

Study the pattern of Consumer Behavior.

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Introduction

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. Consumer behavior blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioral economics. Our rhetoric is gradually shifting from calling people “patients” (passive) to calling them “consumers” (customers), which is an important step toward a consumer-driven healthcare system. There is substantial evidence building that consumers want an increasing role in making decisions about their healthcare. Consumers make the choice of a hospital based on various clinical and non-clinical factors; that include the quality of experience with the physician, physician’s goodwill, ability to pay, knowledge about the physician’s reputation, proximity to home, nature of ailment, and duration of treatment. The decision to go for specialized care also goes through several such filters. With shift towards a more informed patient, the trust parameter takes a new meaning. The healthcare consumer is transforming. The system, inclusive of physicians, practices and policies, needs to follow suit.



This project is based on the aspect of consumer behavior with respect to selection preference of any Hospital. The project revolves specifically around the consumer's behavior when it comes to selecting a Hospital in the time of Emergency and for major surgeries. The factors that influence the consumer to make his/her decision while selecting a Hospital are also discussed. As this is a research project, a research was conducted by survey method. A small survey was conducted which included a structured Questionnaire guideline. Local people from Mira- Bhayandar were interviewed, given data was collected and documented. This survey was done in order to understand consumer's demand in the today's world and aid those demands.



Research Question-

Which is the most preferred Tertiary care hospital in Mira- Bhayandar area?

Objective-

The study is done to identify factors affecting patients' decision in selection of hospital.

Research Methodology-

Research Setting:

Wockhardt Super-Specialty Hospital-350 bedded set up, Mira Road.

Market survey was done at-

- ▶ Bank of Baroda- Geetanagar, Bhayandar (East)
- ▶ Kanakia Police Station, Kanakia
- ▶ Maxus Mall, Bhayandar
- ▶ Shanti Park, Mira Road.
- ▶ Thakur Mall, Dahisar
- ▶ Sheetal Nagar, Mira Road

Duration of study:

February 6, 2017 to March 5, 2017

Sampling Technique:

Simple random sampling technique

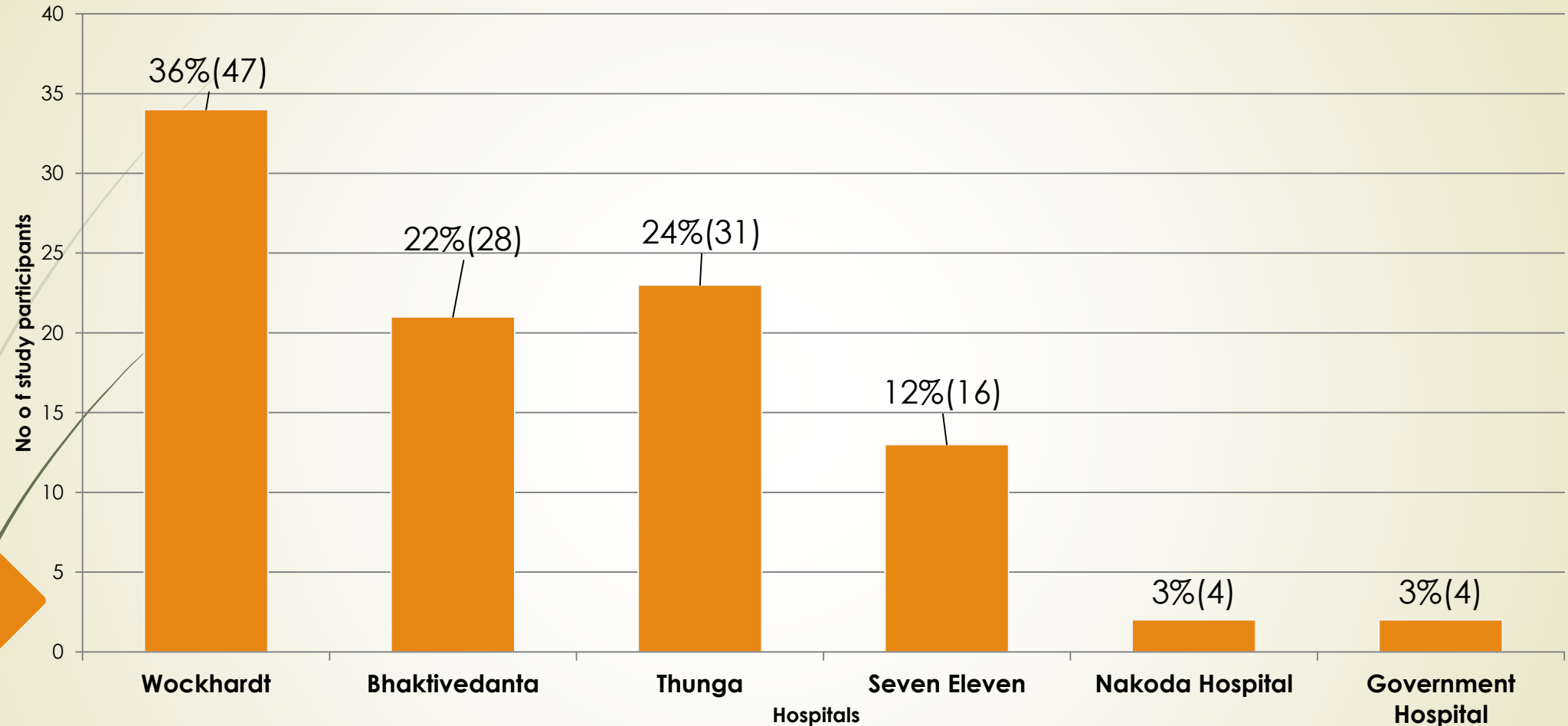
Research Design:

