

Study on Buying Behavior of Patients at Sankara Eye Hospital, Coimbatore

By

Jayati Gupta

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2018-2020



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In recognition of having successfully completed her
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and has successfully completed her Project on

**A STUDY ON EVALUATING THE PROFILE OF PATIENTS AND
DETERMINING THEIR BUYING BEHAVIOUR AT SANKARA EYE
HOSPITAL, COIMBATORE**

Date: 3RD FEBRUARY 2020 to 2ND MAY 2020

Organization: SANKARA EYE HOSPITAL, COIMBATORE

She comes across as a committed, sincere & diligent person who has
a strong drive and zeal for learning

We wish her all the best for future endeavours


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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **A study on buying behavior of patients at Sankara Eye Hospital, Coimbatore** and submitted by **Jayati Gupta**, Enrollment No: **IIHMR-U/01/2018-20/0756** under the supervision of **Dr. Sameer Phadnis** for award of **MBA in Hospital and Health Management** of the University carried out during the period from **3rd February 2020** to **2nd May 2020** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Jayati Gupta

MBA-Hospital & Health Management

ABSTRACT

Background

Market studies helps in figuring out new market opportunities that might be available for us. It helps in diagnosing geographic locations for market tapping or increasing consumer base. By focusing our efforts to the right target segment, there will be an increase in the scope of improved efficiency, faster results and greater overall performance in terms of increased patient footfall. To understand the customers in better way, a patient profiling survey is been carried out to understand the profile of target audience by taking their demographic and socio-economic profile to develop a focused brand positioning.

Methodology

A descriptive cross-sectional study was carried out using a self-designed questionnaire which was piloted by researcher before conducting the main study. A total of (N=236) participants consented for the study who were employed using convenient sampling. Categorical variables were summarized using frequency & percentages in graphs. Chi square test of association was used to see the association among variables. A $p < 0.05$ was considered to be significant. MS excel and SPSS was used for performing the statistical significance.

Result

The Chi Square test of association revealed that there is a significant association between one of the socio-demographic profile that is gender of the patients to the utilization of services offered at Sankara Eye Hospital, Coimbatore ($\chi^2 = 18.413$, $df = 6$, $p = 0.005$). The findings revealed that “quality of service/speciality services” and “location feasibility” were the main reasons for choosing Sankara. The study also depicts that majority of people coming to Sankara were from relative, friend or colleague’s recommendation (WOM) that is 61% and least were coming through social media and online websites that is 1% ($n=2$) and 2% ($n=5$) respectively.

Conclusion

The study concluded that the Sankara Eye Hospital has succeeded in maintaining a tradition in which rendering excellent care and quality services to its patients are its most important strategic goal. It can be stated that the hospital has right patient loyalty as most patients are through suggestions and additionally patients travelling to the hospital for greater than once are themselves the source of referral.

Key Words

Healthcare Scenario, Healthcare service marketing, Market opportunities

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LIST OF ABBREVIATIONS

CRM	Customer relationship management
GP	General Practitioner
SPSS	Statistical package of social sciences
MBA	Master's in Business Administration
MS Excel	Microsoft Excel
LASIK	Laser-Assisted in situ keratomileusis
MOH	Ministry of health
SSO	Social security organization
WOM	Word of mouth
DOF	Degree of freedom
SEO	Search engine optimization
SPSS	Statistical Package of Social Sciences
SMM	Social media marketing

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INTRODUCTION

Healthcare framework in India

Nowadays healthcare services are undergoing through more valuation from customers point of view while selecting a hospital. Numerous factors like multi-Speciality, affordability, skilled doctors, quality services happen to be the most important factors while selecting a healthcare facility. The patients who are no longer passive participants in their health care are demanding transparency, easy access, convenience, personalized product, and services.

India is witnessing a time where new hospitals are being worked at a pace like never. There are exciting challenges that these hospitals are confronting while they are being commissioned. One challenging task that every hospital, new or old, small, or big, is facing today is the task of marketing itself. With increasing competition, healthcare marketing is undergoing a transition from service providers' dominance to service seekers preference. Today the Healthcare sector is growing enormously because hospitals in India are expanding in digit as well as in size, intricacy and the number of the services provided are also increasing, the present need of healthcare sector is that hospitals are to be managed professionally.

The globalization of the World has affected health care. These days healthcare services are easily viable across the world as per the patient's budget. As the number of health institutions increases, both competition conditions and patient preference criteria have increased. For the same, healthcare organizations have started giving more emphasis on patient demands in order to be preferred by patients. The purpose of the study is to evaluate the patients profile coming to the Sankara eye hospital, Coimbatore based on demographic, geographic and socio-economic status. Along with this there are many factors that affect the patient's hospital preferences. Some of these are health care quality,

physical facilities, proximity with hospital, price consideration, behavior of staff, word of mouth, skilled staff, etc. So, by Understanding customers, their needs, expectations, the organization can make intelligent business decisions to create meaningful long-term relationships for maintaining a competitive business edge.

Marketing of health care services

The health-care service marketing plays an important role to perform the functions of healthcare industry. Currently the healthcare sector is undergoing a transition from service supplier dominance to service seekers preference with growing competition. Following components of healthcare service marketing are mentioned below:

Customer relationship management (CRM)

Customer relationship management plays a significant role to improve the organizations interaction with current and potential customers. It helps the organization to retain customers, streamline process and improve profitability. It further offers complete mobility and delivery of actionable insights.

Knowledge management

At the present time, each buyer needs to be served according to his or her unique and individual needs. The organizations make provision to provide customized solutions, tailoring the services or products depended on actual customer preferences, rather than generalized assumptions.

Subsequently all businesses are exploiting the information system and technology to gather huge amount of client information, as they understand that the knowledge and information in these huge databases are important to gain competitive edge and reinforce various organizational decisions. There is a necessity of a well-defined, basic yet integrated system to extract the information of the customers from these huge databases and then apply this information for creating various critical decisions, specifically marketing decisions.

Building a Brand Image

The brand image is eventually the mirror through which the company's true values are reflected. Buoyed by the corporatization of healthcare services, India's advancement as a medical tourism destination and threatened by the mushrooming of new hospitals, it is becoming difficult for hospitals to rely upon mere "word-of-mouth" to attract the patients. The hospitals cannot do hard marketing. Therefore, the brand of the hospital can be built increasingly through media visibility, poster or banner advertisement, WOM, and testimonials by beneficiaries. There is a need for hospital management to put extra efforts in carving a brand image and improving hospital's visibility.

