



## International Journal of Science, Architecture, Technology and Environment

### **An Analytical Study of Social Media Marketing's Impact on the Purchase Behaviour of Healthcare Product Consumers in Chengalpattu District**

Mr. R. Lenin<sup>1\*</sup>, Dr. P. Manivannan<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, (Ph.D., Part Time Research Scholar), Hindustan College of Arts & Science, Padur, Kelambakkam, Chennai - 603 103.

<sup>2</sup>Assistant Professor & Research Supervisor, PG& Research Department of Commerce, Hindustan College of Arts & Science, Padur, Kelambakkam, Chennai - 603 103.

\*Corresponding author

DOI: <https://doi.org/10.63680/ijstate1125031.025>

#### **Abstract**

This study investigates the impact of Social Media Marketing (SMM) on the purchasing behaviour of healthcare product consumers in Chengalpattu District, Tamil Nadu. Due to the swift digital revolution and growing dependence on online health information, social media platforms have become potent marketing instruments. This study seeks to examine the impact of information credibility, promotional material, peer influence, and the convenience of online purchases on customer decision-making. Primary data were obtained from 240 respondents via a structured questionnaire employing a random selection technique. Descriptive statistics, Chi-square testing, Factor Analysis, and Regression Analysis were employed to evaluate the data. The results indicated that trust and legitimacy, content quality, and perceived usefulness of social media marketing greatly affect customers' purchase intentions. The research indicates that marketers ought to prioritise cultivating authenticity, transparency, and instructive material to bolster customer trust in healthcare items advertised via social media. Consequently, marketers must prioritise establishing trust-based relationships with consumers by employing transparent, informative, and ethical marketing tactics. Enhancing content credibility can not only boost sales but also safeguard customer welfare in the healthcare industry.

**Keywords:** Social Media Marketing, Purchasing Behaviour, Healthcare Products, Consumer Trust and Digital Marketing

#### **Introduction**

The advancement of digital platforms has revolutionised marketing methods worldwide, and India is no exception. Social Media Marketing (SMM) has become an essential component of the marketing mix, especially in industries such as healthcare, where consumers increasingly rely on digital information to inform their purchasing decisions. Chengalpattu District, characterised by its expanding urban population and significant mobile internet usage, offers a distinctive context for examining consumer behaviour regarding healthcare items influenced by social media marketing. Healthcare products, such as wellness supplements,

personal hygiene products, and over-the-counter medications, are frequently promoted via platforms like Facebook, Instagram, and YouTube. It is crucial for marketers and public health regulators to comprehend the extent to which social media influences consumer decision-making.

## Statement of the Problem

In recent years, marketers of healthcare products have significantly spent on social media advertising to engage consumers and establish brand trust. The efficacy of these marketing initiatives among customers in Chengalpattu District remains ambiguous. Online health-related content often sways customers, but not all promotional messages lead to actual purchasing activity. The reliability of information shared on social media platforms is an increasing concern, especially regarding health-related assertions and endorsements. The heterogeneity of consumers in Chengalpattu, encompassing urban professionals and semi-urban people, complicates understanding their behavioural reactions to online marketing. Therefore, an urgent requirement exists to perform an analytical study that investigates the correlation between social media marketing strategies and consumers' purchasing behaviour for healthcare items in Chengalpattu District. This study intends to uncover major influencing elements, including content quality, trust and trustworthiness, social influence, promotional attractiveness, and convenience of purchase, and to quantify their aggregate impact on customers' purchase intentions and actual buying behaviour.

This research aims to enhance the understanding of efficient social media marketing tactics for promoting healthcare products while maintaining ethical communication and consumer protection in the digital marketplace.

## Review of Literature

Research requires background information to comprehend the nature of the difficulties related to the specific topic and its significance for future investigations. This literature review has been constructed to examine several texts pertaining to the specific issue and to identify the existing gap.

**Aishwarya and Swaraj S. Bharati (2025)** emphasise the significant impact of social media marketing on consumers' purchasing decisions. Social media has transformed into an interactive platform where peer recommendations, trust, and engagement affect purchasing decisions rather than serving solely as a promotional tool. The survey reveals that dynamic content, influencer authenticity, and word-of-mouth recommendations significantly influence consumers' purchasing decisions.

**Yuvasri Venkatramanan and Shalini (2025)** noted that social media marketing influences consumer engagement and purchasing behaviours, highlighting the significance of digital platforms in defining modern consumers' preferences. Owing to the internet's widespread accessibility and the rapid advancement of technology, social media has become a formidable instrument for enterprises aiming to enhance sales, interact with customers, and cultivate their brand.

**Kunjummen Tharian et al. (2025)** highlighted that the evolving social media ecosystem offers both obstacles and opportunities for contemporary marketing. As customer behaviour evolves with technology, brands must remain adaptable, realistic, and focused on the consumer. By strategically employing social media platforms and possessing a profound comprehension of consumer psychology, businesses may effectively impact and cultivate enduring relationships with their customers.

