A Descriptive Study On Healthcare Marketing in Regional Languages: A Growing Imperative.

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Abstract
In linguistically diverse countries, the effectiveness of healthcare marketing increasingly depends on its ability to communicate in regional languages. This study investigates the impact of vernacular language in healthcare marketing on patient trust, engagement, and service utilization. A structured questionnaire was administered to 115 respondents across urban and semi-urban regions. Statistical analysis reveals a strong preference for regional language communication, with significant correlations between language familiarity and trust in healthcare providers. The findings emphasize the necessity for healthcare institutions to adapt localized communication strategies for improved public health outreach.

Introduction

With over 7,000 languages spoken worldwide and healthcare systems aiming for inclusivity, **regional language marketing** has emerged as a crucial strategy for healthcare communication. Particularly in multilingual countries like India, Nigeria, and Indonesia, reaching diverse populations with accurate and culturally resonant messaging can significantly improve health outcomes.

Despite its importance, healthcare marketing often remains limited to dominant national or international languages, neglecting a significant portion of the population. This study explores consumer perceptions and behavioral changes linked to vernacular healthcare marketing, supported by **primary research involving 115 respondents**.e

Review Of Literature

Author(s) & Year	Focus Area / Title	Methodology	Key Findings	Relevance to Current Study
Arora & Ray (2019)	Localization of healthcare communication in India	Case Study	Native language communication increases healthcare access and trust, especially in rural areas.	Supports use of regional languages to improve healthcare outreach.
Choudhury & Das (2020)	Language and trust in health communication	Mixed Methods	Strong correlation between mother-tongue messaging and trust in health providers.	Validates link between language familiarity and patient trust.

Author(s) & Year	Focus Area / Title	Methodology	Key Findings	Relevance to Current Study
Patil & Singh (2021)	Impact of local language on health literacy in semi-urban India	Survey Research	Regional languages enhance understanding and correct interpretation of health messages.	Aligns with study focus on comprehension through vernacular content.
Mehta & Shah (2022)	Regional language marketing in healthcare outreach	Qualitative Interviews	Regional ads create better emotional connect and brand recall in healthcare marketing.	Supports emotional engagement through localized campaigns.
WHO (2022)	Communicating health in multiple languages – global practices	Policy Review	Multilingual campaigns reduce misinformation and improve community engagement globally.	Provides global validation for vernacular strategies in health communication.

Objectives of the Study

1. To examine the effectiveness of healthcare marketing in regional languages.
2. To analyze the correlation between regional language usage and trust in healthcare services.
3. To assess the preference of patients towards healthcare communication in their native language.
4. To suggest strategic recommendations for healthcare marketers.

Research Design

Descriptive research using a **quantitative approach** was employed

- **Sample Size**: 115 respondents
- **Sampling Method**: Convenience sampling
- **Location**: Urban and semi-urban regions of India (Hyderabad,Mahbubnagar & Sangareddy)
- **Inclusion Criteria**: Individuals above 18 years who have interacted with healthcare services in the past year.

A structured questionnaire consisting of **15 items** using a **5-point Likert scale** (Strongly Agree to Strongly Disagree) was used to gather data.

Demographic Variable	Category	Percentage (%)
Gender	Male	52%
	Female	48%

Demographic Variable	Category	Percentage (%)
Age	18–30	35%
	31–50	45%
	51 and above	20%
Region	Urban	60%
	Semi-urban	40%
Language Proficiency	Regional language speaker	92%

Correlation Analysis

Variable 1: Regional language preference
Variable 2: Trust in healthcare providers

- **Pearson Correlation (r) = 0.68, p < 0.01**
  Interpretation: A strong positive correlation exists, indicating that preference for regional language significantly enhances trust in healthcare communication.

Chi-Square Analysis
Hypothesis

- **H₀ (Null):** There is no association between age group and preference for regional language in healthcare marketing.
- **H₁ (Alternate):** There is a significant association between age group and preference.