Internal marketing: A key element of marketing

Internal marketing practices empower hospitals to make themselves 'market worthy' before starting any external marketing. Like any marketing, the concept to be sold must have some kind of value in the minds of the prospects. The initial step, therefore, is to develop a 'value proposition'.

AIM OF THE STUDY

This study aims to examine various factors which determines the choice of this hospital over other hospitals/competitors.

OBJECTIVES

- To identify the factors responsible for paying patients choosing Sankara Eye Hospital, Coimbatore over other hospitals
- To assess the socio-demographic profile of the new patients coming to the paying section of Sankara Eye Hospital, Coimbatore
- To investigate the association between the socio-demographic profile of the patients to the utilization of services offered at Sankara Eye Hospital, Coimbatore
- To recommend measures for better marketing & utilization of services for the hospital

LITERATURE REVIEW

Name of the research article	Authors of the study	Year of publication	Study location	Sample size	Sampling technique	Salient features
CUSTOMERS PREFERENCE FOR SELECTING PRIVATE HOSPITAL: A STUDY IN MANIPUR	<i>Rajkumar Giridhari Singh,</i> <i>Dr. Md. Kheiruddin Shah</i>	2011	Manipur	143 respondents	The Cochran's Q test is used to test whether the proportion of patients willing to seek a hospital (medical provider) is same across all the attributes for treatment	The Cochran's Q test revealed that the proportion of patients willing to seek a hospital (medical provider) is significantly different across the attributes for treatment. Availability of specialist's doctors, surgeons and infrastructure consideration of the hospitals is the dominant reason for the choice of the hospitals by the patients.
A study of consumer's preference for various	Ankur, Sanjeev Kumar	December 2015	<i>Hisar, Haryana, India</i>	456 respondents	stratified sampling method	The study reveals that Good doctors was the

medical facilities while choosing a hospital						prominent reason for selecting the hospitals followed by easily available facilities and low-cost services.
Factors influencing patient's decision of selecting a hospital	Mohammed arif raza	2012	Ahmedabad, Gujrat, India	369 patients	Non-probability convenience sampling	It was revealed from the study that several factors including availability of facilities, previous experience with hospital and reputation of doctors attached with the hospital are the most important ones.
Patient choice of a hospital: implications for health policy and management	Ali Mohammad Mosadeghrad	25 March 2013	The study was carried out at in eight hospitals: four MOH (three teaching	A total of 320 patients participated in the qualitative study	Exploratory research	Stepwise regression analysis revealed that cost of services, access, patient health status, and providers'

			and one non-teaching) , two SSO and two private hospitals to represent the three dominant hospital care systems in Iran.			expertise were the main reasons for choosing a hospital. A statistically significant association was seen between patients' hospital choice and them education (p, 0.001), age (p ¼ 0.007) and job (p ¼ 0.040).
Determinants of patient choice of healthcare providers: a scoping review	Aafke Victoor, Diana MJ Delnoij, Roland D Friele and Jany JDJM Rademakers	17 August 2011	A scoping review is done through literature review	118 studies used for data analysis	Scoping review	The research reveals that people actively choose their healthcare providers through different sources like relying on their GP to choose for them and based on their previous healthcare experiences when deciding

						where to receive care.
Marketing of healthcare services in India: a study on factors influencing patient's decision making on choice of a hospital.	Vijay Bhangale	2011	IES Management College, Mumbai, India	60 patients	Primary data collected through questionnaire Method. A Structured questionnaire administered one-to-one to selected respondents. Secondary data is collected from healthcare reports, journals, and healthcare periodical websites.	Marketing of hospitals to general practitioners by developing a referral network is important. Same as the recommendation by family physician' is an important influencing factor in patient's decision making. Also, the E-marketing is important as internet is the major source of information among younger generation.

METHODOLOGY

Study site

The study was conducted at Sankara Eye Hospital, Coimbatore

Study period

3rd February 2020 to 2nd May 2020

Study Population

Newly registered patients coming for treatment at Sankara Eye Hospital, Coimbatore were conveniently selected for the study (N=236). Sankara Eye Foundation is a renowned hospital in ophthalmologic care in India. It is known for providing effective patient care at affordable prices.

Inclusion criteria: Paying patients who are willing to participate in the study

Exclusion criteria: Paying patients who did not participate due to language barrier or time constraint

Research Question

What are the factors responsible for paying patients choosing Sankara eye hospital, Coimbatore over other hospitals?

Data Collection Method

The researcher administered the questionnaire to the participants eligible for the study.

Study Tool

A questionnaire was developed by the researcher with the help of experts in the field. It was translated in the local language for the convenience of the participants. The first part of the questionnaire collected information regarding socio-demographic details of patient's like age, gender, educational qualification, occupation, marital status. followed by information related to their buying behaviors. Determinants' of choice of hospital like referred by patient, staff or a doctor, word of mouth, doctor's reputation, advertisements, review on internet, eye screening camps, location feasibility, affordability, etc. were collected in the other part of questionnaire.

Ethical Approval

This study was approved by Sankara Eye Foundation, Coimbatore. The importance of the study was explained verbally to each patient. Informed consent was secured for each participant and confidentiality was maintained throughout the study.

Data Analysis

Data was entered in Microsoft Excel 2016. Categorical variables were summarized using frequency and percentages. Chi- squared test of association was used between dependent & independent variables. Chi square test of association uses following formula;

$$X^2 = \sum \frac{(o - e)^2}{e}$$

A $p < 0.05$ was considered to be significant in the study. Statistical package of social sciences (SPSS), version 25 was used for statistical analysis.

RESULTS

Graphical presentation of the result of Market survey:

- Demographic details including gender, marital status, age, occupation education qualification of the study participants is presented graphically.