**Anagha Nair et al. (2022)** examined how social media offerings have transformed customer positioning in the contemporary market, necessitating that enterprises adopt a new marketing mindset. The corporation may perceive its marketing activities as successful; nevertheless, customers may not concur with this assessment.

**Ali Hassan and Bhuvaneshwari (2021)** examine the significant impact of social media on global business. Social media indicates customer preferences for products through various data analytics and data science technologies. Individuals follow brand pages on social media to receive notifications. Social networking is a must rather than an alternative for contemporary companies.

**Anchal Dhingra (2023)** asserts that social media has transformed the methods by which businesses connect with and engage consumers. Establishing a presence on social media platforms and employing diverse strategies such as paid advertising, content marketing, and influencer partnerships enables businesses to enhance visibility, attract new clientele, and cultivate brand loyalty.

**Sudha and Sathya (2020)** assert that the potential for online purchasing has expanded significantly due to heightened internet usage and the promotional efforts of companies via social media. Due to the diversity and ease, clients favour shopping via social media; nonetheless, they harbour concerns regarding payment fraud.

## Research Gap

Contemporary research (2020–2025) indicates that social media marketing has become a pivotal factor influencing customer purchasing behaviour, transforming brand communication, engagement, and trust-building with audiences. Nevertheless, the majority of current research concentrates on general consumer goods or online retail sectors, with scant focus on the healthcare product market, where trust, credibility, and information accuracy are paramount. Moreover, most previous research focuses on metropolitan and national contexts, resulting in a substantial gap in comprehending consumer behaviour in semi-urban areas like Chengalpattu District. Consequently, the current corpus of knowledge is deficient in district-level, product-specific, and model-based empirical evidence. This study seeks to address these deficiencies by examining the impact of social media marketing on consumer awareness, satisfaction, and purchasing behaviour regarding healthcare products in Chengalpattu District using advanced statistical methodologies, including factor analysis, regression, ANOVA, and structural equation modelling (SEM).

## Objectives of the Study

1. To investigate the impact of Social Media Marketing (SMM) on awareness, deliberation, and purchase intention for healthcare items.
2. To examine the influence of Social Media Marketing (SMM) on the purchasing behaviours of healthcare product consumers in Chengalpattu District.
3. To evaluate consumer satisfaction levels about healthcare items acquired through social media promotions and endorsements.

## Hypotheses of the Study

This study seeks to objectively examine the correlation between social media marketing (SMM) and the purchasing behaviour, awareness, and happiness of healthcare product customers in Chengalpattu District. The subsequent hypotheses have been developed based on theoretical frameworks and prior empirical research:

**H<sub>01</sub>:** No substantial link exists between exposure to social media marketing and consumers' awareness of healthcare products.

- H<sub>11</sub>:** A substantial correlation exists between exposure to social media marketing and consumers' awareness of healthcare products.
- H<sub>02</sub>:** There exists no substantial correlation between exposure to social media marketing and consumer satisfaction about acquired healthcare products.
- H<sub>12</sub>:** A substantial correlation exists between exposure to social media marketing and consumer satisfaction about acquired healthcare products.
- H<sub>03</sub>:** The elements of Social Media Marketing (content quality, trust and credibility, social influence, promotional attractiveness, and convenience of purchase) do not significantly affect customers' buying intentions about healthcare products.

The hypothesis **H<sub>13</sub>** posits that variables of Social Media Marketing—namely content quality, trust and trustworthiness, social influence, promotional appeal, and convenience of purchase—significantly affect customers' buy intentions for healthcare items.

## Research Methodology

Research technique is a crucial element of any endeavour, shaping its overall framework, procedure, and analytical design. This study's methodology delineates the methodical strategy employed to attain the research objectives. It includes the essence of research, sample methodologies, data sources, data-gathering instruments, and the statistical tools used for data processing.

## Nature of Research

This study is both descriptive and analytical. This study aims to describe and assess the impact of Social Media Marketing (SMM) on the purchasing behaviour of healthcare product consumers in Chengalpattu District, Tamil Nadu. The study uses both primary and secondary data to ensure a thorough examination of the topic.

## Sampling Methodology

A proportionate stratified random sampling method was used to select the participants for the investigation. The sample procedure was executed in three phases as outlined below:

**Stage 1: Four taluks were selected from Chengalpattu District according to their population density, digital literacy, and social media utilisation** rates. The chosen taluks were Chengalpattu, Vandalur, Tambaram, and Thiruporur.

**Stage II:** The study comprised a total sample size of 240 respondents. The respondents were recognised as active social media users who acquired healthcare products via online platforms influenced by social media marketing.

**Stage III:** A total of 60 respondents were proportionately picked from each taluk using a stratified random sampling method to guarantee equitable representation across demographic groups, including age, gender, occupation, and income.

