

ETERNAL HOSPITAL

Eternal Hospital, Jaipur is the state of the art tertiary care hospital in Rajasthan embarking on the mission of redefining patient care with international clinical excellence and advanced technology.

NEED OF THE STUDY

- One of the main objectives of hospital is to provide adequate care and treatment for its patients.
- As a service organization, the hospitals need to recognize the importance of consumer preferences.
- Hospital should be able to meet the expectations of the patients.
- In order to compete with other health care providers hospital should try to understand the preferences of the patients

OBJECTIVES

To identify various attributes which affects the consumers in selection of hospital services in Jaipur city in the state of Rajasthan.

INTRODUCTION

Preference of the patients for the selection of a hospital for treatment varies from patient to patient. The variation may be due to several reasons. Preference may be because of locations of the hospitals, cost involvement in the treatment, infrastructure available with the hospitals, etc.

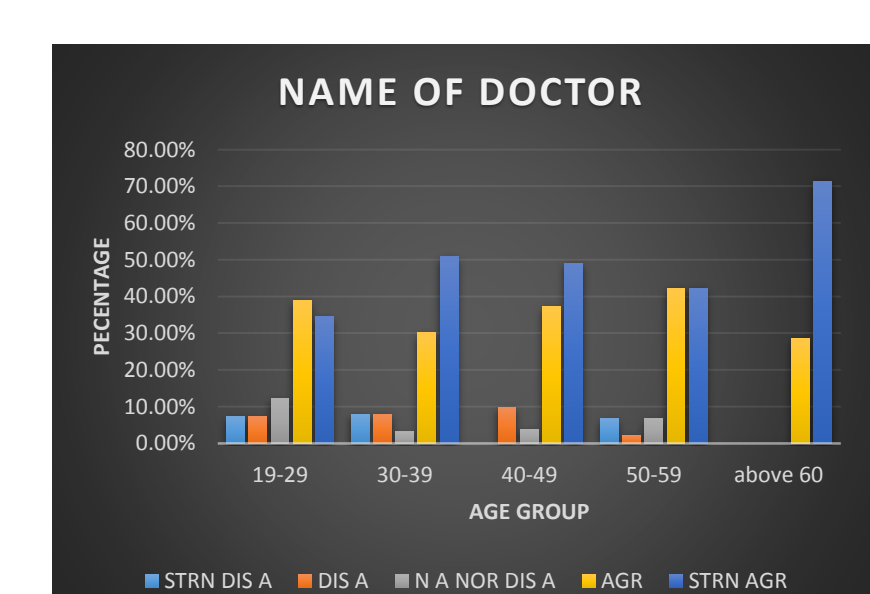
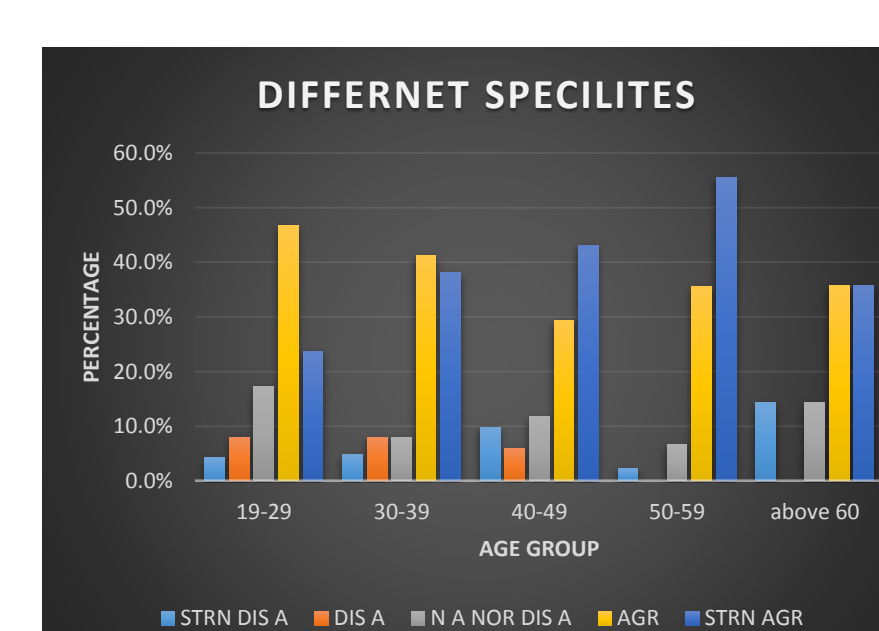
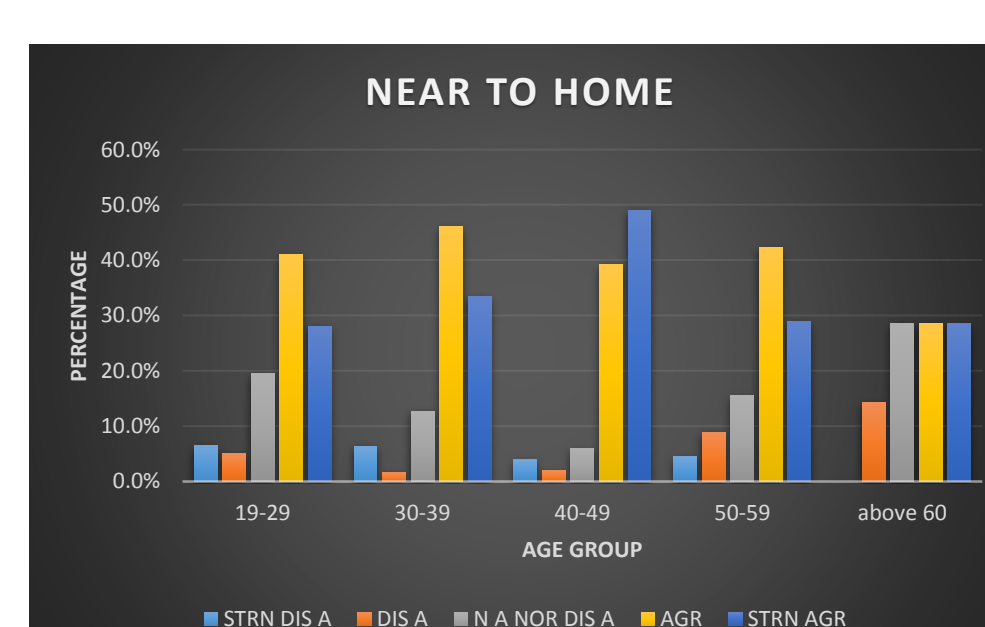
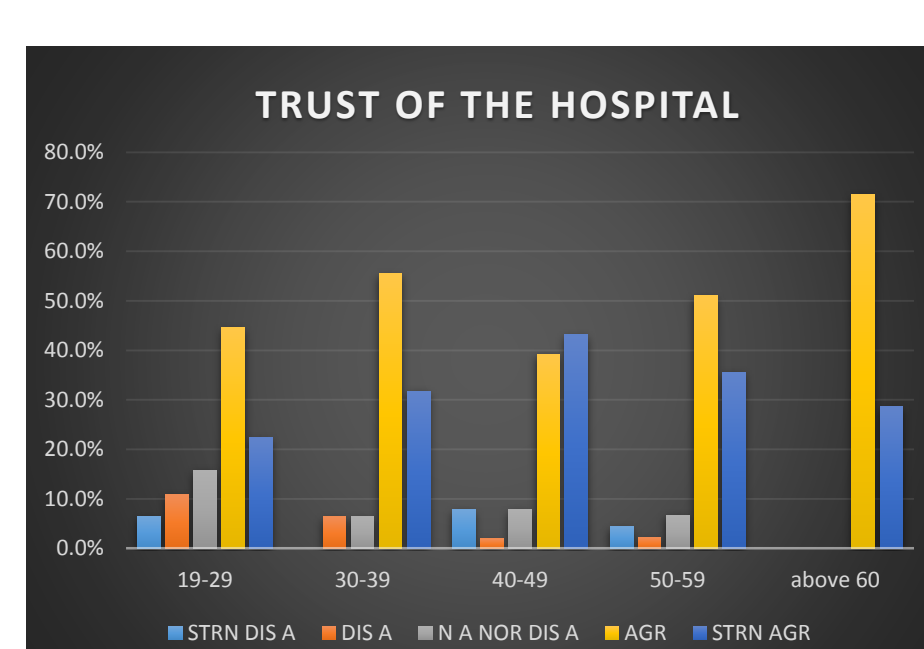
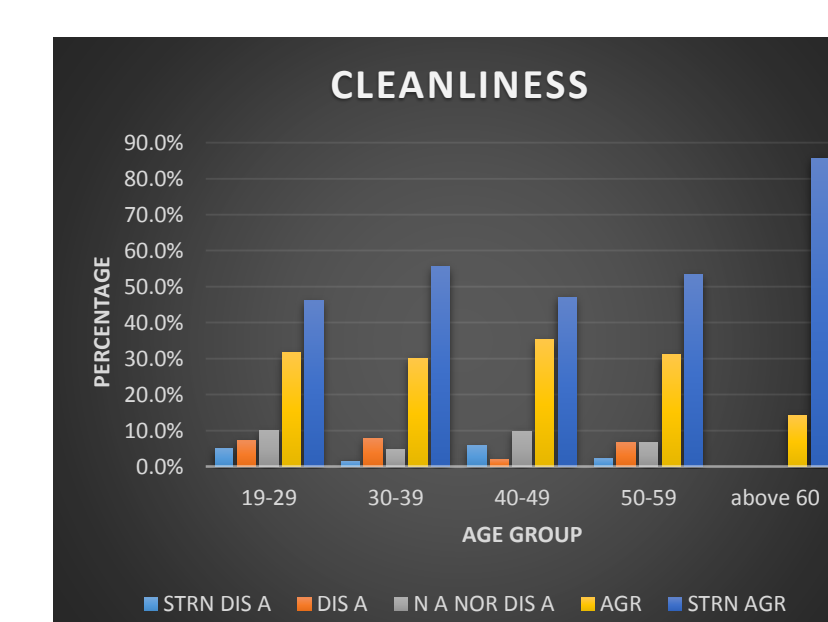
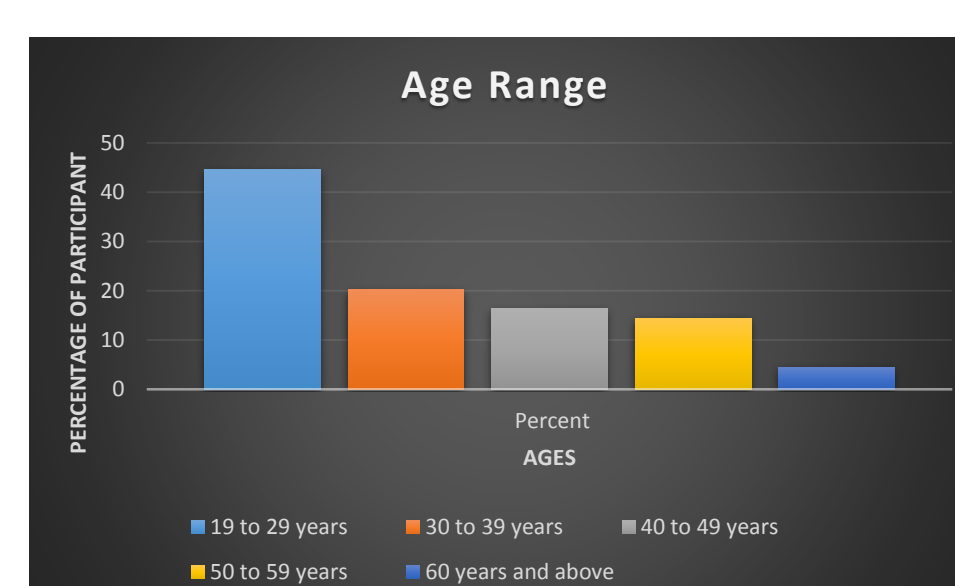
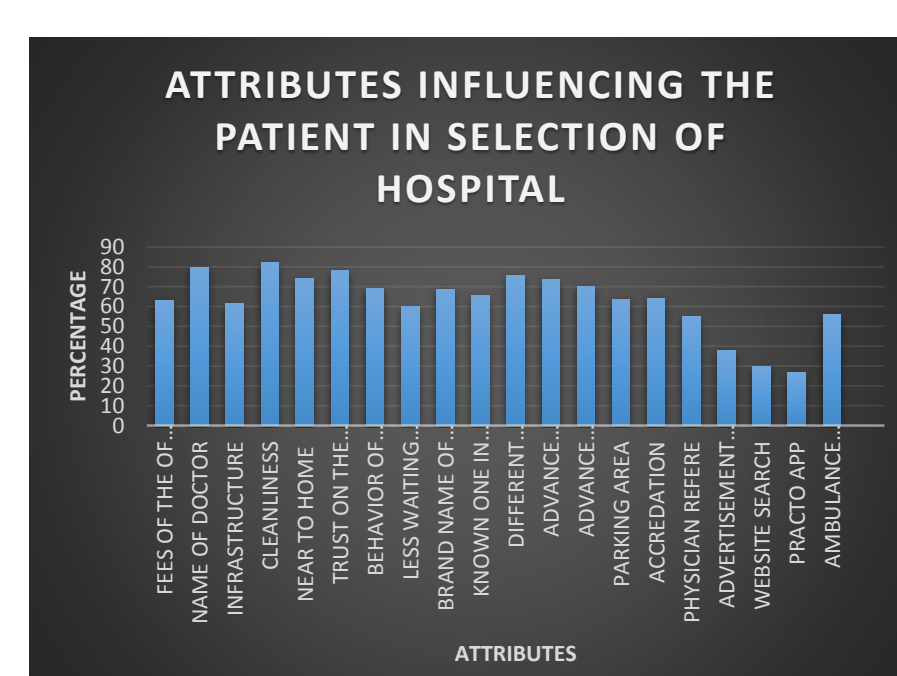
METHODOLOGY

- **Research design** – Cross-sectional descriptive study
- **Sampling design** – Convenient Sampling
- **Sample population**- Shopkeepers, corporate and government employee, and retired.
- **Sample Size** – Total sample size of 312 were taken which include male and female both.
- **Sample area** – Which Cover North, South, East, West and Central Zone of Jaipur,
- **Tool and technique**- Semi Structured Questionnaire was used to collect primary data with PAPI
- **Study duration**-one and half month

RECOMMENDATIONS

- The study calls upon the service provider to be more concerned towards facilities cleanliness so it is recommended that service provider should maintain proper cleanliness.
- It is important for the service provider while designing the communicating strategy for the targeted segments to highlight the availability of good doctors, nearness to home , different specialties under one roof and also advance radio diagnosis to be strategically devised keeping in mind different segments of different background.

DATA INTERPRETATION AND ANALYSIS



CROSS TABULATION OF DIFFERENT AGE GROUP WITH MOST PREFERRED ATTRIBUTES