



EFFECTIVE USE OF DIGITAL MARKETING IN THE MENTAL HEALTH INDUSTRY

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Abstract:

The study explores the usefulness of digital marketing strategies (DMS) in promoting the awareness of mental health in Asia as it investigates relationships between DMS, ethics, feedback processes, target audiences, and marketing aims. Quantitative approach was adopted and 200 professionals working in the mental health sector in Asia were surveyed. The proposed model was tested in terms of SPSS and SmartPLS. The results indicated positive correlations between DMS and marketing goals, target audience and ethics, and target audience and marketing goals. Ethics, however, did not produce any significant influence in the feedback mechanisms. The results indicate that successful mental health marketing is based on proper targeting of audience and a need to use culturally suitable language. The research leads to the literature on marketing in digital health by providing a vision on the ethical and strategic opportunities of mental health organizations to magnify their reach in sensitive and diversified environments.

Keywords:

Digital Marketing, Mental Health, Social Media, Goals, Strategies, Ethical Challenges, Accessibility, Feedback Mechanism, Target Audience

1. Introduction

Over the past 20 years, digital marketing has become a groundbreaking phenomenon in the international communication arena that has redefined how individuals, organizations and industries relate to their audiences. Increasing internet penetration, smartphones and social media networks have turned digital marketing to be proactive in its nature rather than relying on the traditional medium of advertisement, thus, making digital marketing to be personalized, two-way, and data-driven. The total sum of money digitally expended on adverts in the entire world is estimated at USD 600 billion as of 2024, by Precedence Research (2024) indicating its competence over traditional media. Digital marketing has altered the brand positioning and interaction with diverse audiences, be it a search engine optimization (SEO) strategy or the work of influencers and a particular social media marketing campaign (Jain et al., 2022).

At the same time, mental health has become a hot issue on the global agenda as individuals are becoming more conscious about the psychological state and are getting more affordable and more mental health services. The World Health Organization (2022) states that one in every eight people in the world have a mental health status, most of which are depression and anxiety. Knowing this, there are obstacles to making many people not seek professional help, which are stigma, information that is not readily available, affordability and the unavailability of such limited-service. This has been in addition to a broader movement towards an inclusive, accessible and technology-based mental health support system, particularly in underserved groups (Mehmet et al., 2020).

The convergence of digital marketing with mental health has been on the upward trend in the current society. Utilizing online platforms is not only related to the awareness generation but also the delivery of services, the normalization of the mental health discussion, and the expansion of the interventions reach. One such example is the social media campaigns, search engine appearance, email marketing and mobile application in exchanging knowledge

and forming communities of support. The Instagram hashtag known as #mentalhealthawareness has accumulated over 40 million posts, which points to the digital platform reshaping the concept of discussing mental health (Statista, 2021). Moreover, the mental health applications market in the world is expected to grow to USD 17.5 billion by 2030, which implies a pronounced transition to online-only communication between the individuals providing the services and the ones seeking them (Grand View Research, 2025). Lived experiences, promoting teletherapy, and helping people to access individualized resources are also being supported by social media including YouTube, Facebook, and Tik Tok (Qian et al., 2018). Nevertheless, such initiatives depend on the cultural perceptions, the digital literacy, and the platform-specific dynamics of engagement.

Although there are these opportunities, there still exists a large research problem. The number of individuals with mental health conditions is increasing, and the WHO (2024) has stressed that mental health conditions have become the major cause of disability worldwide. At the same time, online practices are changing at a faster rate, and people are resorting to online resources more and more often to obtain information, community, and get medical help. Although this direction opens the opportunities of mental health organizations, most of them do not have the knowledge, resources, or cultural awareness to properly deploy digital marketing approaches (Ayachi and Jallouli, 2022). Moreover, mental health is sensitive and requires marketing strategies that would be ethical, empathetic, and inclusive (Mehmet et al., 2020). Misleading or inappropriate campaigns may only worsen the stigma or lead to a backlash, which has been demonstrated by the backlash in the recent past in relation to AI-generated content and emotionally predatory ads (Qian et al., 2018). This explains why evidence-based, ethical and strategically sound digital marketing practices are urgently required in the mental health sector.