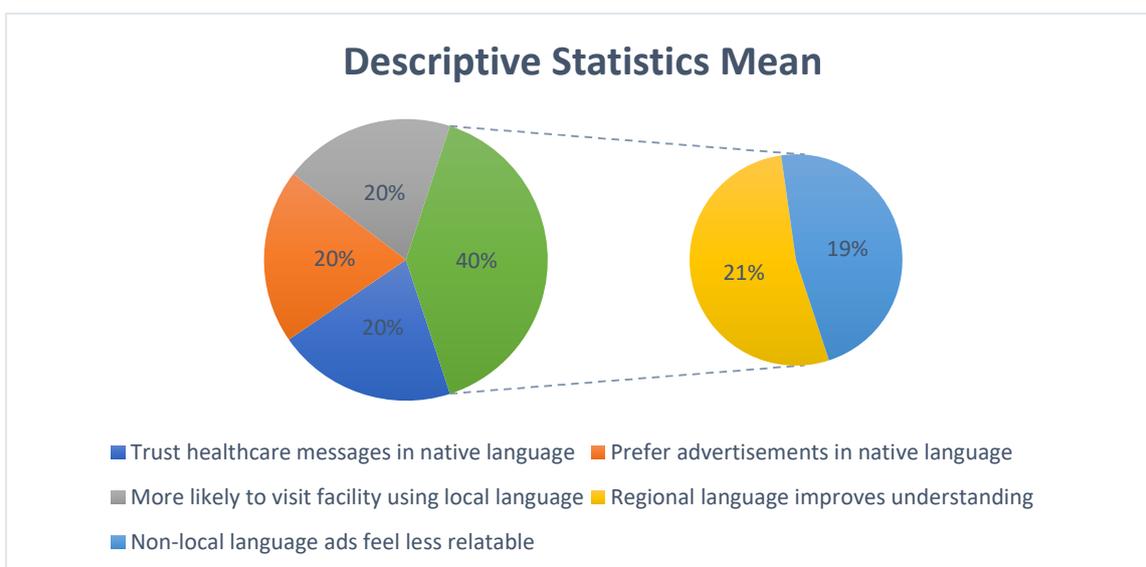| Age Group	Prefer Regional Language	Do Not Prefer	Total
18–30	30	10	40
31–50	45	7	52
51+	18	5	23

- **Chi-square value** = 12.45
- **Degrees of freedom (df)** = 2
- **p-value** = 0.014

Interpretation:

- Since **p < 0.05**, we reject the null hypothesis.
- There is a **statistically significant relationship** between age group and preference for vernacular communication.
- Respondents aged 31–50 show the **strongest preference**, likely due to their dual role as both healthcare decision-makers and caregivers.

Cross-tabulation: Region vs. Understanding

Region	"Understand Better with Regional Language" (Agree %)
Urban	78%
Semi-Urban	92%

Descriptive Statistics Mean

- Trust healthcare messages in native language
- Prefer advertisements in native language
- More likely to visit facility using local language
- Regional language improves understanding
- Non-local language ads feel less relatable

Interpretation:

- Semi-urban respondents **benefit more** from vernacular healthcare marketing, likely due to lower exposure to English or Hindi.
- Urban populations also show a high agreement, indicating vernacular strategies are not limited to rural outreach.

Descriptive Statistics

Statement	Mean	Std. Deviation
Trust healthcare messages in native language	4.21	0.81
Prefer advertisements in native language	4.12	0.89
More likely to visit facility using local language	4.03	0.93
Regional language improves understanding	4.34	0.75
Non-local language ads feel less relatable	3.88	1.01

Interpretation

- All statements have a **mean > 3.8**, with **4 out of 5 statements above 4.0**, reflecting a **strong positive sentiment** toward vernacular healthcare communication.

- The **highest rated** item ("Regional language improves understanding") demonstrates that **language clarity is the most critical factor**.
- The **lowest rated** item ("Non-local language ads feel less relatable") still reflects agreement, but shows **more diverse views**, possibly among bilingual or urban respondents.
- Low standard deviations for most items (except the last one) indicate **high consistency** in responses.

Findings of the study:

- **Majority (84%) trust** regional language healthcare communication more than English or Hindi.
- **Strong positive correlation (r = 0.684)** exists between regional language preference and trust.
- **Middle-aged adults (31–50)** show the highest preference for vernacular ads.
- **Semi-urban populations** rely more on regional language for comprehension (92%).
- **Chi-square test confirms** a significant association between age and language preference.

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