RESEARCH TO UNDERSTAND FACTORS INFLUENCING CUSTOMER PREFERENCE OVER HEALTHCARE CENTRES AND HOSPITALS

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ABSTRACT

Decision making is a very crucial part of the organizational growth. The need to make informed and intelligent decisions motivates an organization to indulge in business research. Whenever a manager confronts a key decision, he must decide the type of research/ which is essential to facilitate the decision-making process. The most important task for a marketer is to present the right product at the right place with the right price to the right person. It is also essential to go back to the consumers to gauge the level of satisfaction so that the consumers remain loyal. The recent years have witnessed a gigantic augmentation in the human population. This has stirred the need for emergence of more and more healthcare centres and amenities to cater to the needs of exploding human population. Health is a broader term which encompasses physical, mental, social, emotional and spiritual well-being of an individual. In India, healthcare has been evolving rapidly keeping a fast pace with rapidly metamorphosing technological advancements. The demand of healthcare services is increasing manifolds in the private hospitals because of certain amenities and facilities that are being provided by them. Nowadays patients and their families can choose a particular hospital from a plethora of options presented in front of them. The entire decision-making process is influenced greatly by various factors like the advertisement and branding of the healthcare centres, word of mouth, past-experiences, location, cost-considerations, age-groups, suggestion from friends, references by doctors, the target group ranges from 18-65 years of age. Also interviews with the management of various multi-speciality hospitals would help to understand the hospital specifications. The findings of this study would be an important aid for the hospital administration.

INTRODUCTION

This report intends to investigate and explore the major factors which play a crucial role in influencing the people to choose a particular hospital or a healthcare centre. The collected data is further used to discuss how the significant factors can be improvised which can act as an input to the hospital management to work on the areas of improvement ultimately delivering better services catering to the needs of the patients.

BACKGROUND OF THE PROBLEM

Healthcare is one of the most important type of services which needs to be aptly rendered to the people. It revolves around various factors both internal and external. Internal factors are the ones which are confined to the hospital facilities, staffs, management, and the qualitative measures, rewards and recognitions. The external factors are the ones like the advertisement, reputation and the feedback given by the patients through word of mouth. Managing services has its own peculiar significance in the service industry as efficient services offerings create distinctive customer involvements that help the customer avail the services. It is a place of meeting customers directly and interacting directly with the hospital employees, the result of such interaction may affect the acuity and ding of service quality. Therefore, it becomes important for the hospitals must assure that the 'front-end' and the 'back-end' processes are allied with a positive impression and perception of faith, hope and truth for the customers. Various studies indicate that there has been a level of ignorance of the patient's perceptions about the healthcare systems by healthcare managers in developing countries. Even, according to the World Health Organisation's (WHO) policy and practice, analysing patient's perceptions and provide a real argument that makes the healthcare services, both public and private, more reactive to the needs of the customers. In India there are a very few studies that measures the level of patient's satisfaction with the services provided by the health care organisations and, help to understand the relationship that exists between 'service-quality' and 'patient-loyalty'. Hence there is a need to conduct such studies in this paradigm. The uniqueness of this report is that the influential factors are being analysed upon based upon its significance and a correlation is being established between various factors and the variables that enhance a customer's decision-making. The reason behind choosing the healthcare sector is the massive development of the health-care services in the recent years and expansion of market research statistics and tools for the betterment of it.

India has made notable and remarkable developments in improvising the healthcare sector and the quality of life. Various research studies and thesis work has been very instrumental in acting as a catalyst to stimulate the entire process. The life expectancy in India is 64.4 years which is a significant improvement as compared to 1990s. In India both existing and prospective players are provided with an exclusive Health care opportunity, enumerating the fact that, India has a competitive edge of well-trained medical professionals. It also, has a cost-advantage which gives a better cost-benefit ratio. This report intends to identify and fill the gap in understanding and analysing the key factors that influence the growth of Healthcare industry by using factor analysis as a statistical tool. The data collected spreads across various age-groups to widen the scope of research considering the demographical factors which has different triggering extents in different age-groups. The data collected was through questionnaire, using online medium as well as personally interviewing respondents

LITERATURE REVIEW

Research, shows that it is important to focus on patients' perceptions, expectations and needs, as a matter of fact, dignity and respect are also the main concerns of any patient, which should be treated by giving clear information and support while treatment. According to research there are various variables which might result towards the satisfaction of patient's with the service provided by doctors.

(Warl et al 1978): The researcher analysed on existing studies on patient satisfaction to extract the meanings. In their analysis, patient satisfaction is affected by the characteristics of the medical service provider and patients that demonstrate distinct behaviour towards each one of them.

(Shostac, 1984): A customer's service is an actual steps to satisfy customer prerequisite. A better customer service model and service design is required for analysing customer opportunities and market growth.

(File et al, 1992): The study facts out the profound diversity of customer engagement in the course of the service delivery process are projecting of positive word of mouth and frame of reference. The research was conducted on three hundred and thirty one service recipients the four magnitudes of client participation are highly projecting of both word of mouth and new client referrals. The four important participation factors are tangibility, empathy, attendance and meaningful interaction. Their findings support communicating marketing management for providers of complex services.

(Rohde & Vishwanathan 1993, Berman 1998): the argument of Indian health care system is very complex because it is considered by many structures of medicines and copiously of unqualified physicians. Alternative examination describes that our patient maintenance has been subjugated by the private sector over the spans.

(Bennet et al 1997): mostly in "low and middle income countries", the stability amid public and private segment, the services of healthcare over the past span or so has labelled deeply towards the former.

(Boonshoof & Gray, 2004): The authors conducted a study to show the relationship between quality of service, customer comfort and purchase desire in the privately owned hospitals. Supercilious service quality enhancement and loyalty among patients in the private health care industry was the objective of the research. Results of their research showed that the customer fulfilment magnitudes are satisfaction with the sustenance provided in the hospitals, "satisfaction with the nursing staff, the fees and tariff levied". Every factors are affected positively both on "loyalty and satisfaction".

(Uplekar et al 2001, Kamat 2001, Uplekar & Rangan 2001). However, in spite of countless research on healthcare industry in India, direct structured assessments on the nature of medical care offered by "public and private sector practitioners" are absent. Such substantiation is much needed to make aware both the sectors about the policies and inform policies each other.

(Fred David, Garner C, Alkin, 2006): The study shows that there lies a positive relationship between doctor's capability and proficiency, remedy and treatment towards patients, treatment cost and informing the patient itself.

(Gilmore Audrey, Goodman Bill Reid Stead Man, 2006): The study shows that patients' perception of quality service in health care industry is not usually correct because of the inability of the patients to analyse and judge the technical competence of medical practioners with accuracy.

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GROWTH OF THE HEALTHCARE INDUSTRY

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Healthcare industry has become one of the largest growing industry in India in terms of revenue and employment. This industry is growing tremendously owing to its extraordinary coverage, services and investments made by both private and public publics. During 2008-20 this industry is expected to record a CAGR of 16.5 percent. It is expected that the total industry size would reach up to USD 280 billion by 2020. Government is constantly emphasizing on the health ingenuities like Mother and Child Tracing System. There is a trend among the Indian Companies to enter into Mergers and Acquisitions with both the domestic and the foreign companies to drive growth and gain new markets. As per the findings of NASSCOM, the Indian healthcare market was valued at USD 1 billion in 2016 and is forecasted to increase by 1.5 times by 2020.

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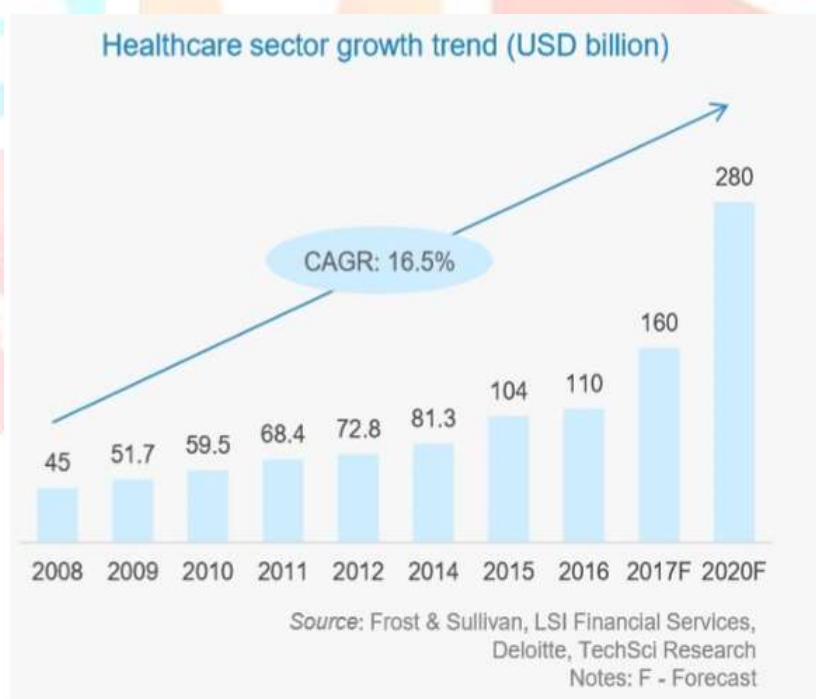
Figure 1

