

## A Study of Public awareness of hospitals atavadi circle, Tamilnadu

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### Abstract

**Background:** The Indian healthcare industry is one of the biggest and fastest developing sectors of world. Healthcare can form a huge part of nation's economy by consuming over 10% of GDP of various developed countries. Indian pharmaceutical and healthcare industry was addressed to add manpower over the last few years; this was the time when mostly players were busy in restructuring their operations and optimizing their costs. Overall hospital post treatment also average and 50% of the respondents' only interested to the offer.

Within the 3 months of time (87%) more people going for treatment.

Most of the people choosing hospital because of Services and nominal charge but People giving more weightage for specialist or experienced Doctors, acceptance of insurance, preventing communicable diseases, Proper diagnosis of problem and reduced waiting time.

### Objectives: Primary objective:

- To analyze the public awareness of hospitals at Avadi circle, Tamil Nadu.

### Secondary objectives:

- To study the Satisfaction level of customer towards the facilities provided.
- To study the various factors which influencing customer towards hospital.

**Methods:** Research methodology is a system of models, procedures and techniques used to find the result of a research problem. Research is a systematic process of collecting and analyzing information or data in order to increase our understanding of the phenomenon about which we are concerned or interested. Research is an endeavor to discover answers to logical and practical problem through the application of scientific method. It is a systemized effort to gain knowledge.

**Results:** Majority of respondents were (36%) visited in a month before, 21% of respondents were visited to the hospital treatment in a week before, 21% of respondents were visited in 3 months before, 12% of respondents were visited in 6 months before and 10% of respondents were visited in a year before. Majority of respondent were (32%) aware of KC hospital, 24% of respondents were aware of Sri Sudharshanam hospital, 22% of respondents were aware of Meenakshi hospital, 11% of respondents were aware of Avadi hospital, 10% of respondents

were aware of ES Hospital, 1% of respondents were aware of clinic.

**Conclusions:** More than 96% of people knowing the hospital through an advertisements, friends and relatives. Public awareness on all nearby Hospital concerns average only. Overall hospital post treatment also average and 50% of the respondents' only interested to the offer. Within the 3 months of time (87%) more people going for treatment. Most of the people choosing hospital because of Services and nominal charge but People giving more weightage for specialist or experienced Doctors, acceptance of insurance, preventing communicable diseases, Proper diagnosis of problem and reduced waiting time.

**Keywords:** Hospital, Customers, Priority, Satisfaction, Service

## 1. Introduction

The health care industry is a segment inside the economy which offers drugs, medicines and other services for patients with preventive, healing, rehabilitative, and soothing care. Thus we can say that a health care service comprises the grouping of tangible and intangible facet where an intangible feature dominates the tangible aspects. Rooms, beds and other decors are included in tangible things. The Indian healthcare industry is one of the biggest and fastest developing sectors of world. Healthcare can form a huge part of nation's economy by consuming over 10% of GDP of various developed countries. Indian pharmaceutical and healthcare industry was addressed to add manpower over the last few years; this was the time when mostly players were busy in restructuring their operations and optimizing their costs.

## 2. Objectives:

### Primary objective:

- To analyse the public awareness of hospitals at Avadi circle, Tamil Nadu.

### Secondary objectives:

- To study the Satisfaction level of customer towards the facilities provided.
- To study the various factors which influencing customer towards hospital.

## 3. Methods

Research methodology is a system of models, procedures and techniques used to find the result of a research problem. Research is a systematic process of collecting and analyzing information or data in order to increase our understanding of the phenomenon about which we are concerned or interested. Research is an endeavor to discover answer to logical and practical problem through the application of scientific method. It is a systemized effort to gain knowledge. Methodology concentrates more towards the nature and kinds of processes to be followed in attaining an objective.

### Sample Size:

- Present study is conducted about 381 respondents.

### Sampling Method:

- Sampling method used in this study is simpler random sampling method.

## Questionnaire:

Structured questionnaire is used to collect the feedback from the respondents. The questionnaire used for collecting information from respondent has 10 questions. Questionnaire used for gathering suggestion from respondent are classified in to open ended and multiple questions.

### Method of data collection:

Data was collected in a systematic manner by meeting hospital existing customers. The data which have procured include primary data.

The data is collected from primary data sources.