1. Graph showing distribution of study subjects according to gender

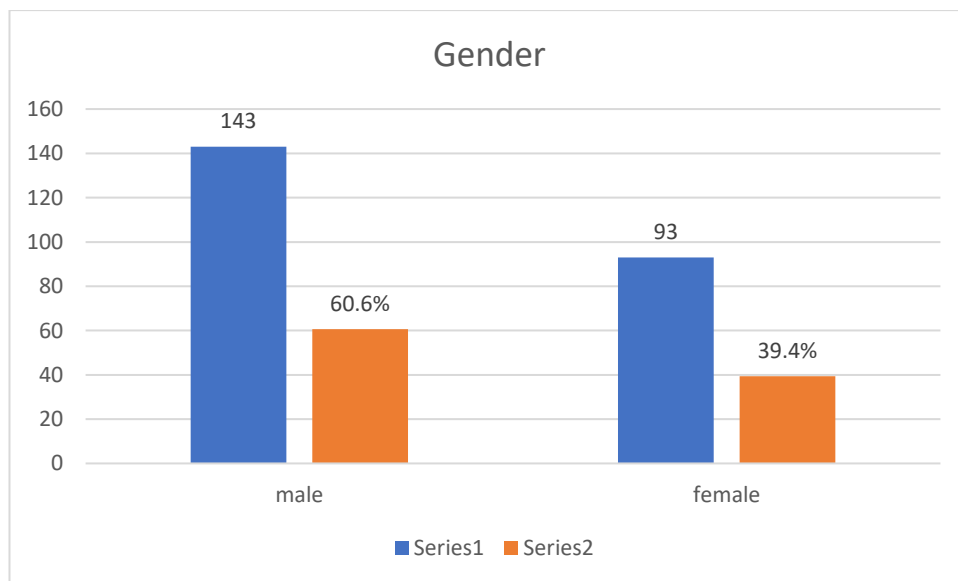


Fig.1: Gender of the patient

From the above figure1, Total patients participated in the study includes male (61%) and female (39%).

2. Graph showing distribution of study subjects according to marital status

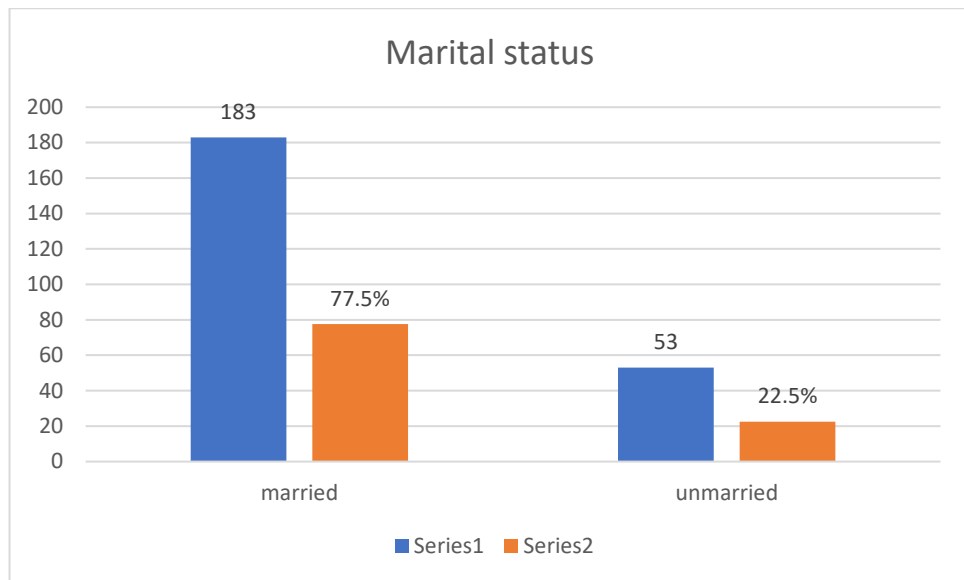


Fig.2: Marital status of the patient

77% patients who visited the hospital were married rest 23 % were unmarried.

3. Graph showing distribution of study subjects according to age group

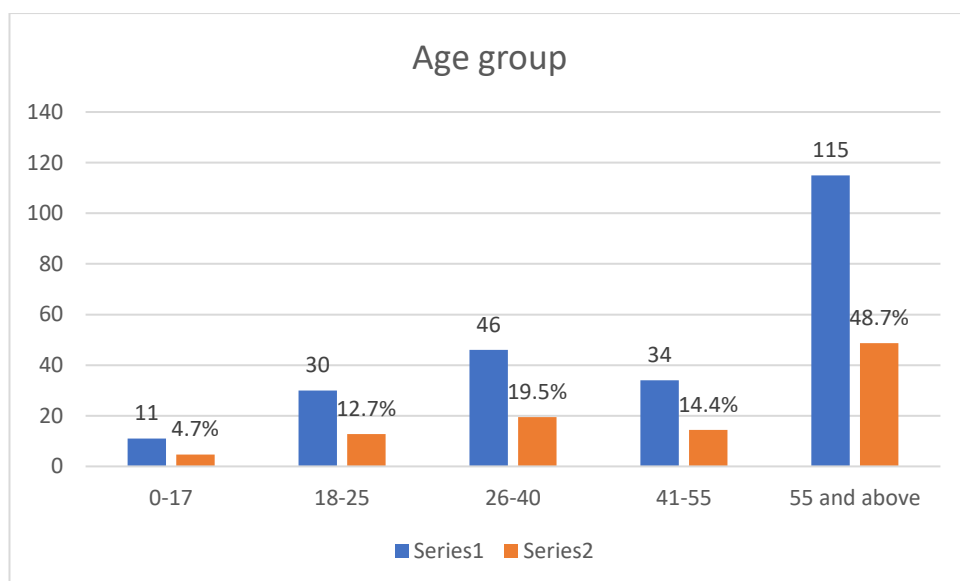


Fig.3: Age of the patient

The age of the patient varies from 0-17 to 55 and above with the highest patients of age 55 and above (49%). Maximum no. of patients at this age requires eye care services.