CONTRIBUTION FROM THE PRIVATE PLAYERS IN THE INDUSTRY

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The private players have emerged as an exceptional force in lending both National and International credits to the Indian Healthcare Industry. The private sector contributes to almost 80 percent of the industry in. the Healthcare segment. Total healthcare expenditure in the country is almost 74 percent of the total account. As the income is growing, there are easy access to better healthcare facilities and responsiveness of sanitation. There has been an

increased perception of health insurance that has relieved the rise in the health sector expenditure which is leaning and likely to increase multifariously in the decades to come. The economic affluence is pouring the developments in the affordability for inclusive drugs in the market. Substantive proportion of secondary, tertiary and quaternary healthcare institutions are from the private sectors and are spread across the metro cities, tier I and tier II.
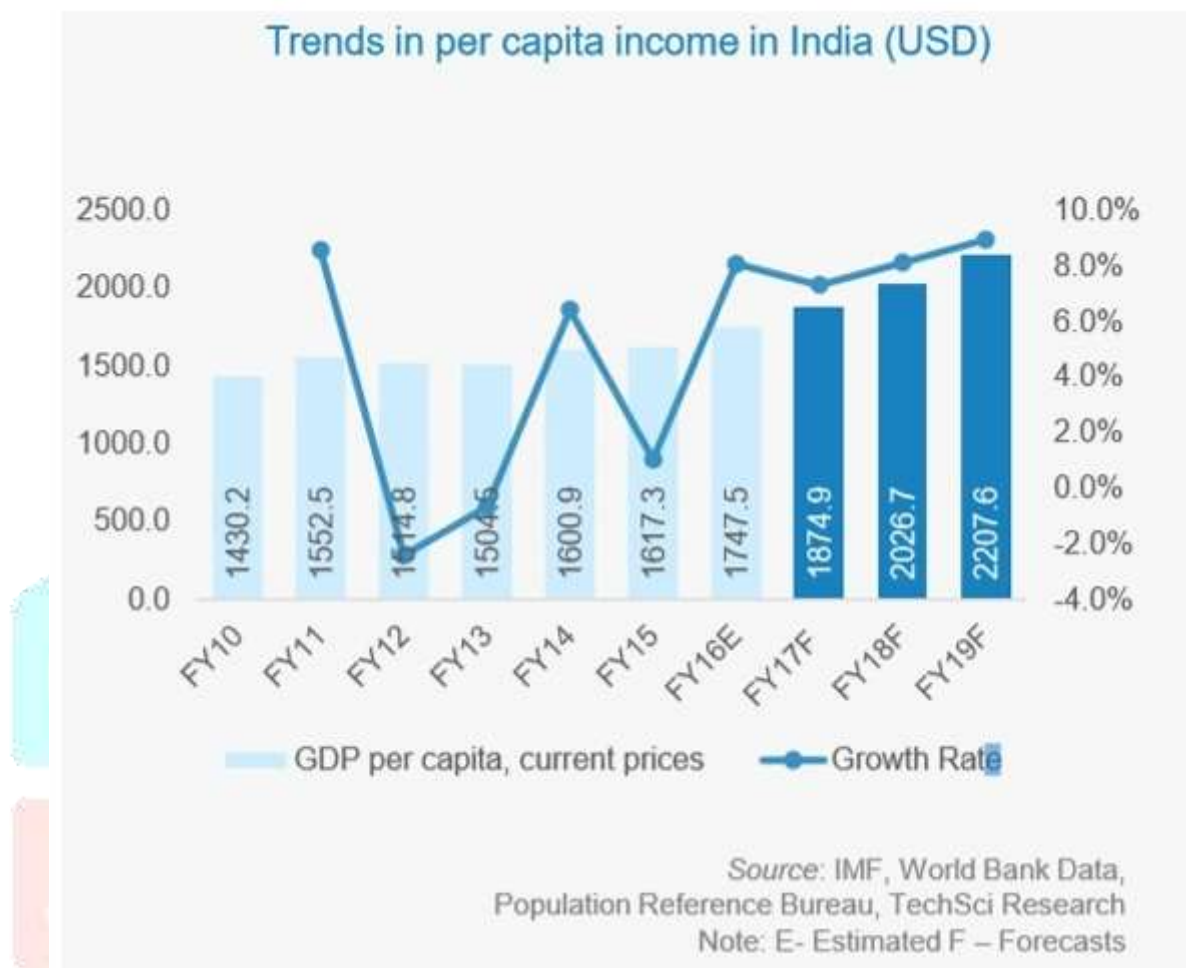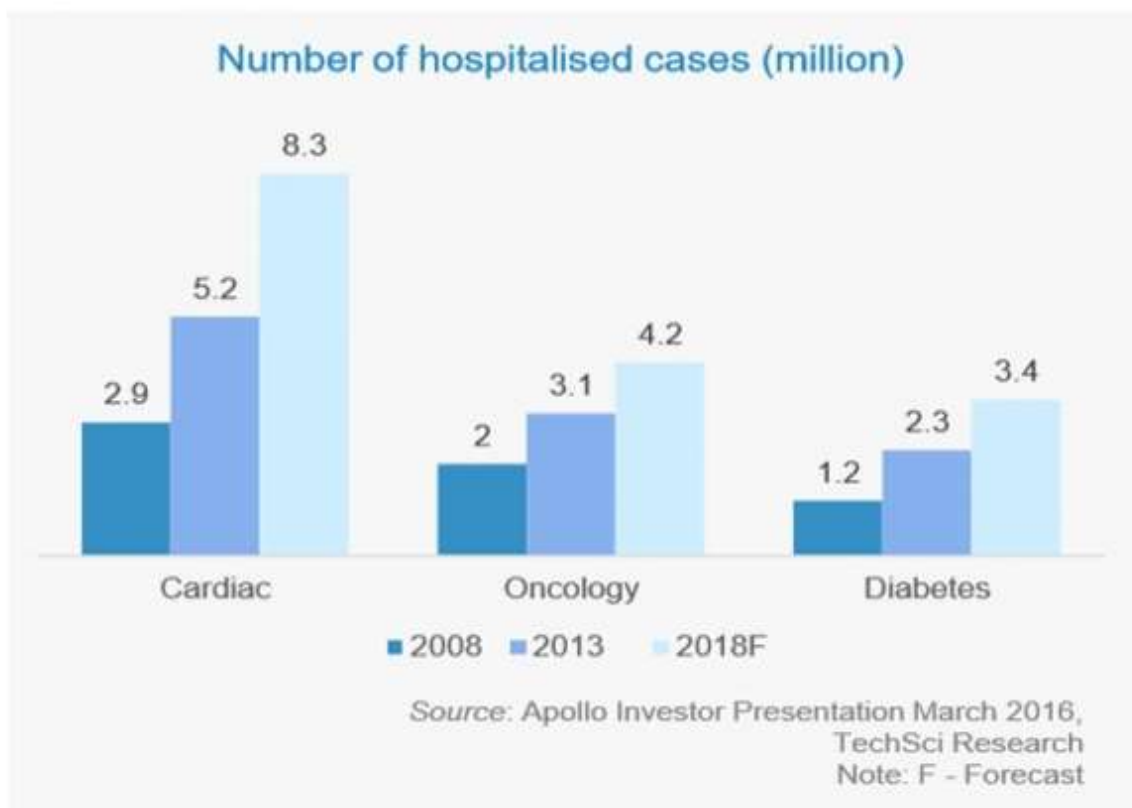

Figure 2

LIFESTYLE DISEASES AND GROWING AWARENESS OF HOSPITALISATION

There has been a significant incidence of increase in the lifestyle diseases. It is expected to boost the industry sales figure. There is a rise in the reported cases of heart disease, obesity and diabetes. It has resulted in rise in expenditure toward health and treatment. Subsequently there is an increased. The growth of Ayurveda has also been beneficial for the treatment of various chronic diseases and disorders enticing increased number of patients to avail these services in India. The following are the CAGR of the hospitalised cases from 2008-18

1) Cardiac- 18 percent
2) Oncology- 16 percent
3) Diabetes- 19 percent

Figure 3

OBJECTIVE

The broader objective behind the major project is to understand the preferences and factors which influence people to choose a particular healthcare centre or a hospital. There are certain parameters which might be important to different people differently. The aim is to understand through a survey that what are the most significant and effective ones which triggers the choice. This study will help identify the gap between the hospital management and patient's perspectives. The findings will provide better scope for the hospital management to identify pain points and improvise the services.