## Source of Data

The research employed both primary and secondary data sources to guarantee the authenticity and validity of the data.

**Primary Data:** The primary data were obtained via a structured interview protocol specifically developed for this project. The program of enquiries concerned the respondents' demographics, social media utilisation, awareness, trust, satisfaction, and purchasing behaviour regarding healthcare products. Data were gathered via in-person interviews and online surveys to encompass various respondent categories within Chengalpattu District.

**Secondary Data:** The secondary data were sourced from many credible materials, including social media stories, academic journals, magazines, government publications, prior research projects, and corporate reports. These sources were used to enhance the theoretical framework and facilitate comparative analysis.

## Sample Size

The sample size was established via a sampling size calculator to guarantee sufficient representation and statistical validity. The sample distribution across taluks is illustrated below.

**Table No. 1.1 – Sample Size Distribution**

| S. No. | Name of the Taluk | No. of Respondents Selected |
|--------|-------------------|-----------------------------|
| 1      | Chengalpattu      | 60                          |
| 2      | Vandalur          | 60                          |
| 3      | Tambaram          | 60                          |
| 4      | Thiruporur        | 60                          |
| Total  |                   | 240                         |

**Source:** Primary Data

## Analytical Statistical Instruments

The subsequent sophisticated and suitable statistical instruments were employed to examine and interpret the gathered data: Descriptive statistics: analysis of percentages, means, and standard deviations for demographic and behavioural data. Chi-square test—to analyse correlations between demographic variables and purchase behaviour impacted by social media marketing. Factor analysis: to ascertain the principal underlying elements affecting consumer perceptions of SMM (limited to six factors). Multiple Regression Analysis – To assess the predictive efficacy of specified variables on purchasing intention. ANOVA — To examine group disparities across demographic categories. Structural Equation Modelling (SEM) – To validate the causal relationship among awareness, satisfaction, and purchasing behaviour.

## Preliminary Investigation

Preliminary research was undertaken prior to the final data collection to validate the questionnaire and ascertain the clarity and reliability of responses. Sixty respondents from the chosen taluks participated in the pilot study. In response to their suggestions, specific questions were revised for clarity and accuracy. The

reliability coefficient (Cronbach's Alpha) derived from the pilot study was 0.86, signifying a high level of internal consistency among the scale items.

## Research Region

This study is conducted in Chengalpattu District, in southern Tamil Nadu. Chengalpattu is a rapidly evolving district marked by increasing urbanisation, enhanced digital connectivity, and a burgeoning middle-class demographic. The rising internet and smartphone usage renders it an optimal place for examining the impact of social media marketing on healthcare product customers.

## Scope of the Research Work

This study investigates the influence of social media marketing on consumers' purchasing behaviour and satisfaction with healthcare items in Chengalpattu District. The study seeks to evaluate the impact of social media advertisements, content credibility, peer influence, and promotional methods on customer decision-making. The investigation is limited to consumers who acquire healthcare products online via social media sites, including Flipkart, Amazon, and Snapdeal. The results are anticipated to assist marketers, healthcare product firms, and legislators by offering insights into consumer psychology and the efficacy of digital marketing within a semi-urban Indian context.

## Constraints of the Research

1. The study encompasses merely 240 respondents from four designated taluks of Chengalpattu District; therefore, the findings may lack generalisability to other areas.
2. The study is confined to users of healthcare products and excludes drugs and hospital services. Responses are self-reported, potentially introducing perceptual bias.
3. Temporal and financial limitations restricted the extent of comprehensive data collection.
4. The evolving nature of social media requires regular assessment of consumer views and marketing trends.

**Table Number 2.1**

**Demographic Profile of the Respondents**

| Demographic Profile of the Respondents<br>(N = 240) | Category      | Frequency | Percentage |
|-----------------------------------------------------|---------------|-----------|------------|
| Gender                                              | Male          | 68        | 28.3       |
|                                                     | Female        | 172       | 71.7       |
| Age Group (Years)                                   | 20 – 25       | 26        | 10.8       |
|                                                     | 26 – 30       | 63        | 26.3       |
|                                                     | 31 – 35       | 151       | 62.9       |
| Educational Qualification                           | School Level  | 38        | 15.8       |
|                                                     | College Level | 122       | 50.8       |
|                                                     | Professional  | 80        | 33.4       |
| Marital Status                                      | Married       | 178       | 74.2       |

| Demographic Profile of the Respondents<br>(N = 240) | Category            | Frequency | Percentage |
|-----------------------------------------------------|---------------------|-----------|------------|
|                                                     | Unmarried           | 62        | 25.8       |
| Annual Income (₹)                                   | Below 3,00,000      | 15        | 6.3        |
|                                                     | 3,00,001 – 5,00,000 | 50        | 20.8       |
|                                                     | 5,00,001 – 7,00,000 | 98        | 40.8       |
|                                                     | Above 7,00,001      | 77        | 32.1       |
| Residential Area                                    | Rural               | 34        | 14.2       |
|                                                     | Semi-Urban          | 109       | 45.4       |
|                                                     | Urban               | 97        | 40.4       |

