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Exploring the Growing Effectiveness of Content Marketing in Healthcare Services: A Study with Special Reference to YouTube Healthcare Channels

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Abstract
The rise of digital platforms has revolutionized the healthcare industry, offering new avenues for content marketing, particularly through YouTube healthcare channels. This paper examines the growing effectiveness of content marketing in healthcare services, with a special focus on YouTube as a platform for disseminating health information. This study explores how healthcare providers utilize YouTube to enhance patient education, improve public health outcomes, and build brand trust by analyzing case studies, audience engagement metrics, and content strategies. The findings reveal that content marketing on YouTube increases patient awareness and plays a critical role in influencing patient decisions, thereby contributing to better healthcare delivery. This research provides valuable insights for healthcare professionals and marketers on optimizing content strategies to maximize the impact of their online presence.

Keywords:- Content Marketing, Healthcare Services, YouTube Channels, Patient Education, Audience Engagement, Digital Marketing, Healthcare Communication, Brand Trust

Introduction

The emergence of digital platforms has brought a lot of changes in many sectors, which include healthcare, etc. This sector suggests many new ways to connect with the patient. Among the various strategies of transformation provided by digital platforms, content marketing is advent as a very effective tool. This study is particularly focused on the effectiveness of content marketing in hospitals and its prominent impact on the industry and patients.

Owing to technological advancements and the widespread availability of internet access, the digital platform has achieved extensive dissemination. This growth has opened up the way for the healthcare industry to seek digital solutions for maintaining communication, service provision, and patient engagement. Today, content marketing has become the foundation of digital transformation by sharing and creating

The Importance of Content Marketing for the healthcare sector is Two-sided. From the point of view of the patient, it makes easy and better reach to reliable health-related information and also allows them to make a well-informed decision about their health and wellness. On the other hand, Healthcare industries use the online platform to create brand image and reputation and maintain their online presence. They try to attract new potential patients from the online platform and try to maintain a better connection with patients. Apart from that online content marketing is also helpful in disseminating useful and educational information on different aspects of health-related issues, treatment, and prevention.

In this digital era, YouTube has become one of the fastest, most user-friendly, vast, and most visually compatible interfaces, with a billion users. In this era, healthcare providers use this medium as an effective tool of communication or dissemination of any important information. YouTube is quickly becoming one of the most visually captivating platforms, captivating users with its strong combination of audio and visual elements. The platform's dynamic and engaging character distinguishes it from other platforms, facilitating users' comprehension and retention of information. YouTube's extensive user base, consisting of billions of active users, makes it an important tool for effectively reaching a huge audience. The interface is designed to be user-friendly, with simple navigation and quick access to information. This enables users of all ages to interact with the material spontaneously and intuitively.

YouTube is a valuable tool in the healthcare sector for efficiently and effectively sharing important information with patients in an interesting way. The visual interface of healthcare professionals enables the communication of intricate medical information or advice in a simplified and easily understandable manner, assisting patients in gaining a clearer comprehension of their problems and treatment alternatives. The healthcare business has used YouTube to establish robust and dependable connections with patients by providing superior and reliable content. By including films that showcase

question-and-answer sessions, illness-preventive tips, virtual tours, and treatment options, trust is established, resulting in heightened patient loyalty and pleasure.

YouTube, as a content marketing strategy, represents a powerful and growing platform that is reshaping how healthcare information is disseminated and consumed. This study will delve into the effectiveness of YouTube as a medium for content marketing in the healthcare sector, exploring its impact on patient perception, engagement, and overall satisfaction with healthcare services. This study aims to elucidate the changing dynamics of digital content marketing and its crucial role in the future of healthcare communication.

Literature Review

Content marketing has emerged as a crucial tactic in the healthcare industry, enabling the dissemination of information and fostering patient education and involvement. material marketing is the process of producing and distributing quality material to attract and retain a certain audience, eventually leading to lucrative customer behavior (Antosova et. al., 2019). This healthcare method facilitates the connection between medical personnel and patients by offering dependable and relevant information (Constantinescu, 2014). Research indicates that implementing successful content marketing strategies may bolster patient confidence, increase health results, and save healthcare expenses by advocating for preventative actions (Elmortada et. al., 2020).

YouTube, being a widely utilized medium for uploading videos, plays a crucial role in distributing healthcare information. Healthcare practitioners and organizations may use it to effectively communicate with a wide range of people using various forms of media (Hrytchuk et al., 2023). Studies have shown that YouTube is a valuable platform for teaching patients about different health subjects. This is because it provides visual and aural learning opportunities that are more captivating than written material (Khomenko et al., 2020). Nevertheless, the reliability of material on YouTube fluctuates, and users should exercise caution about the authenticity of the information provided (Rosokhata et al., 2020).

