



Management

STUDY OF HEALTH CARE SERVICES: CUSTOMER’S PERCEPTION IN INDORE

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Abstract

Analysis of how public chooses their hospital for treatment. In this study we are analysing is there any difference in choosing a hospital by male and female community. As there are many additional services which are provided by the hospital along with their basic service that is treatment. And in service industry there are various factors, which create barriers in the growth of industry. Health care market consists of both the genders i.e. male and female and by this study we found that on which factor the opinion of the genders are different. There are many facilities and services which are included in the survey provided by hospital. This study is done to have a better understanding of the both community’s needs, as satisfaction of customer increases customer retention and helps in developing customer base and capturing more market. Also it provides the analysis of market. In hospital industry the same doctor can also visit the other hospital, thus it is important to have customer retention and continuously improvement in services provided by the hospital and brief understanding of the market.

Keywords: Healthcare; Market; Gender; Services.

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1. Introduction

Health care industry is among the fastest growing industry in India, and in terms of revenue generation and employment also. Health care sector is becoming the largest sector of India. There are so many factors that affects the growth of health care industry, despite of this Indian health care industry is expected to reach the market of Rupees 8.6 trillion (US\$ 133.44 billion) by 2022. The country is experiencing 22-25 per cent growth in medical tourism.

The government’s expenditure on the health sector has grown to 1.4 per cent in FY18E from 1.2 per cent in FY14. The Government of India is planning to increase public health spending to 2.5 per cent of the country's GDP by 2025.

Also Indian health care industry is attracting foreign direct investments (FDI) worth US\$ 6 billion between April 2000 and December 2018, according to data released by the Department of Industrial Policy and Promotion (DIPP). Healthcare sector in India witnessed 23 deals worth US\$ 679 million in H12018. On September 23, 2018, the world's largest government funded healthcare scheme, Ayushman Bharat was launched.

It is common knowledge that the private sector is the dominant player in the healthcare arena in India. Almost 75% of healthcare expenditure comes from the pockets of households, and catastrophic healthcare cost is an important cause of impoverishment. Added to the problem is the lack of regulation in the private sector and the consequent variation in quality and costs of services. The public sector offers healthcare at low or no cost but is perceived as being unreliable, of indifferent quality and generally is not the first choice, unless one cannot afford private care.

The medical tourism industry in India is expected to double its value to become a \$ 6 billion industry by 2018 from \$ 3 billion in 2017. Medical tourist arrivals in India increased by over 50% to 200,000 in 2016 from 130,000 in 2015.

The diagnostics industry in India is currently valued at \$ 4 bn. The share of organized sector is almost 25% in this segment (15% in labs and 10% in radiology).

The primary care industry is currently valued at \$ 13 bn. The share of organized sector is practically negligible in this case.

And India health care IT sector is also growing at the rate of 13.4% CAGR to 2020 Driven by HIEs and EHR systems.

Health care is the service providing industry. And in service providing industry there are certain factors that comes into play. This is the study in which, there is a analysis of how public choose hospital for their treatment. This study is done to analyse the variations that occur in selecting an hospital by male and female. as there are many subjects in which thinking ability and selection criteria of both the communities are different. So to analyse their respective behaviours this study is conducted

2. Literature Review

As we know, selection of hospital for treatment is different for different people. This is a survey which describes how male and female choose hospital for their treatment. Many of the population think that both the communities are having similar patterns and choices for selecting the hospital. But by this study we found that there are some factors on which both the communities are having different opinions.

Independent t test is used to analyse whether the opinions of the population are right or wrong. The test was done using SPSS software. Statistical hypothesis has been described as “there is no difference in the selection criteria for choosing a hospital by male and female”. And the alternative hypothesis “there is a difference in the selection criteria for choosing a hospital by male and female”

