

## “Impact Analysis of Digital Marketing on Dental Health Care Practices in Jaipur, Rajasthan: A Vis a Vis study”



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### **ABSTRACT**

With the introduction of the first commonly used commercial websites in the 1990s, digital technology brought a new level of convenience to consumers. Digital revolution had altered and admired elemental of commerce and continues to deplete a greater share of the entire marketing budget each year. As digital technologies and artifices derive, this amplitude should continue to hike. While much analysis has been directed on digital marketing, most has been centralized on industries other than dentist healthcare. An aim of dental health advisement is to appraise connections and motivate individuals to pay assiduity to general dental concerns and to choose definite dentists, with best hospital and clinical ableness. Dentists in particular and health care organizations need to familiarize themselves with the most efficacious ways to reach people of all ages. This research endeavor seeks to be one such study by investigating the effectiveness of digital marketing practices particularly in dental practices on the population in the area of Jaipur, Rajasthan. The aim of this research is to provide an understanding of the new and dynamic channels of digital marketing of dental practices directed towards positive marketing outcome which in turn results in successful dental clinics. The survey questionnaire was deployed via an online tool (Google Form) through Survey Monkey and was promoted to 100 respondents' i.e dentists and dental hospital marketers for three weeks. Various factors of digital marketing and their influence analysis were conducted on respondent's opinion, which was further statistically analyzed. Significant “p” value postulated that the hypothesis H<sub>1</sub>: There is a significant relationship between digital marketing and dental practices in Rajasthan was accepted and proved. Finally the research concluded that for dental practices, digital marketing represents an opportunity to engage current and prospective patients more easily than ever before. Practices that incorporate digital marketing such as social media into their marketing efforts will be strategically positioned to grow the business graph of dentists up to apex. Dental practitioners actively use digital marketing and social media for marketing and communication. Thus, this research paper would provide valuable information for decision makers and marketing teams at dental hospitals.

**Key Words:** - *Dentists, Digital Marketing, Social Media Marketing, Facebook, Twitter, Patient.*

## 1. INTRODUCTION:

Hospital and healthcare marketing has traditionally been disdained in the past because it was, by and large, abounding. Due to a shortage of doctors and medical necessities, hospitals have always been overpopulated, with outpatient clinics impossible to reserve into, and a severe shortage of hospital beds. In recent years, due to the increase in the number of hospitals uniquely dental clinics, dentists are ensuring bouncing competition in the medical environment; rise in alertness of the consumer concept; the growing complicated doctor-patient relationship; and increasingly serious legal difficulties dental hospitals are facing; these hospitals have bend to marketing, promotion, and advertisement to ensure their endurance. Currently, most dentists still mainly use their Public Relations board to communicate with consumers and conduct marketing activities (*Chang et al, 2000*).

There are various kinds of hospital, specifically dentists marketing promotion techniques, for example: free medical buzz session, referral by friends and relatives, free clinic treatments, mass mailings of clinic schedules to abeyant customers, TV & newspaper exposure, and education in public health and hygiene. Which kind of commercing promotion works best in bringing customers, setting up good image, and developing word-of-mouth, really depends on the type of consumer targeted, and is a subject of great deportment for dentists and hospital managers who want to amend their combativeness and profitability. (*Gupta S.L. et al, 2005*)

The last couple of years have seen a giant jump in the preference of digital commercing over traditional marketing in the healthcare specifically dental practices. Since consumer marketing tricks are budging greatly to digital ads, social media, and mobile apps, therefore, the shift to digital channels in the healthcare industry is no wonder. This shift has, for the most part, been highly beneficial; digital channels offer many more aiming and measurement options than traditional approaches, making accusation spend much more efficient.

The main reason is a numerous number of people are not only becoming active online but are also looking for elucidation to their complications online. This being the case, dentists and dental hospitals cannot or in fact should not neglect digital marketing. It is safe to assume that digital marketing combined with dental practices has a pool of opportunities in it.

Digital Marketing is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks. The art of digital marketing includes finding the right online marketing mix of strategies those appeals to one's target market and will actually translate into sales.

Digital marketing uses internet to convey promotional marketing messages to buyers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising and more. Since digital marketing is a cheap as well as an effective way of marketing when compared to traditional methods, it can be assumed that dental hospitals and dentists cannot miss out on digital marketing. (Aaker. D.A etal, 2003)

People are active on social media and social media is same as to ‘word of mouth’ marketing. This type of marketing plays a big role in promoting dentists practice. For eg if many people around you, recommend an XYZ dentists, you are more likely to consult that doctor. Digital marketing involves social networking sites, such as Facebook, LinkedIn and Twitter. It also includes YouTube, blogs, customer reviews and wikis.