The following action plan is being followed:

➢ Defining the target group size as per the demographics

➢ Identifying the type of data required for the research. (Primary or secondary)

➢ Preparing a relevant questionnaire aimed at extracting maximum information from the target group.

➢ Approaching the respondents and fixing up appointments.

➢ Identifying the mode of data collection: using tablet or recorder, google forms or hardcopy of questionnaire

➢ Conduct interviews and ensure that the data collected is trustworthy, legit and error-free

➢ The collected data is then analysed thoroughly to arrive at a conclusion.

➢ Report formulation and summarization

➢ Presenting the identified business solution to the client for further action

SAMPLE SELECTION AND TARGET GROUP

The study was conducted in Hyderabad, Telangana. The sample size is expected to be around 120. The age group varies from 18 to 65 above. People falling in various spectrum of age group are interviewed to broaden the scope of research. The mode of data collection selected is Primary data collection.

Steps followed for Systematic Approach

For achieving the required objectives, a systematic approach is essential

1. **Determining the target area for prospective respondents:**

Various reputed multi-speciality hospitals were visited multiple times to understand the management perspective and healthcare and hospital specifications.

2. **Determining the mode of administration:**

The data collected was primary in nature by conducting one to one interview or by circulating online survey forms to maximize participation.

3. **Determining the tool for data collection:**

The most effective tool that can be used to collect the data is designing a semi-structured questionnaire with both closed ended and open-ended questions. Closed ended data can be used for both quantitative and qualitative analysis and open-ended questions help to understand the broader dept of the respondent's mindset. It helps to reinforce the quantitative data. Being a little lengthy, the task of the interviewer was to persuade the interviewee and patiently put forward the questions without offending or annoying him.

4. **Defining the Target population:**

The target population was selected as people ranging from young, middle-aged, older and elderly people ranging from 18 to 65 years of age. Keeping in consideration the geographical constraints of distance, the overall data collection process was made easier by conducting self-administered online survey through google forms.

5. Data Assimilation and Tabulation:

Once the interview is completed, the gathered data is reviewed.

6. Interview Process Verification:

In order to certify the authenticity and legitimacy of the collected data, a special quality audit team is designated. Also, various kinds of feedback calls are made to the respective interviewee to cross-check and validate the responses. It is also beneficial to understand the attitude, code of conduct and professional behaviour of the interviewer.

DATA ANALYSIS

Table-1 Questionnaire used for Survey	
This is a small survey to understand the perception of people while choosing a particular hospital.	
NAME -	
ADDRESS -	
E MAIL -	
INTERVIEW DATE -	NAME OF INTERVIEWER -
MOBILE NO -	NAME OF SUPERVISOR -

WORK PROFILE & QUALIFYING SECTION

1. **Specify your age.**

Age Spectrum	Code	Instruction
18-30	1	Continue
31-50	2	Continue
51-65	3	Continue
>65	4	Continue
Others	99	Terminate

2. **Specify your Educational Background.**

Educational Background	Code	Instruction

Post – Graduate	1	Continue
Graduate	2	Continue
Diploma	3	Continue
HSC	4	Continue
SSC	5	Continue
Literate but no formal schooling	6	Continue
Illiterate	99	Terminate

3. **Specify your Occupation.**

Occupation	Code	Instruction
Public Sector	1	Continue
Private Sector	2	Continue
Business	3	Continue
Service Industry	4	Continue
Student	5	Continue
Other	6	Continue

4. **Kindly list the assets owned by you or your family.**

Assets	Code
Electricity Connection	1
Ceiling Fan	2
LPG Stove	3
Two-Wheeler	4
Colour TV	5
Refrigerator	6
Washing Machine	7
Personal Computer	8
Car	9
Air Conditioner	10

5. **Kindly share the number of members above 50 years of age in your family.**

Number of Members	Code	Instruction
0	1	Continue
1-2	2	Continue

3-5	3	Continue
>5	4	Continue

6. **Kindly share your number of hospital visits in last 6 months**.

Number of Visits	Code	Instruction
0-2	1	Continue
3-5	2	Continue
5-10	3	Continue
>10	4	Continue

PARAMETERS INFLUENCING INDIVIDUAL CHOICE OF HEALTHCARES

Kindly rate the parameter which you consider important while choosing a particular healthcare centre

7. **Location of Healthcare centre (Distance from home)**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

8. **Hospital Infrastructure (Machinery)**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

9. **Overall Healthcare Services provided**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

10. **Staff Capabilities**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

11. **Value for money**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

12. **Administrative and Safety procedures**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

13. Member satisfaction review

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

14. Awards and accreditations

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

15. Healthcare Event Associations

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

Kindly rate the following based on your experience with the staff of hospitals

16. Empathising nature and quick service of the staff/personnel

Extremely Poor	Poor	Satisfactory	Good	Excellent
1	2	3	4	5

Kindly rate the following based on your experience with the Medicines

17. **Quality of the Medicines**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

18. **Availability of the Medicines in local pharmacy**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

19. **Price of the medicine**

Not at all important	Somewhat important	Important	Very much important	Absolutely important
1	2	3	4	6

20. **Effectiveness of the medicines**

Not at all Important	Somewhat Important	Important	Very much Important	Absolutely Important
1	2	3	4	5

BRAND Recollection

21. **Among the following what plays a major role in choosing a particular healthcare centre**

Source	Code	Instruction
Friends/ Family	1	Continue
TV Advertisements	2	Continue
Billboards/ Posters	3	Continue
Magazines/ Newspapers	4	Continue
Recommended from other doctors	5	Continue
Promotional healthcare events	6	Continue

22. **Which of the following hospitals have you heard about before?**

Hospitals	Code
Apollo	1
CARE	2
Rainbow Children's Hospital	3
L.V Prasad Eye Institute	4
Virinchi	5
Global Hospital	6
Continental Hospital	7
Yashoda Hospital	8
Krishna Institute of medical Science	9

23. Which of the following hospitals you consider the best in terms of overall performance?

Hospitals	Code
Apollo	1
CARE	2
Rainbow Children's Hospital	3
L.V Prasad Eye Institute	4
Virinchi	5
Global Hospital	6
Continental Hospital	7
Yashoda Hospital	8
Krishna Institute of medical Science	9

5. DATA ANALYSIS

The data is collected, and the analysis part was initiated once the sample size was reached. The following tools are used for the analysis and conclusion prospects.

5.1. Multiple Regression Analysis:

Multiple regression analysis is used to understand which among the independent variables are related to the dependent variable. The variable whose values are already given are called independent variable and the variable whose values need to calculated are called depended variable.

The objective of this analysis is:

- ➢ To find out the relationship of independent and dependent variables.
- ➢ It helps in decision making.
- ➢ It helps to improve the business

There are certain assumptions which needs to be taken care of while performing Multiple Regression:

Assumptions:

- ➢ Regression residuals must be normally distributed
- ➢ A linear relationship is assumed between the independent and the depended variables
- ➢ Residuals are rectangular in shape.
- ➢ Absence of multicollinearity is assumed in the model meaning that the independent variables are not highly correlated.

The general equation of linear multiple regression is:

$Y = B0 + B1\ X1 + B2\ X2 + B3X3 + \ldots\ldots\ldots\ldots\ldots + BnXn + Error$

Where Y is the dependent variable.

X1, X2, X3, X4 …. Xn are the independent variables.

5.2 Graphical analysis using Microsoft Excel:

Generation of pie charts and bar graphs for identifying the degree of influence of parameters on the people for choosing a particular healthcare centre.

The following is the summary of the excel statistics of the primary data collected

1) **Age Spectrum of Respondents:**

The survey was done among 136 respondents belonging to a wide range of spectrum ranging from 18 to 65 years of age.
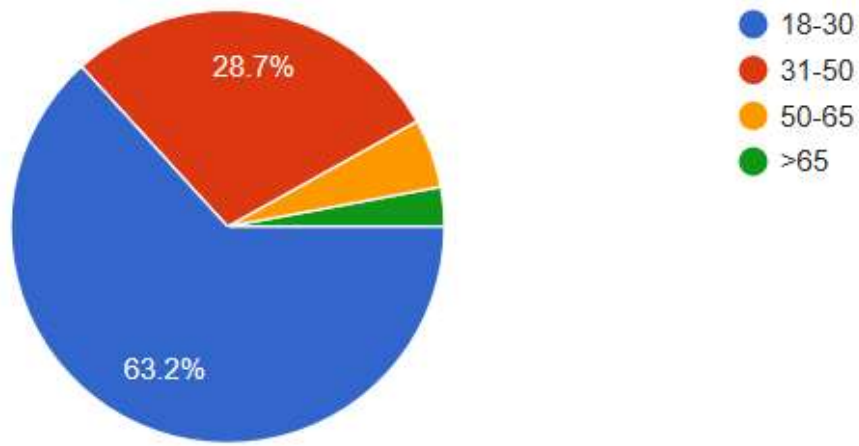
Figure 4