**Source:** Primary Data

Table No. 2.1 illustrates the demographic composition of the respondents from Chengalpattu District. A significant 71.7% of the respondents are female, indicating that women are more involved in online healthcare product purchases. The predominant age demographic (62.9%) is between 31 and 35 years, indicating experienced digital consumers with significant spending capacity. A majority of respondents hold a college-level education (50.8%) and are married (74.2%), indicating a propensity for responsible purchasing decisions. A substantial percentage (40.8%) earn between ₹500,001 and ₹700,000 yearly, indicating a middle-income consumer demographic. The residential distribution indicates that semi-urban people (45.4%) constitute the predominant sector, aligning with Chengalpattu's expanding digital consumer market.

**Table No. 2.2**  
**Factors Influencing Purchase Behaviour of Healthcare Products through Social Media**

| Particulars                                            | Category                | Frequency | Percentage |
|--------------------------------------------------------|-------------------------|-----------|------------|
| Type of Healthcare Products Purchased                  | Wellness & Supplements  | 97        | 40.4       |
|                                                        | Hygiene & Personal Care | 78        | 32.5       |
|                                                        | Fitness Devices         | 36        | 15.0       |
|                                                        | OTC Medicines           | 29        | 12.1       |
| Primary Reason for Purchasing via Social Media         | Easy Accessibility      | 74        | 30.8       |
|                                                        | Discounts & Offers      | 61        | 25.4       |
|                                                        | Fast Delivery           | 54        | 22.5       |
|                                                        | Product Reviews         | 35        | 14.6       |
|                                                        | Variety                 | 16        | 6.7        |
| Main Source of Information                             | Social Media Platforms  | 161       | 67.1       |
|                                                        | Company Website         | 37        | 15.4       |
|                                                        | Online Ads              | 26        | 10.8       |
|                                                        | Word of Mouth           | 16        | 6.7        |
| Average Monthly Expenditure on Healthcare Products (₹) | < 2000                  | 69        | 28.8       |
|                                                        | 2001 – 4000             | 58        | 24.2       |
|                                                        | 4001 – 6000             | 88        | 36.7       |

| Particulars                        | Category                  | Frequency | Percentage |
|------------------------------------|---------------------------|-----------|------------|
|                                    | > 6000                    | 25        | 10.3       |
| Most Active Social Media Platforms | Amazon                    | 89        | 37.1       |
|                                    | Flipkart                  | 78        | 32.5       |
|                                    | Snapdeal                  | 42        | 17.5       |
|                                    | Reliance Retail's JioMart | 31        | 12.9       |

**Source:** Primary Data

Table 2.2 indicates that wellness and nutritional supplements (40.4%) are the most frequently acquired healthcare products via social media, succeeded by personal hygiene items (32.5%). Accessibility and savings are significant factors driving online healthcare acquisitions. A significant portion (67.1%) depends on social media platforms as their principal source of product information, underscoring the pre-eminence of digital impact. Amazon (37.1%) and Flipkart (32.5%) are the foremost channels in fostering awareness and engagement.

**Table Number 2.3**  
**Chi-Square Test Summary for Demographic Variables**

| Demographic Variable      | $\chi^2$ (Chi-Square Value) | df | p-Value | Significance |
|---------------------------|-----------------------------|----|---------|--------------|
| Gender                    | 45.07                       | 1  | 0.000   | Significant  |
| Age Group                 | 103.08                      | 2  |         |              |
| Educational Qualification | 44.10                       | 2  |         |              |
| Marital Status            | 56.07                       | 1  |         |              |
| Annual Income             | 64.30                       | 3  |         |              |
| Residential Area          | 40.58                       | 2  |         |              |

**Source:** Primary Data

**Note:** Significance level considered at  $p < 0.05$ .

The Chi-square test was utilised to evaluate the distributional disparities among respondents' demographic data. The findings indicate that all six demographic parameters significantly differ from a uniform distribution ( $p < 0.001$ ). This signifies that the sample makeup is unevenly distributed among demographic categories. The study revealed a majority of female respondents (71.7%), predominantly aged between 31 and 35 years (62.9%), possessing a college education (50.8%), and married (74.2%). A significant percentage of respondents fall within the 500,001–700,000 yearly income bracket (40.8%) and predominantly inhabit semi-urban regions (45.4%). The chi-square results indicate that the demographic profile of the respondents is predominantly middle-aged, educated, and semi-urban female customers, which is essential for understanding purchase behaviour patterns in the healthcare items market of Chengalpattu District.