Multiple studies have assessed the efficacy of YouTube healthcare channels in providing high-quality material. A research conducted by Shelusko (2018) revealed that while several healthcare channels provide essential information, there exists a considerable variation in the quality and dependability of their material. YouTube healthcare channels that are effective often exhibit characteristics such as concise delivery, information grounded in empirical data, and active involvement with viewers via interactive components (Sokolova et al., 2019). In addition, using visual aids and employing professional presenting styles might augment the perceived legitimacy and influence of the material (Bains et al., 2020).

Content marketing in healthcare via YouTube encounters several obstacles, despite its considerable potential. The challenges include information accuracy, regulatory compliance, and the need for ongoing updates to ensure relevance (Teletov et. al., 2019). However, there are possibilities to use sophisticated analytics and artificial intelligence (AI) to customize information more efficiently and enhance engagement metrics (Zhang & Chen, 2022). Tracking audience interactions and comments allows for significant insights to improve content strategy and enhance overall efficacy.

The academics Singla, Bansal, & Saini (2020) propose that the influence of social media on the healthcare industry is significant in contemporary times. The researchers highlight the significance of social media in enhancing patient involvement and health results, hence increasing the accessibility of crisis communication. They emphasize the advantages of educating patients, providing immediate assistance, and spreading trustworthy health-related information. Additionally, they acknowledge difficulties pertaining to privacy, dissemination of inaccurate information, and the establishing of professional limits. In order to tackle these problems, the authors suggest the implementation of well-defined social media guidelines, the provision of ongoing education for healthcare workers, active involvement of patients, and frequent monitoring of social media interactions. This study examines the advantageous features of social media as a useful instrument and the difficulties it presents in the healthcare sector.

Purcarea (2019) examines the distinct difficulties encountered in marketing within the healthcare sector, highlighting the limited applicability of conventional marketing strategies used in other industries. Purcarea elucidates that effective healthcare marketing necessitates active involvement with patients in order to comprehend their specific requirements, necessitating a transition from a broad-based strategy to a personalized one. Healthcare businesses may cultivate robust and long-lasting connections with patients by using digital technologies. Efficient marketing in the healthcare industry improves an organization's visibility, reputation, and patient contentment, enabling it to develop a robust brand and stay competitive in the digital era.

Wang & Chan-Olmsted (2020) emphasize the significance of content marketing in the current digital age. The authors contend that conventional marketing techniques exhibit less efficacy when used on digital platforms such as YouTube. The research indicates that companies may establish enduring relationships with their target audience by optimizing search engine optimization (SEO), maintaining a continuous production of online content, partnering with influential individuals, and actively interacting with their audience. Moreover, the report highlights that YouTube has emerged as a crucial instrument for companies to get a competitive advantage in the digital realm, aiding in the establishment of a brand's credibility, prominence, and interaction with the audience.

Research Objective

1) To develop an understanding of the significance and role of Content Marketing Strategies in influencing patient perception in hospitals
2) To analyze the role and effectiveness of YouTube Health Channels of hospitals as a major platform of the dissemination of health information

3) To study the relation between the degree of patient satisfaction and the type of Content Marketing Tool used in hospital YouTube health channels.
4) To develop an understanding of the relation between the patient demographic factor, i.e. age and gender the level of patient satisfaction regarding a hospital's YouTube health channel

Research Hypothesis

1) Content Marketing Strategies and Patient Perceptions

H_0: The usage of various content marketing strategies by hospitals does not improve patients' perceptions regarding the hospitals.

H_1: The usage of various content marketing strategies by hospitals improves patients' perceptions regarding the hospitals.

2)YouTube Health Channels as a Content Marketing Platform

H_0: YouTube health channels are not a major platform for content marketing for patients and do not act as a significant source of health information.

H_2: YouTube health channels are a major platform for content marketing for patients and act as a significant source of health information.

3) Patient Satisfaction and Content Marketing Tools on YouTube

H_0: There is no significant relation between the degree of patient satisfaction and the kind of content marketing tools used by hospitals on YouTube.

H_3: There is a significant relation between the degree of patient satisfaction and the kind of content marketing tools used by hospitals on YouTube.

4) Gender, Age, and Patient Satisfaction Regarding Content Marketing on YouTube

H_0: Gender and age do not have a significant relation with the satisfaction level of patients regarding various types of content marketing strategies on YouTube channels.

