



A Study On The Attitude Of The Patients Towards Innovativeness Of Corporate Hospitals Services In Tamil Nadu

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Abstract

There has been phenomenal" growth of professional services in the recent years. More people are employed in professional service industries than in manufacturing industries. There is a fast development and growth, of the 'Service Economy', first in North America and Western Europe and now in Asia. It is reasonable to assume that the decline of traditional manufacturing industries, and the increasing use of micro-technology, will mean a continued shift towards employment in, and expansion of, this service sector of economics in developed countries.

Keywords: health services, attitude of patients and innovativeness

Introduction

There has been phenomenal" growth of professional services in the recent years. More people are employed in professional service industries than in manufacturing industries. There is a fast development and growth, of the 'Service Economy', first in North America and Western Europe and now in Asia. It is reasonable to assume that the decline of traditional manufacturing industries, and the increasing use of micro-technology, will mean a continued shift towards employment in, and expansion of, this service sector of economics in developed countries.

The increasingly competitive service markets of today, however, are leading to a change in attitude towards marketing. Professionals have turned to marketing to help them cope with a rapidly changing and difficult to understand environment, increasing competition and greater public dissatisfaction. Hence, professionals now-a-days take marketing seriously and seek to become more professional in their marketing efforts.

Statement of the problem

Marketing services of general and hospital in particular becomes different in many aspects and respects compared to goods marketing. Major transformations which occur both in the internal and external environments of health care organisations necessitated professional organisations including hospitals to follow marketing principles and practices. A more number of professionals supplied, increased complex behaviour of patients, persistent technological changes and developments, increased competition, availability of alternative medicines, new code of conduct imposed by professional bodies and increased difficulties in defining service quality and also in providing promised quality service demanded medical professionals to develop a sustainable marketing strategy for hospitals.

Objectives of the study

1. To study on the attitude of the patients towards innovativeness of corporate hospitals services.
2. To analyse The innovativeness index among the respondents in the study area
3. To offer suggestions based on the findings of the study.

Methodology

Both the primary and the secondary data have been used to study the objectives of this research. For the purpose of taking a sample, the details regarding the four categories of hospitals were obtained from the Deputy Director of Health services, Chennai and Indian Medical Association. There are 110 public sector health establishments and 90 private sector health establishments are found in the state. With regard to the selection of sample hospitals, stratified random sampling was adopted.

The data collected were mostly primary in nature. It is observed that many of the questions in the interview schedules were directed towards obtaining the views of both the sample provider respondents and patient respondents in different degrees of agreement or disagreement by using suitable scaling techniques. Percentage analysis, ANOVA and Garrett ranking technique are used in the study.

Data analysis

The attitude of the patients is analyzed with the help of the mean score on the six factors among the patients. For the purpose, the mean scores on the six factors are calculated from the score of respective variables of **innovativeness** in medical treatment among the four groups of patients separately. In order to find out whether there is any significant difference among the four groups of the patients regarding their attitude towards six factors in innovativeness, the one way analysis of variance has been administered. The resultant mean score of the factors and the respective 'F' statistics are presented in Table 1.

Table 1 : Attitude of the patients towards innovativeness of corporate hospitals services

SNo.	Innovativeness	Mean scores				F – statistics*
		Govt. maternity and pediatric	Govt. Ortho & General Medicine	Private maternity and pediatric	Private Ortho & General Medicine	
1	The hospital has all required innovative & sophisticated medical equipments	4.000	3.833	4.200	4.133	6.11
2	The doctors ensure the latest treatments	4.000	3.500	4.400	4.033	31.64
3	The creativity of doctors in delivering health services is appreciable	3.800	3.330	4.050	4.366	49.81
4	The pre-consultation system followed by the hospitals is unique	4.450	4.067	4.450	4.333	7.98
5	The follow up services provided by the hospitals is unique	3.950	3.933	4.200	4.100	40.93
6	Patients relationship management of the hospitals is highly appreciable	3.800	3.300	4.050	3.833	13.73

Source: Primary data * Significant 1% level

The patients of the private maternity and pediatric hospitals perceived four aspects of innovativeness more highly favourable than the other three groups of patients. Hence, the respective mean scores on such factors in innovativeness are greater than others. The highly perceived factors among the patients of the private maternity and pediatric hospitals are 'the hospital has all required innovative and sophisticated medical equipment', 'the creativity of doctors in delivering health service is appreciable', 'patient relationship management of the hospital is highly unique' and 'the doctors ensure latest treatments', since the respective mean scores are 4.450, 4.400, 4.200 and 4.100.

Among the patients of the private orthopedic and general medicine hospitals, these factors are 'the pre-consultation system followed by the hospital is unique' and 'the hospital has all required innovative and sophisticated medical equipment. Hence, the respective mean scores are 4.366 and 4.333. The patients of the Government maternity and pediatric hospitals perceived the factors like 'the hospital has all required innovative and sophisticated medical equipment' and 'patient relationship management of the hospital is highly unique as high. Hence, the mean scores are 4.450 and 4.000 respectively.