2) Educational Background
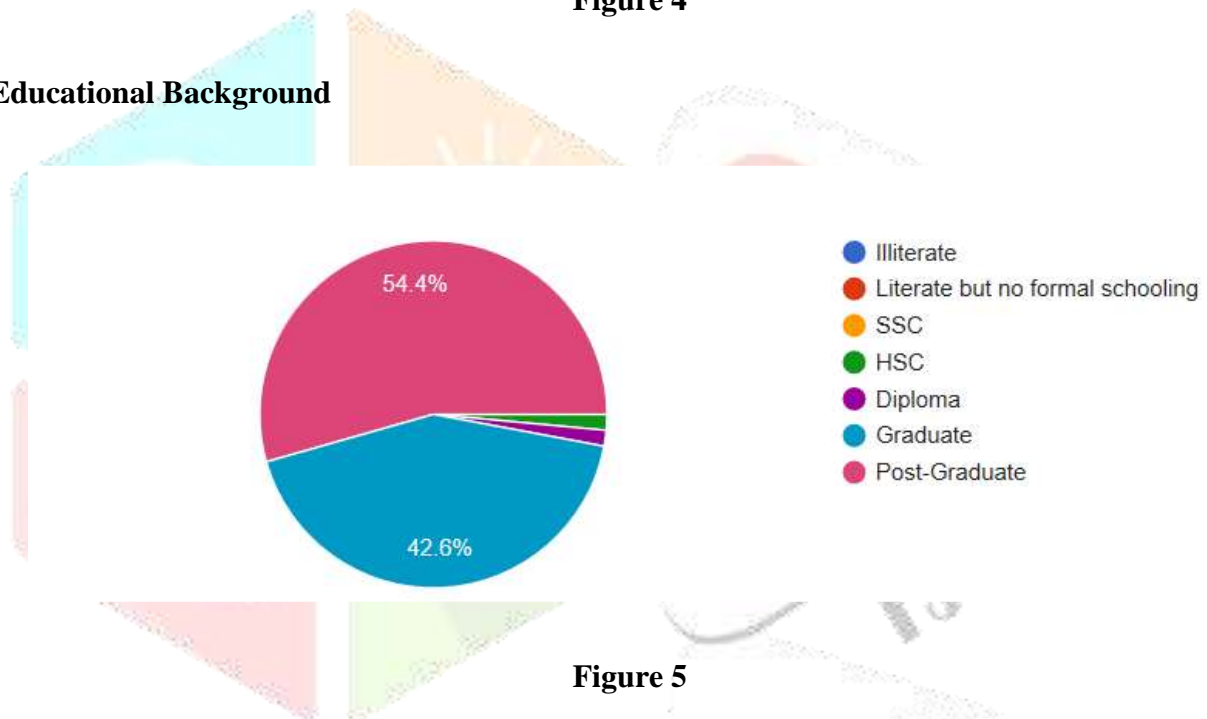
Figure 5

3) Occupation of Respondents
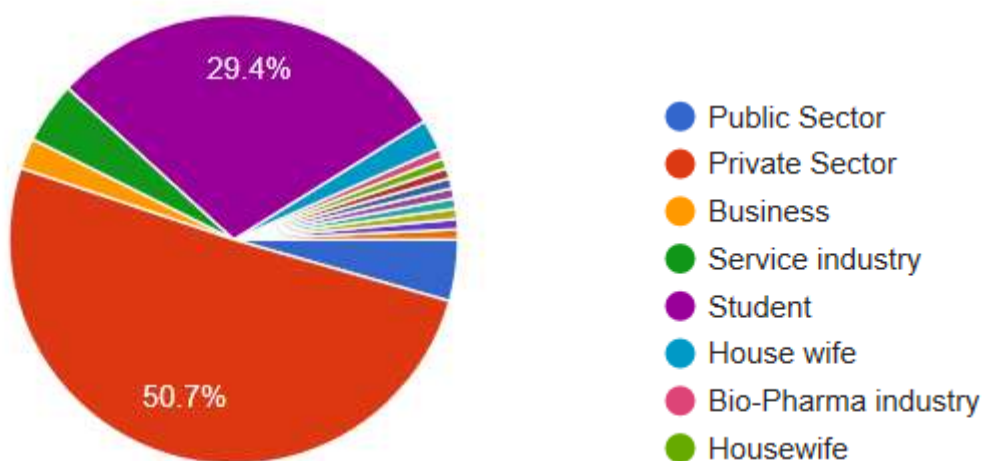
- 🔴 Retired person(pensioner)
- 🔵 Research
- 🟣 Retired Banker
- 🟢 Homemaker
- 🟡 Govt service
- 🟣 Home maker
- 🟠 CAPF

Figure 6

4) **Assets owned by Respondents/ family**
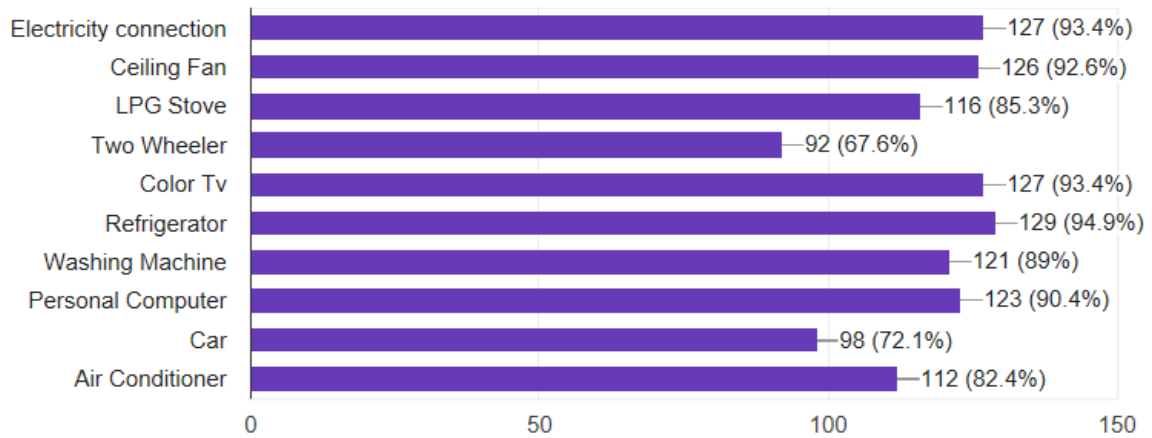
Figure 7

Number of members above 50 years of Age (To analyse the proportion of elderly persons who would have a higher frequency of hospital visits

Factors and parameters influencing the choice of hospitals and healthcare centres

   X axis denotes the rating given on the parameter.

   Y axis denotes the number of respondents.

Location of Healthcare centres (Distance from the Home)
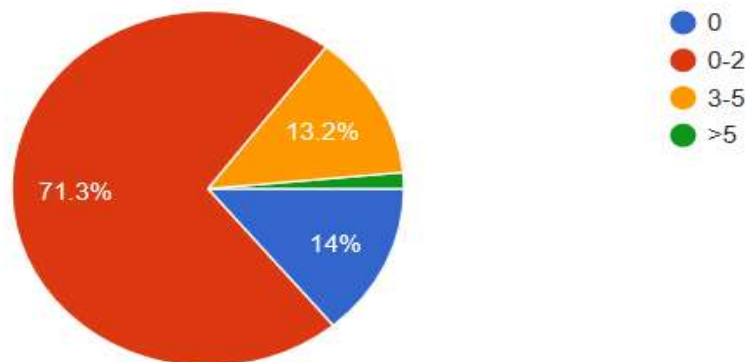
Figure 8

Factors and parameters influencing the choice of hospitals and healthcare centres

   X axis denotes the rating given on the parameter.

Y axis denotes the number of respondents.