This paper seeks to be one such study by investigating the effectiveness of digital marketing practices particularly in dental practices on the population in the area of Jaipur, Rajasthan. The aim of this research is to provide an understanding of the new and dynamic channels of digital marketing of dental practices directed towards positive marketing outcome which in turn results in successful dental clinics. Thus the research endeavor will act as a founding stone in order to provide a basis for future policy recommendations of dental marketing. In doing so, this paper would provide valuable information for decision makers at dental hospitals.

## 2. REVIEW OF LITERATURE

*Kevin D Dayaratna, (2013)* – In this literature analysis of the erudite inquest suggests that-Healthcare in a ambitious markets offer patients high quality care at reasonable price. The health benefits program of employees and Medicare part which provides as two effusive examples in today’s competition of healthcare. To add proper converts for further scope of competition in healthcare industry would be important for future rise and position as world’s leader for healthcare.

*Agnes jarlier & Suzane Charvert Protat (2000)* in this study, the researcher had convey a observational study on marketing of health care” which can improve quality care and lesser the hospital costs? in international journal for affirmation and marketing in healthcare”. Their study revealed that, majority of hospitals carry out an aggressive marketing activities in form of corporate tie-up, trade and TPA tie up.

*Flora June A, Lefebvre R(1998)* had conducted cross sectional study on “Social health marketing and public health interference in health education quarterly”, through formative research methods and

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technology, selected hospitals are quite settled with their existing product portfolio. Their study proved that, maintaining good relation with outside doctors, by bestow quality services, patient education and awareness programs about hospital through marketing.

**Bobeica Ana Amaria(2013)** In this study of academic analysis, the researcher has suggested “marketing plan in healthcare industry” analyses the healthcare markets in order to achieve better results serves on internal organization structure which shows the direct connection between marketing strategy, promotion strategy, quality of healthcare and market planning. Where these methodologies used to propose a model of analysis between 4 selected variables and structural equation model used which results as a base for a future analysis in health care marketing planning have a direct impact on quality of healthcare and market planning.

There is an quick need for analyzing the dental manpower of the country so as to study the scope of dentistry in the upcoming years, since we are proceeding into the next era (Ahuja and Parmar, 2011).

Social Media is slowly taking over traditional print methods as the primary channel for marketing and advertising purposes. And, social media has a strong impact on the strategic marketing practices of hospitals (**Revere et, al, 2010**). Today, consumers use the Internet as the primary tool to find information about potential healthcare providers and the quality of each facility (**Revere, 2010**).

Since there are so many consumers relying on the Internet, website design has an important role in the satisfaction of current and potential consumers. If the website is difficult to grasp and simple tasks such as “find a doctor,” “locations,” and “services offered” are complicated to find, a consumer may feel dissatisfied and lost when choosing a facility (**Robeznieks, 2011**).

However, accumulating health communication through social media, via the Internet, can cater future patients with testimonials of success stories (**Scammon, 2011**).

Patient portals are a new commercing strategy used for physicians and health care corporations to communicate with patients (**Robeznieks, 2011**). Marketers create online gateways as an creative way to give patients approach to their test results, medical bills and doctor’s schedules. Not only can patients choose adroitness and access medical information, websites now allow physicians to introduce themselves online through video profiles, and provide educational materials such as brochures and newsletters (**Robeznieks, 2011**).

A recent study by Capstrat-Public Policy Polling surveyed U.S. adults and found that 85 percent would not use social media or quick messaging channels for medical articulation if their physicians offered it, (*PT in Motion, 2011*). The research also found that only 11 percent of litigants said they would take advantage of social media such as Twitter or Facebook to communicate with their physician, (*PT in Motion, 2011*).

In addition to that finding, according to the National Research Corporation, only one in five Americans now use social media web sites as a source of health care information (*PT in Motion, 2011*). The survey, however, also found that one in two respondents said that they preferred health provider sites to any other antecedent, while 14% preferred an integrated approach of health provider sites and social media collobrated. Only 3% preferred only social media (*PT in Motion, 2011*).

