

Study on Brand perception of Manipal Hospital,jaipur

Study Background:-

- . Soni Manipal Hospital was earlier known as S.K.Soni hospital in jaipur.
- . S.K.Soni hospital has a very bad reputation in jaipur and surrounding areas due to cases of fraud and malpractices.
- . Manipal hospital has taken over the S.K.Soni hospital in February 2014 after that large scale changes are made in infrastructure and at staff level.
- . People in neighbourhood still carry the conflicting image about the hospital.

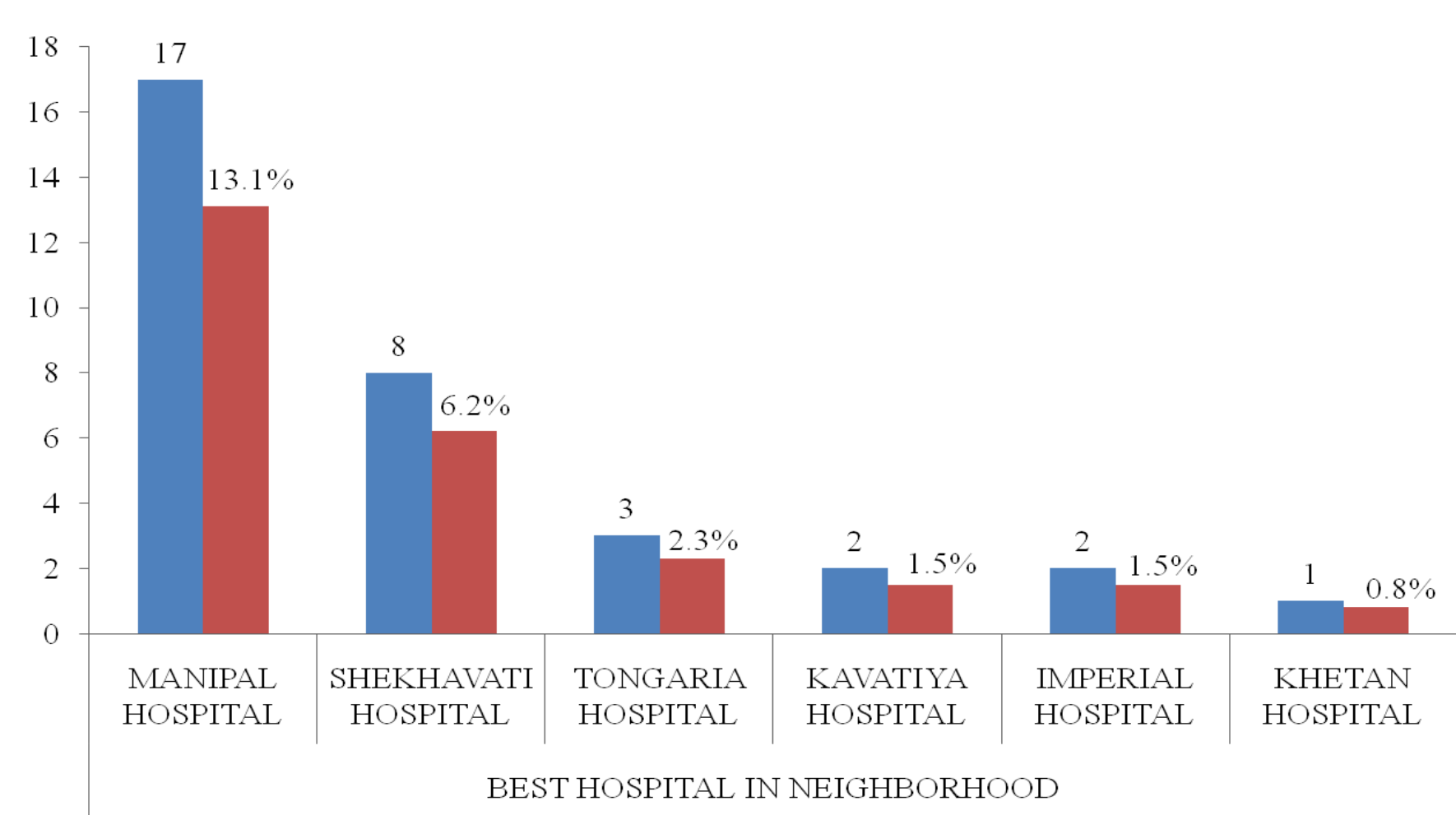
Brand perceptions are attributes in consumer memory that are linked to the brand name. These perceptions are shaped by functional experience(i.e. quality,reliability,ease of use) as well as emotional experiences(i.e. make me feel better, improved my performance) the consumer associates with the product and organization.