4. Graph showing distribution of study subjects according to Occupation

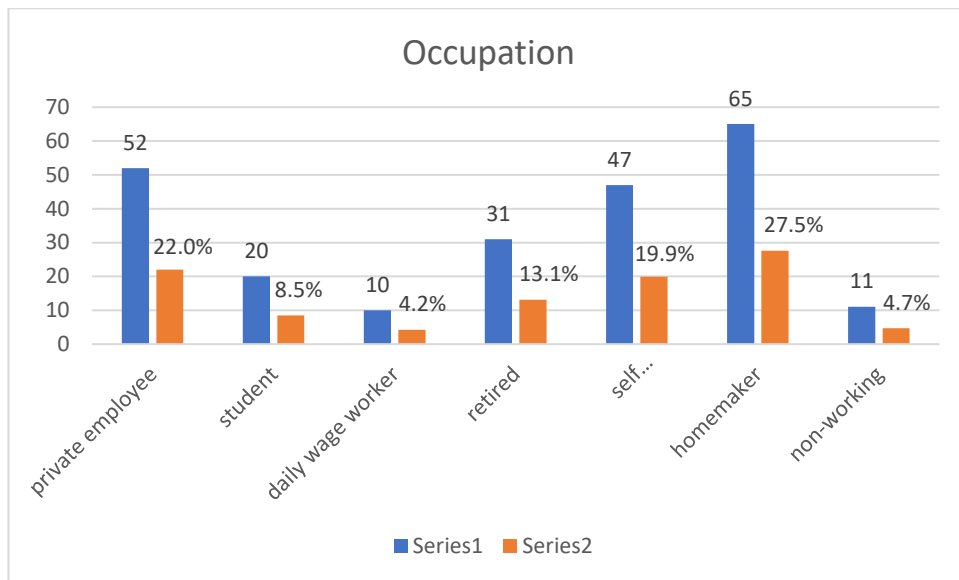


Fig.4: Occupation of the patient

From the above figure it can be said that most of the patients who took treatment were homemaker (28%) followed by private employees (22%) and self-employed/farmer/business (20%).

5. Graph showing distribution of study subjects according to education qualification

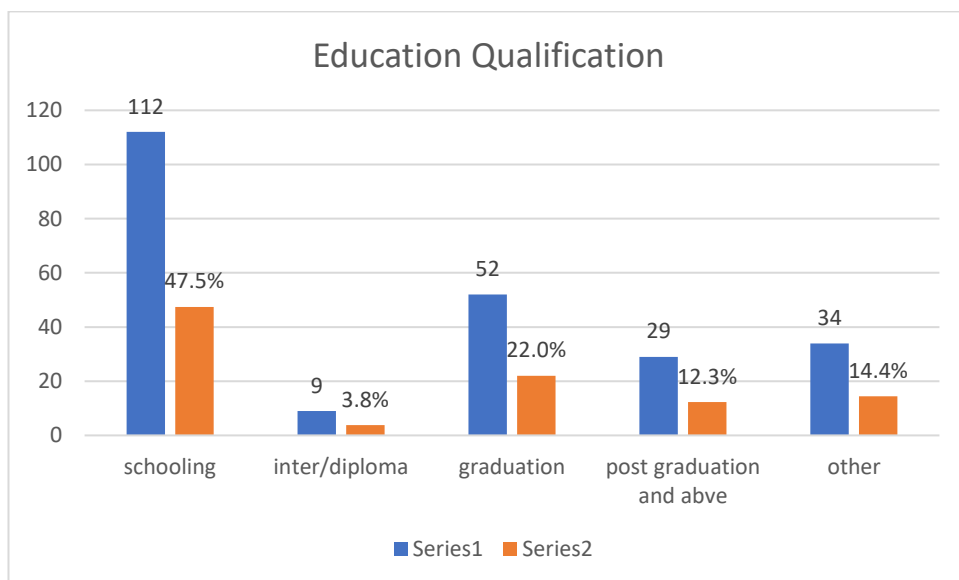


Fig.5: Education qualification of the patient

From the above figure it is depicted that most of the patients visiting Sankara have completed their schooling (48%) and graduation (22%). Here the respondents those who were having no education comes under other (14%).

- **Socio-economic attributes**

6. Graph showing distribution of study subjects according to mode of transport they preferred while coming to Sankara eye hospital

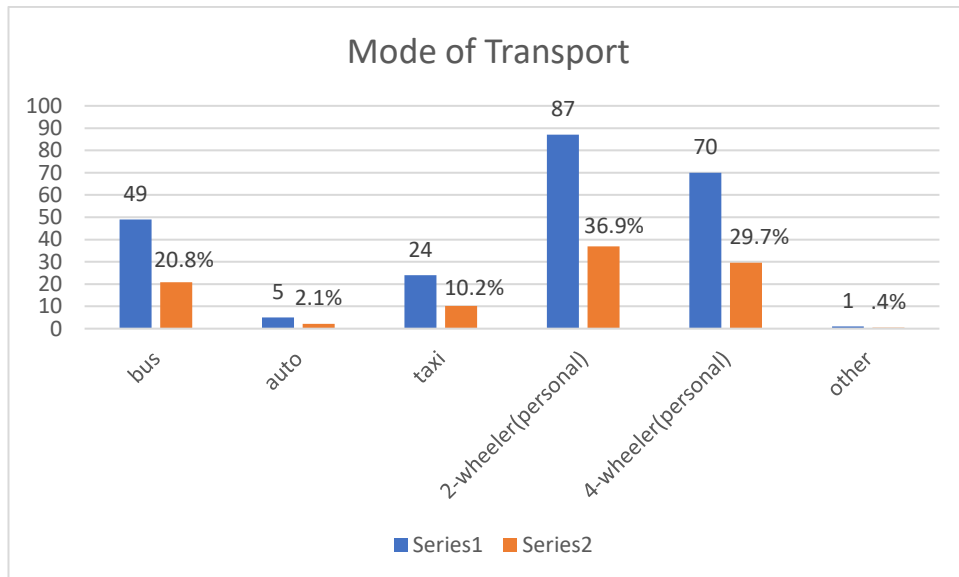


Fig.6: Mode of transport patient preferred while coming to Sankara eye hospital

It was seen that most of the patients preferred 2-wheeler (37%) followed by 4-wheeler (30%) and bus (21%) while coming to Sankara. Less no. of patients preferred taxi and auto facility.