### 3. RESEARCH METHODOLOGY

<b>RESEARCH METHODOLOGY</b>	
<b>Objectives of Research</b>	<ul style="list-style-type: none"> <li>• To elucidate various factors which influence successful implementation of digital marketing on in promoting market for dental hospitals.</li> <li>• To analyze the impact of digital marketing on dental practice in Jaipur, Rajasthan.</li> </ul>
<b>Null Hypothesis of Research</b>	$H_0$ : There is no significant relationship between digital marketing and dental practices in Rajasthan.
<b>Research Design</b>	Exploratory – To know the parameters and formulate the hypotheses. Analytical – To analyze the parameters found out.
<b>Universe</b>	Jaipur, Rajasthan
<b>Sampling Design</b>	Stratified Random sampling Method
<b>Sample Size</b>	Dental Practioners (Dentists) of Jaipur district, Rajasthan. (Sample Size= 100)
<b>Data collection Techniques</b>	Primary Data collection – The survey questionnaire was deployed via an online tool (Google Form) through Survey Monkey and was promoted to dentists and dental hospital marketers for three weeks. Secondary Data Collection – Research reports of Health care companies, Annual reports, Management and dental books, journals, research papers etc.
<b>Analytical tools For Pilot Study</b>	Cronbach’s alpha for reliability and Kaiser Meyer’s Rank Test for Variability
<b>Statistical Analysis for hypothesis testing</b>	Chi Square Test, Multivariate ANOVA, Students‘t’ test.

## 4. RESULTS AND ANALYSIS

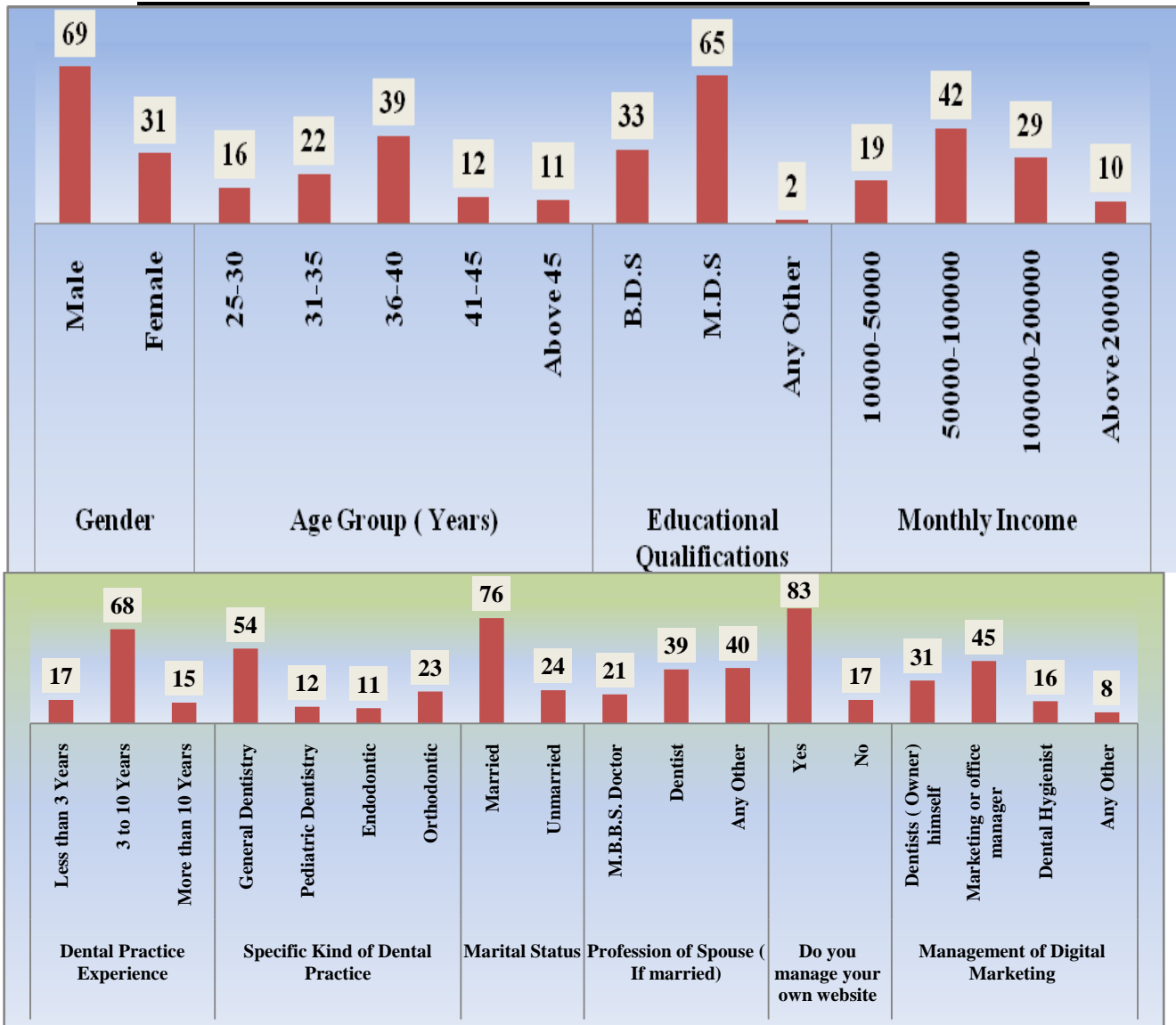
### 4.1 DEMOGRAPHIC DETAILS OF RESPONDENTS