Objectives:-

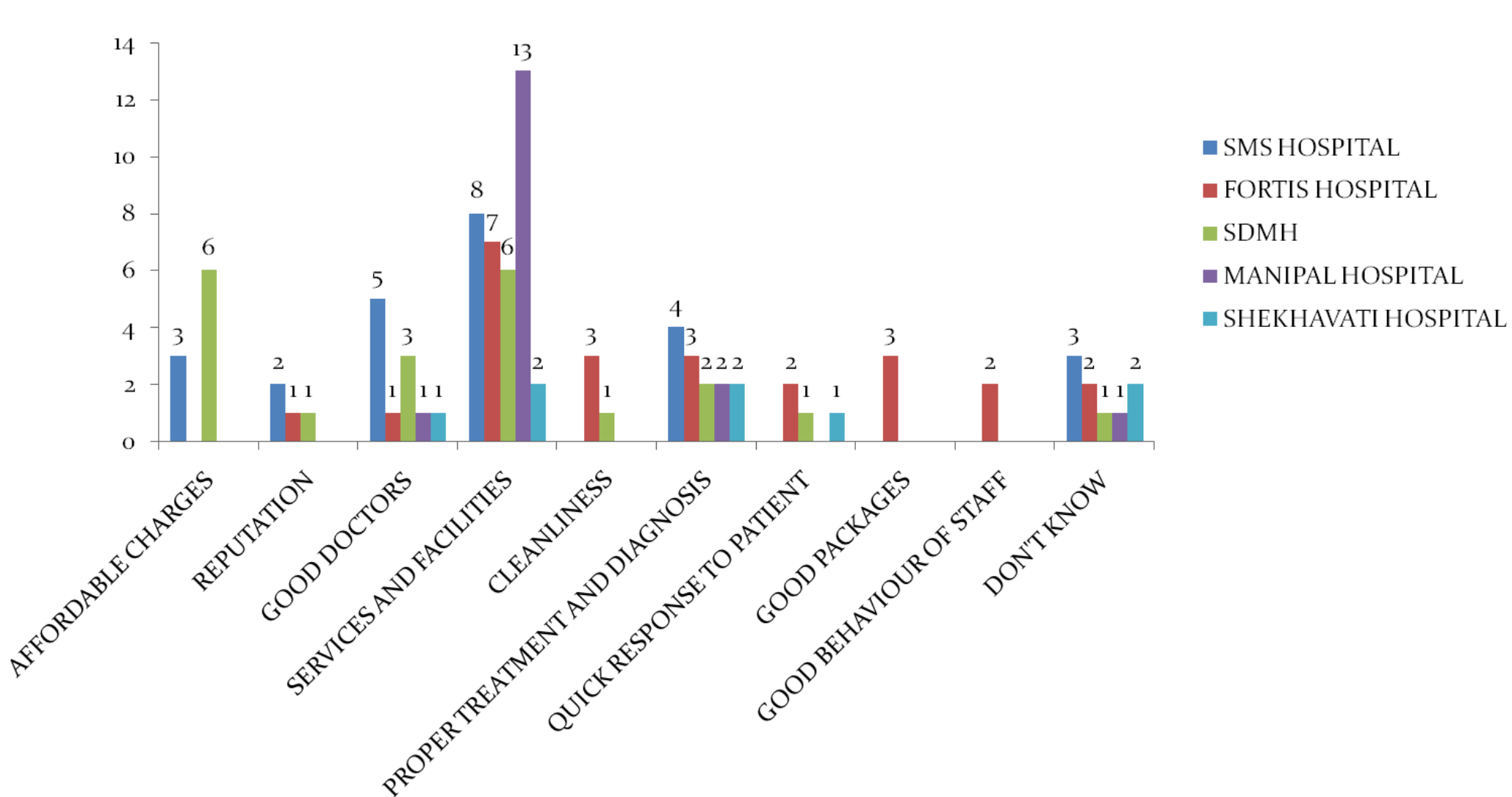
- To identify the perception of people,living in the neighborhood societies about Manipal Hospital after the transition.
- To identify the healthcare needs of the people living in the neighborhood.
- To suggest some recommendations for creating positive hospital brand image.