This paper seeks to discuss how the concept of digital marketing can be applied successfully in the mental health sector. In particular, it aims to explore the effects of the digital marketing strategy on the effectiveness of mental health services, how digital marketing objectives impact the perceived success of the initiatives, the importance of the audience comprehension to the effective practice, the role of ethical considerations to the credibility and trust, and how feedback mechanisms lead to an improved efficacy of digital marketing initiatives in the sector.

In line with these objectives, the research study aims at answering the following research questions. To begin with, what role does digital marketing plays in the effectiveness of mental health services? Second, how do the digital marketing objectives and perceived effectiveness in mental health industry relate to each other? Third, what is the role of a better understanding of the targeted audience in the success of digital marketing? Fourth, how do the ethics influence the success of digital mental health campaigns? Lastly, how effective are feedback mechanisms of digital marketing strategies in the mental health sector?

According to the literature examined, this paper is going to test some hypotheses. It is projected that the digital marketing strategies (DMS) have a huge positive influence on the objectives of digital marketing (GDM). Furthermore, feedback mechanisms (FM) are supposed to be greatly positively influenced by ethical considerations (EC). It is assumed that the target audience (TA) will have a focal role because it is hypothesized to be an important contributor to ethical considerations (EC), the objectives of the digital marketing (GDM), and digital marketing strategies (DMS).

Lastly, this research aims to fill a substantial gap in research. Although digital technologies are becoming an essential part of mental health management, the current literature has focused on clinical outcomes and user acceptance as the main aspects of digital marketing strategies (Borghouts et al., 2021). Very little effort has been devoted to the impact of particular marketing tools, including SEO, social media marketing, and email marketing, to improve user engagement and service presence, especially in Asian markets with high cultural implications (Hall et al., 2024; Lipschitz et al., 2023). Besides, ethics as an under-researched aspect regarding digital mental health marketing is seen when transparency, privacy, and informed consent constitute the most important factors of user trust (Strother et al., 2023). The given study will contribute to the bridging of these critical gaps as well as facilitate the successful contribution to the body of research among researchers and practitioners by investigating the interplay between digital marketing efforts, ethical factors, targeting and feedback of the audience.

2. Theoretical Background

The theoretical basis of the present study is two popular models of AIDA Model (Attention, Interest, Desire, Action) and Theory of Planned Behavior (TPB). The models also come in handy to provide information on how

digital marketing can be applied to influence awareness, attitudes, and concerns of behavior in the mental health environment.

AIDA Model (Attention, Interest, Desire, Action) is a traditional model of communication that explains how consumers make a decision on the basis of the four stages, which are attention, interest, desire, and action (Baber, 2022). Considering the model of mental health marketing, the crucial part prior to the campaigns is to draw attention (e.g., with relatable imagery, testimonials, or meaningful stories) and then the necessity to invoke interest with the help of the educational information provided in any language to which everyone can relate (Ogah and Abutu, 2021). The need is evoked by indicators of a beneficial outcome of help-seeking, whether in terms of improved health or social identities, and activated by express requests, such as bookings or attending an awareness webinar (Tristante et al., 2021). It is a structured model according to which the effectiveness of the digital mental health campaigns can be assessed regarding the effect of their resultant engagement without their going beyond the ethical limits.

TPB is a theory that has been widely applied in healthcare communication as a predictor of behavior based on the intentions created by attitudes, subjective norms and the perceived behavioral control (Banerjee & Ho, 2020). Attitudes can be changed in the digital marketing of mental health by messages that decrease stigma and position therapy as empowering (Yang and Wu, 2021). Influencer-led campaigns and peer testimonials may be used to shape subjective norms (Buhmann and Bronn, 2018), whereas the perceived behavioral control can be reinforced with the help of intuitively designed online platforms and culturally accommodative communications. This model highlights that it is vital to have ethical and trust-building approaches that allow the users to feel that they will feel able to seek assistance.

In addition to theoretical issues, a number of empirical studies have investigated the linkages between the major constructs of this study: digital marketing strategies (DMS), ethical considerations (EC), feedback mechanisms (FM), target audience (TA), and objectives of digital marketing (GDM).

Multi-channel digital multi-channel (social media, SEO, and behavioral targeting) has been shown to have a direct positive influence on the knowledge of mental health campaigns, interest and retention of clients. Using the example of Kumar et al. (2023), they have found out that in locations where a digital approach is integrated, the total amounts of client requests have grown by a quarter. On the same note, Lo and Ho (2024) noted that individualized campaigns boosted user engagement by 30 percent in contrast to generic campaigns. These results confirm the fact that strategic flexibility is essential in the pursuit of changing marketing objectives (Nguyen et al., 2024).