Demographic study means study of both quantitative and qualitative aspects of selected human population. Quantitative aspects include composition, age, gender, size, and structure of the population. Qualitative aspects are the research specific factors such as management of digital marketing of dental practice, etc. Demographic variables of current research study are evaluated in table 1 below.

**TABLE 1 DEMOGRAPHIC DETAILS OF DENTISTS AS RESPONDENTS**

Sample characteristic	Category	No of Respondents Dentists ( N=100)
<b>Gender</b>	Male	69
	Female	31
<b>Age Group ( Years)</b>	25-30	16
	31-35	22
	36-40	39
	41-45	12
	Above 45	11
<b>Educational Qualifications</b>	B.D.S	33
	M.D.S	65
	Any Other	2
<b>Monthly Income ( Rs)</b>	10000-50000	19
	50000-100000	42
	100000-200000	29
	Above 200000	10
<b>Dental Practice Experience</b>	Less than 3 Years	17
	3 to 10 Years	68
	More than 10 Years	15
<b>Specific Kind of Dental Practice</b>	General Dentistry	54
	Pediatric Dentistry	12
	Endodontic	11
	Orthodontic	23
<b>Marital Status</b>	Married	76
	Unmarried	24
<b>Profession of Spouse ( If married)</b>	M.B.B.S. Doctor	21
	Dentist	39
	Any Other	40
<b>Do you manage your own website</b>	Yes	83
	No	17
<b>Management of Digital Marketing</b>	Dentists ( Owner) himself	31
	Marketing or office manager	45
	Dental Hygienist	16
	Any Other	8

**Chart 1 DEMOGRAPHIC DETAILS OF CUSTOMERS AS RESPONDENTS**



The above table interprets the demographic details of dentists as respondents. In the first parameter gender of respondents were analyzed. Maximum respondents i.e 69% were males whereas only 31% of the females dentists of Jaipur , Rajasthan were evaluated in current research design.

In the next important parameter the age group of dentists as respondents was evaluated. The maximum respondents 39% were between the age group of 36 to 40 years whereas the minimum respondents were above 45 years of age. The remaining 16 respondents were between 25 to 30 years of age whereas 22 respondents were between 31 to 35 years of age. The rest 12 respondents were between 41 to 45 years of age.

In another parameter the educational qualification of respondents were analyzed. Most of the respondents 65% were having M.D.S degree whereas 33% were having a B.D.S degree. The remaining

2% were having degree other than these two qualifications.

Another important parameter was Monthly income of respondents who were dentists. Maximum respondents 42% were having a monthly income of 50000-100000 whereas the minimum respondents 10% were having a monthly income above 200000. The remaining 19% and 29% were falling into the category between 10000-50000 and 100000-200000 monthly.

In next parameter the dental practice experience of respondents were evaluated. It is clear that maximum respondents 68% were having an experience of 3 to 10 years whereas the minimum respondents 15% were having more than 10 years of experience. The remaining 17% were having less than 3 years of experience.

One more parameter was the specific kind of dental practice carried out by the respondents. Maximum respondents 54% were practicing general dentistry whereas the minimum respondents 11% were Endodontic. The remaining 12% were practicing Pediatric Dentistry whereas 23% were Orthodontic. Another parameter was the marital status of respondents where maximum respondents 76% were married whereas only 24% were unmarried.