Primary data was collected with the help of close ended questionnaire

Data Collection:

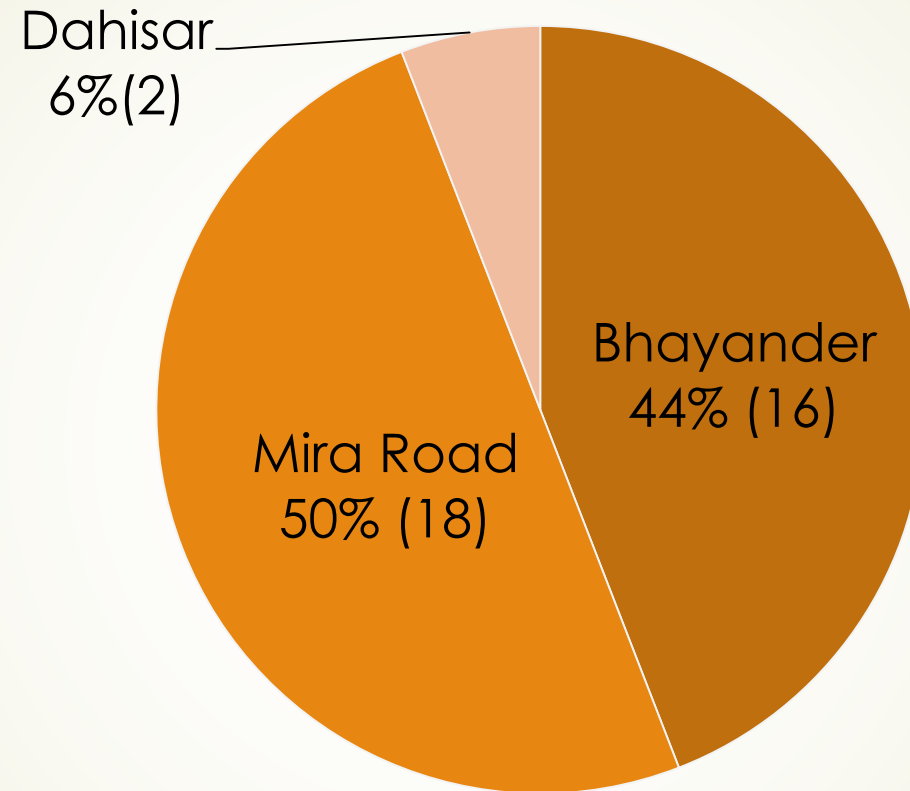
Target population involved 130 local people from Mira- Bhayandar residents. Mira road and Bhayandar was selected since the Hospital is in Mira Road and Bhayandar area comes under 10 kilometers range. Data was collected of those people who were live in Mira- Bhayandar for more than 6 months.

Most preferred Hospital by study participants, Mira-Bhayandar,Thane.



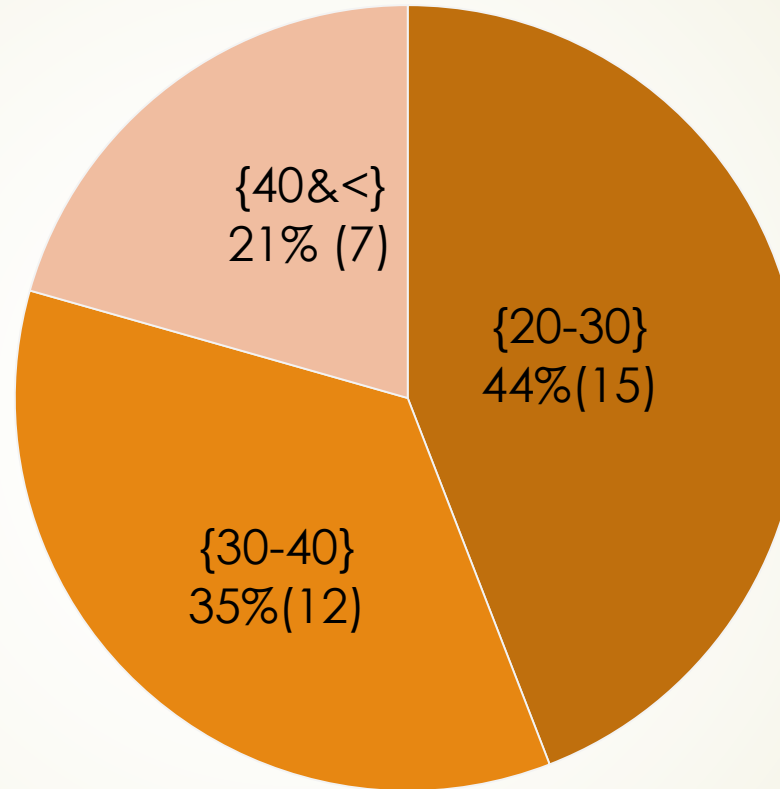
As shown in the graph 1, Out of 130 sample size, 36% people choose Wockhardt Hospital as the best Hospital in the region for management of Emergency like- trauma, accident cases and the second best hospital is Thunga i.e. 24% people choose it.