H_4: Gender and age have a significant relation with the satisfaction level of patients regarding various types of content marketing strategies on YouTube channels.

Research Methodology

A. Quantitative Research Method

This research design adopts a quantitative research method, which includes a survey. Data is collected and analyzed to comprehend the links and patterns. A survey is a frequently used technique in quantitative research methodologies. It provides a methodical approach for gathering data from a large number of participants.

In this research, a systematic questionnaire is designed using the Likert scale and the multiple-choice method. This questionnaire was filled out by 100 admitted patients.

B. Selection of Population

To choose participants for this study, a non-probability sampling method is used by the researcher. In which Admitted patients at Rajasthan Hospitals are carefully selected to offer a wide range of experiences and opinions. This method is very useful to look deeply into the dynamics of patient interaction as well as the impact of content marketing efforts.

The target population includes 100 admitted patients from four different hospitals in Rajasthan. The selection criteria are the random sampling method and users of the Internet

C. Selection of Hospitals

For this study, we selected Private Hospitals from Rajasthan for the below-mentioned reasons.

- First, Rajasthan is one of the large states and has so many reputable Private hospitals.
- Second these hospitals effectively use YouTube for providing health-related information.
- Third, The Four hospital selected for the study is frequently using YouTube as one of the prominent digital content marketing platforms.
- For Data Collection effectively use the YouTube channel for Content marketing

D. Data Collection

A survey (Questionnaire) method is used in the data-collecting process. The questionnaire has been closely developed to collect information and provide an in-depth understanding of the objectives of the study

Surveys: Admitted patients were given a structured survey with a variety of questions on their experiences with the Internet presence of hospitals. This survey evaluates the patient's behavior towards content marketing initiatives and how much they engage and are satisfied with digital platform, especially YouTube.

E. Parameter Studies

This research focused on various parameters which include the impact of content marketing strategies especially on YouTube platforms which include Patient satisfaction, trust, perception, and decision-making.

- **Patient Engagement:** This parameter shows what limits patients engage with online content which includes watching health-related videos on YouTube, being involved in online interaction, and looking for health-related information.

- **Patient Satisfaction:** satisfaction is measured experienced by patients in terms of the quality of online content and information provided on YouTube.
- **Patient Trust:** By providing correct and useful information through the YouTube channel maintain trust and reliability between the patients.
- **Patient Decision-Making:** whether the patient uses content marketing on YouTube channel or not for the decision of choosing a hospital for treatment or looking for medical-related information.
- **Patient Perception:** Patient's point of view of the online content on YouTube provided by the healthcare industry and how it influences their understanding, opinion, and overall perception.

These parameters are being studied on the basis of online content, online information, and online knowledge being provided by the hospital as a part of their content marketing strategies.
The above-mentioned four parameters are being studied in online content marketing based on section 2 of the questionnaire. This part of the questionnaire states the patient's perception regarding the online platform and content marketing strategies that are being used by the hospital. Various questions have been asked to know their perception of the use of these platforms by the hospitals to disseminate information. Section two of the questionnaire mainly focuses on various kinds of online platforms being used by the hospital as part of its content marketing.
In Section 3 of the questionnaire, the four parameters are studied specifically in terms of YouTube as a content marketing strategy. Nowadays, YouTube has been used to a great extent by the hospital to upload various kinds of content like videos, graphics, demonstrations, live operation videos, etc. YouTube is become a very important tool for the hospitals for content marketing approach. This section explores the effectiveness of YouTube as a content marketing strategy and finds out the patient perception regarding this.

Data Analysis
SPSS "Statistical Package for the Social Sciences" software is used for the analysis of the data. This software has a very user-friendly interface and can easily analyze comprehensive data. It was Also, chosen for its strong statistical capability.

Limitations
This study contains some limitations, which are mentioned below, that may affect the findings:
- **Excluded OPD Patients:** This research does not include OPD patients; only admitted patients are included in this survey. This may affect the finding.
- **Biases in Responses:** Maybe patients are not filling out the form with the correct point of view or opinion; maybe they are influenced by their surroundings. This may affect the correct finding.

Due to this limitation, please keep in mind that these findings are not applicable in all situations.