7. Graph showing distribution of study subjects according to they own a vehicle.

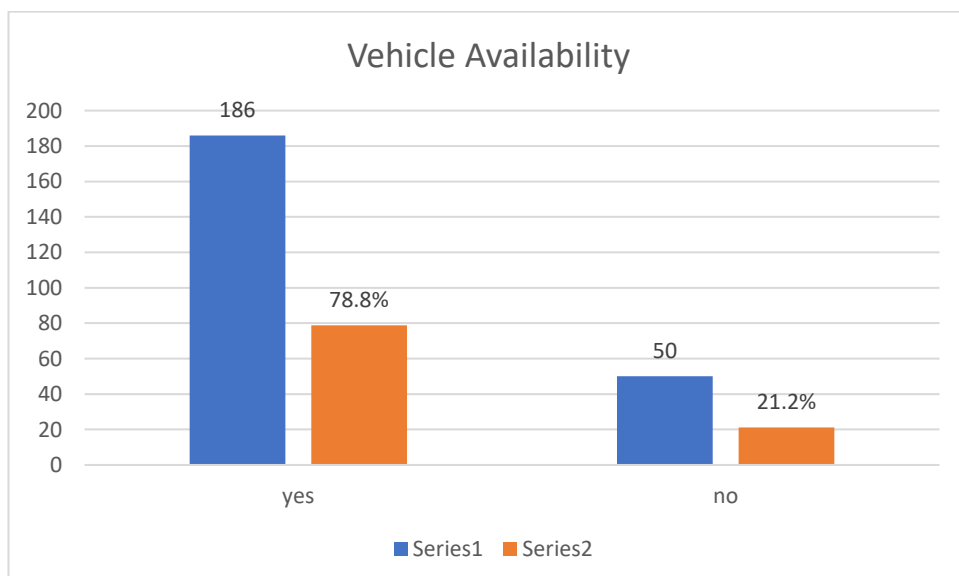


Fig.7: Personal vehicle availability

The above figure depicts the no. of patients who own a personal vehicle (79%) while rest do not own a vehicle (21%).

8. Graph showing distribution of study subjects according to annual family income

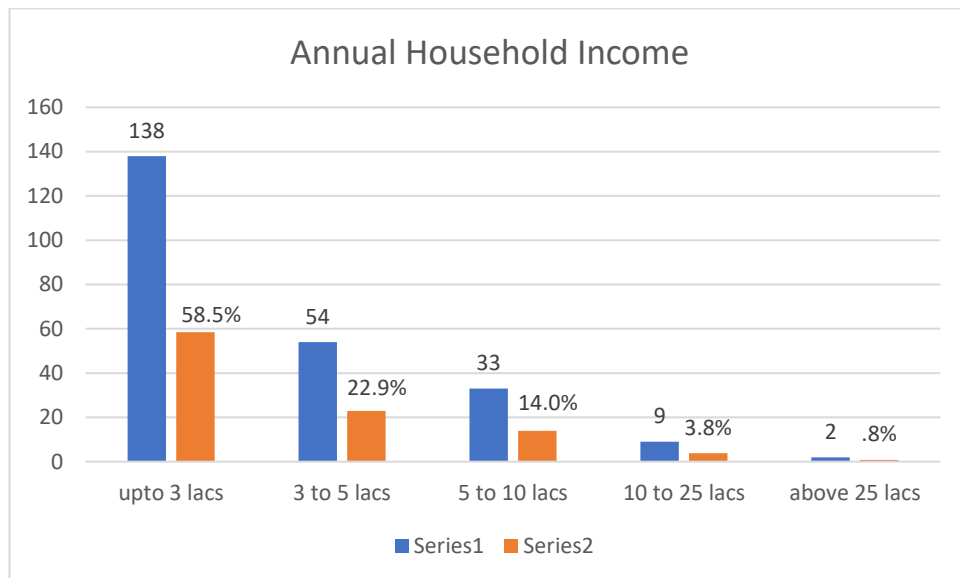


Fig.8: Annual household income of patient

In order to know the target segment of Sankara, the socio-economic determinants were included in the questionnaire. It was found that large no. of patient comes under up-to 3 lacs of income (58%), followed by under 3 to 5 lacs (23%), under 5 to 10 lacs (14%) and rest of the comes under above 10 lacs (5%).

- **Determinants of choice of hospital**

9. Graph showing distribution of study subjects based on how did they hear about Sankara?

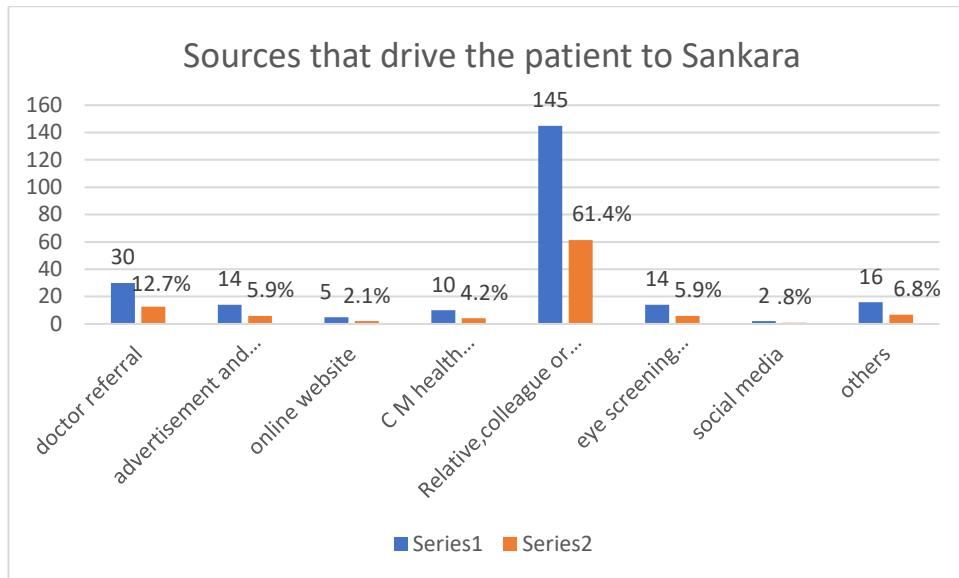


Fig.9: Sources that drive the patient to Sankara

The sources that drive the patient to the hospital were mainly doctor referral, advertisement and promotion, online websites, corporate tie-ups, WOM, eye screening programmes, social media, trust, or religious belief. It was found that majority of people coming to Sankara were from relative, friend or colleague's recommendation (WOM) (61%) and least through social media (1%) and online websites (2%).