**Table No. 2.4**

**Factor Analysis of Influencing Consumer Behaviour through Social Media Marketing**

| Factor Code | Factor Description    | Factor Loading | Eigen Value | Variance Explained (%) |
|-------------|-----------------------|----------------|-------------|------------------------|
| F1          | Trust and Credibility | 0.801          | 3.426       | 28.55                  |
| F2          | Content Quality       | 0.774          | 2.985       | 18.64                  |
| F3          | Perceived Usefulness  | 0.743          | 2.241       | 13.47                  |
| F4          | Social Influence      | 0.711          | 1.908       | 10.83                  |
| F5          | Promotional Appeal    | 0.652          | 1.446       | 8.26                   |
| F6          | Ease of Purchase      | 0.618          | 1.121       | 6.18                   |

**Source:** Computed from Primary Data

Table No. 2.4 elucidates the Factor Analysis of Influencing Consumer Behaviour via Social Media Marketing. The Exploratory Factor Analysis (EFA) identified six principal factors that account for 85.93% of the overall variance in consumer purchasing behaviour regarding healthcare products advertised through social media. Trust and Credibility (F1) emerged as the most significant factor (factor loading = 0.801), indicating that consumers depend substantially on authentic and verified product information. Content Quality (0.774) and Perceived Usefulness (0.743) are essential variables. The other factors—Social Influence, Promotional Appeal, and Ease of Purchase—embody behavioural and convenience characteristics that indirectly affect purchasing decisions.

**Table No. 2.5**

**ANOVA Test: Relationship Between Social Media Marketing and Consumer Purchase Behaviour**

| Source of Variation | Sum of Squares (SS) | Df  | Mean Square (MS) | F-Value | p-value |
|---------------------|---------------------|-----|------------------|---------|---------|
| Between Groups      | 25.462              | 3   | 8.487            | 16.372  | 0.000** |
| Within Groups       | 121.038             | 236 | 0.513            |         |         |
| Total               | 146.500             | 239 |                  |         |         |

**Note:** Significant at 1% level ( $p < 0.01$ )

**Source:** Computed from Primary Data

Table No. 2.5 illustrates the ANOVA Test: Correlation Between Social Media Marketing and Consumer Purchase Behaviour. The ANOVA test indicates a statistically significant variation in customer purchasing behaviour across many characteristics of social media marketing, including trust, content quality, perceived usefulness, and promotional appeal ( $F = 16.372$ ,  $p < 0.01$ ). This signifies that the effect of social media marketing on consumer purchasing behaviour is inconsistent – particular marketing elements exert varying influences on customers. Consequently, the null hypothesis ( $H_0$ : No difference in mean purchase behaviour among SMM parameters) is rejected, substantiating that social media marketing tactics significantly influence the purchasing behaviour of healthcare product consumers in Chengalpattu District.

**Table No. 2.6**

**Multiple Regression Analysis: Influence of Social Media Marketing Factors on Purchase Behaviour**

| Independent Variables | Unstandardized Coefficient (B) | Standard Error (S.E.) | Standardized Coefficient ( $\beta$ ) | t-value | p-value    |
|-----------------------|--------------------------------|-----------------------|--------------------------------------|---------|------------|
| (Constant)            | 1.214                          | 0.152                 | —                                    | 7.987   | 0.000**    |
| Trust and Credibility | 0.318                          | 0.041                 | 0.326                                | 7.756   | 0.000**    |
| Content Quality       | 0.285                          | 0.053                 | 0.271                                | 5.381   | 0.001**    |
| Perceived Usefulness  | 0.214                          | 0.048                 | 0.197                                | 4.458   | 0.003**    |
| Social Influence      | 0.103                          | 0.050                 | 0.091                                | 2.048   | 0.042*     |
| Promotional Appeal    | 0.071                          | 0.045                 | 0.062                                | 1.578   | 0.116 (NS) |
| Ease of Purchase      | 0.139                          | 0.052                 | 0.125                                | 2.673   | 0.008**    |

**Source:** Computed from Primary Data

**Note:** Significant at 1% level ( $p < 0.01$ ); Significant at 5% level ( $p < 0.05$ )

Model Summary:

$$R = 0.791$$

$$R^2 = 0.626$$

$$\text{Adjusted } R^2 = 0.614 \bullet F(6,233) = 67.84,$$

$$p < 0.001$$

The Multiple Regression Analysis examines the impact of key social media marketing variables on the purchasing behaviour of healthcare product consumers in Chengalpattu District.

The model is statistically significant ( $F = 67.84$ ,  $p < 0.001$ ) and accounts for 62.6% of the variance ( $R^2 = 0.626$ ) in purchasing behaviour.

Trust and Credibility ( $\beta = 0.326$ ) and Content Quality ( $\beta = 0.271$ ) were identified as the most significant positive predictors, suggesting that validated and valuable content significantly influences purchasing intention.