Data Analysis and Interpretation

Table 1: Demography Analysis

Demographic Parameter	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Age	21-30	34	34.0%	34.0%	34.0%
	31-40	48	48.0%	48.0%	82.0%
	41-50	14	14.0%	14.0%	96.0%
	Above 50	4	4.0%	4.0%	100.0%
	Total	100	100.0%	100.0%	100.0%
Gender	Male	48	48.0%	48.0%	48.0%
	Female	52	52.0%	52.0%	100.0%
	Total	100	100.0%	100.0%	100.0%
Geographical Location	Urban	71	71.0%	71.0%	71.0%
	Rural	29	29.0%	29.0%	100.0%
	Total	100	100.0%	100.0%	100.0%

Interpretation:
The demographic analysis shows that 48% of respondents are aged 31-40, indicating this group is the largest in the sample, while younger individuals (21-30 years) make up 34%. The gender distribution is nearly equal, with a slight majority of females (52%). Additionally, a significant majority (71%) are from urban areas, suggesting a strong urban representation in the sample.

Table 2: Content Marketing Strategies of hospitals and Patient Perception

	How frequently do you use online platform for health related information?			Total
	Rarely	Occasionally	Frequently	
Gender	Male	14	21	13	48
	Female	24	11	17	52
Total		38	32	30	100

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.140[a]	2	.046
Likelihood Ratio	6.216	2	.045
Linear-by-Linear Association	.475	1	.491
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.40.			

Interpretation:
The analysis of online platform usage for health-related information shows that females use these platforms more frequently compared to males, with 24% of females using them rarely, versus 14% of males. Chi-square tests indicate a statistically significant difference in usage patterns between genders (p = 0.046), suggesting that gender influences how often individuals turn to online platforms for health information. This highlights a notable variance in content consumption habits based on gender within the hospital's content marketing strategies.

Table 3: Encounter with Health-Related Content Produced by Hospitals Based on Gender

Count				
		Have you ever encountered the health related content (articles, videos, Blogs, etc.) produced by hospitals?		Total
		Yes	No	
Gender	Male	28	20	48
	Female	25	27	52
Total		53	47	100

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.054[a]	1	.305		
Continuity Correction[b]	.683	1	.409		
Likelihood Ratio	1.056	1	.304		
Fisher's Exact Test				.324	.204
Linear-by-Linear Association	1.044	1	.307		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.56.					
b. Computed only for a 2x2 table					

Interpretation:
The analysis reveals that a slightly higher percentage of females (48%) have encountered health-related content produced by hospitals compared to males (58%). However, the Chi-square test results (p = 0.305) indicate no statistically significant difference between genders in their exposure to such content. This suggests that gender does not significantly influence the likelihood of encountering hospital-produced health content, highlighting a uniform reach across both male and female audiences.

Table 4: Preferred Content Marketing Strategies for Health Information Based on Gender

Crosstab					
Count					
	Which of the following content marketing strategies do you find most Informative and effective?				Total
	Success story & Testimonial of patients	Fitness advice by experts	Live Q&A sessions with medical experts	Articles related to the health	

					problem and treatment	
Gender	Male	8	15	7	18	48
	Female	11	14	4	23	52
Total		19	29	11	41	100

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.779[a]	3	.620
Likelihood Ratio	1.790	3	.617
Linear-by-Linear Association	.008	1	.930
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.28.			

Interpretation:
The data shows that both male and female respondents find "Articles related to the health problem and treatment" the most informative and effective content marketing strategy, with females showing a higher preference for this type of content (23 vs. 18). Chi-square test results (p = 0.620) suggest that there is no significant gender difference in the preference for content marketing strategies. This indicates that gender does not greatly influence the perceived effectiveness of different health-related content strategies.

Table 5: Impact of Content Marketing Strategies on Hospital Perception by Gender

Crosstab						
Count						
		Do you believe that content marketing strategies improve your perception of hospitals?				Total
		never	not sure	moderately	Significantly	
Gender	Male	7	12	19	10	48
	Female	9	14	20	9	52
Total		16	26	39	19	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.323[a]	3	.956
Likelihood Ratio	.323	3	.956
Linear-by-Linear Association	.313	1	.576
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.68.			

Interpretation:
The data indicates that perceptions of content marketing's impact on hospital perception are fairly consistent across genders. Both male and female respondents show a range of opinions from "never" to "significantly," with no one gender showing a distinct preference. The chi-square test results (p = 0.956) reveal no significant difference between genders, suggesting that content marketing strategies affect both men and women similarly in terms of improving their perception of hospitals.