Table 1: Crosstabulation of education qualification with respect to sources that drive patients to Sankara eye hospital

			Sources that drive the patients to Sankara								Total
			doctor referral	advertisement and promotion	online website	C M health scheme/insurance/corporate tie-ups	Relative, colleague or friend recommendation (WOM)	eye screening programme	social media	others	
education	schooling	Count	12	7	2	5	68	7	1	10	112
		Expected Count	14.2	6.6	2.4	4.7	68.8	6.6	.9	7.6	112.0
	inter/diploma	Count	1	1	1	0	6	0	0	0	9

		Expe cted Coun t	1.1	.5	.2	.4	5.5	.5	.1	.6	9.0
	graduat ion	Coun t	10	3	1	1	33	2	0	2	52
		Expe cted Coun t	6.6	3.1	1.1	2.2	31.9	3.1	.4	3.5	52.0
	Post- graduat ion and above	Coun t	4	2	1	3	18	1	0	0	29
		Expe cted Coun t	3.7	1.7	.6	1.2	17.8	1.7	.2	2.0	29.0
	other	Coun t	3	1	0	1	20	4	1	4	34
		Expe cted Coun t	4.3	2.0	.7	1.4	20.9	2.0	.3	2.3	34.0
	Total	Coun t	30	14	5	10	145	14	2	16	236
		Expe cted Coun t	30.0	14.0	5.0	10.0	145.0	14.0	2.0	16.0	236.0

Table 1.1: Chi-square tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	22.810 ^a	28	.742
Likelihood Ratio	24.120	28	.675
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	236		

a. 30 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

Table 1.2: Symmetric measures

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.311	.742
	Cramer's V	.155	.742
N of Valid Cases		236	

The Pearson chi-square value is found to be statistically insignificant. Meaning thereby no significant association of education qualification of study subjects was observed with the sources that drive the patient to hospital ($\chi^2 = 22.810$, $df = 28$, $p = 0.742$).

10. Graph showing distribution of study subjects based on the reason behind choosing Sankara over other hospitals

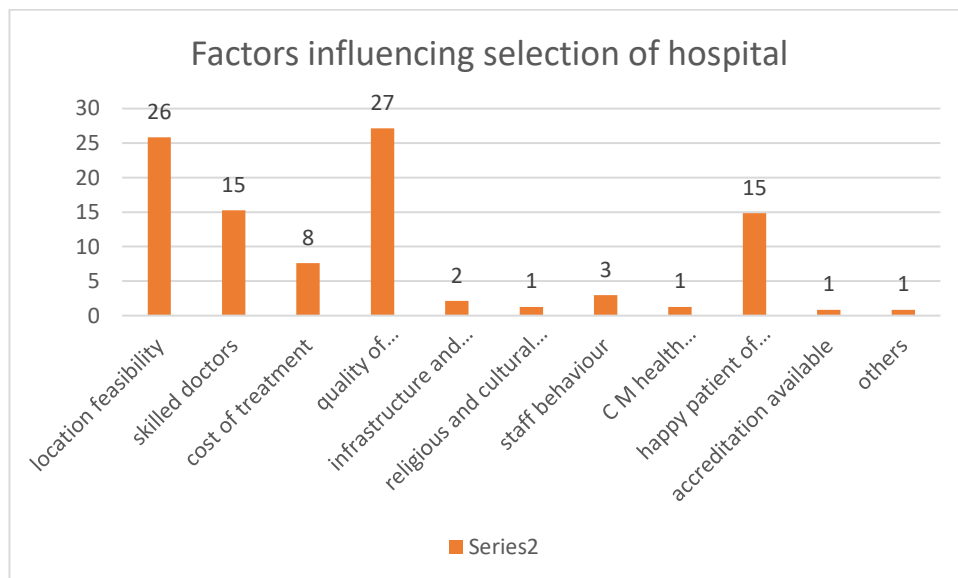


Fig.10: Factors influencing selection of hospital

The findings of the questionnaire survey revealed that “quality of service/speciality services” (27%), followed by “location feasibility” (26%), “happy patient of Sankara referred me” (15%) and Skilled doctors (15%) respectively were the main reasons for choosing Sankara.

Table 2: Crosstabulation of education qualification with respect to factors influencing selection of hospital

education * factors influencing selection of hospital Crosstabulation

			factors influencing selection of hospital											Total
			location feasibility	skilled doctors	cost of treatment	quality of treatment /speciality services	infrastructure and amenities	religious and cultural beliefs	staff behaviour	C M health scheme/insurance/corporate tie-ups	happy patient of Sankara referred	accreditation available	others	
education	schooling	Count	23	16	9	35	2	3	3	3	15	2	1	112
		Expected Count	28.9	17.1	8.5	30.4	2.4	1.4	3.3	1.4	16.6	.9	.9	112.0
	inter/diploma	Count	1	2	0	4	0	0	1	0	1	0	0	9
		Expected Count	2.3	1.4	.7	2.4	.2	.1	.3	.1	1.3	.1	.1	9.0
	graduation	Count	17	9	4	10	2	0	0	0	10	0	0	52
		Expected Count	13.4	7.9	4.0	14.1	1.1	.7	1.5	.7	7.7	.4	.4	52.0
	Post-graduation and above	Count	11	6	0	6	0	0	1	0	4	0	1	29
		Expected Count	7.5	4.4	2.2	7.9	.6	.4	.9	.4	4.3	.2	.2	29.0

other	Cou nt	9	3	5	9	1	0	2	0	5	0	0	3
	Exp ecte d	8.8	5.2	2.6	9.2	.7	.4	1.0	.4	5.0	.3	.3	4.
	Cou nt												0
Total	Cou nt	61	36	18	64	5	3	7	3	35	2	2	2
	Exp ecte d	61.	36.	18.	64.0	5.0	3.0	7.0	3.0	35.	2.0	2.	3
	Cou nt	0	0	0						0		0	6.
													0

Table 2.2: Chi-square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	34.254 ^a	40	.726
Likelihood Ratio	40.689	40	.440
Linear-by-Linear Association	1.131	1	.288
N of Valid Cases	236		

a. 40 cells (72.7%) have expected count less than 5. The minimum expected count is .08.

Table 2.3: Symmetric measures

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.381	.726
	Cramer's V	.190	.726
N of Valid Cases		236	

The Pearson chi-square value is found to be statistically insignificant. Meaning thereby no significant association of education qualification of study subjects was observed with the factors influencing the selection of Sankara eye hospital ($\chi^2 = 34.254$, $df = 40$, $p = 0.726$).