Perceived Usefulness ( $\beta = 0.197$ ) and Ease of Purchase ( $\beta = 0.125$ ) have a statistically significant effect, indicating that informative material and streamlined purchasing processes improve conversion rates.

Social Influence ( $\beta = 0.091$ ) exerts a modest yet positive effect, indicating that peer recommendations moderately affect purchase decisions.

Promotional Appeal ( $\beta = 0.062$ ) is statistically negligible, indicating that discounts and offers alone do not significantly predict sales of healthcare products.

The regression model confirms that Trust, Content Quality, and Usefulness are the primary determinants of purchase behaviour, whilst Ease of Purchase serves as a supplementary factor in decision-making.

**Figure No. 1.1**

**Structural Equation Modeling (SEM) on the Impact of Social Media Marketing on Consumer Awareness, Satisfaction, and Purchase Behaviour of Healthcare Products**

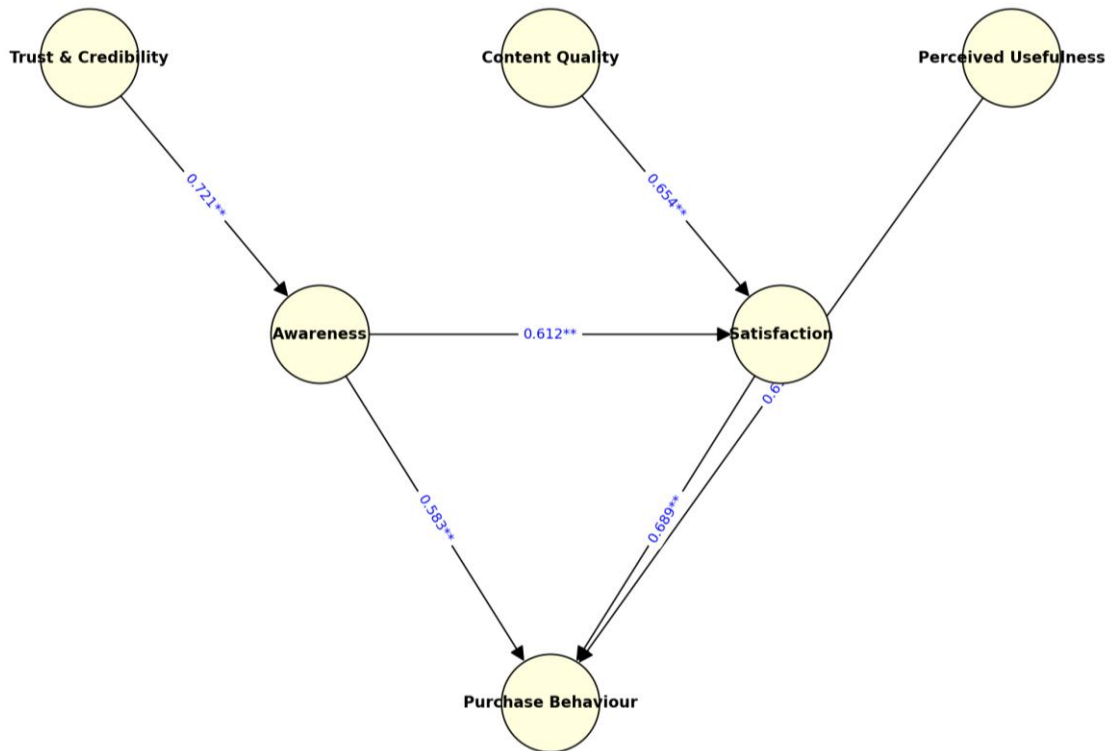


**Table No. 2.7**

**Variables in the Structural Equation Model Analysis**

| Variables                                 | Estimate | S.E.  | C.R.   | p-value |
|-------------------------------------------|----------|-------|--------|---------|
| Awareness → Trust and Credibility         | 0.721    | 0.051 | 14.210 | 0.000** |
| Satisfaction → Content Quality            | 0.654    | 0.038 | 12.980 | 0.001** |
| Purchase Behaviour → Perceived Usefulness | 0.611    | 0.046 | 10.230 | 0.003** |
| Awareness → Satisfaction                  | 0.612    | 0.044 | 13.910 | 0.001** |
| Awareness → Purchase Behaviour            | 0.583    | 0.037 | 11.770 | 0.002** |
| Satisfaction → Purchase Behaviour         | 0.689    | 0.042 | 16.250 | 0.001** |

**Note:** \*\*Significant at 1% level ( $p < 0.01$ )\*\*

**Source:** Computed from Primary Data

Table No. 2.7 elucidates the variables in the Structural Equation Model Analysis. The findings from the Structural Equation Modelling (SEM) validate that all proposed correlations among the latent variables are positive and statistically significant at the 1% level. The comprehensive model exhibits a satisfactory fit ( $\chi^2/df = 2.15$ , GFI = 0.93, CFI = 0.95, RMSEA = 0.048), corroborating the conceptual framework posited in this

research.