**Area wise preference of study participants who prefer
Wockhardt Hospital,Mira-Bhayandar**



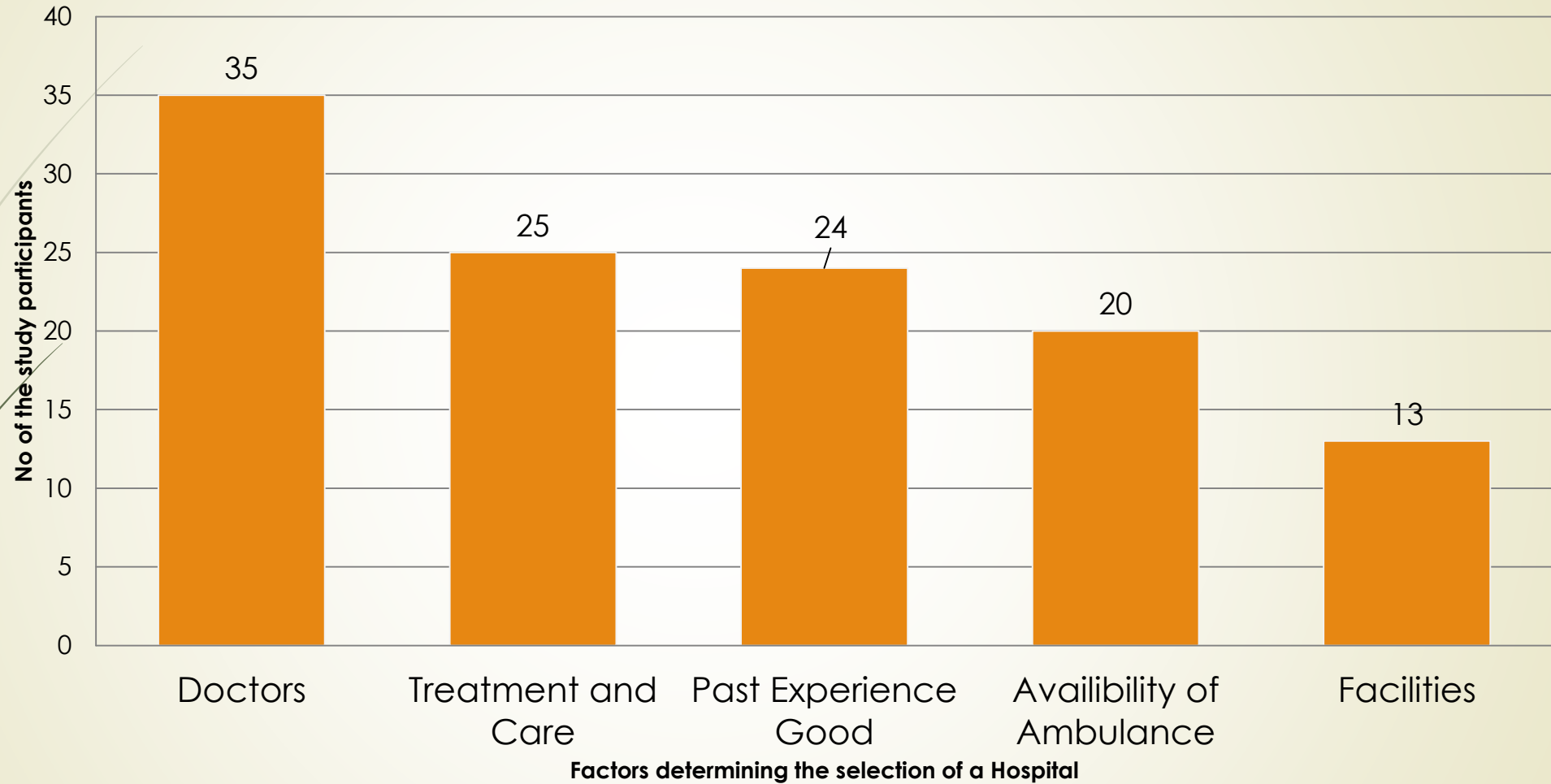
As shown in the Pie Chart 2,Location Wise Preference-Out of 130 people, 36 study participants choose Wockhardt Hospital as their first preferred Hospital in Emergency and for major surgeries.18 participants out of 36 are from Mira Road,16 participants out of 36 are from Bhayandar and 2 people from Dahisar.