In another parameter the profession of dentist's spouse was analyzed. Maximum respondent's spouse 39% was dentist whereas 21% were doctors in other specialization. The remaining 40% were working in other profession. Another parameter was whether the respondents manage their own website or not. It can be analyzed that 83% of the respondents were managing their own website whereas only 17% were not having their own website.

In the last parameter the management of digital marketing by respondents were evaluated. Maximum respondents 45% were having an office manager whereas 31% were owner themselves for digital marketing. The remaining 16% were having Dental Hygienist whereas 8% were having other sources.

## 4.2 RELIABILITY AND VALIDITY

### a) Bartlett's Test of Sphericity

KMO is a Statistics, used to predict the sampling adequacy based on correlation and partial correlation. The KMO value varies from 0 to 1.0 The Bartlett's test of Sphericity should be greater than 0.5. It is used to show the validity and suitability of the responses collected.

The KMO value was found to be 0.895, shows a excellent level of acceptance. The overall KMO value should be greater than 0.5 to proceed with the factor analysis.

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**b) Cronbach's Alpha**

Cronbach's Alpha test is used to measure the internal consistency of reliability. In current research endeavor the alpha value obtained was 0.910. The Alpha value is greater than 0.75, which shows a very good level of acceptance, hence it is reliable.

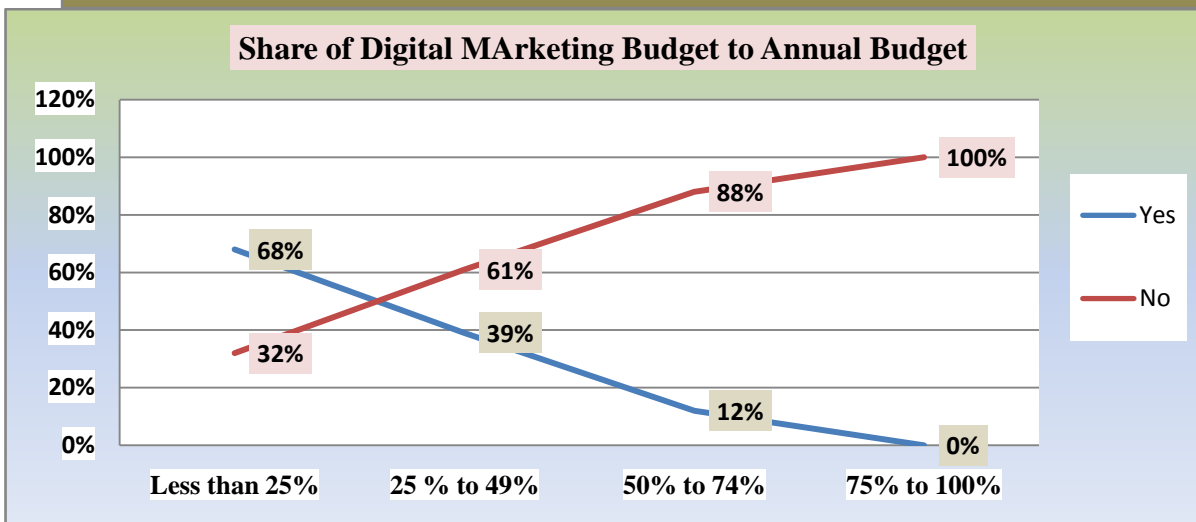
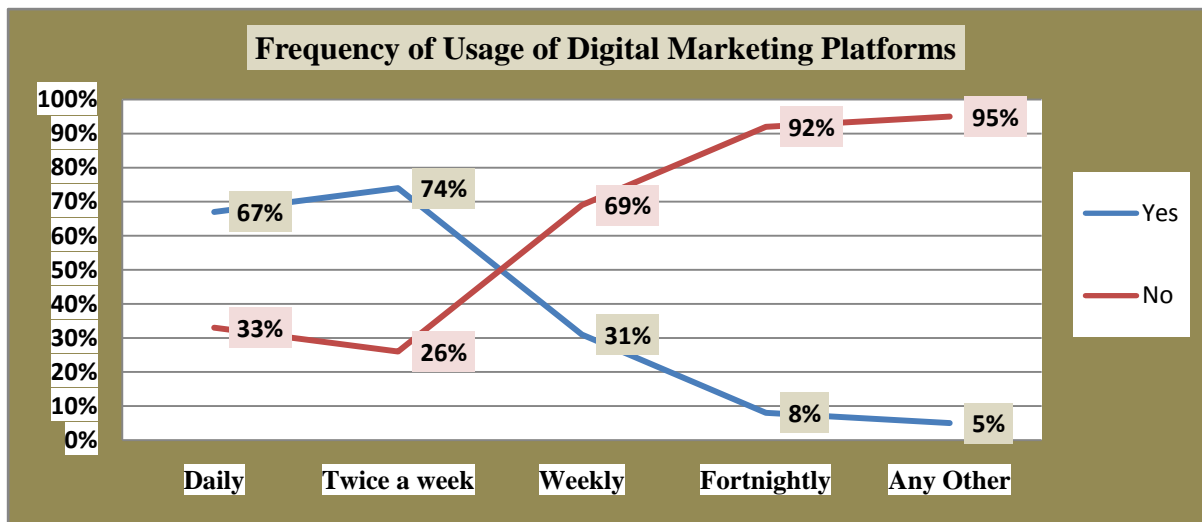
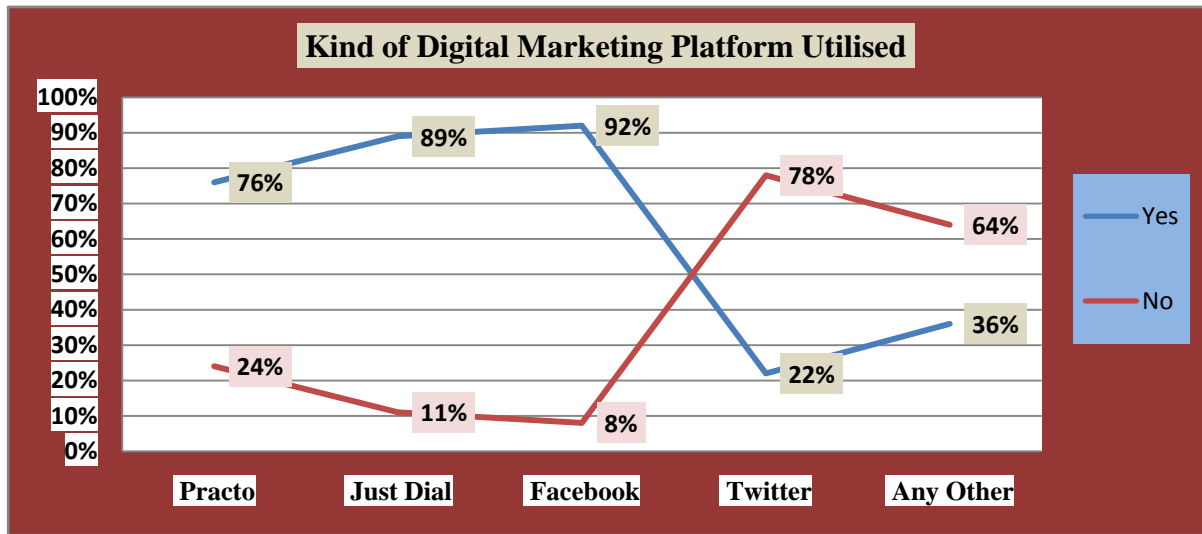
**4.3 ANALYSIS OF INFLUENCING FEATURES OF DIGITAL MARKETING ON DENTAL PRACTICES**