The patients of the Government orthopedic and general medicine hospitals perceived the factors like 'the follow-up service provided by the hospital is highly unique', 'the doctors employ latest treatments' and 'the creativity of doctors in delivering health service is appreciable' as very low. Hence, the respective mean scores are 3.300, 3.333 and 3.500.

The significant difference among the four groups of the patients is identified regarding the perception on innovativeness in hospital marketing and they are: 'the pre-consultation system followed by the hospital is unique', 'the doctors ensure latest treatments' and 'the creativity of doctors in delivering health service is appreciable'. Hence, the respective 'F' statistics are significant at 1 per cent level. The analysis infers that the patients of the Government hospitals are poor in their perception of the innovation in hospital marketing when compared to the perception of the patients of the private hospitals.

Table 2 :The innovativeness index among the respondents

SNo.	Innovativeness	Mean scores				F – statistics*
		Govt. maternity and pediatric	Govt. Ortho & General Medicine	Private maternity and pediatric	Private Ortho & General Medicine	
1	Up to 25%					
2	25% - 50%					
3	50% - 75%	40%	87%	15%	30%	38%
4	75% - 100	60%	13%	85%	70%	62%
		100	100	100	100	100

Source: Primary data

In total, a maximum of 62 per cent of the patients have II of 75-100 per cent followed by 38 per cent who have II of 50-75 per cent. No patient has II of both 25-50 per cent and less than 25 per cent. Among the patients of the maternity and pediatric hospitals who have II of 50-75 per cent, the number of patients of the Government hospitals constitutes 40 per cent to its total whereas among the patients of the private hospitals, it constitutes 15 per cent of the total. At the same time, among the patients of maternity and pediatric hospitals who have 75-100 per cent II, the number of patients of the Government hospitals constitutes 60 per cent whereas among the patients of private hospitals, it constitutes 85 per cent. So also, in the case of the patients of the orthopedic and general medicine hospital, the number of the Government hospital patients accounts for 13 per cent whereas among the patients of private hospitals, it accounts for 70 per cent. It reveals the poor attitude towards innovativeness found among the patients of the Government hospital and better attitude among the patients of private hospitals.

Major findings of the study

- The highly perceived factors among the patients of the private maternity and pediatric hospitals are 'the hospital has all required innovative and sophisticated medical equipment', 'the creativity of doctors in delivering health service is appreciable', 'patient relationship management of the hospital is highly unique' and 'the doctors ensure latest treatments', since the respective mean scores are 4.450, 4.400, 4.200 and 4.100. Among the patients of the private orthopedic and general medicine hospitals, these factors are 'the pre-consultation system followed by the hospital is unique' and 'the hospital has all required innovative and sophisticated medical equipment'. Hence, the respective mean

scores are 4.366 and 4.333. The patients of the Government maternity and pediatric hospitals perceived the factors like 'the hospital has all required innovative and sophisticated medical equipment' and 'patient relationship management of the hospital is highly unique' as high. Hence, the mean scores are 4.450 and 4.000 respectively.

- In total, a maximum of 62 per cent of the patients have II of 75-100 per cent followed by 38 per cent who have II of 50-75 per cent. No patient has II of both 25-50 per cent and less than 25 per cent. Among the patients of the maternity and pediatric hospitals who have II of 50-75 per cent, the number of patients of the Government hospitals constitutes 40 per cent to its total whereas among the patients of the private hospitals, it constitutes 15 per cent of the total.
- It is observed that the patients of the Government hospitals have poor attitude towards location of the hospitals while there is a prevalence of better attitude among the patients in the private maternity and paediatric hospitals as well as the private orthopaedic and general medicine hospitals.
- The study reveals that there is an existence of poor attitude towards pre-consultancy services among the patients of the Government hospitals and better attitude among the patients of the private hospitals.
- It is found that the **patients of the private hospitals** have **better attitude** towards **core services** when compared to the attitude of the patients of the Government hospitals.
- The study reveals that the poor attitude towards physical evidences of health services is found among the patients of the Government hospitals and a better attitude towards physical evidences of health services is found among the patients of the private hospitals.
- It is found that the poor attitude towards innovativeness is found among the patients of the Government hospitals and a **better attitude among the patients of the private hospitals.**
- The study reveals that the poor attitude towards familiarity is found among the patients of the private hospitals and a better attitude among the patients of the Government hospitals.

Suggestions and Conclusion

The study reveals that by and large the patients of the hospitals have poor attitude towards certain aspects of the hospital marketing such as pre-consultancy services, core services,

quality of health services, hygienic conditions, physical evidences of health services and innovativeness in medical treatment. Hence, appropriate actions should be taken at the earliest to provide quality health services by the public sector and thereby serve the needy in the best possible way.

However, the factors like age, gender and marital status of the patient respondents have proved that there exists no significant relationship between the independent factors and the level of attitude towards the health services provided by the hospitals in Tamil Nadu State. It was found from this part of the study that of the five identified problems, the problem of 'high fees' is ranked as the first and foremost problem by the patients of the private hospitals while the problem of 'No personal attention' is ranked as the first and foremost by the patients of the Government hospitals.

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