Ethical communications, especially data handling, consent, and authenticity transparency have proven to make a profound improvement in user feedback. Nguyen and Patel (2023) indicate that a higher rate of feedback received by 25 percent was given to the applications in the area of mental health with explicit privacy policies. Lim et al. (2024) have also determined that the platforms that used prominent privacy promises were more likely to attract more feedback and higher-quality input. This reciprocal relationship puts an emphasis on the fact that ethical behavior improves the feedback loop, and the latter contributes to the effectiveness of a campaign (Ward and Smith, 2023).

The most important thing is that you know who the target audience is and how to use that to ethical mental health marketing. Culturally sensitive and oriented on proper user experience, it is considered that the campaign is more ethical and that it is unlikely to receive an unfavorable reaction (Chantarapinha et al., 2023). To provide an example, Nguyen et al. (2024) found that culturally oriented messaging raised the levels of trust among the users and reduced the number of reports regarding ethical violations. This means that the ethical legitimacy of the campaigns is directly affected by the research of the audience (Lim and Wong, 2023).

Information about audience demographics, tastes and habits are also key to meeting the objectives of marketing. Greater engagement and service adoption have been associated with segmentation-based approaches. Parker et al. (2022) demonstrated that the registration rate increased by 35 percent when the user profiling-related campaign was run, and Constantinides et al. (2023) demonstrated that emotionally resonant content enhanced the intention to engage. Adaptive profiling also enhances congruence between the purpose of the campaign and the expectations of the users (Kumar et al., 2023).

Lastly, digital marketing needs to incorporate the insights of the audience in order to have a high ROI. Yusuf et al. (2022) demonstrated that campaign focused on the audience was able to increase engagement by 45 percent. Similarly, Mikalef et al. (2021) emphasized that real-time analytics and a feedback-based approach are more useful to maintain long-term relationships with users.

This research paper conceptualizes the connection between digital marketing plans, ethics, target audience, feedback systems and marketing objectives. The framework places the target audience in the centre as a key structure that affects both the strategies and ethical approaches and hence the goals and feedback systems.

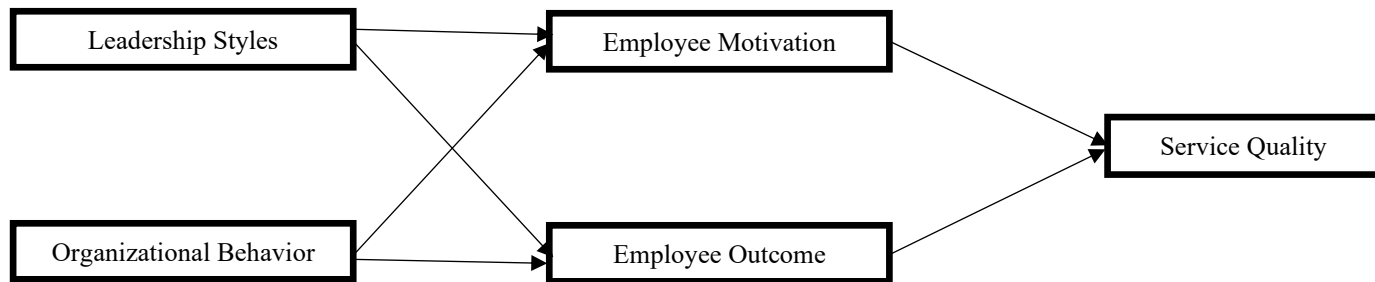


Figure 1 illustrates the proposed conceptual framework, which highlights the relationships between digital marketing strategies, ethical considerations, target audience, feedback mechanisms.