1) **Location of Healthcare centres (Distance from the Home)**

Maximum people (34.6%) have given a high rating of 5 hence location is majorly considered while choosing a hospital or healthcare centre.
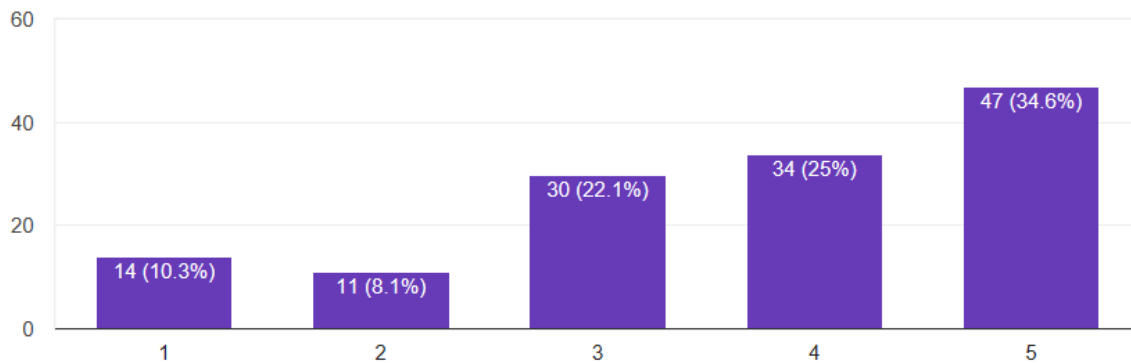
2) **Hospital Infrastructure (Machines)**

45.6% respondents have rated hospital infrastructure the maximum. Hence it plays a significant role to choose hospitals.
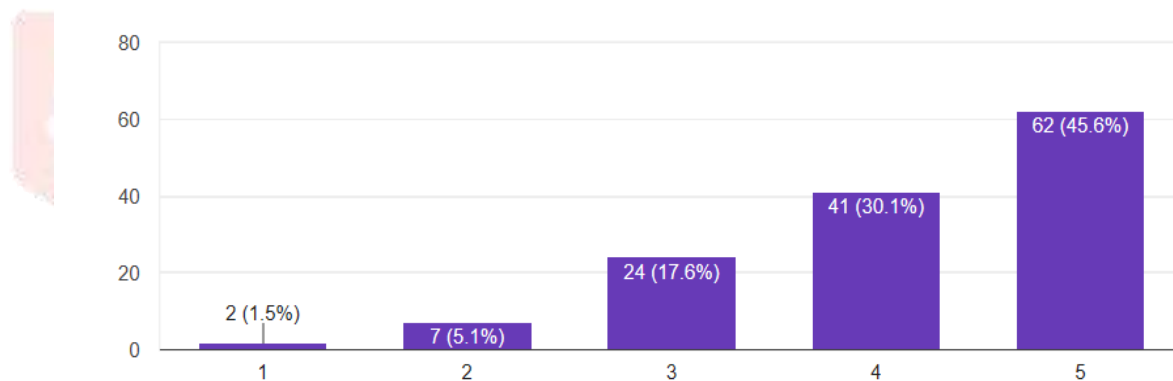
3) Overall Healthcare services provided.

43,4% have rated overall healthcare services as 5 and 37.5% have rated it as 4 while choosing a hospital.
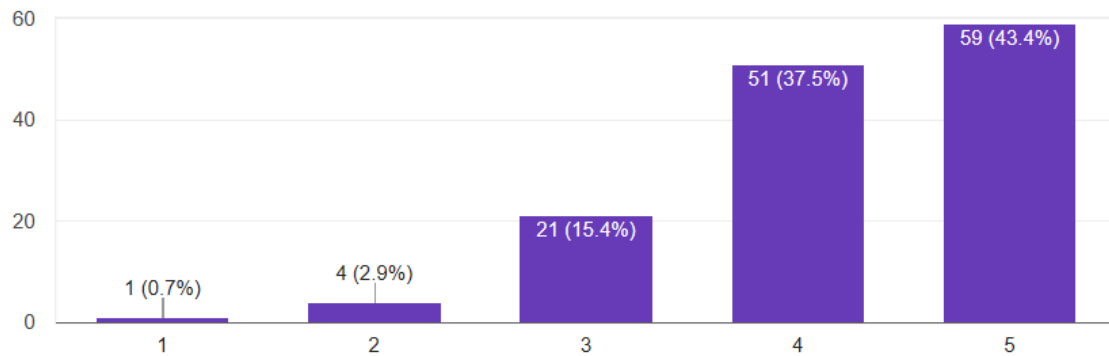
4) Staff Capabilities

40.4% respondents have rated 5 and 33.8% have rated staff capabilities as 4 while considering a particular healthcare and hospital
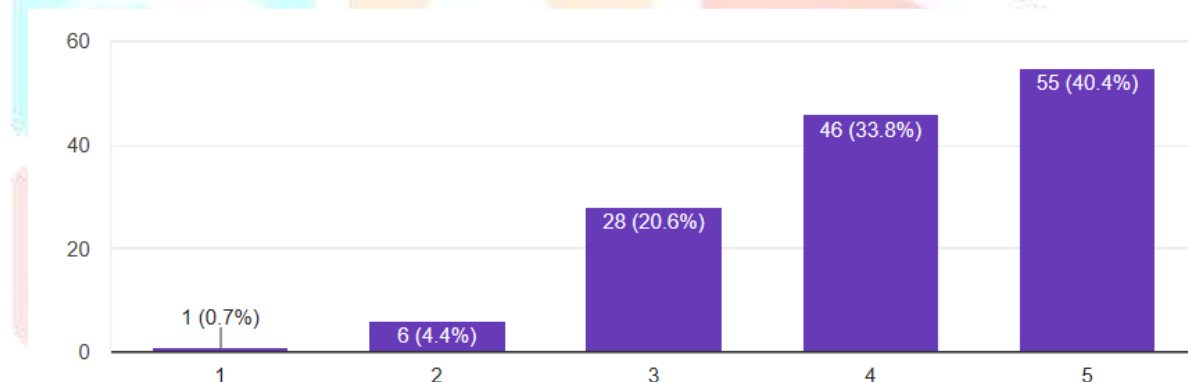
5) Value of money
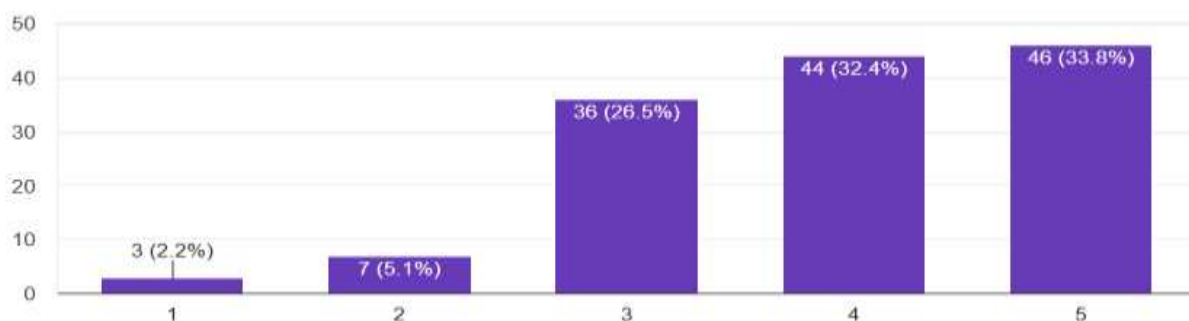
6) Administrative and safety procedures

36.8% have rated the administrative and safety procedures as 5 and 34.6% have rated it as 4 signifying that it is an important factor while considering the hospitals and healthcare centre.
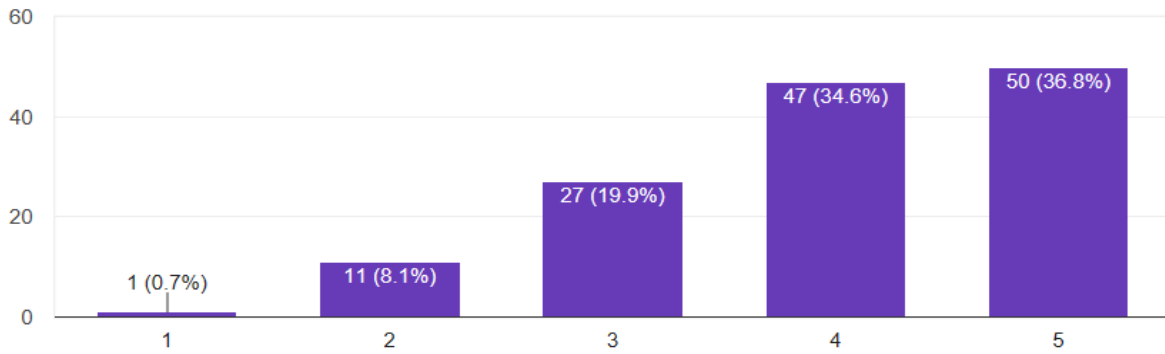
7) Member satisfaction reviews

31.6% have given it a rating 4.
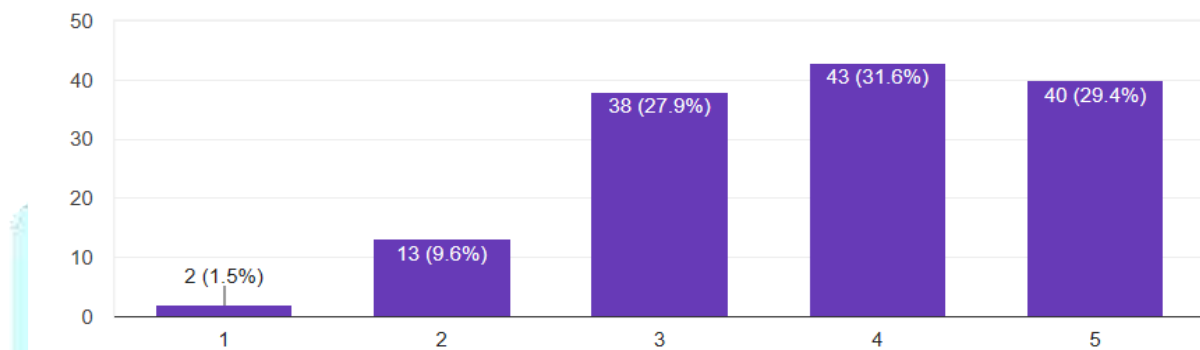
8) Awards and accreditations