Table 6: Effectiveness of Content Marketing Strategies in Influencing Hospital Perception by Gender

Crosstab							
Count							
		On a scale of 1-5, rate the effectiveness of content marketing strategies in influencing your perception of hospitals. (1 - Not effective at all, 5 - Extremely effective)					Total
		Not effective at all	Some what Not effective	Not effective	Effective	Strongly Effective	
Gender	Male	5	7	16	14	6	48
	Female	11	3	19	17	2	52
Total		16	10	35	31	8	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	6.247[a]	4	.181
Likelihood Ratio	6.433	4	.169
Linear-by-Linear Association	1.263	1	.261
N of Valid Cases	100		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.84.			

Interpretation:
The data reveals a varied assessment of content marketing effectiveness across genders. While both male and female respondents rated content marketing strategies on a scale from "Not effective at all" to "Strongly Effective," the responses suggest no substantial gender-based

difference in perceived effectiveness. The chi-square test (p = 0.181) supports this, indicating that gender does not significantly impact how content marketing strategies are perceived in influencing hospital perception.

Table 7: Descriptive Statistics of Responses on Health-Related Online Platform Usage and Content Marketing Strategies by Age Group

Descriptive									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
How frequently do you use online platform for health related information?	21-30	34	1.94	.776	.133	1.67	2.21	1	3
	31-40	48	2.06	.836	.121	1.82	2.31	1	3
	41-50	14	1.64	.842	.225	1.16	2.13	1	3
	Above 50	4	1.00	.000	.000	1.00	1.00	1	1
	Total	100	1.92	.825	.082	1.76	2.08	1	3
Have you ever encountered the health related content (articles, videos, Blogs, etc.) produced by hospitals?	21-30	34	1.38	.493	.085	1.21	1.55	1	2
	31-40	48	1.46	.504	.073	1.31	1.60	1	2
	41-50	14	1.71	.469	.125	1.44	1.98	1	2
	Above 50	4	1.50	.577	.289	.58	2.42	1	2
	Total	100	1.47	.502	.050	1.37	1.57	1	2
Which of the following content marketing strategies do you find most Informative and effective?	21-30	34	2.62	1.206	.207	2.20	3.04	1	4
	31-40	48	2.65	1.158	.167	2.31	2.98	1	4
	41-50	14	3.07	1.269	.339	2.34	3.80	1	4
	Above 50	4	3.75	.500	.250	2.95	4.55	3	4
	Total	100	2.74	1.186	.119	2.50	2.98	1	4
Do you believe that content marketing strategies improve your perception of hospitals?	21-30	34	2.91	.866	.148	2.61	3.21	1	4
	31-40	48	2.63	.959	.138	2.35	2.90	1	4
	41-50	14	2.14	1.027	.275	1.55	2.74	1	4
	Above 50	4	1.50	.577	.289	.58	2.42	1	2
	Total	100	2.61	.973	.097	2.42	2.80	1	4
On a scale of 1-5, rate the effectiveness of content marketing strategies in influencing your	21-30	34	3.26	1.109	.190	2.88	3.65	1	5
	31-40	48	3.17	1.018	.147	2.87	3.46	1	5
	41-50	14	2.50	1.454	.389	1.66	3.34	1	5
	Above 50	4	1.75	1.500	.750	-.64	4.14	1	4
	Total	100	3.05	1.175	.118	2.82	3.28	1	5

perception of hospitals. (1 - Not effective at all, 5 - Extremely effective)									

Interpretation:
The analysis of descriptive statistics across different age groups reveals notable variations in responses to health-related online platform usage and content marketing effectiveness. Individuals aged 31-40 use online platforms most frequently, while those above 50 use them the least. Encountering health-related content produced by hospitals is more common among younger age groups, with an increasing mean score for older age groups. Content marketing strategies are rated as most effective by individuals aged 41-50, and least effective by those above 50. These findings signify that younger individuals are more engaged with health content and perceive it as more effective compared to older age groups. The general trend indicates a moderate to high perceived effectiveness of content marketing strategies, with varying degrees of impact across age demographics.

Table 8: ANOVA Results for Health-Related Online Platform Usage and Content Marketing Strategies

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
How frequently do you use online platform for health related information?	Between Groups	5.451	3	1.817	2.817	.043
	Within Groups	61.909	96	.645		
	Total	67.360	99			
Have you ever encountered the health-related content (articles, videos, Blogs, etc.) produced by hospitals?	Between Groups	1.107	3	.369	1.488	.223
	Within Groups	23.803	96	.248		
	Total	24.910	99			
Which of the following content marketing strategies do you find most Informative and effective?	Between Groups	6.553	3	2.184	1.580	.199
	Within Groups	132.687	96	1.382		
	Total	139.240	99			
Do you believe that content marketing strategies improve your perception of hospitals?	Between Groups	11.090	3	3.697	4.291	.007
	Within Groups	82.700	96	.861		
	Total	93.790	99			
On a scale of 1-5, rate the effectiveness of content marketing strategies in influencing your perception of hospitals. (1 - Not effective at all, 5 - Extremely effective)	Between Groups	13.216	3	4.405	3.423	.020
	Within Groups	123.534	96	1.287		
	Total	136.750	99			

