

MARKETING WELLNESS: PROMOTING HEALTH AND LIFESTYLE PRODUCTS IN THE E-COMMERCE SPACE

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ABSTRACT

The demand for wellness items has skyrocketed, providing e-commerce enterprises with enough opportunity, thanks to a culture that is becoming more health aware. Methods for promoting health and lifestyle items online are discussed in this abstract. Tailoring messages and offers to the specific demands of a target audience requires a thorough understanding of that group. Posts on blogs, videos, and social media material all contribute to content marketing's growing influence, which in turn increases engagement and devotion to the brand. Collaborations with influential users in a brand's target audience may boost its reputation and help grow an online following. Attracting and maintaining clients is greatly influenced by visual attractiveness, search engine optimization, and email marketing. Subscription services not only provide consistent income but also foster loyalty among customers. Businesses may improve their plans and marketing efforts with the help of data analytics. Online retailers may establish themselves as go-to resources for health and lifestyle advice by adopting these practices and dominating the wellness industry.

Keywords:- Online review; e-commerce; wellness market;

I. INTRODUCTION

When it comes to promoting healthcare services, the idea of medical marketing has become more important in recent years. This is because of the unique nature of the medical field as a whole, as well as the dynamics between patients and their doctors. Medical marketing is defined in depth by the American Marketing Association as an integrated process that includes pricing in the treatment and prevention field, planning, economic justification, and management of medical services, as well as the promotion and implementation of services (medical products) [1]. Improving the clinic's brand, using technology solutions, and keeping physicians' flawless reputations are all parts of a successful medical marketing plan. On the other hand, content marketing is crucial if done well. Creating and sharing valuable information, including adverts, with consumers is the goal of content marketing. Consumers benefit from free, high-quality material. Using the content marketing toolbox in this way gets customers involved in the company's social media, which in turn increases sales. Because of this, many big medical organizations see content marketing as their primary means of consumer attraction.

Online marketing, sometimes known as digital marketing, is the practice of selling products and services using digital mediums such as the Internet. Online marketplaces and other forms of electronic commerce are

reshaping not just the economy as a whole but also corporate strategies, income sources, customers, and supply chains. Across all industries, new forms of company organization are emerging in the New Economy. Promoting goods and services and establishing online relationships with consumers are two of the most common uses of digital marketing. Traditional marketing channels and strategies that do not need Internet connectivity are also a part of digital marketing. Digital media, in all its forms, such as display ads, social media marketing, search engine marketing, cell phones, and more, may flourish in this evolving landscape.

II. LITERATURE REVIEW

The last few years have seen a meteoric rise in the popularity of online shopping. In a nutshell, it's when a company sells to an individual customer over an electronic medium; this kind of transaction is also known as B2C. Some consumers may use the Internet to research products before buying them [2]. In 2021, online sales accounted for 19% of all retail sales worldwide, and experts predict that number will rise to 14.7% CAGR between 2020 and 2027 [2,3]. In 2022, internet orders valued at 15% of Switzerland's entire retail trade volume were placed both domestically and internationally [2]. The food industry accounts for around 4% of this value, whereas consumer electronics accounts for about 50% [4]. The COVID-19 pandemic further pushed this tendency [5]. As the lines between physical stores and online marketplaces continue to blur and mix, more and more retailers are using omnichannel strategies to provide customers with a unified buying experience [6,7]. As a result, services like click-and-collect, ship-from-store, and return of online purchases in stores are becoming more common, and traditional in-store transactions are also being extended online via mobile web shops [6]. With more choices for locating, purchasing, and returning items across brick-and-mortar stores and webshops, order fulfilment management has become increasingly important for merchants due to these improvements [8]. The order flow is typically finished when the consumer receives their purchase, regardless of the sales channel that was used to initiate the buy. The purchase might be initiated either at the physical store or on the Internet.