36.8% have rated awards and accreditations as **3.**
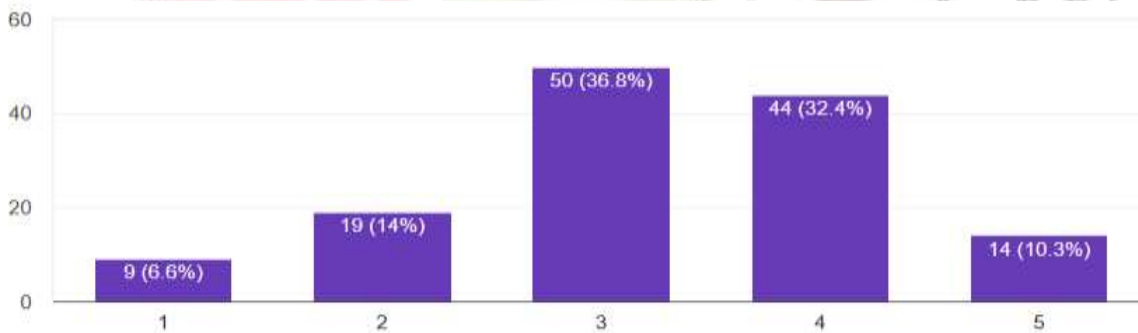
9) Healthcare events and Associations

This has a mixed response as can be seen from the graph indicating that it is not a very important factor in choosing a particular hospital
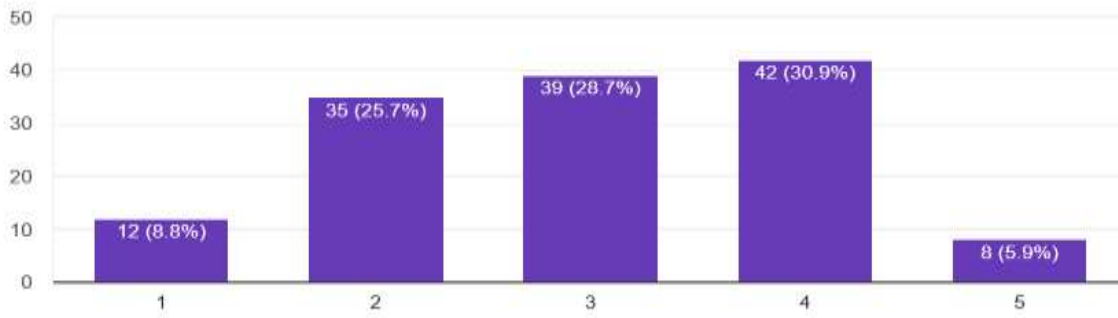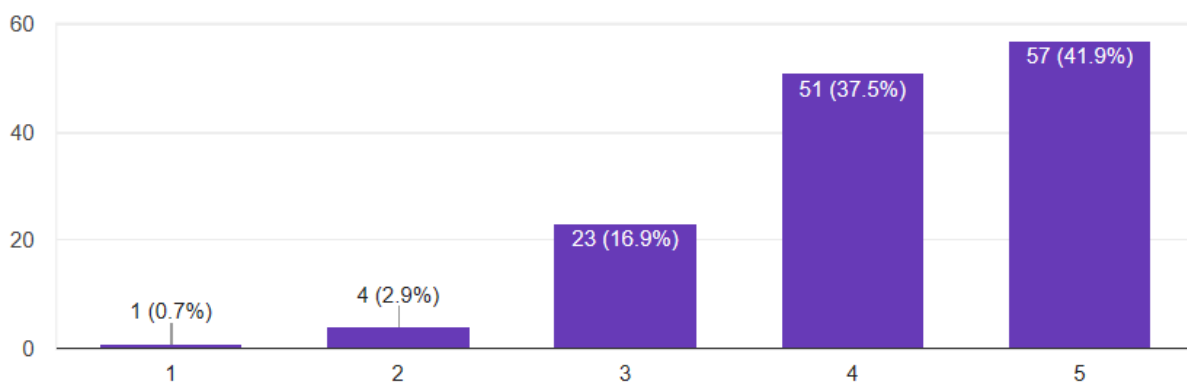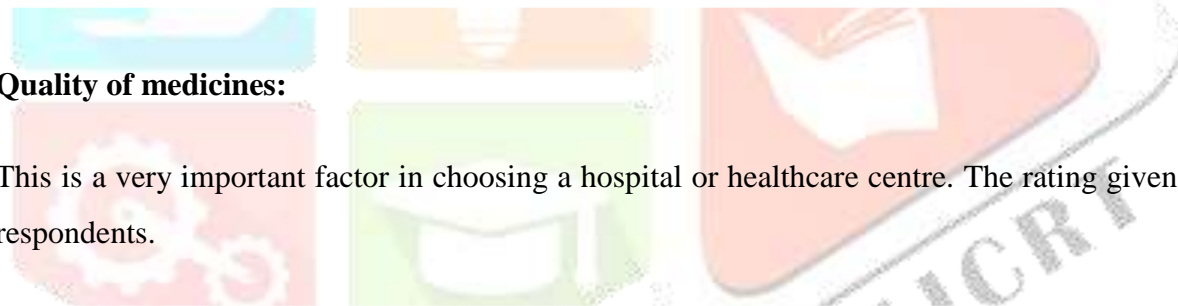
10) Empathising nature and quick services of staff/ personnel
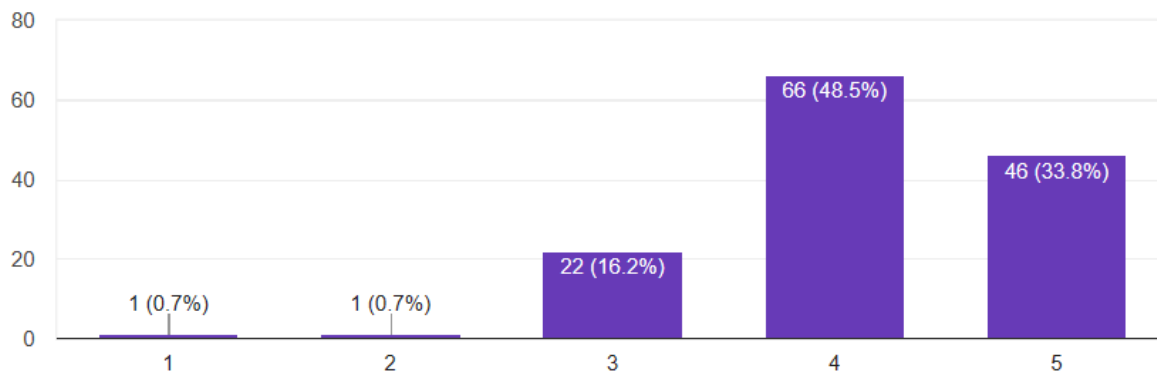
Maximum that is 37.5% have rated it as 4.
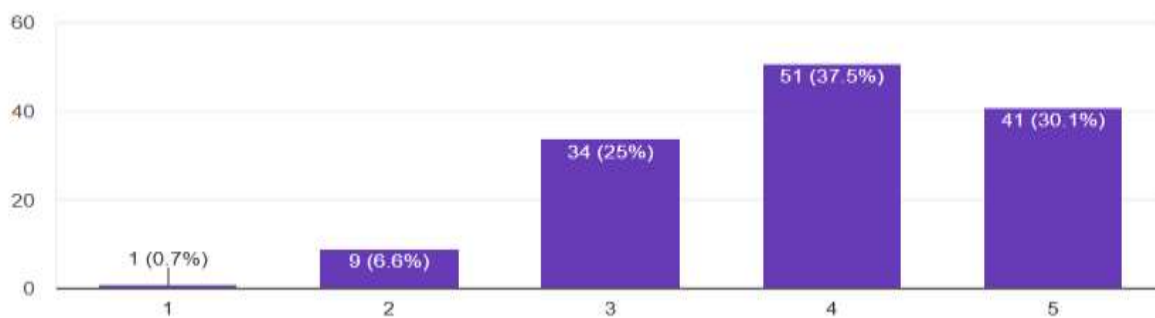
11) Quality of medicines:

This is a very important factor in choosing a hospital or healthcare centre. The rating given is 5 by 41.9% respondents.
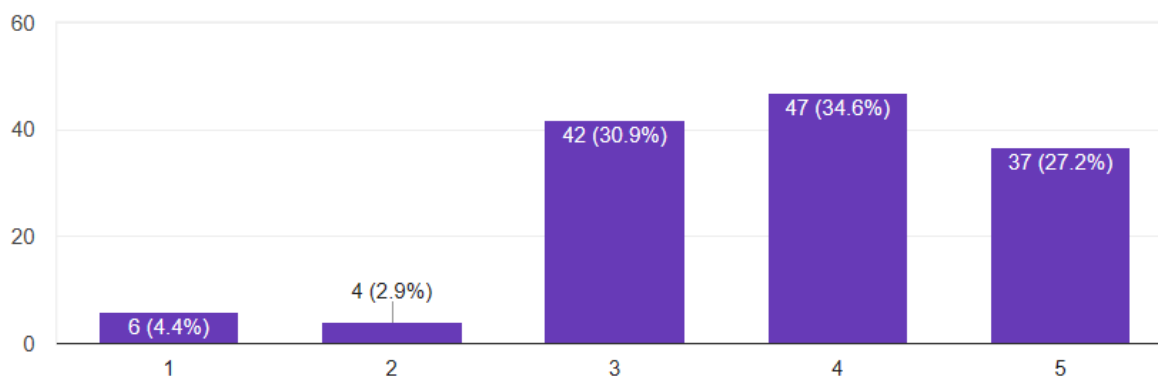

## 12) Availability of medicines in the local pharmacy

48.5% have rated this as 4.