Methodology:-

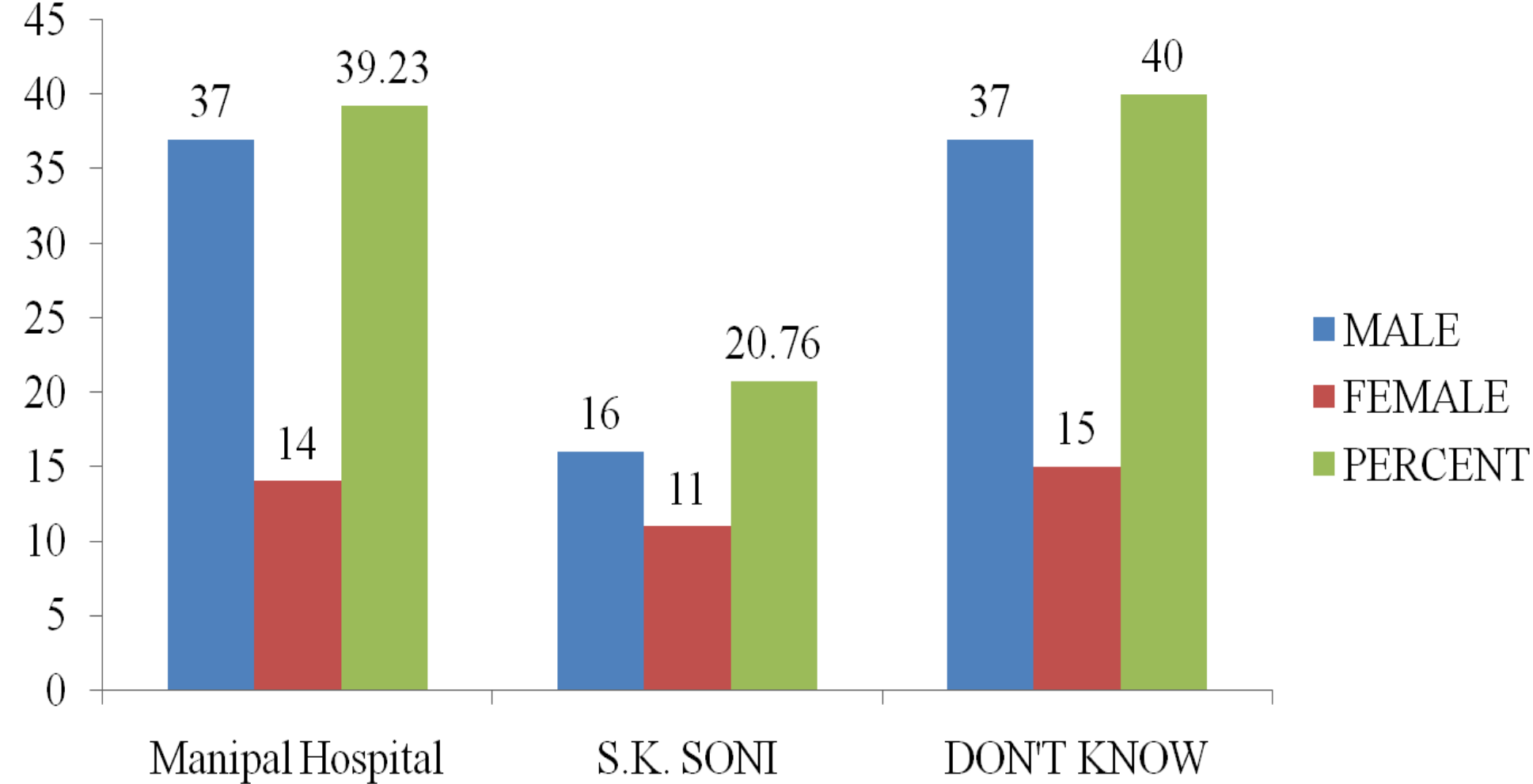
- Study type:-
Exploratory
- Study location:-
Vidhyadhar nagar, jaipur.
- Target population:-
People living in the RWAs of Vidhyadhar nagar.
- Sampling type:-
Non-probability Sampling.
- Sample size:-
130 Respondents
- Sampling technique:-
Purposive sampling.
- Collection of data:-
By structured Questionnaire.
- Duration:- 10th April to 6th May 2015.