There is a large body of study in the scientific literature that discusses the effects of both online and offline retail channels on the environment. One side of the argument holds that the growth of e-commerce has lessened negative effects on the environment. As an example, Wiese et al. [9] compare the CO₂ emissions from transit for in-store versus online clothing sales. Generally speaking, they discovered that there are fewer CO₂ emissions when shopping online. However, when consumers utilize public transit or live in close proximity to the business, brick-and-mortar establishments are better for the environment. Other findings indicating that internet shopping methods have positive effects on the environment were discovered by Pålsson et al. [11]. They looked at how much energy is used when people buy in shops vs when they buy online. As a result, they evaluate the energy efficiency of various products by reviewing research in this area. According to the findings, home delivery methods often use less energy overall than distribution systems that include physical storefronts. Personal automobile transportation to retailers and extra packing for online purchases are the key differentiators. Both distribution methods have energy consumption levels comparable to those of buildings and freight vehicles. According to Jaller and Pahwa [12], there is a significant chance that multichannel purchasing (-6.5-7.0%) and single-channel online shopping (-87.6%) might significantly decrease vehicle miles travelled (VMT). However, the authors discover that using a single route for online purchasing might lead to a 24% rise in NO_x emissions. Using data from the American Time Use Survey, the research looks at how various demographics' shopping habits affect the environment in two cities: Dallas and San Francisco. San Franciscans are more prone to purchase at physical shops than their Dallas counterparts; thus, this factored into the comparison as well. However, there is a corpus of research that argues against these conclusions. For example, according to Shahmohammadi et al. [13], traditional brick-and-mortar businesses produce less greenhouse gas emissions than purely online

competitors, but more emissions than brick-and-clicks. The majority of greenhouse gas emissions originate from transportation in the upstream and final mile stages. Also, across all the retail channels that were looked at, the basket size was shown to be the main variable that caused the most variation. In order to determine the greenhouse gas emissions of FMCG in the UK, the writers used a stochastic technique. In this way, the writers can isolate the causes of variation and account for them in the final tally. Another study that looks at the environmental performance of various FMCG fulfilment techniques in the UK and other countries is Van Loon et al. [14]. They explore the aspects that contribute the most. Transportation to and from the production and distribution hub, retail stores, package networks, and individual consumers are all named as important factors. The findings show noticeable distinctions between the various fulfilling strategies. The global warming potential is lowest and most comparable for brick-and-mortar, brick-and-click, brick-and-collect, and pure online players that only provide local van delivery. On the other hand, the most detrimental effects on the environment were shown by companies that only operate online and provide package delivery services, such as major online shops. The majority of the studies fail to establish a distinct benefit for any of the retail formats. Similarly, a Life Cycle Assessment was used to compare the environmental effects of in-store and online shopping in Switzerland in a research published in [14]. Retail fashion was the subject of this research. In addition, Hischer [15] used a perturbation analysis to examine several variables in order to determine the most important aspects impacting the environmental repercussions. According to research, individual travel is shown to be a significant factor in in-store purchasing. The majority of the negative effects of online shopping on the environment stem from packing and the several stages of transportation. Since each customer makes their own choices, there is no discernible pattern to either purchasing behaviour when compared side by side. The results are corroborated by Le, Carrel, and Shah [2], who contrasted online versus in-store buying via a qualitative lens. Their comprehensive knowledge of the connection between online buying and travel is the result of a literature synthesis. More and more, the survey reveals that internet purchasing is a viable alternative to shopping trips. A smaller number of articles report opposite results. Their findings suggest that behavioural interventions are the best way to combat the growth of e-commerce rather than relying on online shopping as a strategy for managing travel demand. Weideli [16] evaluates and compares the GHG emissions throughout the retail supply chain for diverse US purchasing habits, including cybernauts who seek, buy, and return items online, as well as typical in-store shoppers. A laptop, a Barbie doll, and a t-shirt were three distinct product kinds that he thought about. Weideli also takes into consideration the fact that customers might be located in different places, including cities and suburbs [16]. Online purchasing is often more efficient than conventional in-store buying when comparing general online and traditional shopping habits. As more and more businesses combine online and brick-and-mortar products, it becomes more difficult to generalize the outcomes and must be evaluated on an individual basis. In a similar vein, Rai [7] notes that the unique in-store or online shopper does not exist anymore, making it harder to comprehend the ecological implications of various consumer behaviours brought about by the widespread use of new retail models (such as omnichannel and click-and-collect). For a summary of the results from the literature, see Table 1. The literature review has offered multidimensional insights into the effects of various shopping channels. First, there is a lack of quantitative research comparing the environmental effects of traditional brick-and-mortar stores with their online counterparts based on case studies of transportation companies and merchants. Instead of using actual data, most studies relied on assumptions. Second, the advent of hybrid models combining online and in-store shopping makes it much more difficult to draw firm conclusions on environmental sustainability. Thirdly, most research either didn't address or just touched on the geography of consumption, which impacts characteristics like transit distance, vehicle utilization, and rural vs urban or suburban settings. The environmental implications of various consumer locations are significantly influenced by the spatial structure of retail supply chains, which includes the placement of stores and

warehouses. This is an important consideration in this context. All three of these authors—Rai[7], Weideli[16], and Van Loon et al. [14]—emphasized the significance of learning about various geographical settings.