Age Group distribution of study participants who prefer Wockhardt Hospital, Mira Bhayandar

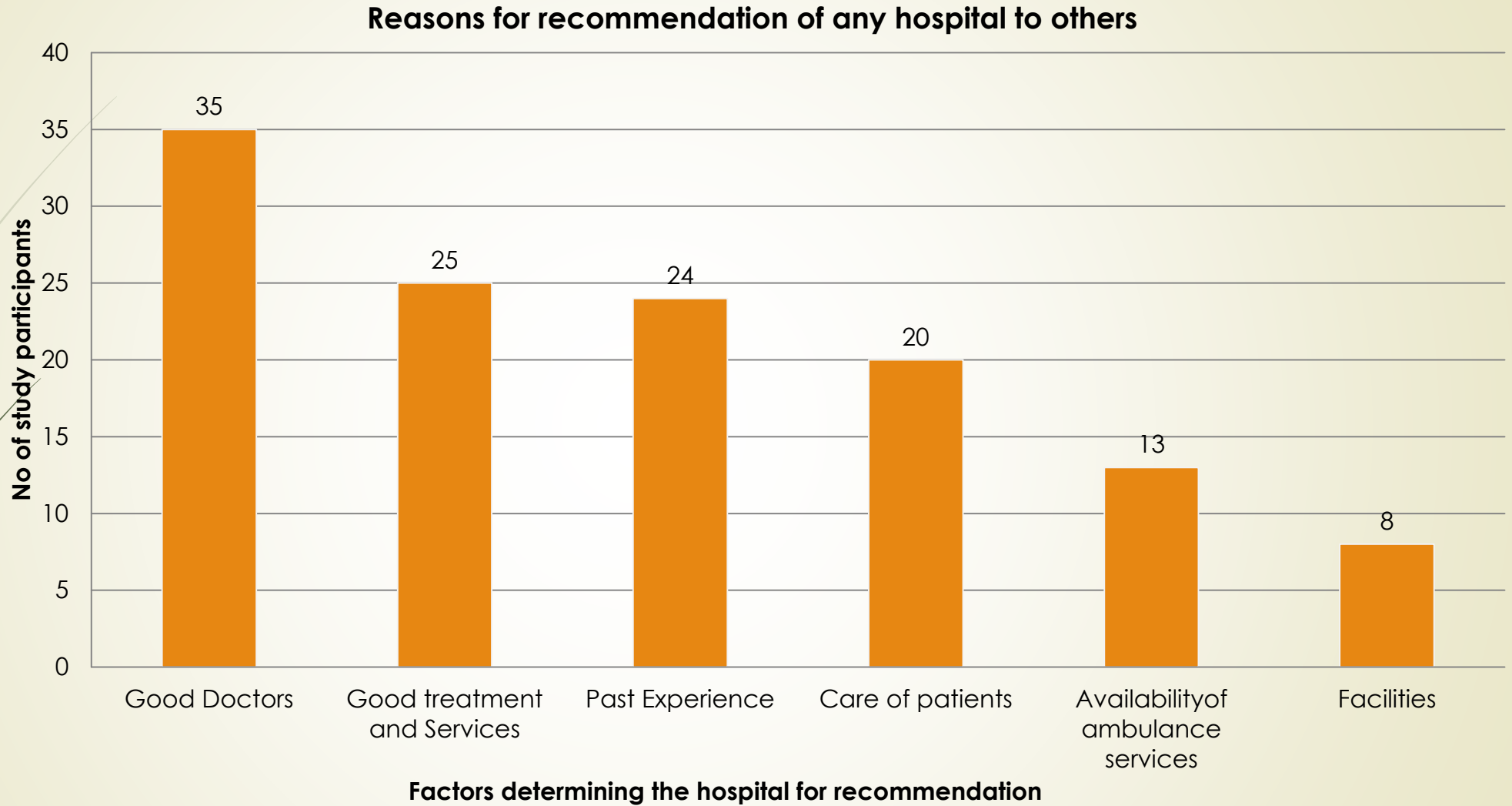


As shown in the Pie Chart 3, Wockhardt hospital has a major hold in the age group of 23-30 i.e. 44% and least in the age group of 40 and above.

