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Customer Perception Towards Select Hospitals with Special Reference to Coimbatore City

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ABSTRACT: Health is a major asset for every human being. Without a proper health, achievement of the people is impossible. Health denotes physical and mental wellbeing of the people. due to emerging trend and rapid growth in society, people least bothered about the health which in turn have major impact in their health. To continue this race in the life, hospitals help as workshop which enhance to repair their loss and restore in to their normal position. In the research have analysed select hospitals and their performance to the customers.

KEYWORDS: Health, digital marketing, consumer engagement, brand trust, online branding, customer retention.

I. INTRODUCTION

Healthcare forms the bedrock of human well-being and societal advancement, directly influencing the quality of life across populations. At the heart of this sector are hospitals, indispensable institutions that cater to individuals' medical needs through diagnosis, treatment, and recovery. Hospitals play a multifaceted role, not just in saving lives but also in promoting preventive care and fostering trust within communities. Their significance transcends demographics, as people from all walks of life depend on these facilities for their health and well-being. The perception of hospitals among consumers is a critical element that determines their preferences and choices when seeking medical care. A multitude of factors—ranging from the quality of healthcare services to the accessibility, infrastructure, and patient experience—shapes this perception. Positive consumer perception is often linked to higher satisfaction levels, loyalty, and recommendations, while negative perceptions can tarnish a hospital's reputation and discourage potential patients. Given this dynamic, understanding consumer perception is essential for healthcare providers to tailor their services and address the diverse needs of patients effectively. This study delves into consumer perceptions of hospitals in Coimbatore city, an emerging urban hub in Tamil Nadu. Known for its vibrant economic growth, industrial prominence, and cultural richness, Coimbatore has also established itself as a significant healthcare destination in South India. The city boasts a diverse array of hospitals, from state-of-the-art multispecialty institutions to smaller clinics catering to specialized needs. Its robust healthcare infrastructure draws patients not only from within the city but also from surrounding rural areas and even abroad, making it a vital player in the region's healthcare landscape. The healthcare industry (also called the medical industry or health economy) is an aggregation of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. It includes the generation and commercialization of goods and services lending themselves to maintaining and re-establishing health. The healthcare industry is one of the world's largest and fastest-growing industries. The healthcare sector is facing unparalleled challenges in an increasingly customer-oriented environment. A lot of health problems need intensive medical treatment and personal care. 2 Treatment cannot be given in a patient's house or in the clinic. This is possible only in a hospital, for it consists of a large number of professionally and technically skilled people who apply their knowledge and skill with the help of world-class expertise, advanced sophisticated equipment's and appliances. Hospital management performs its duties in the organizational setting of the hospital. It utilizes resources, people and technology to perform organizational goals, of which the most important is patient care. Hospitals serve as the backbone of healthcare systems, providing a structured environment where complex medical needs are addressed. They are not merely places for treatment but are centers for healing, learning, and innovation. Modern hospitals in cities like Coimbatore offer a wide range of services, from emergency care and routine check-ups to specialized surgeries and rehabilitation programs. Their role in preventive healthcare, such as vaccinations and awareness campaigns, further underscores their importance in society. The patient experience in hospitals



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significantly influences their overall perception. Factors such as waiting times, the behavior of healthcare staff, cleanliness, and the availability of advanced medical technology contribute to shaping consumer opinions. A hospital that excels in delivering quality care while maintaining a patient-friendly environment is likely to garner positive feedback and attract more patients. Today's corporate hospital environment played on a significant role in global environment the last few decades has seen a magnificent development in the health and hospital consciousness of the Indian public surroundings. And they are carrying out functions like Inpatients, out patients, Research and Development and Training. As well as health care sector particularly, corporate hospitals are played in key role of current consumer environment like minor and major health care problems and today's modern economic environment there is rapid changes in economic empowerment in society and numerous changes in the health care sector and which there has been increase the number of private hospitals and corporate hospitals and that provide health care service in both the town and cities. Coimbatore's status as a healthcare hub is rooted in its blend of advanced medical facilities and skilled healthcare professionals. The city houses a variety of hospitals, including government-run institutions that provide affordable care and private hospitals known for their premium services. This diversity caters to a broad spectrum of patients, from economically disadvantaged groups to affluent individuals seeking cutting-edge treatments. The city's healthcare ecosystem benefits from its strategic location and connectivity, allowing patients from 3 neighbouring states and international locations to access its services with ease. Additionally, Coimbatore's reputation for hospitality and its relatively lower cost of living make it an attractive destination for medical tourism. Many hospitals in the city are accredited by national and international organizations, further enhancing their credibility and appeal. In Coimbatore, consumer perception studies are particularly relevant given the city's diverse demographic landscape.