Findings from studies conducted by both local and international researchers in the domains of health care and medical service marketing were compiled by Antosova et al. [17]. Some notable topical papers in the field of study on content marketing as the primary means of expanding online marketing of healthcare services include those by Constantinescu-Dobra [18] and others.

III. ONLINE CONSUMER REVIEW

Online commenting and opinion sharing have grown in popularity among customers in recent years. As a novel kind of online word of mouth [19], these evaluations have quickly become an essential resource for both shoppers and businesses seeking to grow their client base. Over time, online reviews have either augmented or completely supplanted more traditional types of offline word-of-mouth advertising about service quality and product quality. Consumers often assess product quality before making a purchase [20]. Consumers' own assessments will be influenced by the views of other consumers, as stated by the Bandwagon effect. People often mimic the actions of others around them in an effort to lessen their vulnerability, as proposed by Herbing's theory of behaviour and social influence.

Consequently, as e-commerce has grown in popularity, online reviews have emerged as a valuable tool for shoppers to assess items. Because they are based on real-life experiences, online user reviews are useful for gauging product quality [20], influencing customers' opinions and choices during the pre-purchase evaluation process [21], and ultimately helping them make better purchases. A consumer industry analysis from 2020 predicts that 93% of customers will have read internet evaluations, a 23% rise from 70% in 2010. With more and more people reading customer evaluations online, it's clear that these reviews affect product sales [22]. Consumers' product selection, website evaluations, customer value and loyalty, the effectiveness of new product introductions, buy intentions, and sales may all be influenced by online reviews, according to previous research [19, 20]. Products, categories of products, review features, and reviewer characteristics are the four axes that have been used to summarise research on the factors that affect product sales and customer decisions (Table 1). Age [23], selling stage [24], popularity [24], engagement level [24], price [24], physical qualities and age of the product are some of the product attributes that impact sales and customer decision-making (Zhang et al., 2013). Search goods and experience products are the two main categories of products. Credence goods have been the subject of little research compared to others that have examined the effects of product, review, and reviewer attributes on sales and customer decision-making. Just defining and categorizing the idea of credibility goods is enough for some academics. For instance, a taxonomy for search, experience, and credibility goods was laid out by Girard and Dion [25]. Credence goods were brought up in the research of Li et al. [25], who primarily performed a meta-analysis on search and experience products. Consumers' perceptions of their agency [26], reviewers' credibility [25], reviewers' images [27], and consumers' familiarity with online resources [25] are some of the reviewer attributes shown to impact product sales and consumer decision-making. How novelty critics articulated their thoughts [19]. Review sentiment, review length, review ratings, number of online reviews, review quality, review inconsistency, and temporal distance are influencing factors in review characteristics. Other factors include tentativeness in online product reviews, temporal contiguity cues, helpfulness, review ratings, and standard deviation of ratings.

IV. RESEARCH METHODOLOGY

Sources of Information

Primary and secondary sources of information are both used in the study. A questionnaire was used to gather primary data. Constructed with the study's needs in mind, secondary materials included research papers, journals, magazines, and websites.

Sample Size:- One hundred online consumers from different cities in Bihar (INDIA) who buy healthcare and pharmaceutical items now get to vote on the sample size.

Data analysis makes use of basic tabulation and graphing tools in addition to an empirical approach known as a 5-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). When conducting surveys or studies using surveys, researchers often use the Likert scale. Here is the conclusion drawn from the data analysis.

V. RESULT & DISCUSSION

One important step is to analyze the data and talk about the results. The empirical results of the research will be discussed in this part. The key information that will be analyzed is the data that was collected via surveys. Survey takers first compile demographic information, which includes details like age, gender, income, and level of education. Once the first step is over, the researchers will examine the elements related to the first portion of the questionnaire. Table 1 shows the six modules that make up the first part of the questionnaire, which will be examined in the second stage. These modules concern the factors that influence consumers to buy online and the effects of digital marketing. The questionnaire comprises six questions per module. Using a graph, a frequency table, and Likert scale ratings, each module will be evaluated and described separately. A five-point Likert scale, from one for strongly disagreeing to five for strongly agreeing, was used by the authors. The output from every specific module. Using the 100 input data points as follows, for instance, if "5" denotes "Strongly agree" and the remaining values are "4, 3, 2, 1": Subtract 5 from 37 (frequency), 4 from 43, 3 from 11, 2 from 7, and 1 from 2 equals 406. As a rough estimate, we may divide the module's average result by 100, the sample size. Likewise, for each of the seven modules, we will calculate the overall series. There will be separate examinations for each module. Researchers will calculate an average for every module when this part is finished. By summing together the averages of all the modules, we can find the group average. Then, the average score is ordered from best to worst.