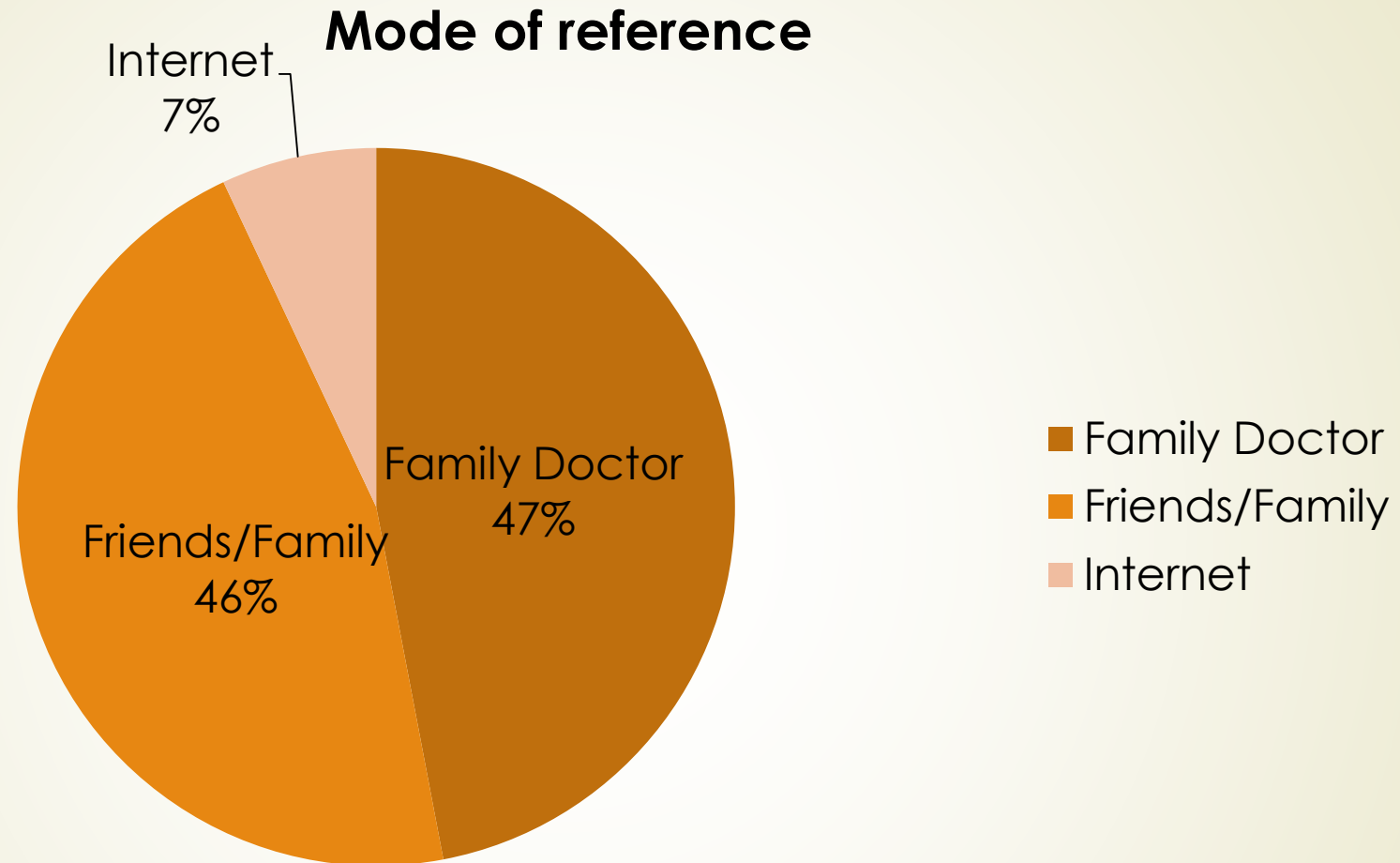
Factors determining the selection of a Hospital by study participants



As shown in the graph below, Factors that influences the decision while selecting a Hospital. As per 35 people out of 130 thinks good doctors is the reason for selection