Interpretation:
The ANOVA results reveal significant differences in responses across age groups for various questions related to health content and marketing strategies. The frequency of using online platforms for health information shows a significant variation ($p = 0.043$), indicating that age influences how often individuals engage with online health resources. However, the encounter with health-related content produced by hospitals and the perceived effectiveness of specific content marketing strategies did not show significant differences ($p > 0.05$). In contrast, perceptions of how content marketing improves hospital perceptions and its overall effectiveness show significant differences ($p = 0.007$ and $p = 0.020$, respectively), suggesting that age groups have varying levels of belief in the effectiveness of these strategies. This signifies that while general content engagement may be similar, the perceived impact of content marketing strategies varies notably among different age groups.

Table 9: Awareness of YouTube as a Content Marketing Platform Used by Hospitals and Patients

Crosstab				
Count				
		Are you aware of YouTube platform being used by hospitals for health information dissemination?		Total
		Yes	No	
Gender	Male	31	17	48
	Female	34	18	52
Total		65	35	100

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.007[a]	1	.933		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.007	1	.933		
Fisher's Exact Test				1.000	.550
Linear-by-Linear Association	.007	1	.933		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.80.					
b. Computed only for a 2x2 table					

Interpretation:
The crosstab analysis shows that 65% of respondents are aware of hospitals using YouTube for health information dissemination, with a similar awareness level across genders—31 males and 34 females reported awareness, while 17 males and 18 females did not. The Chi-Square test results indicate no significant difference between genders in terms of awareness ($p = 0.933$), suggesting that awareness of YouTube as a content marketing tool is uniform across genders. This signifies that both male and female patients equally recognize YouTube's role in hospital content marketing.

Table 10: Encounter with Hospitals' YouTube Channels by Gender

Crosstab				
Count				
		Have you come across hospitals' YouTube channel?		Total
		Yes	No	
Gender	Male	23	25	48
	Female	22	30	52
Total		45	55	100

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.317[a]	1	.573		
Continuity Correction[b]	.131	1	.717		
Likelihood Ratio	.317	1	.573		
Fisher's Exact Test				.688	.359
Linear-by-Linear Association	.314	1	.575		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.60.					
b. Computed only for a 2x2 table					

Interpretation:
The crosstabulation reveals that 45% of respondents have come across hospitals' YouTube channels, with 23 males and 22 females reporting awareness, while 25 males and 30 females have not. The Chi-Square test shows no significant gender difference in encountering hospitals' YouTube channels ($p = 0.573$), indicating that awareness of such channels is equally distributed among genders. This suggests that exposure to hospitals' YouTube content does not vary significantly by gender.

Table 11: Frequency of Watching Health-Related Content on YouTube by Gender

Crosstab								
Count								
		How often do you watch health-related contents on YouTube?						Total
		Never	Rarely	Occasionally	Monthly	Weekly	Daily	
Gender	Male	3	10	21	4	6	4	48
	Female	8	12	12	3	13	4	52
Total		11	22	33	7	19	8	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.483[a]	5	.187
Likelihood Ratio	7.650	5	.177
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	100		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 3.36.			

Interpretation:
The crosstab data shows the frequency with which men and women watch health-related content on YouTube. Out of 100 respondents, 3 men and 8 women never watch health-related content, 10 men and 12 women watch it rarely, 21 men and 12 women watch it occasionally, 4 men and 3 women watch it monthly, 6 men and 13 women watch it weekly, and 4 men and 4 women watch it daily. The Chi-Square test results (Pearson Chi-Square = 7.483, p = 0.187) indicate no statistically significant association between gender and the frequency of watching health-related content on YouTube, suggesting that viewing habits are similarly distributed across genders.

Table 12: Frequency of Watching YouTube Health Channels for Medical Information by Gender

Crosstab								
Count								
		How frequently do you watch YouTube health channels for getting medical information?						Total
		Never	Rarely	Occasionally	Sometimes	Frequently	Always	
Gender	Male	3	11	19	12	2	1	48
	Female	7	17	11	12	3	2	52
Total		10	28	30	24	5	3	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.401[a]	5	.369
Likelihood Ratio	5.482	5	.360
Linear-by-Linear Association	.553	1	.457
N of Valid Cases	100		
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.44.			