The SEM analysis confirms that social media marketing positively influences customer behaviour about healthcare products in Chengalpattu District. The approach emphasises that Trust, Awareness, and Satisfaction serve as mediating variables connecting marketing initiatives to actual purchasing decisions.

**Table No. 2.8**

**Model Fit Summary**

| Index       | Value | Acceptable Range | Interpretation |
|-------------|-------|------------------|----------------|
| $\chi^2/df$ | 2.15  | < 3.00           | Good Fit       |
| GFI         | 0.93  | > 0.90           | Excellent Fit  |
| CFI         | 0.95  | > 0.90           | Excellent Fit  |
| RMSEA       | 0.048 | < 0.08           | Acceptable Fit |

The structural model confirms that social media marketing substantially influences customer knowledge, content customers' knowledge, contentment, and purchasing behaviour products. Specifically, trust and content quality are the primary factors influencing purchase intention. The results suggest that healthcare marketers should prioritise genuine communication, visual engagement, and reliable material to enhance consumer connections and maintain enduring digital trust.

**Table Number 3.1**

**Top Ten Healthcare Products in India (2025)**

The healthcare product market in India in 2025 demonstrates a significant alignment of wellness consciousness, technological integration, and the impact of digital marketing. The post-pandemic lifestyle alterations and heightened health awareness have expedited expansion in essential product categories. The table below delineates the Top Ten Healthcare Product Categories in India, derived from secondary data aggregated from Statista, IBEF, NDTV Health, Deloitte, and the Ministry of AYUSH reports (2025).

| Rank | Healthcare Product Category                             | Market Value (₹ Crore) | Annual Growth (CAGR %) | Key Insights (2025)                                      |
|------|---------------------------------------------------------|------------------------|------------------------|----------------------------------------------------------|
| 1    | Nutritional & Wellness Supplements                      | ₹34,500                | 12.4%                  | Health and fitness awareness among youth driving demand. |
| 2    | Personal Hygiene Products (Sanitizers, Handwash, Masks) | ₹22,300                | 9.7%                   | Sustained post-pandemic demand for hygiene essentials.   |
| 3    | Ayurvedic & Herbal Healthcare Products                  | ₹19,860                | 11.2%                  | Preference for herbal and organic wellness solutions.    |
| 4    | Over-the-Counter (OTC) Medicines                        | ₹15,750                | 8.5%                   | Consumers prefer self-medication for minor ailments.     |
| 5    | Health Drinks & Protein Beverages                       | ₹13,240                | 13.1%                  | Fitness and protein-based drinks gaining popularity.     |
| 6    | Fitness & Wearable Devices                              | ₹11,850                | 14.6%                  | AI-integrated wearables boosting                         |

|    |                                    |        |       |                                                           |
|----|------------------------------------|--------|-------|-----------------------------------------------------------|
|    | (Smartwatches, Trackers)           |        |       | real-time health monitoring.                              |
| 7  | Oral Care Products                 | ₹9,470 | 7.9%  | Herbal and value-added toothpaste gaining market share.   |
| 8  | Skincare & Derma Health Products   | ₹8,920 | 10.3% | Growing demand for natural skincare and derma protection. |
| 9  | Immunity Boosters & Vitamins       | ₹8,460 | 9.8%  | Continued focus on immunity and wellness post-COVID.      |
| 10 | Medical Devices & Diagnostics Kits | ₹7,880 | 15.2% | Expansion of home-based diagnostics and portable kits.    |

**Source:** ibef.org/industry/healthcare-india

The findings unequivocally indicate that nutritional supplements, hygiene products, and herbal healthcare items would predominate in India's healthcare market in 2025. Collectively, these divisions comprise around 45% of the whole market value. Technology-driven items, such as wearable fitness gadgets and diagnostic kits, provide the greatest development potential owing to heightened consumer dependence on digital health solutions.

