

A STUDY ON THE IMPACT OF MARKETING STRATEGIES FOLLOWED BY ASIAN HOSPITAL ON CUSTOMER SATISFACTION

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ABSTRACT

The type of service quality provided by any organisation or in any sector plays an important role in ascertaining the level of customer satisfaction. In the case of healthcare sector, the facilities related to treatment, hygiene, the behaviour of doctors, nurses or its staff with the patient or any other factor sets a perception in the mind of patient about a particular hospital. This paper is mainly based on the services provided by Asian hospital and the marketing strategies they used to build a goodwill in the eyes of their patients and among people. The main objective of this study is to analyse the impact of marketing strategies followed by Asian Hospital on customer satisfaction. In this research, both primary and secondary data has been used. A sample of 100 respondents were taken from people living in different villages including, Neemka, Pali, Dhauj, Uncha Gaon, Mohna such as other 16 villages. Result indicate that majority of people like the marketing strategy followed by Asian hospital then it should focus on better customer service to maintain its goodwill among the customers.

KEYWORDS: *Healthcare Industry, Marketing Strategies, Customer Satisfaction, Service Quality.*

Introduction

In this competitive world, there is a stiff competition in health care sector as well because there are large number of hospitals available to take care the health of patients. So, the service quality is one of the factors which is followed by them to differentiate itself from others. Service quality include the treatment facility, the knowledgeable and empathetic doctors, proper hygiene, patient's care, relation with patients and many more. The patients will be highly satisfied, if these services are provided to them because they are the only one, who judge the quality of their services. Continuous improvement in the service quality results in increase in the creation of positive perception of their customers. More the people have positive perception about a particular hospital, more patients will prefer to get the treatment from the hospital because satisfied patients recommend to others to try the services once. The word-of-mouth is a tool that plays an important role in creating awareness and promoting without charging anything for promotion.

When a matter is related to health, people can even bear the high cost but they just want the right treatment and quality service and this is what makes a hospital differentiate from its competitors. Various strategies are used by medical provider to deliver the services and also to understand the expectation of the patients and try to satisfy them accordingly.

In addition, different marketing strategies are used in the healthcare sector as well to make people aware about their hospitals and the type of services provided by them. Asian hospitals also used different marketing strategies to showcase other about itself. All these marketing strategies includes organising various types of events, corporate video, blogs etc. The recent event organised by Asian hospital is named as "Feed the Hungry || Let's Join Hands to Feed those in Need!" to help the needy in this covid-19 pandemic crisis.

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Literature Review

Sing and Shah (2011) mentioned in their study that Patients can have numerous reasons for choosing a particular hospital. The selection of particular medical provider can be significantly vary among different attributes such as infrastructure of hospital, suggestions given by friends and relatives, transport convenience, accessibility of specialist consultants, nearby home etc. (Singh, Sep. 2012)

Pakdil and Harwood (2005)(9) in their research, patient satisfaction in a pre-operative assessment clinic and the consequence of the study showed that patients were highly dissatisfied with the waiting time and recommended that the hospitals should provide speedy services and make available waiting accommodations or halls with newspapers, magazines and television sets to make patients more relaxed during their wait.

James (2005) highlighted that the competition in healthcare industry is moving from price competition to quality, value and performance competitions. A satisfaction or dissatisfaction level of the patient is a dependent on the quality of hospital care in all of its aspects. (Singh, Sep. 2012)

Service Quality

To take the competitive advantage, it is most vital to emphasis on service quality because customers are more conscious about quality, so it's significant to deliver better service quality than its competitors. The service firm can differentiate itself by delivering high quality service more than that of its competitors because ability of service firm depends on how consistently it provides value to its patrons, while the best method to retain customers is depend on their quality. Service quality is defined as the difference between the expectation of their customer and their perception about the service experience. (M2, 2018)

Research Methodology

Objectives of the Study

I have selected this topic to learn about the target market, which is used by the Asian hospital. Really, I have found that they use direct and indirect channel of promotion such as conduct of free health check-up camp in different villages and urban sector.

- To analyse the sales promotion and customer relation; how could be related to each other.
- To expose the impact of promotion of goods and services on the increase in the revenue of the company as well as increase in the customer relation.
- To analyse the channel of promotion that are suitable for people living in villages and in the urban area

Research Approach

This research involves Descriptive research, analytical research, and quantitative as well as qualitative research. The research design is very systematically and easy framework for the learners. There data are mostly related to the objective and based on the facts.

Data Collection

We collect both primary data and secondary data during the course of collecting data from various source for the completion of this research.