3. Methodology

This paper takes a positivist research philosophy because it is quantitative. Positivism presupposes that the reality is objective, observable, and measurable using systematized observations and empirical data (Creswell and Creswell, 2017; Cohen, Manion, and Morrison, 2022). In this way, structured instruments and statistical procedures can be used in order to draw generalizable conclusions (Bryman, 2016; Muijs, 2010). Positivism was relevant in this study because it aimed at exploring how digital marketing works within the sector of mental health using strategies, objectives, target audience, ethical considerations, and feedback mechanisms as its constructs. The structured questionnaire that relies on a 5-point Likert scale supported the gathering of measurable data that have allowed testing hypotheses in a systematic and statistically rigorous way. The positivism also reduced the element of researcher bias due to the basis of analysis on observable patterns and statistically significant findings (Saunders, Lewis, and Thornhill, 2003; Mackenzie and Knipe, 2006).

The study was done in various parts of Asia which is a culturally and economically diverse environment. The continent of Asian, which houses over half of the world, would be a perfect place to understand the digital marketing practices in healthcare as it is rapidly becoming digital, cultural differences in attitude toward mental health, and technological adoption. The health and mental health professionals have been approached to provide a broad sample of organizational settings which would encompass small organizations up to large healthcare facilities. Such a cross-regional approach allowed gaining a holistic view on the role of cultural values, privacy, and digital readiness to digitise mental health services and incorporate digital marketing into them.

The research design utilized in the study was a quantitative, deductive, and explanatory research design that was quite appropriate in testing theoretically derived hypotheses. Quantitative studies have statistically sound results, generalization is easier, and advanced components of performance analysis, namely Structural Equation Modelling (SEM) and Partial Least Squares (PLS) analysis, are supported (Creswell, 2014; Hair et al., 2019). Explanatory research design was selected in order to reveal causal relationships among constructs of digital marketing strategies, ethical considerations, understanding of their target audience, and feedback mechanisms and extend beyond description to empirically prove hypothesized cause-and-effect relationships.

The main data gathering method was the use of online structured questionnaire which was conducted with usage of Google Forms. The instrument had 25 questions rated on a 5-point Likert scale of Strangely disagree (1), Strongly disagree (2), Disagree (3), Agree (4), Strongly agree (5). The questionnaire was based on validated scales in a previous study and arranged in five sub-sections based on the constructs of the study (Digital Marketing Strategies, Goals of Digital Marketing, Target Audience, Ethical Considerations, and Feedback Mechanisms). A sample item was: our organization maintains social media awareness of mental health services and: we have privacy measures in place to protect the users of our online mental health services. This methodology enabled standardized responses and made it possible to test statistically (Joshi et al., 2015).

The study population was made up of professionals in the health sector in Asia that includes hospital workers, mental health practitioners, wellness providers and digital health specialists. The participants were aged (18-60+ years), sex, education (high school to doctoral), years of professional experience (less than one year to more than ten), and organization (small enterprises, 50 employees and fewer, medium-sized enterprises, 50-250 employees, and large organizational enterprises, 250 employees and more). This kind of diversity provided a diverse and representative dataset to study the digital marketing in the region.

Sampling size was specified based on Daniel Soper (2020) a priori statistical power calculator that suggested 150 individuals as the minimum needed to have a sufficient statistical power at a medium effect size (Cohen, 1988). This was also in line with the best practices in SEM analysis and regression analysis since it guaranteed reliable estimate and generalized results (Hair et al., 2010). A total of 200 valid answers were received which is more than the minimum requirement and which gives strength to the study. The purposive sampling method was used because in the study, respondents had to be knowledgeable and experienced in digital marketing and mental health services (Etikan, Musa, and Alkassim, 2016). The method provided relevance and richness of data in line with the study objectives.

IBM SPSS Statistics 22 was used to do data screening and descriptive analysis and to check for the presence of missing data, outliers, and frequency distributions. The reliability test was done through Cronbach Alpha and all the constructs measured above the set benchmark of 0.70 hence validating internal consistency (Nunnally and Bernstein, 1994). SmartPLS 4.0 was used to test hypotheses with Partial Least Squares Structural Equation Modeling (PLS-SEM). The reason behind its selection is that the method suits predictive, exploratory, and complex models with many latent variables (Hair et al., 2019; Sarstedt et al., 2017). PLS-SEM enabled an evaluation of the measurement model and the structural model at the same time, and hence it is very useful in behavioral and marketing studies.

The validity was achieved in several ways. Items were adapted to scales that had been previously tested, to ascertain content validity, and a pilot study and reviews of experts determined face validity. Participant comments prompted some slight modifications to the text due to lack of clarity and contextual accuracy. The combination of these steps provided good indications of the validity and reliability of the instrument, such that the study was able to measure the intended constructs (Taherdoost, 2016; Hair et al., 2019).