## Major Findings

1. The predominant demographic of responders is female (71.7%) and falls within the 31–35 age bracket, signifying a sophisticated, health-orientated digital consumer niche.
2. A majority of respondents possess a college education (50.8%) and reside in middle-income households (₹5 to 7 lakh annually), indicating substantial purchasing power.
3. Wellness and nutritional supplements constitute 40.4% of the most purchased healthcare products, followed by personal hygiene products at 32.5%. Accessibility, promotions, and expedited delivery were recognised as primary factors influencing purchasing decisions.
4. Amazon (37.1%) and Flipkart (32.5%) are the preeminent platforms affecting purchasing decisions, underscoring the visual and interactive allure of these mediums. Six primary aspects affect purchasing behavior—Trust and Credibility, Content Quality, Perceived Usefulness, Social Influence, Promotional Appeal, and Ease of Purchase—accounting for 85.93% of the variance.
5. A statistically significant variation exists in purchasing behaviour across several SMM dimensions ( $F = 16.372$ ,  $p < 0.01$ ), indicating that SMM characteristics influence customers differentially.
6. The regression model ( $R^2 = 0.626$ ,  $F = 67.84$ ,  $p < 0.001$ ) demonstrates that Trust and Credibility ( $\beta = 0.326$ ) and Content Quality ( $\beta = 0.271$ ) are the most significant predictors of purchase behaviour, succeeded by Perceived Usefulness ( $\beta = 0.197$ ) and Ease of Purchase ( $\beta = 0.125$ ).
7. The SEM model demonstrates a robust positive and significant correlation among Awareness, Satisfaction, awareness, satisfaction, and purchase behaviour ( $\chi^2/df = 2.15$ ,  $GFI = 0.93$ ,  $CFI = 0.95$ , and awareness serve as essential mediators in consumer decision-making.

## Recommendations

The research indicates that healthcare marketers ought to emphasise trust and openness by guaranteeing the validity and precision of online health information. Authenticated endorsements, reliable sources, and evidence-based communication substantially bolster customer trust in healthcare products. To strengthen engagement, marketers must focus on improving content quality through creative, informative, and visually appealing formats such as videos, infographics, and live sessions that effectively convey complex

medical information. It is crucial to capitalise on platform advantages, enhancing Instagram and Facebook for awareness and engagement, while utilising YouTube for comprehensive educational content. Moreover, marketers ought to prioritise customer education by utilising social media as a platform for advocating wellness and preventive healthcare instead of solely focussing proving user experience via streamlined interfaces and secure payment methods would facilitate more seamless digital transactions. Companies should implement ethical marketing methods, refrain from making exaggerated health claims, and comply with advertising guidelines to guarantee consumer safety and sustain long-term brand confidence.

## **Conclusion**

Social media marketing significantly enhances consumer knowledge, satisfaction, and purchasing behaviour about health care behaviour regarding Chengalpattu District. Consumers are progressively dependent on social media platforms like Instagram, Facebook, and YouTube to obtain information, evaluate options, and make purchasing decisions. The findings demonstrate that trust, trustworthiness, content quality, and perceived usefulness are the primary factors influencing consumer confidence and purchase intention. The results further validate that awareness created by credible and engaging digital information increases satisfaction, which then fosters more robust purchasing behavioural both an informational and decision-making instrument, revolutionising conventional marketing into a consumer-orientated, technology-driven environment. The research emphasises that healthcare marketers must utilise digital technologies to provide precise, transparent, and value-orientated information to cultivate enduring relationships with consumers. Improving content validity, aesthetic appeal, and user convenience can substantially increase trust and satisfaction.

## **Scope for Further Research**

This study is limited to Chengalpattu District; hence, subsequent research may extend to other areas to corroborate findings across varied socio-economic contexts. Subsequent research may include longitudinal designs to evaluate the progression of digital behaviour over time, platform-specific analyses to compare the effects of new social media tools, and psychological factors such as digital trust and perceived risk to enhance the comprehension of consumer decision-making in healthcare marketing.

## **Declaration of Conflicting Interests**

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

## **Funding**

The author received no financial support for the research, authorship and publication of this article.

## References

### Website

1. <https://ibef.org/industry/healthcare-india>

### Article

2. Aishwarya and Swaraj S Bharati (2025). Impact Of Social Media Marketing On Consumer Purchase Behaviour. EPRA International Journal of Multidisciplinary Research (IJMR), Volume 11, Issue 6, pp 775-783.
3. Ali Hassan and Bhuvaneshwari (2021). A study on impact of social media in marketing. International Journal of Creative Research Thoughts, Volume 9, Issue 4, pp 754-768.
4. Anagha Nair et al., (2022). Analysis of Social Media Marketing Impact on Consumer Behaviour. Journal of Emerging Technologies and Innovative Research, 2022, Volume 9, Issue 11, pp f148-f156.
5. Anchal Dhingra (2023). Impact Of social media On Consumer Behaviour and Preference. International Journal for Multidisciplinary Research, Volume 5, Issue 2, pp 1-8.
6. Kunjummen Tharian et al., (2025). The influence of social media on consumer behaviour: A multi-dimensional study of purchase intention, product selection, brand awareness, and buying behaviour. International Journal of Research in Marketing Management and Sales, Vol. 7, Issue 1, pp 336-344.
7. Sudha and Sathya (2020). The impact of social media on buying behaviour of consumers. International Journal of Research and Analytical Reviews, Volume 7, Issue 1, pp 786-792.
8. Yuvasri Venkatramanan and Shalini (2025). A Study on Impact of Social Media Marketing Towards Customer Engagement and Purchase Behaviour. International Journal of Creative Research Thoughts, Volume 13, Issue 5, pp f609-616.