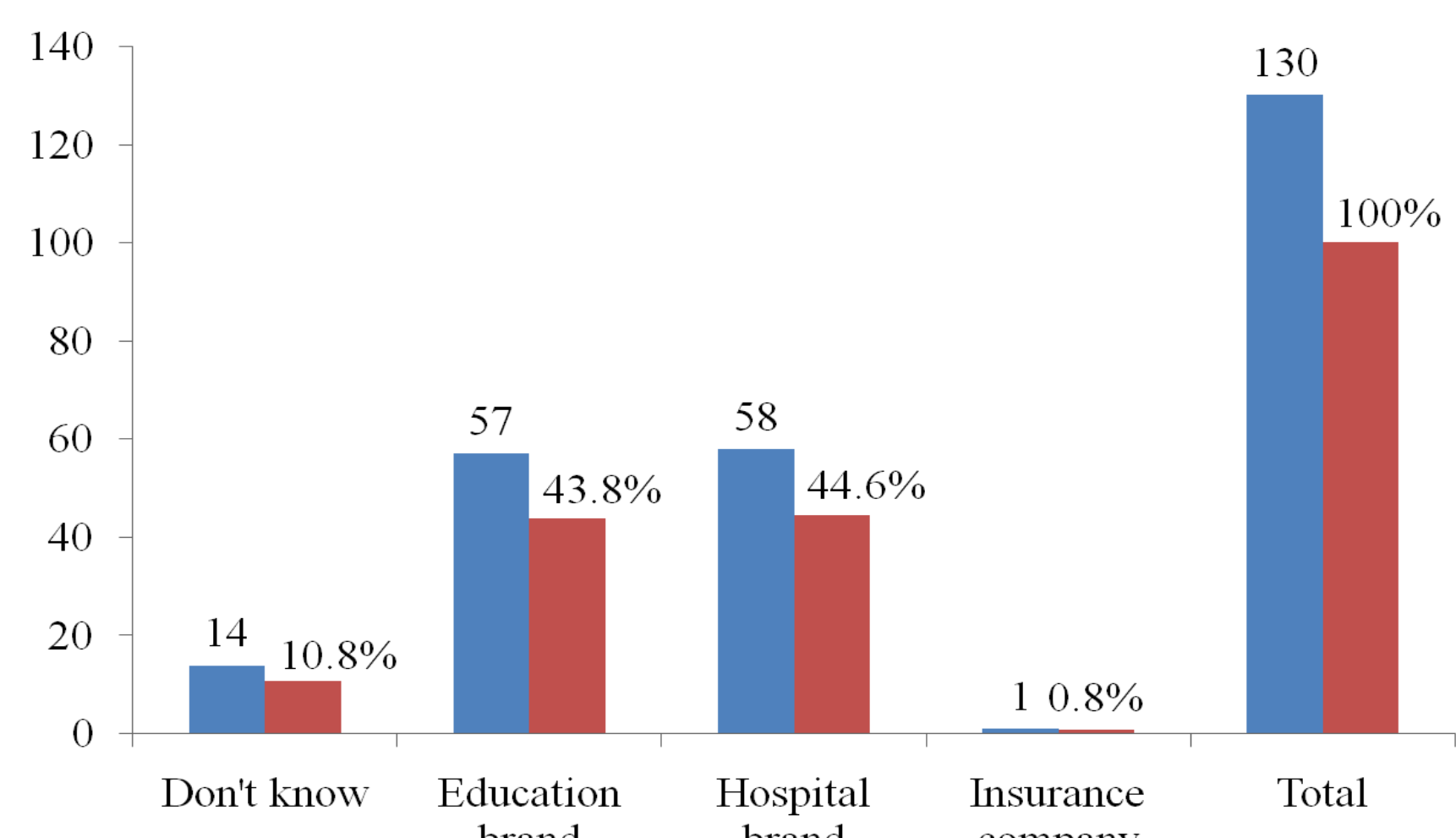
BEST HOSPITAL IN NEIGHBOREHOOD



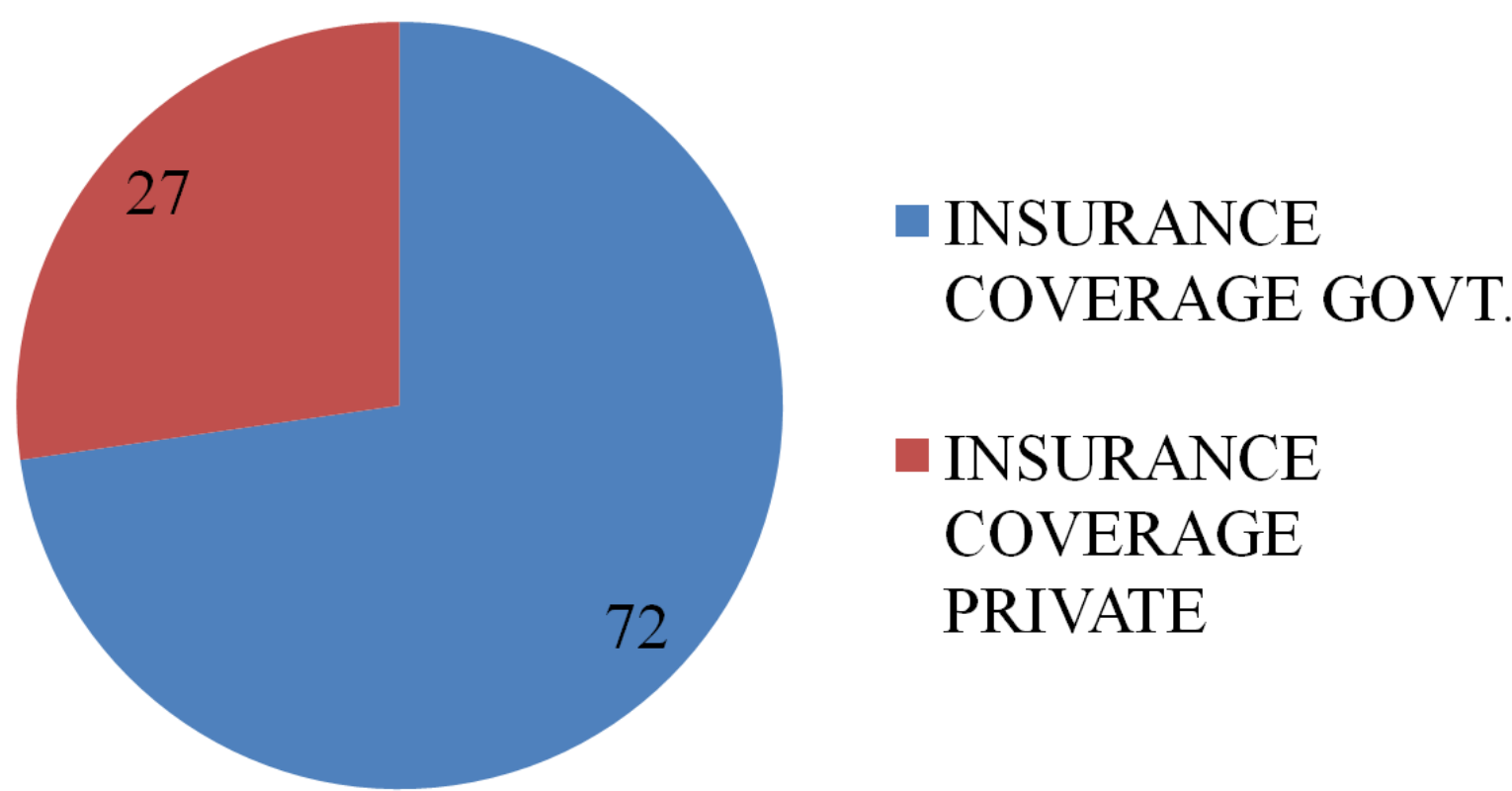
REASON FOR BEST HOSPITAL



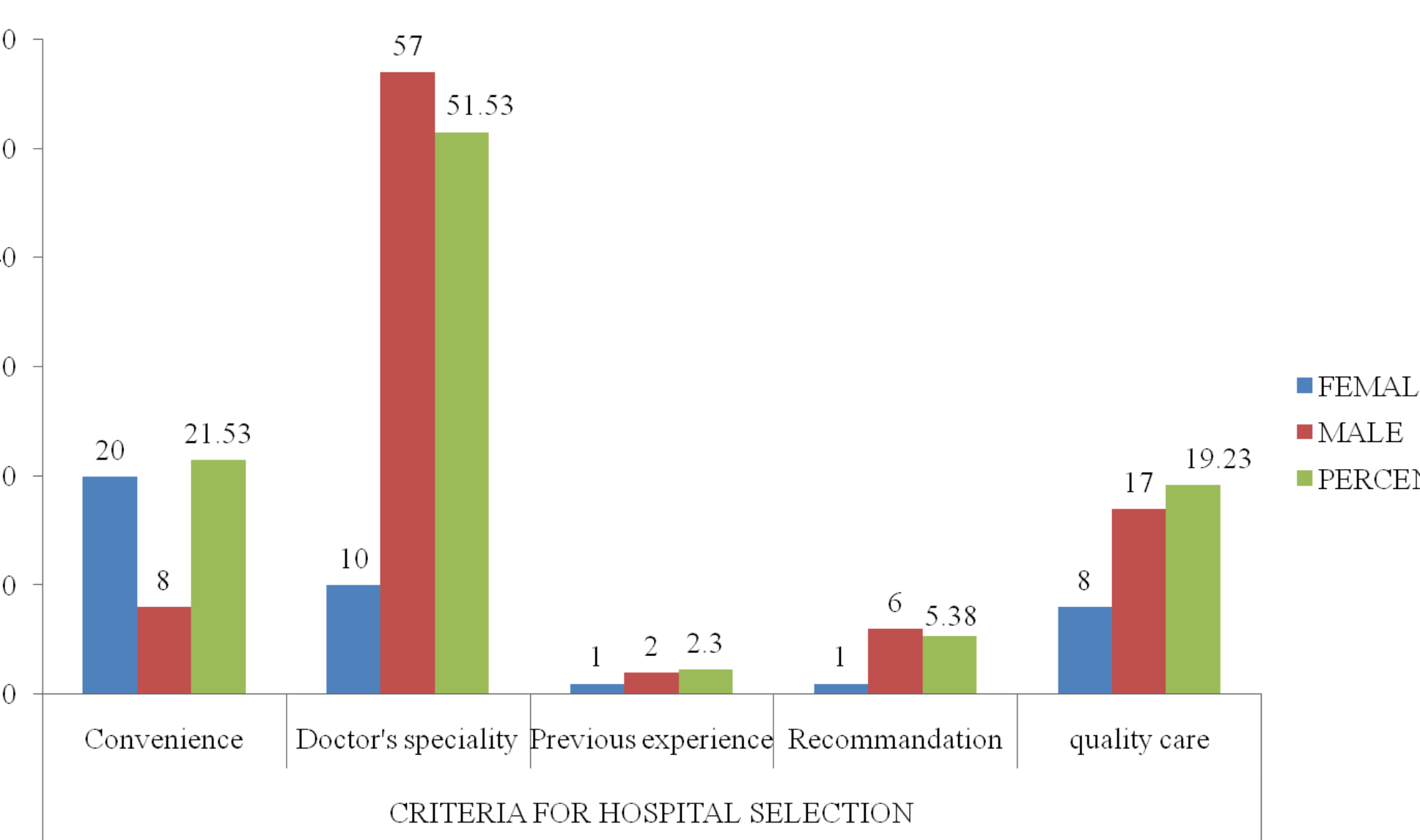