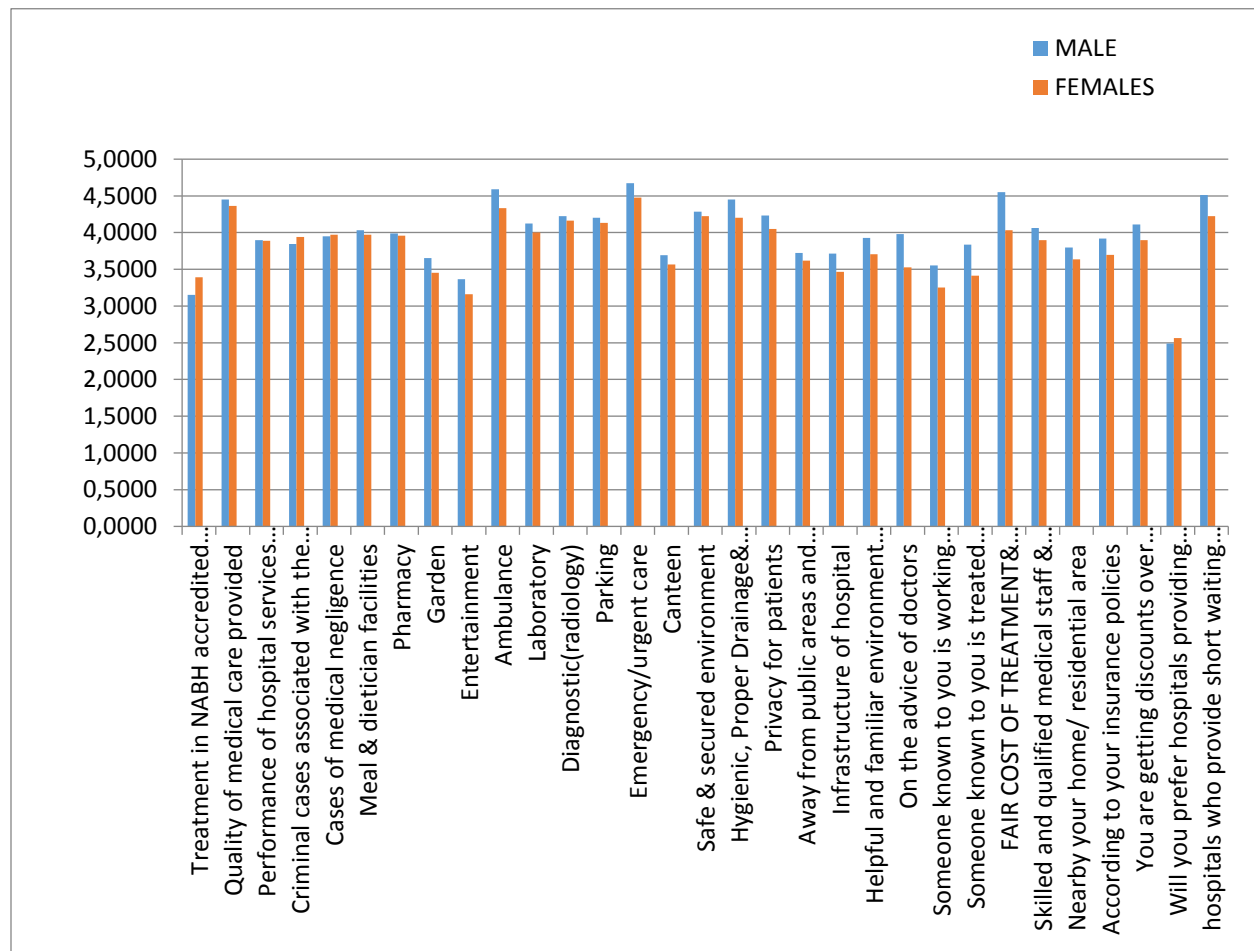
Independent t test for variance is done with significant value $p=.05$, if for any statement the value of significance is less than 0.05, then null hypothesis is rejected and alternative hypothesis is accepted. And if the significance value is greater than .05 then null hypothesis is accepted.

3. Objective

To analyse, how male and female chooses hospital for their treatment. As both the communities are having different taste and thinking patterns.

4. Methodology

A questionnaire was prepared in which their 31 statements and on point scale (1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly disagree) this statement where asked. The data 125 responders were collected via Google form and rest of data from 100 responders were collected by face to face communication. The screening of the respondent was such that representative sample of demographic variables: gender, age group, occupation, marital status was collected. The respondents were selected on a convenient sampling basis. By this study we come to know the variance between male and female community in selecting a hospital. In the following graph data collected is described graphically and it is found that males are more sensitive towards services provided by the hospital, In this graph statements are plotted against the mean obtained.