4. Results

The data was initially pre-screened to guarantee accuracy and appropriateness to be used in subsequent processing. Checks on out-of-range values showed no anomalies, which means that all the responses used in the acceptable scale. The SPSS was used to perform the missing value analysis that ensured no values were missing and therefore the dataset was suitable to undergo Structural Equation Modelling (SEM). No univariate or multivariate outliers were also detected using outlier detection as Z-score method. As a result, 200 valid responses were included in the end dataset.

The demographic information of the 200 participants presented some valuable information. Male respondents dominated the sample (72.5 percent) and females were 27.5 percent. The largest percentage (28) was 31-40 years of age with 24 and 20 years respectively. The sample included younger participants (18-30 years) who constituted 12% of it with another 16% being older than 60, which means that the majority of the respondents were middle-career.

The response in terms of education was biased to obtain advanced degrees such that 58.5 percent of the respondents had the PhD degree, 15 percent undergraduate degree, 14 percent masters degree, and 11 percent high school level. Only 1.5 percent spoke other education types, which also highlights the high level of education of the sample. The work experience was mainly concentrated at the early to mid-career stages with 53% having 1-3 years, 24.5% in the 4-6 years and 7% in 7-10 years and 12% with more than 10 years of professional experience. The sizes of organizations were largely large organizations (60.5) and medium-sized organizations (39.5), and no respondents were small organizations.

Table 1. Demographic Analysis (N = 200)

	Demographics	Frequency	Percent
Gender	Male	145	72.5
	Female	55	27.5
Total		200	100%

Age	18-30	24	12
	31-40	56	28
	41-5	48	24
	51-60	40	20
	60 Above	32	16
Total		200	100%
Education Level	High School	22	11
	Undergraduate	30	15
	Masters	28	14
	Phd	117	58.5
	Other	3	1.5
Total		200	100%
Years of Experience	Less than one year	7	3.5
	01 year to 03 years	106	53
	04 years to 06 years	49	24.5
	07 years to 10 years	14	7
	Over 10 years	24	12
Total		200	100%
Size of the organization	Small	0	0
	Medium	79	39.5
	Large	121	60.5
Total		200	100%

Cronbachs Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) were the measurement models measures. All constructs had Cronbachs Alpha scores that were greater than 0.80, CR values reported were greater than 0.87, and AVE reports were greater than the 0.50 threshold, which means that there was good internal consistency and convergent validity.

Table 2. Reliability and Validity Analysis

Variables	Items	Cronbach's Alpha	CR	AVE
DMS	5	0.918	0.939	0.755
EC	5	0.862	0.897	0.635
FM	5	0.831	0.876	0.590
GDM	5	0.837	0.884	0.604
TA	5	0.924	0.942	0.766

Outer loadings, Fornell-Larcker criterion and HTMT ratio were used to test discriminant validity. The outer loadings were all higher than the recommended level of 0.60 which proved that each indicator loaded heavily on its construct. Fornell-Larcker results revealed that square root of AVE values were always greater than the construct-to-construct correlations, whereas all the HTMT values fell below the conservative value of 0.85. Taken together, these findings support discriminant validity.

R-SQ and predictive relevance (Q2) were used to measure the power of the model. Findings have shown that DMS (0.242), EC (0.247) and GDM (0.243) had weak but acceptable explanatory value, whereas FM had extremely low explanatory power (0.008). All the Q2 values were greater than zero, and this indicated predictive relevance of the model.

Table 3. Predictive Relevance of the Model

	R-square	Q ² predict
DMS	0.242	0.229
EC	0.247	0.224
FM	0.008	0.010
GDM	0.243	0.181

Path coefficients of most hypotheses showed a significant relationship. There was high positive influence of Digital Marketing Strategies (DMS) on Goals of Digital Marketing (GDM) ($\beta = 0.313$, $t = 3.763$, $p < 0.001$). On the same note, Ethical Considerations (EC) ($\beta = 0.497$, $t = 6.184$, $p < 0.001$), DMS ($\beta = 0.492$, $t = 7.110$, $p < 0.001$), and GDM ($\beta = 0.214$, $t = 2.249$, $p < 0.05$) were also largely affected by Target Audience (TA). Nevertheless, the route between EC and Feedback Mechanisms (FM) was not relevant ($\beta = 0.088$, $t = 0.756$, $p > 0.05$).