11. Graph showing distribution of study subjects according to the subspecialty Services availed by the them at Sankara

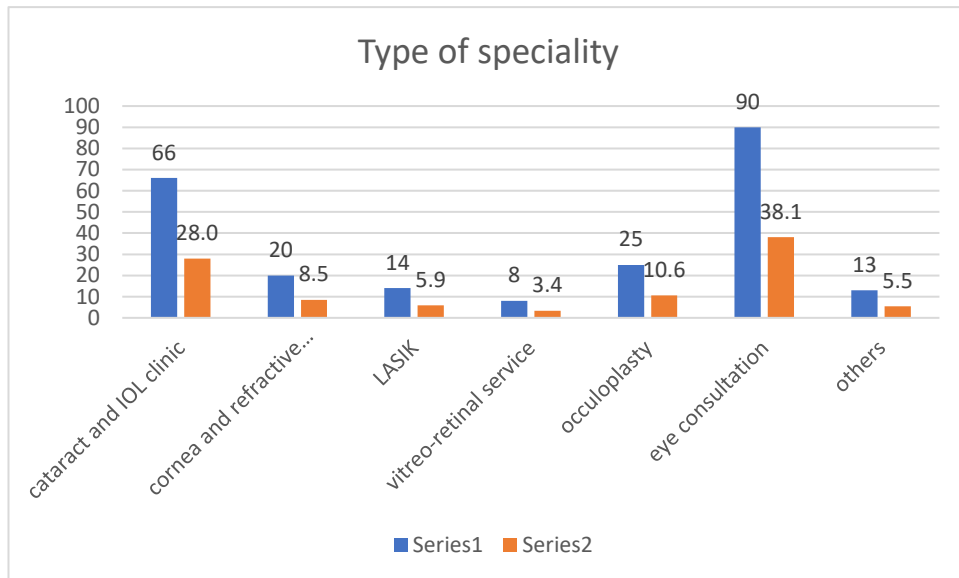


Fig.11: Subspecialty services availed by the patient at Sankara

Among 236 patients, there were no. of patients visited the hospital for Eye consultation (38%), Cataract (28%), Oculoplasty (11%), Cornea services (8%), Lasik surgery (6%), Retinal services (3%) and other services (6%) like Squint correction, Glaucoma services, optical services and pediatric care.

Table 3: Crosstabulation of gender with respect to the sub-speciality services availed by the respondents

gender * Sub-speciality services Crosstabulation										
			speciality						Total	
			catarac t and IOL clinic	cornea and refractiv e service	LASI K	vitreo- retinal servic e	oculoplast y	eye consultatio n		other s
gender	male	Count	40	19	5	5	10	55	9	143
		Expecte d Count	40.0	12.1	8.5	4.8	15.1	54.5	7.9	143. 0
	femal e	Count	26	1	9	3	15	35	4	93
		Expecte d Count	26.0	7.9	5.5	3.2	9.9	35.5	5.1	93.0
Total		Count	66	20	14	8	25	90	13	236

Expected Count	66.0	20.0	14.0	8.0	25.0	90.0	13.0	236.0
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Table 3.2: Chi-square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.413 ^a	6	.005
Likelihood Ratio	21.230	6	.002
Linear-by-Linear Association	.436	1	.509
N of Valid Cases	236		

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is 3.15.

Table 3.3: Symmetric measures

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.279	.005
	Cramer's V	.279	.005
N of Valid Cases		236	

The Pearson chi-square value test was found statistically significant. Meaning thereby There is a significant association between gender and the type of sub-Speciality chose by patients ($\chi^2 = 18.413$, $df = 6$, $p = 0.005$).

CONCLUSION

The study concluded that the Sankara Eye Hospital has succeeded in maintaining a tradition in which rendering excellent care and quality services to its patients are its most important strategic goal. It was found that majority of people coming to Sankara were through relative, friend or colleague's recommendation (WOM) and least through social media and online websites. For this more emphasis could be given on promotions through digital marketing channels. Doctors play a major role in motivating the patients as the study shows that patients coming through doctor's referral is second most influencing source that drive patients to hospital.

The Pearson chi-square test was found to be statistically significant in crosstabulation of gender with respect to the sub-speciality selected by the patients. Meaning thereby an association was observed between one of the socio-demographic profile that is gender of the patients to the utilization of services offered at Sankara Eye Hospital, Coimbatore. Also, there was no association observed between the socio-demographic profile of the patients to the reason of selecting Sankara Eye Hospital, Coimbatore.

RECOMMENDATION

- The predominant problem we see through the study is that the patients are usually confused, that whether they are entering into Sankara eye foundation or Sankara Netralaya, to remove this difficulty one thing that Sankara eye foundation can implement is to reiterate the tagline and focus on awareness campaign so that it becomes much clearer in the patients' mind.
- Another difficulty faced by the patient is that the spectacles sold by Sankara eye Hospital are way above the purchasing power of them to reduce this problem so that they cannot buy the spectacles outside of the organization they can follow mass vs price rule so that they can increase the volume of production and therefore the prices can come down so that people can easily buy from the organization itself.
- Doctors play a major role in motivating the patients as there are patients due to doctor referrals and visiting the hospital to get treated by skilled doctors. More emphasis can be given in increasing networking of doctors through mutual benefit.
- According to an in-depth research report from Google on how people search for hospitals, some 77% of potential patients turn to a search engine and 76% look at an organization's website — the most engagement, by far, with any marketing channels. In order to acquire new patients, the digital marketing channels like SEO, SMM and Content marketing about eye care aids can be promoted.

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STUDY INSTRUMENT: QUESTIONNAIRE

PATIENT SURVEY FORM:

Dear Respondent,

I am conducting research to evaluate the patient's profile and determining their buying behavior at Sankara Eye Hospital, which is purely for academic purposes. You are requested to please fill this questionnaire which will hardly take 5 -10 minutes. Participation in this study is completely voluntary. Please be aware that if you decide to participate, you may stop participating at any time and you may decide not to answer any specific question.

Thank you in advance for your participation!

Patient Demographic Details

Q1. MRN No. of the patient _____

Q2. Gender

Male ☐

Female ☐

Other ☐

Q3. Marital Status

Married ☐

Unmarried ☐

Other ☐

Q4. Age

☐ 0 – 17

☐ 18 – 25

☐ 26 – 40

☐ 41 – 55

☐ 55 and above

Q5. Address

Q6. Occupation,

☐ Government Employee

☐ Daily Wage Worker

☐ Private Employee

☐ Retired

☐ Student
Business

☐ Self Employed/ Farmer/

☐ Homemaker

☐ Non- working

☐ Other

Q7. Education Qualification,

☐ Schooling

☐ Post-Graduation and Above

☐ Inter / Diploma

☐ Other

☐ Graduation

Q8. Which Mode of transport you use while coming to hospital?

Public transport:

Own vehicle:

☐ Bus

☐ 2-wheeler,

☐ Auto

☐ 4-wheeler,

☐ Taxi

Q9. Do you own a vehicle?