Demography: -

Gender	Category	Number Of Respondents	Percentage of Respondent (%)
	Male	72	72
	Female	28	28
	Total	100	100
Age	Below 18 Years	0	0
	19-30 Years	69	69
	31-50 Years	31	31
	Above 45 Years	0	0
	Total	100	100

Table 2 provides the frequency of findings for respondents' agreement with statements. Each Table-2

Modules	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total Weight	Average	Rank
You find it secure while go for online marketing	27(135)	50(200)	12(36)	8(16)	2(2)	389	3.89	IV
Enhancing the standard of education will enhance the efficiency of digital marketing	37(185)	43(172)	11(33)	7(14)	2(2)	406	4.06	I
The product & price details are transparent or clear	26(130)	43(172)	19(57)	6(12)	6(6)	377	3.77	V
easy way to purchase	36(180)	44(176)	10(30)	5(10)	4(4)	400	4	III
Discount and offer encourage you to make online purchase	38(190)	42(168)	12(36)	2(4)	4(4)	402	4.02	II
Digital video advertisement great influence you	25(125)	42(168)	23(69)	6(12)	4(4)	378	3.72	VI

Table 2 Note: The Likert Scores are shown as values in brackets ().

Analysis of six modules

- As you can see in the first module, "You find it secure while you go for online marketing," half of the respondents agreed with the statement that they find it secure while going for online marketing, while only eight percent disagreed. Table 2 shows the results of this discussion. The total score is divided by the sample size of 100, and the average is the result of multiplying each frequency by the Likert scale score, where 5 indicates great agreement, and 1 indicates extreme disagreement. Respondents' level of satisfaction with the module was proportional to the average score. Table 2 shows that, on average, consumers feel safe while utilizing digital marketing to purchase online, with a score of 3.89.
- According to Table.2, 37% of those who took the survey strongly agree that "Enhance the standard of education will enhance the efficiency of digital marketing." Raising educational standards will lead to better results from digital advertising campaigns. Out of the total number of respondents, 43% are in agreement, 11% are unsure or neutral, 7% are opposed, and 2% are very opposed. Table 2 shows that, on average, respondents gave this module a 4.06, which suggests that they are satisfied with it and think that raising educational standards would improve digital marketing's effectiveness.
- Twenty-six percent of people who took the survey strongly agreed with the statement "Price and Product Information Is Transparent." This suggests that consumers find product and pricing data to be clear and easy to understand. Only 6% strongly disagree with the statement; 43% are in agreement, 19% are indifferent or undecided, and 6% are against. In Table 2, we can see that the average score for this module is 3.77. This suggests that respondents are generally favourable about the module, think the product pricing and content are clear, and think that online resources are enough for learning about healthcare and medicine.
- Among those who took the survey, 36% strongly agreed with the statement "Easy way to purchase" (see Table 2). Out of the total number of respondents, 43% are in agreement, 10% are neutral or

undecided, 5% are opposed, and 4% are very opposed. Respondents had a good attitude towards the module, and the simplicity of shopping online motivates them to purchase online, as shown by the average score of 4.0 in Table 2.

- Table 2 shows that 38% of people who took the survey strongly agree with the statement, "Discounts and Offers encourage you to make online purchases." This suggests that 38% of people think that sales and promotions influence people to shop online. While 42% are in agreement, 12% are unsure or indifferent, 2% are against, and a meagre 4% are vehemently opposed. Table 2 shows that respondents gave this module a 4.02 out of 5, which is good, suggesting that they think it's helpful and that Discounts and Offers would encourage them to shop online.
- Digital video ads really impact us. Table 2 shows that 25% of those who took the survey strongly agree that "Digital video advertising has a large influence." Of those who have heard the remark, only 42% think it is true, 23% are not sure, 6% disagree, and 4% are very opposed. Digital video advertising significantly influences respondents' decisions to buy healthcare items and medication online, according to Table 2, where the average score for this module is 4.27. Respondents had a favourable attitude towards the module.

VI. CONCLUSION

Digital marketing is here to stay in today's marketplace. Online shoppers are satisfied. Online retailers entice customers to make purchases with digital direct marketing, sales, many payment options, and lightning-fast shipping. Many dangers and difficulties await the marketer in today's cutthroat industry, thanks to the digital marketing revolution that has altered both the economy and marketing specifically. Businesses in the healthcare and pharmaceutical industries that sell products online should prioritize digital marketing and adjust their approaches based on customer feedback and trends.

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