Table 4. Hypotheses Testing

Hypothesis	Estimates	Mean	Standard Deviation	T Statistics	P Values	Decision
DMS -> GDM	0.313	0.319	0.083	3.763	0.000	Accepted
EC -> FM	0.088	0.098	0.116	0.756	0.450	Rejected
TA -> DMS	0.492	0.492	0.069	7.110	0.000	Accepted
TA -> EC	0.497	0.504	0.080	6.184	0.000	Accepted
TA -> GDM	0.214	0.222	0.095	2.249	0.025	Accepted

The results emphasize the role of digital marketing in the attainment of the marketing objectives in the Asian mental health industry. The knowledge of target audience became a key element, as it has a positive impact on tactics, ethics, and advertising goals. This supports the importance of audience-sensitive strategies in improving the performance and the ethical suitability of digital marketing practices. Curiously, ethical considerations did not greatly affect the feedback mechanisms, implying that although ethics is a critical factor, there is no direct relationship between ethics and interactive user feedback systems unless other supportive design considerations are deployed.

In general, the findings are consistent as to the fact that successful digital marketing in the field of mental health must be provided by the combination of strategic planning, ethical responsibility, and customer-focused strategies. The results help to create an intersection between digital marketing and healthcare and give a convenient understanding to those organizations willing to expand their reach, without violating ethical guidelines.

5. Discussion

The results of this research point to the positive and significant role of Digital Marketing Strategies (DMS) in Goals of Digital Marketing (GDM). This validates the assertion that the application of the given online tools such as social media, content marketing, email campaigns, and SEO would have direct effects to the ability of mental health organizations to achieve their strategic objectives. They are typically linked to the promotion of service use, publicity and another long-term online engagement. The data approach to the digital strategy, according to Chaffey and Ellis-

Chadwick (2019), milked a lot into the user engagement and behaviour intentions, especially, when the campaigns are tailored to the real-time analytics. It is linked to the findings of the present research and once again proves that the intended outcomes of marketing can be enhanced with the assistance of well-organized digital marketing strategies in such a sensitive sphere as the field of mental health. It can be located similarly because Chukwuere and Chukwuere (2020) highlight the strategic model behind the utilization of digital tools in the arguments of health awareness in the Africa regions. It is therefore notable that this relationship bears witness to the value of digital marketing, not only as a marketing tool, but also as a behaviour change tool in health communications.

In the study of the nature of the relationship that exists between the Target Audience (TA) and Goals of Digital Marketing (GDM), the relationship showed a high positive result. This implies that the understanding of user demographics, behavior and needs is important in the attainment of digital engagement goals. Constantinides (2004) has pointed out that right and proper apprehension of the target audience will lead to more interesting encounters between the user and the fitting messages. This assumption coincides with the results of the research, where affective and intimate touch would result in a reduction in stigmatization and an increase in the use of the platform in the mental health context. A more recent study by Sifat et al. (2022) found that digital health campaigns were more effective when such campaigns were based on the motivations and expectations of young adults in developing countries and this only contributes to the fact that the audience should be segmented and that the message should correspond to the emotional expectations of the viewers.

The Target Audience (TA) had a strong influence on the Ethical Considerations (EC) in digital mental health marketing as was the case in the paper. This appears to suggest that an appropriate understanding of the nature of users can provoke organizations to be more accountable and open especially when it concerns the utilization of delicate data, the informed consent implementation, and deprivation of manipulative practices. In the mental health business where the targeted people are vulnerable, ethical marketing is further necessary. Karampatakis et al. (2023) discovered that the digital health campaigns, which relied upon the ethical principles, were more trustworthy and owned the long-term outcome engagement. Similarly, other authors have emphasized on the relevance of some ethical concerns such as privacy, transparency, and informed communication to the effectiveness of digital interventions in health (Moorhead et al., 2013; Alahmad et al., 2020). These observations are ratified by the current study and it is clear that ethical alignment would not just be the compliance matter, but also affected by the identity of the marketer serving.