☐ Yes

☐ No

Q10. Annual Household Income,

☐ Under 3 lacs

☐ 3 – 5 lacs

☐ 5 – 10 lacs

☐ 10 – 25 lacs

☐ Above 25 lacs

 *Determinants of choice of hospital*

Q11. How did you come to know about Sankara eye hospital, Coimbatore? (Select any one of the below)

☐ Doctor referral

☐ Eye screening program

☐ Advertisement and promotion

☐ Social media

☐ Online website

☐ Others _____

☐ C M Health Scheme/ Insurance Availability/ Corporate Tie-ups

☐ Relative, Colleagues or friend recommendation (WOM)

Q12. What is the one Reason behind choosing Sankara over other hospitals in your city? (Select the most preferred option)

☐ Location feasibility

☐ Skilled doctors

☐ Cost of treatment services

☐ Quality of treatment / Speciality

☐ Infrastructure and amenities

☐ Religious and cultural belief

☐ Staff behaviour Availability

☐ C M Health scheme/ Insurance

☐ Happy patient of Sankara referred me

☐ Accreditation available

☐ Others _____

Any suggestions:

THANK YOU FOR YOUR RESPONSE!

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QUESTIONNAIRE IN TAMIL

நோயாளி முன்னுரிமை ஆய்வு படிவம்:

அன்புள்ள பதிலளித்தவர்,

நோயாளியின் சுயவிவரத்தை மதிப்பீடு செய்வதற்கும், அவர்கள் வாங்கும் நடத்தை சங்கரா கண் மருத்துவமனையில் தீர்மானிப்பதற்கும் நான் ஆராய்ச்சி மேற்கொண்டு வருகிறேன், இது கல்வி நோக்கங்களுக்காக மட்டுமே. 5 -10 நிமிடங்கள் எடுக்கும் இந்த கேள்வித்தாளை நிரப்புமாறு கேட்டுக்கொள்ளப்படுகிறீர்கள். இந்த ஆய்வில் பங்கேற்பது முற்றிலும் தன்னார்வமானது. நீங்கள் பங்கேற்க முடிவு செய்தால், நீங்கள் எந்த நேரத்திலும் பங்கேற்பதை நிறுத்தலாம், மேலும் எந்தவொரு குறிப்பிட்ட கேள்விக்கும் பதிலளிக்க வேண்டாம் என்று நீங்கள் முடிவு செய்யலாம்.

உங்கள் பங்கேற்புக்கு முன்கூட்டியே நன்றி!

நோயாளியின் புள்ளிவிவர விவரங்கள்

Q1. நோயாளியின் எம்.ஆர்.என் எண் _____

Q2. பாலினம்

☐ ஆண் ☐ பெண் ☐ திருநங்கைகள்

Q3. திருமண நிலை

☐ திருமணமானவர்

☐ திருமணமாகாதவர்

☐ மற்றவர்

Q4. வயது

☐ 0 – 17

☐ 18 – 25

☐ 26 – 40

☐ 41 – 54

☐ 55 மற்றும் மேல்

Q5. முகவரி

Q6. தொழில்

☐ அரசு ஊழியர்

☐ தினசரி கூலி தொழிலாளி

☐ தனியார் ஊழியர்

☐ ஓய்வு பெற்றவர்

☐ மாணவர், சுயதொழில் / விவசாயி / வணிகம்

☐ ஹோம்மேக்கர்

☐ வேலை செய்யாத

☐ மற்றவை

Q7. கல்வி தகுதி,

☐ பள்ளிப்படிப்பு

☐ முதுகலை மற்றும் அதற்கு மேல்

☐ இன்டர் / டிப்ளோமா

☐ பட்டம்

☐ மற்றவை

Q8. மருத்துவமனைக்கு வரும்போது நீங்கள் பயன்படுத்திய போக்குவரத்து

முறை எது?

பொது போக்குவரத்து:

சொந்த வாகனம்:

☐ பஸ்

☐ 2 சக்கர வாகனம்

☐ ஆட்டோ

☐ 4 சக்கர வாகனம்

☐ டாக்ஸி

Q9. உங்களிடம் வாகனம் இருக்கிறதா?

☐ ஆம் ☐ இல்லை.

Q10. வருடாந்திர வீட்டு வருமானம்

☐ 3 லட்சத்துக்கு கீழ்

☐ 3 - 5 லட்சம்

☐ 5 - 10 லட்சம்

☐ 10 - 25 லட்சம்

☐ 25 லட்சத்திற்கு மேல்

 **மருத்துவமனையின் தேர்வு தீர்மானிப்பவர்கள்**

Q11. கோவையில் சங்கரா கண் மருத்துவமனை பற்றி எப்படி தெரிந்து

கொண்டீர்கள்? (கீழே உள்ள ஒன்றைத் தேர்ந்தெடுக்கவும்)

☐ மருத்துவர் பரிந்துரை

☐ கண் பரிசோதனை திட்டம்

☐ விளம்பரம் மற்றும் பதவி உயர்வு

☐ கார்ப்பரேட் டை-அப்கள்

☐ ஆன்லைன் வலைத்தளம்

☐ சமூக ஊடகங்கள்

☐ சி எம் சுகாதார திட்டம் / காப்பீட்டு கிடைக்கும்

☐ உறவினர், சகாக்கள் அல்லது நண்பர் பரிந்துரை (WOM)

☐ மற்றவை _____

Q12. உங்கள் நகரத்தின் பிற மருத்துவமனைகளை விட சங்கராவைத்

தேர்ந்தெடுப்பதற்கு ஒரு காரணம் என்ன? (மிகவும் விருப்பமான விருப்பத்தைத் தேர்ந்தெடுக்கவும்)

☐ இருப்பிட சாத்தியக்கூறு

☐ திறமையான மருத்துவர்கள்

☐ சிகிச்சையின் செலவு

☐ சிகிச்சையின் தரம் / சிறப்பு சேவைகள்

☐ உள்கட்டமைப்பு மற்றும் வசதிகள்

☐ மத மற்றும் கலாச்சார நம்பிக்கை

☐ ஊழியர்களின் நடத்தை

- ☐ சி எம் சுகாதார திட்டம் / காப்பீட்டு கிடைக்கும் தன்மை
- ☐ சங்கராவின் மகிழ்ச்சியான நோயாளி என்னைக் குறிப்பிட்டார்
- ☐ அங்கீகாரம் கிடைக்கிறது
- ☐ மற்றவைகள் _____

❖ ஏதேனும் ஆலோசனைகள்:

உங்கள் பதிலுக்கு நன்றி!