5. Data Analyses

The data collected is analysed through IBM-SPSS software. In that Independent T-Test analysis is done using gender. In the analysis, null hypothesis (equal variances) for 10 statements is rejected. There are 10 statements in which significance value is less than 0.05 and hence there is difference in between the variability statements, Will you prefer to know cases of medical negligence, $t(187.188)=-121$ & $p = .047$. The mean for female community is higher in this statement. Hence females want to know about cases of medical negligence. Pharmacy in the hospital, $t(187.655) = .204$ & $p=.042$. The mean for male community is higher, and hence males want pharmacy in the hospitals, Ambulance facility, $t(180.373) = 1.704$ & $p= .005$, the mean for male community is higher; hence majority of males want this facilities. Emergency and urgent care $t(179.177) = 1.392$ & $p=.013$, the mean for Male community is higher, but there is only little difference between male and female community means, and hence males want this by hospitals. On the advice of doctors and consultations $t(192.482) = 2.803$ & $p= .022$, the mean for male community is higher, hence males listen more to doctors' advice. Someone known to you working there $t(187.632) = 1.799$ & $p=.031$, mean for male community is higher; hence males look up for the contacts. Someone known to you is treated there $t(188.366) = 2.437$ & $p=.007$, the mean for male community is higher, hence males look if someone known to them is treated there and are affected by mouth marketing. Fair cost & transparency in cost $t(165.061) = 3.378$ & $p=.003$, the mean for male community is higher; hence males see the cost and its transparency more than females, Insurance policy $t(190.228) = 1.311$ & $p=.020$, the mean for male community is higher; hence males select their hospital according to their insurance policies. Short waiting time for consultation $t(173.990) = 1.827$ & $p=.003$, the mean for male community is higher, hence majority of men are affected by the waiting time for consultation as compared to women

6. Suggestions

As health care market is increasing it is very important to know the determinants that come into play while selecting a hospital by male and female. By this study we come to know that male community affects the most by various factors. Although females also takes various things into consideration while selecting a hospital but not as much as male community. So hospitals should understand the behavioural differences in between the male and female communities and understand their priorities. Also there are 21 statements in which there is no variance is observed. And both the communities think about them equally Males are more sensitive while choosing the hospital as compared to females and they think more. And males are very sensitive for their health thus they select their hospital very wisely. And the use artificial intelligence will also help a lot to the health care industry. Hospital information system will also help in analysis of hospital working activities and keeping records.

Market of hospital consists of both the communities so hospitals should provide fair cost and transparency in the cost of treatments. Hospitals should reduce the waiting time for consultation by appropriate planning of appointments use HIMS, should go for customer satisfaction as male community listens more to opinions of other regarding hospital, pharmacy & ambulance facility should be properly managed also. Hospitals should also increase their tie ups as both the communities select hospital according to their insurance policy, and also hospitals should provide emergency and urgent care and should have an emergency unit.

7. Managerial Implications

It is very important for managers to understand the market and needs of the peoples. And make policies and plans accordingly. For exponential growth of the health care industry it is very important to understand the needs for customer according to their demographic variables. In service industry determinants are always there. And if planning is done by elimination of impact of the determinants then the growth and revenue generation increases. This study is limited to demographic factors. Geographic and other factors were not taken into consideration. A study shall also be conducted while taking them into consideration.

8. Conclusion

This study is done to analyses the behavioural differences of the gender.as we know both community have different thinking and behavioural patterns And it is concluded that males affects the most by the various factors while selecting a hospital. Also both the community want privacy in the hospital. In India the responsibility of a family in majority of cases is on males as compared to females. Also males are very sensitive towards their health and want better treatment for them. On the other hand female doesn't get much affected while choosing a hospital as they mainly depends on the male members of the family. In India only 27% are in labour force which is lowest among the BRICS countries as reported on April 9 2016. And it is the world's second highest percentage. Thus majority of females are homemaker and depend on the male members.

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