Amazingly, the supposed relationship between the two constructs Ethical Considerations (EC), and Feedback Mechanisms (FM) were found to not be statistically significantly correlated with each other. In contrast to the assumptions that the ethical actions would render constructive feedback more transparent, the findings show that the ethical standalone does not have a direct influence to invoke feedback or any other form of bi-way communication among users. This could be driven by fears of the users, lack of incentives or technological difficulties with feedback mechanism. The feedback systems, according to Zeithaml and Bitner (2003) must be not only designed, but must be usable with an eye at responsiveness and follow up system as a way of acquiring users' confidence and contributions. Additionally, Zhang et al. (2021) found out that there are low responses in ethically acceptable digital application, unless there is provision of explicit means of responding, emotional safety, as well as, perceived benefit in expressing their personalized opinions. Therefore, despite the fact that ethics offers the foundation of responsible marketing, good feedback might largely be pegged on the system design and empowerment of the user.

Overall, the study has both theoretical and practical implications as it once again proves the significance of digital marketing strategies, ethical orientation, and user-centricism in the mental health industry. The correlation justified by the research is consistent with the literature but the rejection of one of the hypothesis leads to the following finding of details of user behavior and interaction in ethical digital environment which requires far more research.

6. Conclusion

This paper explored how digital marketing initiatives, awareness of the target audience, and ethical aspects came into play in developing digital interaction and feedback platforms in the mental health industry, especially in the Asian setting. Based on the survey of 200 professionals in various organizations that are health based, the results are empirical in the value of digital marketing as part of a strategy in sensitive areas like in mental health.

In theory, the study adds to the nexus of healthcare, marketing, and technology by validating that the Goals of Digital Marketing (GDM) are influenced by the digital marketing strategies (DMS) to a large positive extent. Also, the conclusions support the duality of the audience comprehension: the audience understanding, besides contributing directly to such marketing objectives, strengthens the ethical orientation of a digital campaign. These findings confirm other sources (e.g., Constantinides, 2004; Chaffey and Ellis-Chadwick, 2019), however, they also put digital marketing into the perspectives of the mental health sector in which its literature is rather small. It is worth noting that the research questions the assumption that ethical behaviors are inseparable and that enhanced feedbacks process are inevitable as well as that usability and system design may turn out to be the more important determinants of engagement by the users.

To the manager, the findings demonstrate that mental health organizations should invest in planned digital marketing strategies, which capitalize on the digital marketing tools, such as social media, content marketing, search engine optimization and email marketing. The audience should be also segmented and personalized in such a way that it aligns the campaigns with the demographics and emotional requirements of the user and, thus, elevates interest and reduces the stigma. The disclosed connection between the acquaintances of the audience and the elements of ethics indicates that the organizations, which comprehend the user psychology and behavior, are more likely to develop transparent, privacy-centered, and trust-based digital interventions. It is therefore recommended that the managers should integrate the ethical frameworks into their digital strategies as well as respecting the user friendly and responsive user feedback systems that will build trust and loyalty in the long-term.

There are several limitations of this study despite its contributions. First, its cross-sectional design does not enable the researcher to observe how the user behavior and organizational practices change with time. Second, self-reported survey data might be biased due to social biases and lack of proper interpretation of questions. Third, the sample 200 respondents was also sufficient to analyze PLS-SEM but may not be large enough to represent the diversity of the Asian healthcare setting, in particular, of the one of the public sector. Finally, it can be noted that the feedback mechanisms in the model are quite weak to explain the phenomenon, which highlights the importance of further studies of the technological and psychological issues that influence user interactions in online platforms.

On the basis of such constraints, future research should employ the longitudinal or mixed-method design to trace the dynamic change in digital marketing practices and user behavior with time. The development of the sample to involve the professionals and patients involved in the public sector further could provide a more detailed figure of the ecosystem. Future studies on technology-related factors, such as mobile optimization, user interface, or AI-driven personalization, would help identify how the elements affect the feedback and interaction. Finally, as mental health communication is delicate, future studies can implement ethically oriented practices and culturally conscious practices as a way of trust-building that can turn digital health campaigns into inclusive and responsible in diverse social contexts.

In conclusion, the study is relevant to the empirical foundation of the audience-oriented, ethic-driven, and strategy-oriented digital marketing in the mental health sector. Its findings validate the theoretical premises but it also provides accurate and practically useful tips to practitioners and policymakers interested in developing effective and responsible digital health campaigns.

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