Interpretation:
The crosstabulation shows that both males and females have varied frequencies of watching YouTube health channels for medical information, with most respondents rarely or occasionally viewing such content. The Chi-Square test (p = 0.369) indicates that there is no significant difference between genders in their frequency of using YouTube health channels. This signifies that gender does not significantly influence how often individuals use YouTube for medical information, suggesting a similar level of engagement with health-related content across both male and female respondents.

Table 13: Perception of Accuracy of Health Information Provided by YouTube Channels by Gender

Crosstab					
Count					
		Do you think YouTube health channels provide correct and accurate health information?			Total
		Yes	No	May be	
Gender	Male	8	11	29	48
	Female	13	6	33	52
Total		21	17	62	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.764[a]	2	.251
Likelihood Ratio	2.793	2	.247
Linear-by-Linear Association	.104	1	.747
N of Valid Cases	100		
a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 8.16.			

Interpretation:
The crosstabulation reveals that a majority of both male and female respondents are uncertain ("Maybe") about the accuracy of health information provided by YouTube channels, with a smaller portion believing in its correctness or questioning its reliability. The Chi-Square test (p = 0.251) shows no significant difference between genders regarding their perception of YouTube health channels' accuracy. This suggests that gender does not significantly affect the perception of the reliability of health information provided on YouTube, indicating a general skepticism or uncertainty among respondents regardless of gender.

Table 14: Descriptive Statistics of YouTube Health Content Usage and Perception by Age Group

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Are you aware of YouTube platform being used by hospitals for health information dissemination?	21-30	34	1.24	.431	.074	1.09	1.39	1	2
	31-40	48	1.29	.459	.066	1.16	1.43	1	2
	41-50	14	1.64	.497	.133	1.36	1.93	1	2
	Above 50	4	2.00	.000	.000	2.00	2.00	2	2
	Total	100	1.35	.479	.048	1.25	1.45	1	2
Have you come across hospitals' YouTube channel?	21-30	34	1.47	.507	.087	1.29	1.65	1	2
	31-40	48	1.54	.504	.073	1.40	1.69	1	2
	41-50	14	1.64	.497	.133	1.36	1.93	1	2
	Above 50	4	2.00	.000	.000	2.00	2.00	2	2
	Total	100	1.55	.500	.050	1.45	1.65	1	2
How often do you watch health-related contents on YouTube?	21-30	34	3.32	1.552	.266	2.78	3.86	1	6
	31-40	48	3.40	1.333	.192	3.01	3.78	1	6
	41-50	14	3.14	1.610	.430	2.21	4.07	1	6
	Above 50	4	1.25	.500	.250	.45	2.05	1	2
	Total	100	3.25	1.473	.147	2.96	3.54	1	6
How frequently do you watch YouTube health channels for getting medical information?	21-30	34	3.03	1.167	.200	2.62	3.44	1	6
	31-40	48	3.10	1.207	.174	2.75	3.45	1	6
	41-50	14	2.71	.914	.244	2.19	3.24	1	4
	Above 50	4	1.25	.500	.250	.45	2.05	1	2
	Total	100	2.95	1.184	.118	2.72	3.18	1	6
Do you think YouTube health channels provide correct and accurate health information?	21-30	34	2.38	.853	.146	2.08	2.68	1	3
	31-40	48	2.31	.854	.123	2.06	2.56	1	3
	41-50	14	2.64	.633	.169	2.28	3.01	1	3
	Above 50	4	3.00	.000	.000	3.00	3.00	3	3
	Total	100	2.41	.818	.082	2.25	2.57	1	3

Interpretation:
The descriptive statistics indicate varying levels of awareness and usage of YouTube for health-related content across different age groups. Younger respondents (21-30 and 31-40 years) show lower mean scores for awareness of YouTube channels used by hospitals and for watching health-related content compared to older age groups. The overall mean indicates moderate engagement and perception of accuracy

for YouTube health channels, with older respondents (41-50 and above 50 years) rating higher on the perceived accuracy of information. The results signify a generally higher engagement and perceived accuracy among older age groups compared to younger ones, highlighting differences in content consumption habits and trust in health information from YouTube.