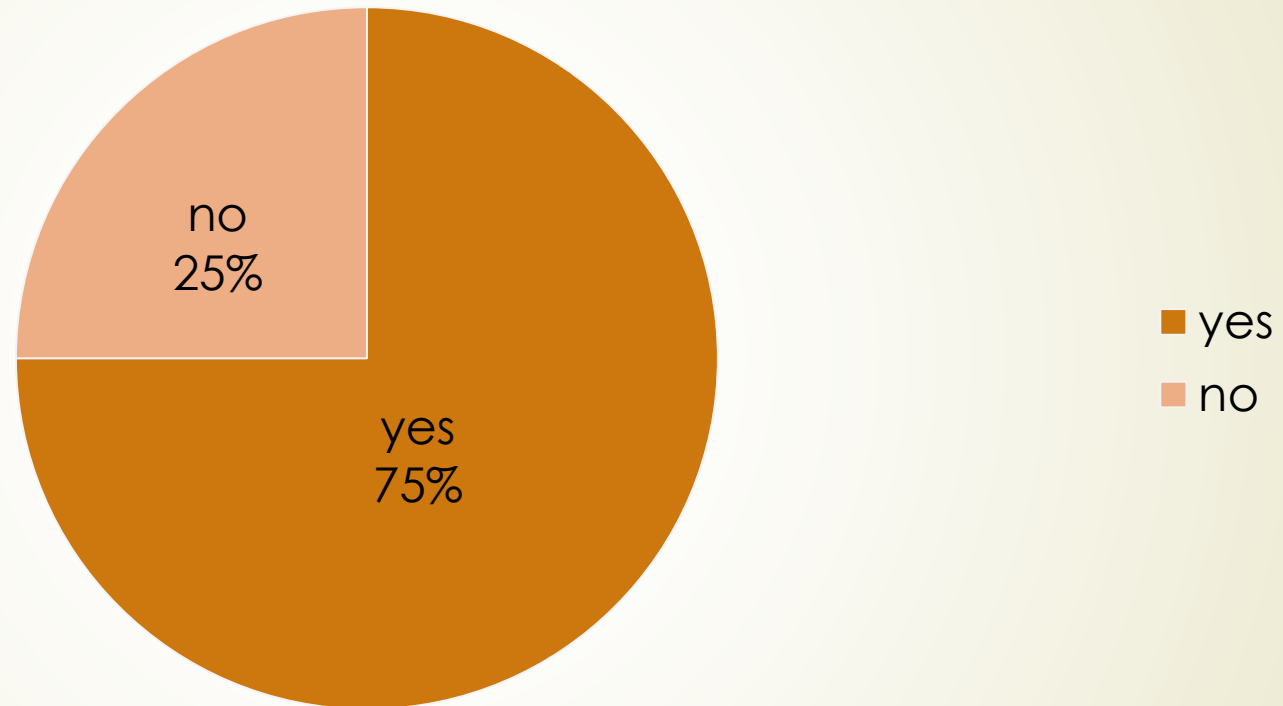


As shown in the graph, Reasons for recommending any hospital to someone who is in need. As per 35 people out of 130 thinks good doctors is the reason for recommendation.



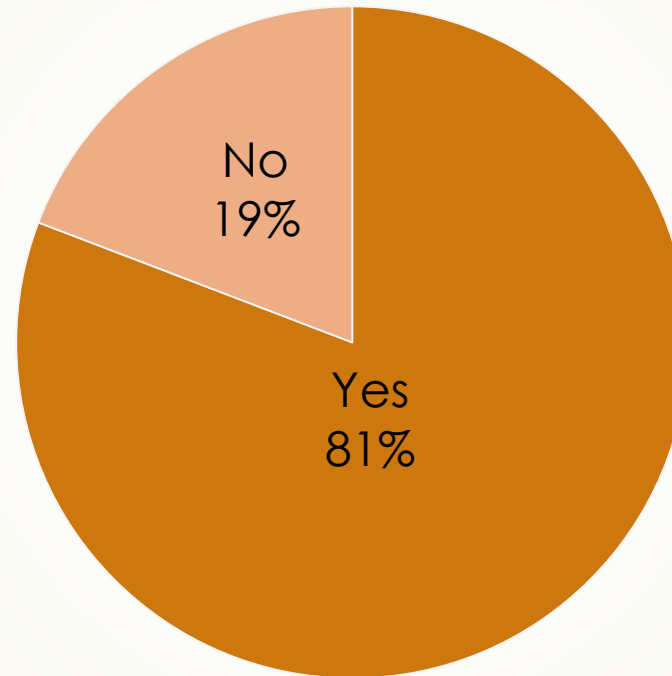
As shown in the graph below, It questions the mode of reference by which they search for a doctor. As per the study, 47% rely on their family doctor while 46% take advice from friends/family. Only 7% of people trust internet for this purpose.