Type of Data Collection

- **Primary Data:** We have collected primary data from the various villages to find out the market potential of Asian hospital among villages and govt. sector.
 - Neemka
 - Pali
 - Dhauj
 - Uncha Gaon
 - Mohna such as other 16 villages.
- **Secondary Data:** -Secondary data means that that are already available about different Hospital research. We had collected secondary data from govt. organization such as-
 - Muncipal Corporation Faridabad.
 - Hudda Office, Sec-12.
 - Judicial Court, Sec-12.
 - Police Commissionarate Faridabad

Scope of the Study

- They are focusing on the direct marketing. They should also introduce to the villagers along with their respective heads.
- They should also conduct continue medical education (CME) towards the public although they are conducting it only for doctors.
- Company can reduce their cost on marketing by selecting an appropriate budget line time limit for the promotion. Then they can increase their revenue by reducing their cost.
- Our marketing department has used only newspaper, flyers and direct marketing with customers, they can use the e-medium for advertisement, such as radio, television etc.
- The method of sales promotion should be included discount and others offers, such as discount for BPL families, Entrance for ESCI patients.

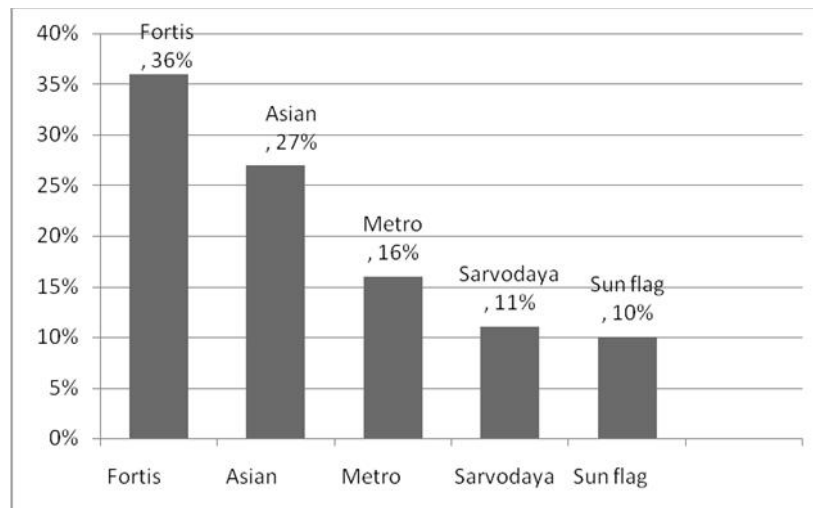
The marketing team should be well-trained employees who should have more knowledge about hospital and their services; whenever they could communicate with other person, they are able to satisfy them.

Limitation of the Study

- Due to time constraint, the study has been limited to the small sample size.
- People didn't seem so responsive while filling the questionnaire.
- The information can be biased due to the use of questionnaire

Data Analysis**Q.1 Market share of asian in the health care sector.**

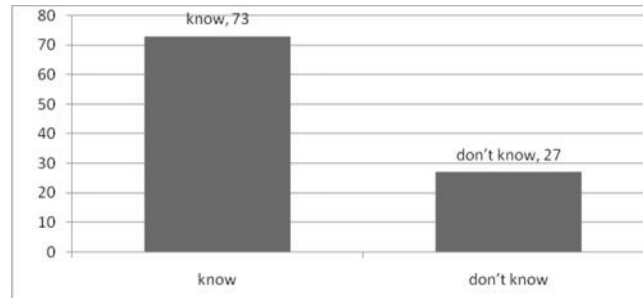
Hospitals	Market Share
Fortis	36%
Asian	27%
Metro	16%
Sarvodaya	11%
Sun flag	10%

**Interpretation**

The chart shows that the market share of Fortis and Asian are 36% and 27% respectively. Asian has also covered good market share in India. While Govt. and others has only 36% and 12%.

Q.2 People aware of the asian hospital in faridabad.

Awareness	Percentage
Know	73%
Don't Know	27%

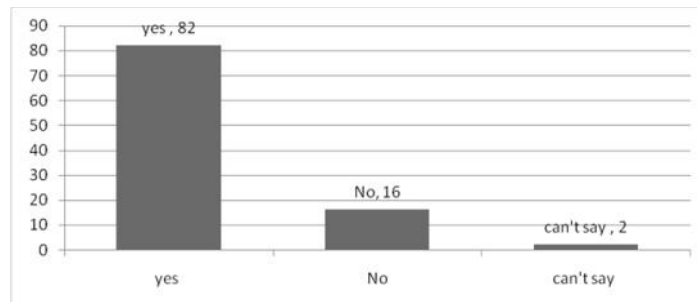


Interpretation

The above data show that 73% people know about Asian hospital and 27% don't know the Asian Hospital in Faridabad.

Q.3 Percentage of people are satisfied with asian services in faridabad.