SEX Vs BRAND RECALL



BRAND AWARENESS



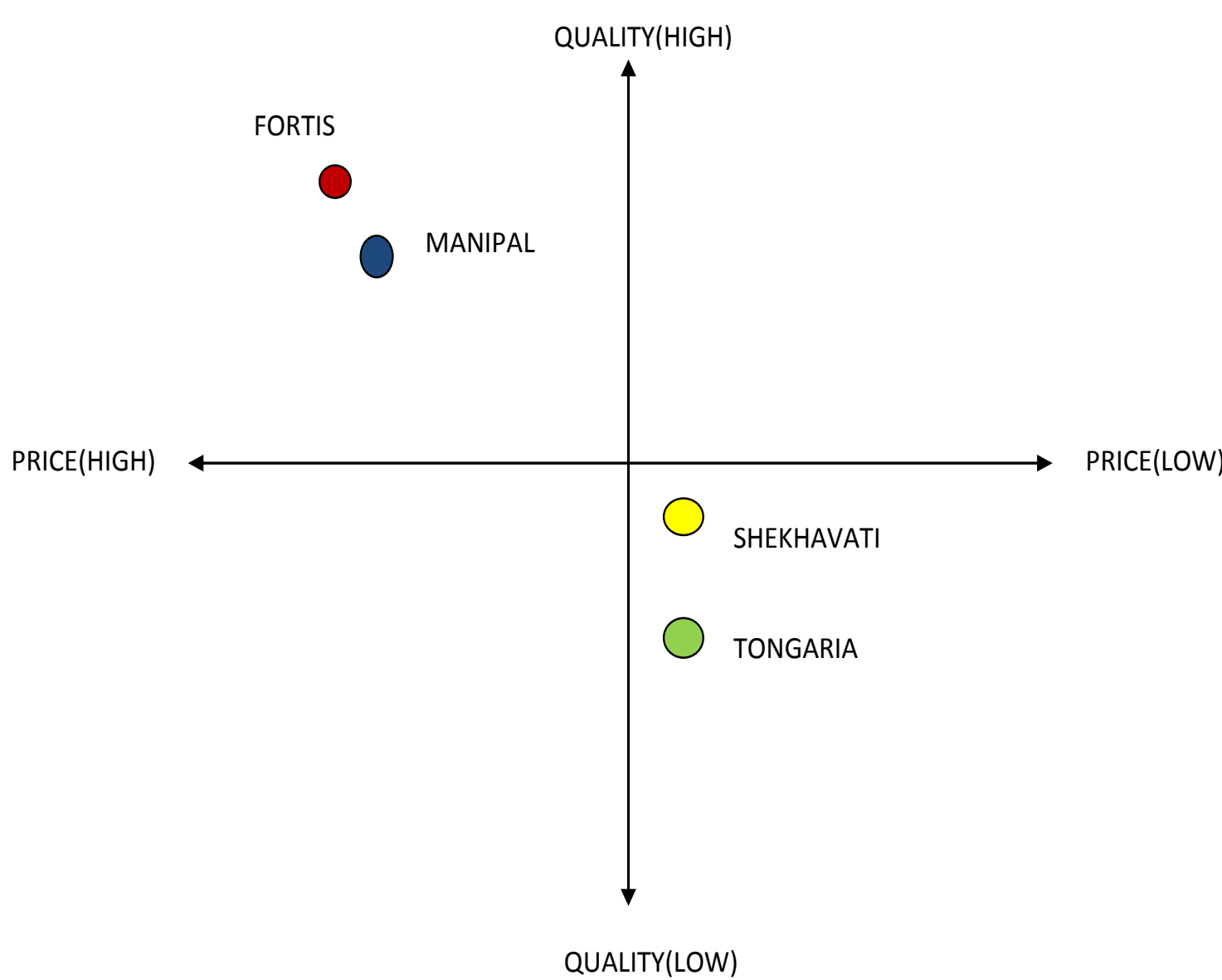
INSURANCE COVERAGE



Rcommendations:

REPOSITIONING OF THE BRAND

Repositioning of the brand can be done by providing quality healthcare services at competitive price and through aggressive branding and community outreach programmes.



Regular behavioral and etiquette training of the lower level management and nursing staff should be organized as they are the first point of contact for the patient and attendant,their behavior makes a lasting impression in the minds of patients.