Blood Bank and Blood storage facilities affecting the choice of Hospitals



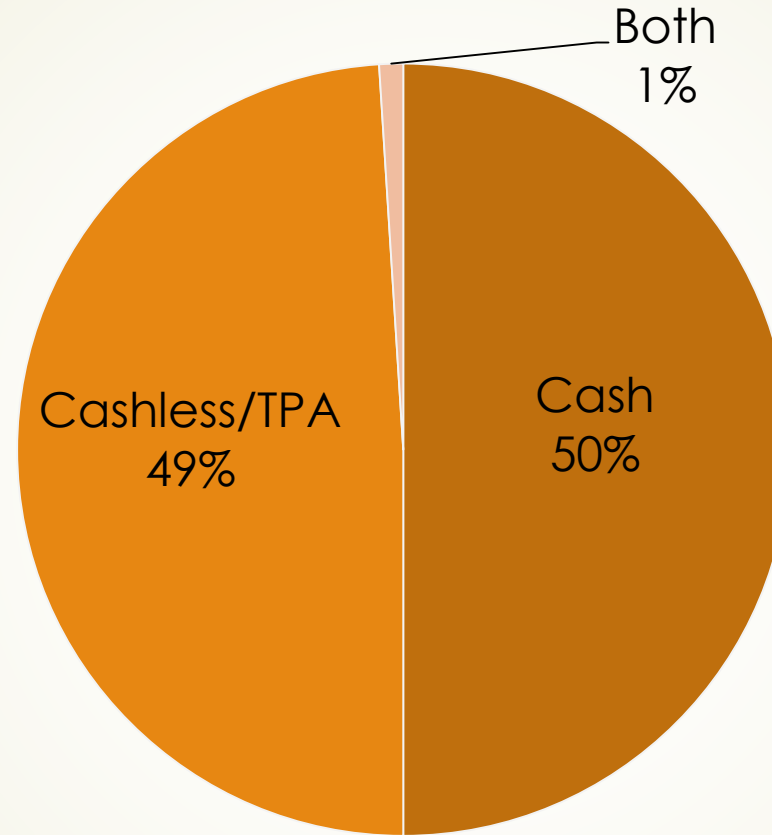
As shown in the Pie Chart, people looking for Blood Bank and blood storage facilities in a hospital. 75% people think its important to have Blood bank in a hospital.

Total no of people ready to pay more for better services



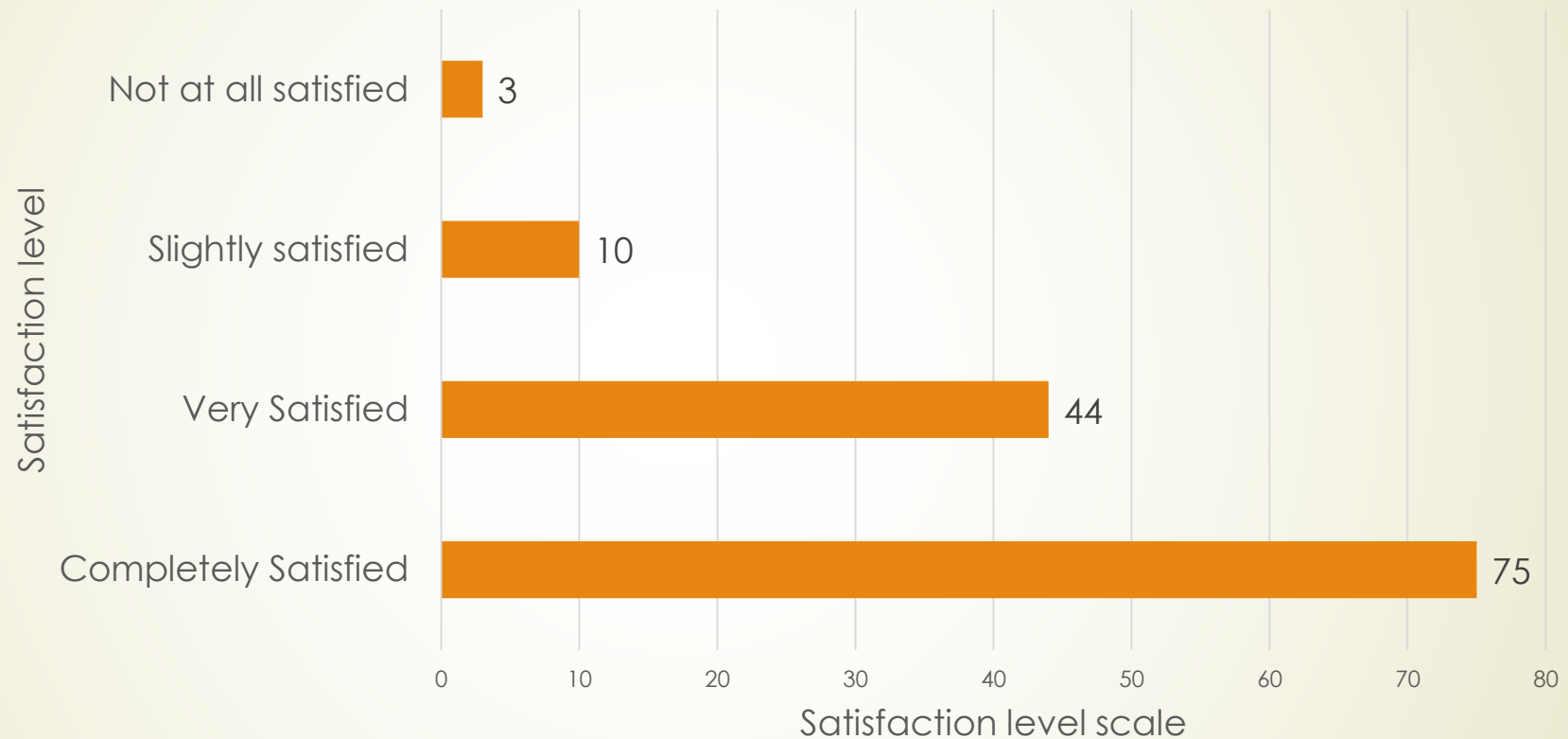
This graph shows the figure of the number of people willing to pay more for better services offered in the hospital. Total 81% i.e. 105 people out of 130 sample size are willing to pay for better quality. This question was asked to understand the socio-economical background.