In current research digital marketing factors that influenced dental practices was analyzed for selected respondents. Results are depicted in table 2 below:

**TABLE 2 –DIGITAL FACTORS INFLUENCING DENTAL PRACTICES**

S.No	Factors Influencing	Respondents Opinion( N =100)	
		YES	NO
<b>KIND OF DIGITAL MARKETING PLATFORM UTILIZED</b>			
(a)	Practo	76%	24%
(b)	Just Dial	89%	11%
(c)	Facebook	92%	8%
(d)	Twitter	22%	78%
(e)	Any Other	36%	64%
<b>FREQUENCY OF USAGE OF DIGITAL MARKETING PLATFORMS</b>			
(a)	Daily	67%	33%
(b)	Twice a week	74%	26%
(c)	Weekly	31%	69%
(d)	Fortnightly	8%	92%
(e)	Any Other	5%	95%
<b>SHARE OF DIGITAL MARKETING BUDGET TO ANNUAL MARKETING BUDGET</b>			
(a)	Less than 25%	68%	32%
(b)	25 % to 49%	39%	61%
(c)	50% to 74%	12%	88%
(d)	75% to 100%	0%	100%

**CHART 2 DIGITAL FACTORS INFLUENCING DENTAL PRACTICES**



In the above table the digital factors influencing dental practices were analyzed. Firstly, the kind of digital marketing platform utilized were evaluated. Around 76% were using Practo whereas 24% were not using it. In the next factor almost 89% were using Just dial whereas 11% were not using it. Facebook was used by 92% whereas only 8% of the dentist were not using Facebook. In case of twitter only 22% were using it whereas 78% were not having a twitter account. Only 36% were into other platforms whereas 64% were not. It can be analyzed that comparatively facebook was used by most of the respondents whereas twitter was used the minimum.