Satisfaction Level	Percentage
Yes	82%
No	16%
Can't Say	2%

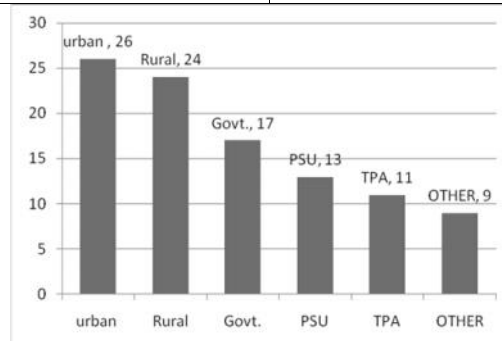


Interpretation

Majority of people are satisfied with the services of the Asian hospital i.e., 82% people are satisfied, 16% are not satisfied while 2% can't say anything about it.

Q.4 Percentages of patient comes from different area.

Patients come from different area	Percentage
Urban Sector	26%
Rural Sector	24%
Govt. Sector	17%
PSU Sector	13%
TPA Sector	11%
Other Sector	9%

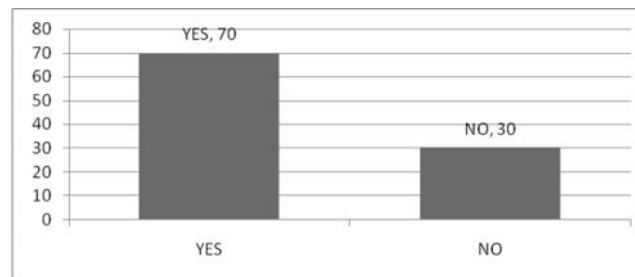


Interpretation

Around 26% of patients belong to urban sector who visit Asian for their treatment. From rural sector 24%. From govt. sector 16%. And other are comes from TPA, PSU and other. Its means 50% patient comes from only to rural and urban sector.

Q. 5 Asian improve their customer support services by advertisement and increase customer relation.

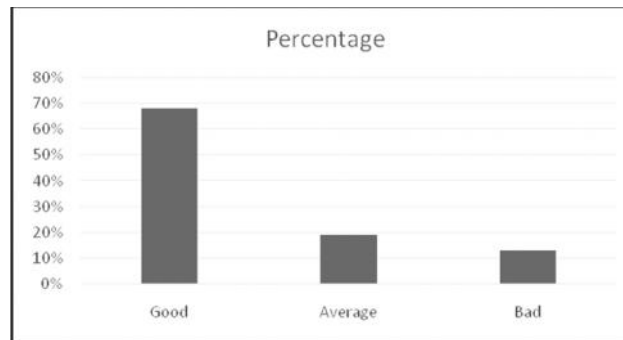
Improvement through Advertisement & customer relation	Percentage
Yes	70%
No	30%

**Interpretation**

Around 70% of people think that Asian improve their customer support services by advertisement and increase customer relation while 30% disagree with this statement.

Q.6 How do you like the marketing strategy by different hospital?

Opinion about Marketing Strategy	Percentage
Good	68%
Average	19%
Bad	13%

**Interpretation**

This analysis shows that 68% like the marketing strategy of Asian if compared with other hospitals. Around 19% people says it is average and 13% says that Asian's marketing strategy is bad in comparison with other hospitals.

Findings

From the whole study, I found that:

- Asian hospital has captured 27% market share in total.
- From this survey it was concluded that 73% people are aware about the Asian hospital.
- During the research it was studied that 82% of customer were satisfied with Asian hospital service and 18% of people are dissatisfied with services of Asian hospital.
- Patients comes from different area including urban sector, rural, govt, etc for the treatment in Asian hospital.

- Around 70% of people think that Asian improve their customer support services by advertisement and increase customer relation.
- The analysis shows that 68% like the marketing strategy of Asian if compared with other hospitals

Suggestions

- Marketing should be in the particular area, which will decrease the extra cost.
- It was found from the study that 18% of the customer are not satisfied, so sales manager should try to find the reason that why they are not satisfied & try to achieve a 100% satisfaction level to the entire customers.
- Marketing should be done by the well-trained person because its effect on the goodwill and image of the firm.
- Rural marketing should be included the free health check-up camp, and distributed flyers.
- Marketing person should introduce with people directly, it increases the good customer relation.

Conclusion

The knowledge of marketing strategies is very crucial for taking a right decision related to promotional techniques because in every aspect and in every field the marketing strategies impacts a lot on the awareness and decision taken by consumers. After conducting this report successfully, it is found that Asian healthcare is using marketing strategies very -well which ultimately increase the awareness among the people about its quality services offered by them to the patients. Majority of people like the marketing strategies of Asian healthcare in comparison with other hospitals and the customer relation is also improved because Asian focus on service quality and patient care. In addition, it can be able to create a significant position to our economy and try to boost up the economy of India.

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