13) Price of Medicines

34.6% respondents have rated this as 4 indicating this as not the most important factor in choosing a healthcare centre or hospital.
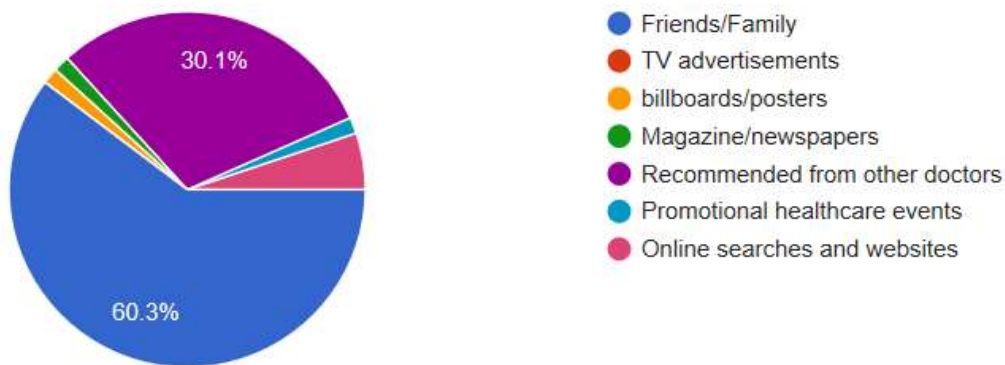

14) Effectiveness of Medicines

44.9% of the respondents feel that this is a very important parameter while choosing a hospital or healthcare centre.
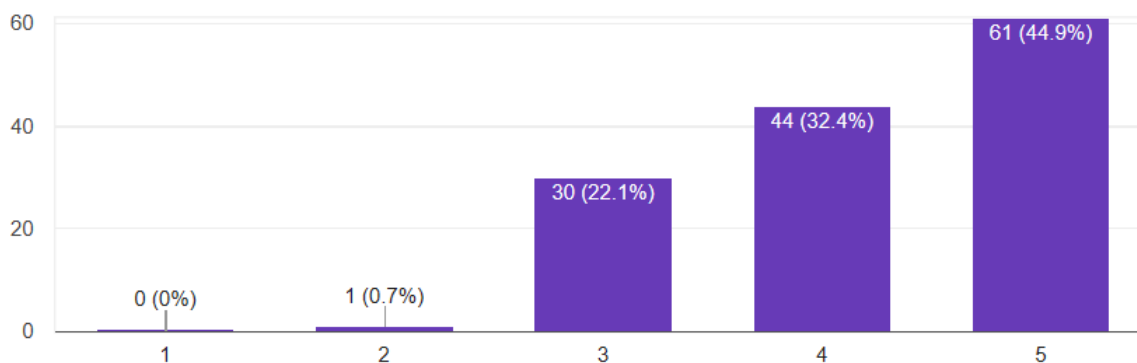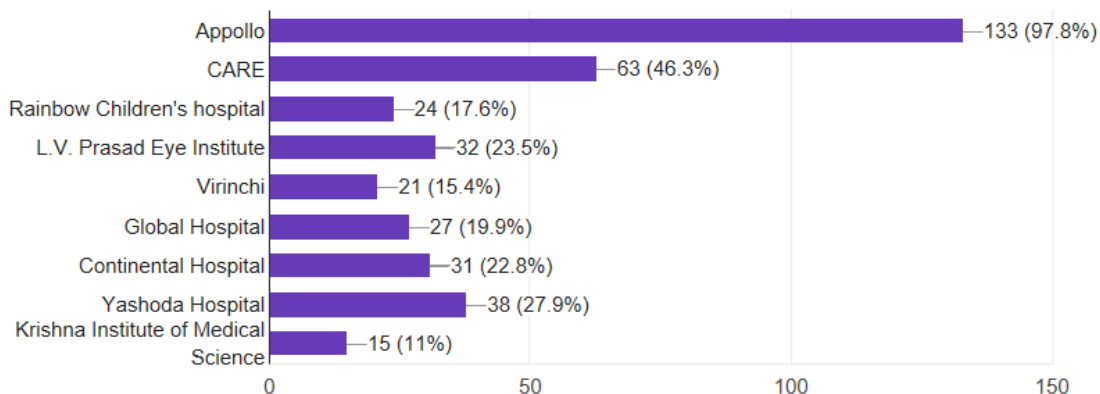
15) Source of Information in choosing a healthcare centre or hospital

16) Brand Recognition

It can be seen that Apollo hospital has the maximum brand recognition since it is the oldest and most established one followed by CARE. Virinchi and Krishna Institute of Medical Sciences have the least brand recognition.

6. **RESULTS AND INTERPRETATION**

Multiple Regression Analysis SAS Results

Table-2 Linear Regression Results

<div align="center">Parameter Estimates</div>

| Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	Intercept	1	0.68155	0.33444	2.04	0.0437
Staff Capabilities		1	0.39858	0.08044	4.95	<.0001
Value for money		1	0.02936	0.05973	0.49	0.6240
Administrative and Safety proced	Administrative and Safety procedures	1	0.17458	0.07805	2.24	0.0271
Member satisfaction review		1	0.01340	0.06569	0.20	0.8387
Awards and accreditions		1	0.00675	0.06288	0.11	0.9146
Healthcare Event Associations		1	-0.08746	0.05900	-1.48	0.1408
Empathising nature and quick ser	Empathising nature and quick service of the staff/personnel	1	0.00217	0.07308	0.03	0.9764
Quality of medicines		1	0.21005	0.07718	2.72	0.0074
Availability of medicines in loc	Availability of medicines in local pharmacy	1	-0.01272	0.07349	-0.17	0.8628
Price of medicines		1	-0.08916	0.04696	-1.90	0.0599
Effectiveness of medicines		1	0.18300	0.07793	2.35	0.0205

Interpretation: As per the above output, we can see that the p value 0.0001 is less than 0.05 hence the model is significant and fits properly. The variables which have a value lesser than 0.05 are considered as significant variables and should be included in the analysis. It is evident that the variables Staff capabilities, Administrative and safety procedures, quality of medicines and effectiveness of medicines have a p value less than 0.05 hence these are extremely significant