Secondly, the frequency of usage of digital marketing platforms by dentists were examined. In the first statement 67% respondents used marketing platforms daily whereas only 33% were not using it daily. 74% were using marketing platforms twice a week whereas 26% were not. Only 31% were using marketing platforms weekly whereas 69% were not. In the next statement only 8% were using marketing platforms fortnightly whereas 92% were using more than that. In the last statement only 5% were using it in any other way whereas 95% were not.

Lastly, the share of digital marketing budget to annual marketing budget was analyzed for dentists as respondents. In the first statement around 68% agreed that their share of digital marketing budget to annual marketing budget was less than 25% whereas 32% disagreed. In the second statement 39% respondents agreed that their share of digital marketing budget to annual marketing budget is between 25% to 49% whereas 61% disagreed. In the third statement only 12% respondents agreed that their share of digital marketing budget to annual marketing budget was 50% to 74% whereas 88% disagreed. In the last statement no respondents agreed that their share of digital marketing budget to annual marketing budget was 75% to 100% whereas all the 100% respondents disagreed because no one put their whole income into marketing.

#### 4.4 ANALYSIS OF TWO DIGITAL MARKETING IMPACT

Impact of digital marketing on dental practices was analysed by the respondents and results are expressed in table 3 below:

**TABLE 3 –IMPACT ANALYSIS OF DIGITAL MARKETING**

Q.No	DIGITAL MARKETING ANALYTICAL FACTORS	Respondents Opinion (N =100)				
		SA	A	N	D	SD
<b>PURPOSE OF USING DIGITAL MARKETING SITES</b>						
(a)	Advertisements of Services	16	36	12	22	14
(b)	Oral Health Promotions	19	31	11	23	16
(c)	Interaction with existing patients	18	29	15	27	11
(d)	Social Presence	15	33	13	22	17
<b>INFLUENTIAL EFFECT OF DIGITAL MARKETING ON BUSINESS</b>						
(a)	Public Influenced and Business increased	16	29	17	25	13
(b)	Only Public Influenced	17	31	12	29	11
(c)	Neither increased not decreased business	15	36	9	24	16
(d)	Public get negative influence	13	17	15	37	18
(e)	Negative influence and decrease in business	9	22	13	35	21

{SA= Strongly Agree, A=Agree, N=Neutral, D= Disagree, SD= Strongly Disagree.}

The above table analyses the impact of digital marketing where the first factor was the purpose of using digital marketing sites by respondents. In the first statement around 36 respondents agreed and 16 strongly agreed that they use digital marketing for advertisements of services whereas 22 disagreed and 14 strongly disagreed the statement. The remaining 12 respondents had a neutral view on the statement. In the next statement around 31 respondents agreed and 19 strongly agreed that they use digital marketing for oral health promotions whereas 23 disagreed and 16 strongly disagreed to it. The rest 11 remained neutral on the current statement. In the third statement almost 29 respondents agreed and 18 strongly agreed that they use digital marketing to interact with existing patients whereas 27 respondents disagreed and 11 strongly disagreed to it. The remaining 15 had a neutral view on the statement. In the last statement 33 respondents agreed and 15 strongly agreed that they use digital marketing for social presence whereas 22 disagreed and 17 strongly disagreed to the statement. The rest 13 respondents remained neutral on the statement.

The second factor of the table was the influential effect of digital marketing on business. In the first statement around 29 respondents agreed and 16 strongly agreed that after digital marketing the public

influenced and their business increased whereas 25 respondents disagreed and 13 strongly disagreed to the statement. The remaining 17 respondents had a neutral view on the current statement. In the second statement almost 31 respondents agreed and 17 strongly agreed that after digital marketing only public was influenced whereas 29 respondents disagreed and 11 strongly disagreed to the statement. The rest 12 respondents remained neutral on the same. In the third statement 36 respondents agreed and 15 strongly agreed that after digital marketing their business neither increased nor decreased whereas 37 disagreed and 16 strongly disagreed the statement. The remaining 9 respondents had a neutral view on the same. In the fourth statement around 17 respondents agreed and 13 strongly agreed that after digital marketing the public get negative influence whereas 37 respondents disagreed and 18 strongly disagreed to it. In the last statement around 22 respondents agreed and 9 strongly disagreed that after digital marketing their business decreased whereas 35 respondents disagreed and 21 strongly disagreed to it. The rest 13 respondents remained neutral on the statement.