## ANALYSIS & INTERPRETATION

### 4.1. Table showing the respondent of Gender classification

S.No	Gender	No. of respondents	% of respondent
1	Male	166	44
2	Female	215	56
<b>Total</b>		<b>381</b>	<b>100</b>

**Inference:** Majority of respondents are (56%) female and 44% of the respondents is male category.

### 4.2. Table showing the Respondents of recent treatment visit to the hospital

S.No	Time Period	No. of respondents	% of respondent
1	1 Week before	80	21
2	1 Month before	137	36
3	3 Months before	81	21
4	6 Months before	44	12
5	1 Year before	39	10
<b>Total</b>		<b>381</b>	<b>100</b>

**Inference:** Majority of respondents were (36%) visited in a month before, 21% of respondents were visited to the hospital treatment in a week before, 21% of respondents were visited in 3 months before, 12% of respondents were visited in 6 months before and 10% of respondents were visited in a year before.

### 4.3. Table showing the Number of respondent awareness about the nearby hospitals

S.No	Nearby hospitals	No. of respondents	% of respondent
1	ESI hospital	37	10

2	Meenakshihospital	84	22
3	SriSudharshanam	93	24
4	KChospital	122	32
5	Avadi Govt. Hospital	42	11
6	Clinic	03	01
	<b>Total</b>	<b>381</b>	<b>100</b>

**Inference:** Majority of respondents were (32%) aware of KChospital, 24% of respondents were aware of Sri Sudharshanam hospital, 22% of respondents were aware of Meenakshihospital, 11% of respondents were aware of Avadi hospital, 10% of respondents were aware of ESI hospital, 1% of respondents were aware of clinic.

#### 4.4. Table showing the Satisfaction level with post treatment services

S.No	Satisfaction Level	No. of respondents	% of respondent
1	Strongly satisfied	77	20
2	Satisfied	102	27
3	Neutral	80	21
4	Dissatisfied	94	25
5	Strongly dissatisfied	28	07
	<b>Total</b>	<b>381</b>	<b>100</b>

**Inference:** Majority of respondents were (27%) satisfied with post treatment, 25% of respondents were dissatisfied, 21% of respondents were neutral, 20% of respondents were strongly satisfied, and 7% of respondents were strongly dissatisfied.

#### 4.5. Table Showing the Respondents knew hospital through different media.

S.No	Categories	No. of respondents	% of respondent
1	Advertisement	146	38
2	Friend and relatives	213	56
3	Internet	16	4
4	Family doctor	06	2
	<b>Total</b>	<b>381</b>	<b>100</b>

**Inference:** Majority of respondents (56%) know through friend and relatives, 38% of respondents know the hospital through advertisement, 4% respondents know through Internet, and 2% respondents know through family doctor.

#### 4.6. Table Showing the Influencing factor to the respondent choosing hospital

S.No	Categories	No. of respondents	% of respondent
1	Nominal charges	72	19
2	Services	167	44
3	Reputation	49	13
4	Nearby	93	24
<b>Total</b>		<b>381</b>	<b>100</b>

**Inference:** Majority of respondents (44%) select hospital because of Services, 24% of respondents select hospitals because of Nominal charge, 19% of respondents select hospital because of nearby, 13% of respondents select hospital because of Reputation.

#### 4. Results

- Majority of respondents are (56%) female and 44% of the respondents is male category.
- Majority of respondents were (36%) visited in a month before, 21% of respondents were visited in a week before, 21% of respondents were visited in 3 months before, 12% of respondents were visited in 6 months before and 10% of respondents were visited in a year before.
- Majority of respondents were (32%) aware of KC hospital, 24% of respondents were aware of Sri Sudharshanam hospital, 22% of respondents were aware of Meenakshi hospital, 11% of respondents were aware of Avadi hospital, 10% of respondents were aware of ESI hospital, 1% of respondents were aware of clinic.
- Majority of respondents were (27%) satisfied with post treatment, 25% of respondents were dissatisfied, 21% of respondents were neutral, 20% of respondents were strongly satisfied, and 7% of respondents were strongly dissatisfied.
- Majority of respondents (56%) know through friend and relatives, 38% of respondents know the hospital through advertisement, 4% of respondents know through Internet, and 2% of respondents know through family doctor.
- Majority of respondents (44%) select hospital because of Services, 24% of respondents select hospitals because of Nominal charge, 19% of respondents select hospital because of nearby, 13% of respondents select hospital because of Reputation.
- 17.5% of weightage given by respondents for Specialist or experienced Doctors, 16% of weightage for Acceptance of insurance, 15% for Preventing communicable diseases, 14% each for Proper diagnosis of problem and Reducing waiting time.

## 5. Discussion

More than 96% of people knowing the hospital through an advertisements, friends and relatives, Public awareness on all nearby Hospital concerns average only. Overall hospital post treatment also average and 50% of the respondents' only interested to offer. Within the three months of time (87%) more people going for treatment.

Most of the people choosing hospital because of Services and nominal charge but People giving more weightage for specialist or experienced Doctors, acceptance of insurance, preventing communicable diseases, Proper diagnosis of problem and reduced waiting time.

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