach is required, which can be achieved by integrating the elements of Service Quality, Digital Marketing, Hospital Brand and Relationship Management, in order to increase engagement with patients and long-term loyalty. Investing in high-tech digital platforms, online booking systems, social media outreach and regular patient feedback channels helps to enhance access and enhance institutional visibility. Additionally, on-going training of staff, ethical marketing provisions, clear pricing methods and custom care should be taken into consideration to boost up the trust and satisfaction in the hospitals. Through community health programmes, preventive care campaigns, and developing partnerships with local groups, public awareness, and hospital reputation can continue to increase. Such strategic moves can help private hospitals enhance PS, create new patient awareness, secure viable growth in the healthcare industry, and save money.

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