Mode of payment preferred



The following graph shows no significant difference in preference in terms of mode of payment. 50% i.e. 65 people prefer paying the bill by cash and 49% people prefer cashless/TPA.

Total no. of study participant's satisfaction level in their previous experience



This graph shows the satisfaction level during their last visit to the hospital as a patient/Relative or friend. 75 people were satisfied i.e. 126 people out 130 people were satisfied.



Conclusion:

- It can be concluded from the study that 4 important factors which affects the patients' decision while selecting the hospital are Qualified & experienced Doctors, 24X7 Emergency Service, Past Experience with Hospital and Quality of care. This study showed that people still rely majorly on Family Doctors and peers for the mode of reference.

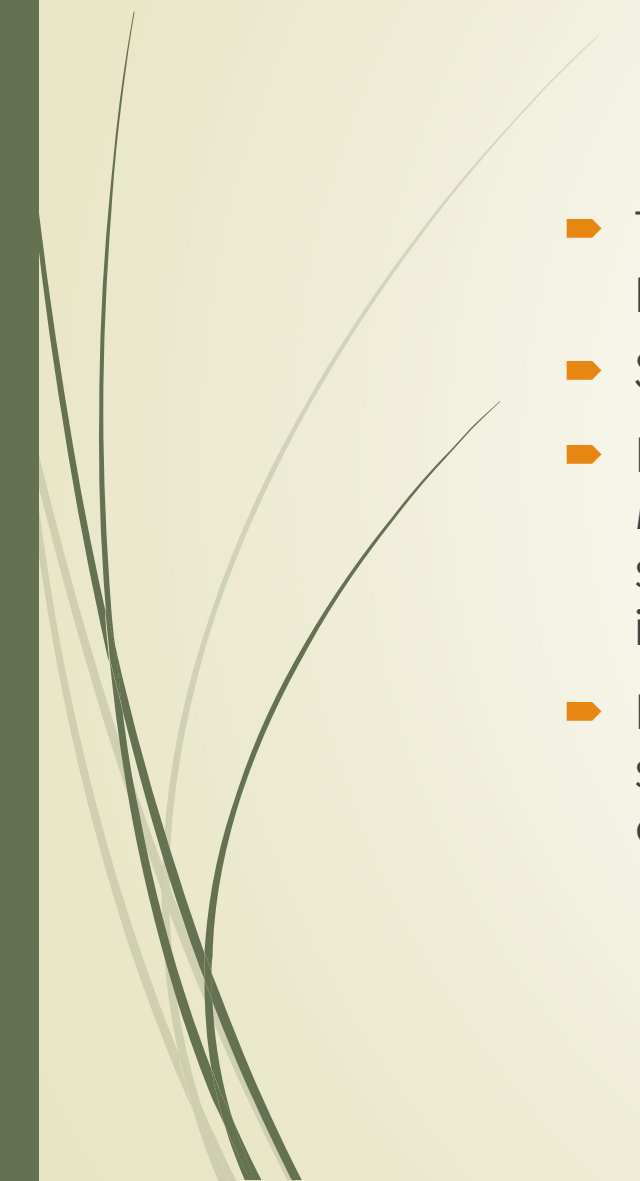
Limitations:

This study had few limitations. However, keeping in mind the limitations of the study is the best way to learn that the results may have been closer to the true facet if the limitation were not there.

- The time constraint of one month set the limitation to collecting large data to reflect the issue in the better way.
- Desirability bias-Since people knew that I was an associate of Wockhardt Hospital, the data may have been manipulated.



Suggestions



- ▶ Target specific health camps to be organized, especially by targeting people above the age group of 40 and above.
- ▶ Specialized health checkups camps to be organized on regular basis.
- ▶ Branding initiatives should be reviewed as only 7 % people rely on Digital Media for reference. Mouth to Mouth publicity in respect to Wockhardt should be done by the DTC team as they meet local people on daily intervals.
- ▶ Doctor's profile should be used as a brand to displayed/shared on every social media, banners and leaflets as Qualified and experienced Doctors are the highest priority while selection of a Hospital

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THANK YOU!