Table 15: ANOVA Results for YouTube Health Content Usage and Perception by Age Group

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Are you aware of YouTube platform being used by hospitals for health information dissemination?	Between Groups	3.501	3	1.167	5.821	.001
	Within Groups	19.249	96	.201		
	Total	22.750	99			
Have you come across hospitals' YouTube channel?	Between Groups	1.148	3	.383	1.557	.205
	Within Groups	23.602	96	.246		
	Total	24.750	99			
How often do you watch health-related contents on YouTube?	Between Groups	17.365	3	5.788	2.815	.043
	Within Groups	197.385	96	2.056		
	Total	214.750	99			
How frequently do you watch YouTube health channels for getting medical information?	Between Groups	13.693	3	4.564	3.504	.018
	Within Groups	125.057	96	1.303		
	Total	138.750	99			
Do you think YouTube health channels provide correct and accurate health information?	Between Groups	2.634	3	.878	1.326	.270
	Within Groups	63.556	96	.662		
	Total	66.190	99			

Interpretation:
The ANOVA results reveal significant differences in several aspects of YouTube health content usage across age groups. Specifically, there is a statistically significant variation in awareness of YouTube as a health information platform ($F = 5.821$, $p = 0.001$) and in the frequency of watching health-related content ($F = 2.815$, $p = 0.043$) and using it for medical information ($F = 3.504$, $p = 0.018$). However, no significant differences were found in the perception of the accuracy of health information provided by YouTube channels ($F = 1.326$, $p = 0.270$). These results suggest that while

age impacts the level of awareness and engagement with YouTube health content, it does not significantly influence perceptions of its accuracy.

Discussion on Key Findings
The demographic analysis reveals that the majority of respondents are between 31-40 years old, with a nearly equal gender distribution and a predominance of urban residents. This suggests

that the sample is representative of an urban, middle-aged demographic, which may influence the results of the study. The significant urban representation highlights the importance of considering geographical and demographic factors when evaluating online health information usage and perceptions.
The analysis of online platform usage indicates that females use health-related online platforms more frequently than males, with a statistically significant difference ($p = 0.046$). This finding emphasizes the role of gender in determining

health information-seeking behaviors. Although both genders encounter hospital-produced health content similarly, gender does influence how often individuals access these platforms. However, the perceived effectiveness of content marketing strategies does not significantly differ by gender, suggesting that while consumption patterns vary, the effectiveness of the content remains consistent across genders.

The study highlights that while awareness of YouTube as a tool for health information is high across genders, and there are no significant differences in exposure to hospital-produced YouTube content, viewing habits and perceptions of content accuracy vary. For instance, the frequency of watching health-related content on YouTube does not show significant gender differences, but there is a notable variation in engagement levels among different age groups. Older respondents tend to use and perceive YouTube health content more positively compared to younger respondents, reflecting differing content consumption habits and trust levels across age groups.

Overall, the ANOVA results demonstrate significant differences in awareness and engagement with YouTube health content based on age, but perceptions of content accuracy are similar across age groups. This indicates that while age affects how frequently individuals interact with health-related YouTube channels, it does not significantly impact their trust in the accuracy of the information provided. These findings underscore the importance of tailoring content strategies to address different demographic needs and preferences, ensuring that health information dissemination through YouTube effectively reaches and engages diverse audience segments.

Conclusion & Future Scope

The research concludes that while demographic factors such as age and gender influence the usage patterns and perceptions of health-related content on YouTube, they do not uniformly affect all aspects of content engagement. The findings reveal that females are more frequent users of online health platforms compared to males, though both genders show similar levels of exposure to hospital-produced content. Additionally, while age impacts the frequency of YouTube use for health information, it does not significantly alter perceptions of content accuracy. This highlights a generally consistent perception of the reliability of health information across different age groups, despite variations in engagement levels.

The study underscores the importance of understanding demographic influences on content consumption patterns. By recognizing that younger individuals are more engaged with health content on YouTube and that perceptions of accuracy are relatively uniform, healthcare marketers can better tailor their strategies to address the needs and preferences of various age groups. The consistent engagement with health content across genders, coupled with the lack of significant differences in content effectiveness perceptions, suggests that content strategies should focus on the quality and relevance of the information rather than solely on demographic targeting.

Future research could explore the impact of specific content features, such as interactivity or personalization, on user engagement and perception. Investigating the role of emerging digital platforms and technologies in health information dissemination could also provide valuable insights into evolving trends and user preferences. Additionally, expanding the study to include a more diverse sample from rural or international settings may offer a broader understanding of how geographic and cultural factors influence health content consumption. These future directions could further enhance the effectiveness of digital health marketing strategies and contribute to more personalized and impactful health communication.

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