## HYPOTHESIS TESTING

In current research study on table 3 3 the values were statistically analyzed above Likert's scale values with one way ANOVA by using SPSS and results are as mentioned :

ANOVA							
GROUP			Sum of Squares	df	Mean Square	F	P Value (Sig)
DIGITAL MARKETING FACTORS	PURPOSE OF USING DIGITAL MARKETING SITES	Between Groups	1.472	5	.294	1.010	.035
		Within Groups	58.610	5	.272		
		Total	60.082	5			
	INFLUENCIAL EFFECT OF USING DIGITAL MARKETING SITES	Between Groups	5.322	5	1.064	3.746	.059
		Within Groups	57.118	5	.284		
		Total	62.440	5			

Respondents opinion were statistically analyzed with One Way ANOVA with the help of SPSS Software and the obtained P value was highly significant therefore the results concluded that null

hypothesis  $H_0$  - There is no significant relationship between digital marketing and dental practices in Rajasthan is rejected and alternate hypothesis which states that  $H_1$  - There is a significant relationship between digital marketing and dental practices in Rajasthan is accepted and proved.

## 5. CONCLUSION AND RECOMMENDATIONS

Technology is spreading rapidly throughout the field of healthcare including dentistry. The use of the internet in some form has almost become a standard for a dental practice to function. Not surprisingly most practices using the internet have websites, but almost all of responding practices are using digital marketing techniques. The results of the survey show that dentists use digital marketing including social media as much or more than the medical field. Not surprisingly; younger dentists were more apt to use digital marketing than their older colleagues and therefore it may be inferred that digital marketing use will continue to increase as older dentists retire and their younger colleagues purchase practices. As more practices are using digital marketing to reach the new generation of dental consumers it will force more practices to use the modality to stay competitive.

Interestingly, the utilisation of digital marketing technology being generally in the smaller conventions reflects the original bound of many social networking sites where solos are able to contact and keep in touch. That may be why smaller practices are making the use of this as they be biased to be more personal than higher corporate practices. When promoting or advertising dental hospital services, it's important to focal on advantages for the patients, and include physician's specialty for the last part. While it's important to note the professionalism of the dental hospital's staff, most patients are just abstracted to certain doctor's stipulation and focal more on the information of disease cured.

By digital marketing of the dental healthcare facility, dentists not only create awareness about their dental hospital, but it also earns the trust from the present and future patients. Patients that are evaluated at particular dental hospital with good payback, afterwards on becoming a free brand voice for the facility they've been treated, which can abate general marketing spend, as this becomes a criterion marketing tool. Practicing marketing applications digital saves more money and begets better ROI for dental healthcare facilities in the modern day and age. Social media is extremely popular among all digital marketing tools. In fact, Facebook and many other podiums continue to add millions of consumers annually. For dental practices, social media represents a contingency to engage current and destined patients more easily than ever before. Practices that assimilate social media into their marketing aspirations will be strategically arrayed to built in the digital curltailment.

Various factors of digital marketing and their influence analysis were conducted on respondent's opinion, which was further statistically analyzed. Significant "p" value postulated that the hypothesis H<sub>1</sub>: There is a significant relationship between digital marketing and dental practices in Rajasthan was accepted and proved. Finally the research concluded that for dental practices, digital marketing represents an opportunity to engage current and prospective patients more easily than ever before. Practices that incorporate digital marketing such as social media into their marketing efforts will be strategically positioned to grow the business graph of dentists up to apex. Dental practitioners actively use digital marketing and social media for marketing and communication. Thus, this research paper would provide valuable information for decision makers and marketing teams at dental hospitals.

Few limitations of the research were focused such as the use of modern survey using an electronic survey tool. The sample used for this survey may have under sampled those who do not use digital marketing, therefore skewing the results of the prevalence of the use of digital marketing on dental practices. Future studies should seek other ways of sampling a more representative sample. Research should continue on this subject to understand the best way to utilize digital marketing and to understand its full potential.

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