Linear Regression Results

The REG Procedure
Model: Linear_Regression_Model
Dependent Variable: customer satisfaction
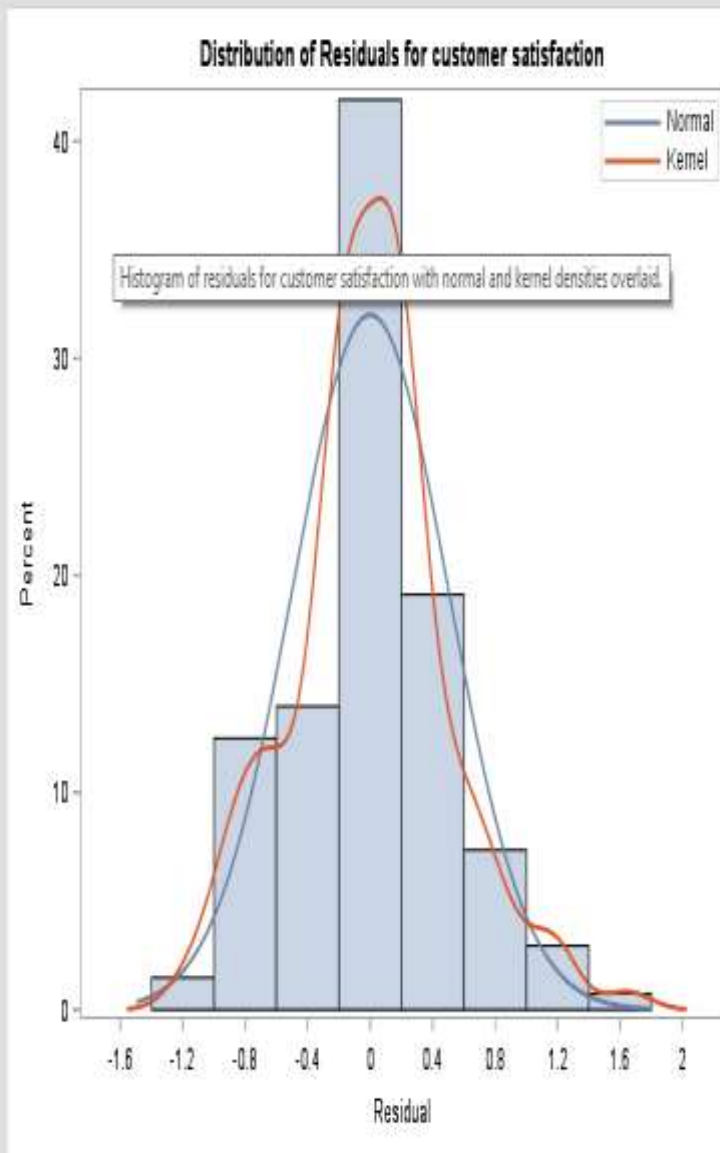
Interpretation: The above graph represents the distribution of residuals for the customer satisfaction. The histogram graph explains the regression residuals fit over the normal and the kernel densities explaining the residual spread spectrum

Residuals for customer satisfaction
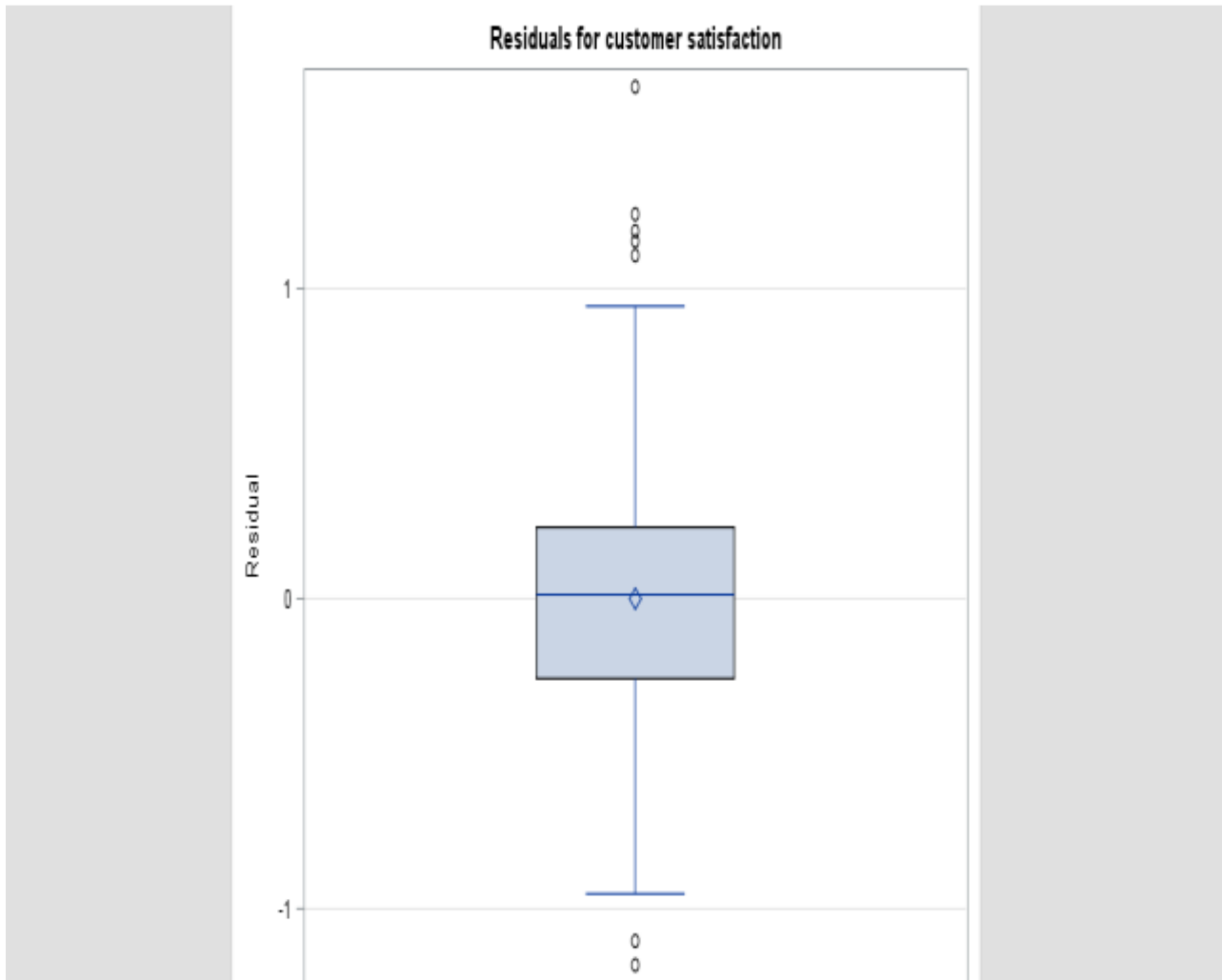
Interpretation

The residuals for the dependent variable customer satisfaction is spread across the X-axis as shown in the ab

6.1. FORMULATION OF THE REGRESSION EQUATION:

Table-3 Independent Variable List Serial Number	Independent Variable Name	Variable Denotation	Coefficient of variable	Value of the coefficient
1	Staff Capabilities	X1	B1	0.39858
2	Value for Money	X2	B2	0.02936
3	Administrative and safety procedures	X3	B3	0.17458
4	Member Satisfaction Review	X4	B4	0.0134
5	Awards and Accreditations	X5	B5	0.00675
6	Healthcare Event Associations	X6	B6	-0.08746
7	Empathising nature and quick services of staff/personnel	X7	B7	0.00217
8	Quality of Medicines	X8	B8	0.21005
9	Availability of medicines in local pharmacy	X9	B9	-0.01272
10	Price of medicines	X10	B10	-0.08916
11	Effectiveness of medicines	X11	B11	0.18300

Table-4 Dependent Variables list Serial Number	Dependent Variable Name	Variable Denotion
1	Customer Satisfaction	Y

Also, B0 = 0.68155 is the intercept value.

The multiple regression formulated is

Customer Satisfaction= 0.68155 + 0.39858* Staff Capabilities + 0.02936* Value for Money + 0.17458* Administrative and safety procedures + 0.0134* Member Satisfaction Review + 0.00675* Awards and Accreditations - 0.08746* Healthcare Event Associations + 0.00217* Empathising nature and quick services of staff/personnel + 0.21005* Quality of Medicines -0.01272 * Availability of medicines in local pharmacy -0.08916 *Price of medicines + 0.18300* Effectiveness of medicine+ Error

Interpretation and Implications

As per the above SAS output we can conclude that the there are various parameters which impact customer satisfaction and perception while choosing a hospital. It can be seen that the coefficient value of the variables X1 (Staff Capabilities), X8 (Quality of medicines) and X11 (Effectiveness of medicines) are the most influential parameters in determining the choice of hospitals and healthcare centres. The values of the coefficients of the respective variables are 0.39858, 0.21005 and 0.18300.

The output also shows that there is a negative relationship between the variables X6 (Healthcare Event Associations), X9 (Availability of medicines in local pharmacy), X10 (Price of medicines) and the dependent variable.

Healthcare service is a very crucial one and generally the patients and the patient's family are very careful while choosing the hospitals since they would want the best service. Hence staff capabilities play a very crucial role. Staff capabilities include the quality of doctors, nurses and various other stakeholders who are a part of the hospital fraternity.

Validity and Reliability:

The data collected was primary and unbiased. It spread across various people in the city of Hyderabad. The questionnaire made was kept unbiased and Likert scale was used for the responses to reduce biasedness.

CONCLUSION

Healthcare industry is very versatile and in this growing era of innovation and technological advancements various new inventions in the medical industry have come up. Consumers have a wider option to choose from and this decision making is stirred by various parameters like recommendations from friends, family and other relatives. This survey and research was done to understand this decision-making and psyche of the consumers. It was observed that even though hospitals and healthcare centres are emerging and mushrooming everywhere still the consumers go for conventional treatments and depend upon the staff capabilities and experience of the doctors and medical stake holders. Also, when it comes to medicines, people generally do not bother about the price rather would go for effective medicines and quality. As per the contemporary data, it has been proved that less than 15 per cent of the Indian population are covered through health insurance and nowadays people have more disposable income. Hence, it is important to align the management perspectives and the customer expectations for the amelioration of the services rendered to the customers.

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