II. STATEMENT OF THE PROBLEM

- Hospitals play an integral part in health care system of a country. They perform various functions like patients, out patients' services, research and development and other service. In India health care service provided by both private and public hospitals.
- Government hospitals consumed more investment on the infrastructural facilities and provision of free medical services. The people living with poor standard of living prefer the medical services from the government hospitals.
- Staff working in government hospitals is becoming more lethargic in their duties because of mismanagement of all resources at the government hospitals. Private hospital not following any ethical values in medical profession, they are running only for-profit motive. In the recent past, studies on patient satisfaction gained popularity and usefulness as it provided a chance to healthcare providers and managers to improve the inpatient services.
- Patient's feedback is necessary to identify the problems and to resolve them. The present study will help to find out the faults which lead to patient dissatisfaction and to rectify them to increase their satisfaction.

The objectives of the study are

- To study the ideas and opinion of the customer towards services provided in Hospitals
- To evaluate the level of satisfaction of the consumer towards the selected hospitals.
- To examine those factors that influences the customer to select a particular hospital.
- To analyze the consumer perception and expectations towards the services provided in Hospitals.
- To analyze the problem found by the customer towards selected hospital.
- To offer suggestion based on the result.

III. RESEARCH METHODOLOGY

Research methodology is widely used as a way to solve the research problem. Research methodology refers to various steps adopted by the researcher to study the problem with objectives.

Area of Study - The study done in top five hospitals in Coimbatore city.

Period of Study- The period of study is 6 months.

Research Design- The research design is descriptive as it is based on a survey conducted among patients in the hospital.



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Source of Data

Data Type

The primary data and secondary data were used for the study.

- **Primary Data:** A well framed Questionnaire was employed to collect the Primary data from patients.
- **Secondary Data:** Secondary data was collected through Books, Journals, Magazines, Publications, Websites, Hospital information records.

Data Collection Instrument:

The instrument used for data collection is interview and Questionnaire method.

Tools and Techniques for Analysis

Tools used for analysis are given below:

- Percentage analysis
- Chi-square test
- ANOVA Test

LIMITATIONS OF THE STUDY

- The sample size is limited to 100 respondents only.
- The survey is conducted only in Coimbatore city. So, the results do not have a Universal acceptance.
- The study is largely based on the patient's perception and service quality of hospitals
- All the information given by the respondents are presumed to be true more excise is done in order to avoid large bias.

IV. FINDINGS & SUGGESTIONS

FINDINGS

Findings of Percentage Analysis

- It is concluded that majority 58% of the respondents are female.
- It is concluded that majority 48% of respondents are 41-50 age.
- It is concluded that majority 65% of respondents are married.
- It is concluded that majority 60% of respondents are student.
- It is concluded that majority 38% of respondents earn between Rs.100000 and above.
- It is concluded that majority 38% of respondents have completed their doctorate/professional degree.
- It is concluded that majority 70% of respondents prefer urban area.
- It is concluded that majority 45% of respondents visit hospital once in a month.
- It is concluded that majority 50% of respondents have health insurance.
- It is concluded that majority 60% of respondents prefer private hospitals.
- It is concluded that majority 70% of respondents get medical information through doctor consultations.
- It is concluded that majority 60% of respondents said that their purpose of visit is for routine checkup.
- It is concluded that majority 50% of respondents select particular hospital for its unique facilities.
- It is concluded that majority 68% of respondents are preferring PSG hospital.
- It is concluded that majority 60% of respondents are satisfied with hospital overall services.
- It is concluded that majority 45% of respondents say the treatment in hospital is expensive.
- It is concluded that majority 70% of respondents pay their payment through cash.
- It is concluded that majority 36% of respondents say it is difficult to get an appointment in a hospital.
- It is concluded that majority 52% of respondents are facing difficulties through the procedures.
- It is concluded that majority 55% of respondents say the hospital is clean.
- It is concluded that majority 32% of respondents face the issues and protests in overcrowded hospitals.
- It is concluded that majority 65% of respondents have received their post- treatment.
- It is concluded that majority 69% of respondents are satisfied with the quality of the medical treatment.
- It is concluded that majority 61% of respondents face threat on theft of medical equipment.
- It is concluded that majority 82% of respondents say there is a good communication between doctors and patients.



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Findings of CHI SQUARE Analysis

- There is a significant relationship between Method of Payment and Issues and Protests Faced in Hospitals.
- There is no significant relationship between Level of Education and Marital Status of respondents.
- There is no significant relationship between Medical Information by which the Respondents get through and Preferred Hospitals by Respondents.

Findings of ANOVA:

- There is a significant difference between the factor influencing the customer to select a particular Hospital among different groups.

V. SUGGESTIONS

1. Enhance service quality and patient experience

Hospitals should improve patient wait times by streamlining appointment scheduling and ensuring better doctor-patient communication. Staff training programs should focus on hospitality, empathy, and quick resolution of patient concerns to create a more comforting environment. Enhancing digital health records, automating appointment systems, and introducing AI-based chatbots for faster assistance will further elevate the overall patient experience. Implementing real-time patient feedback systems can help hospitals identify and address issues promptly, leading to continuous service improvements. Upgrading hospital facilities with comfortable waiting areas, clear signage, and entertainment options can make the patient experience more pleasant. Encouraging multidisciplinary collaboration among healthcare professionals ensures comprehensive and coordinated care, reducing errors and improving outcomes. Offering telemedicine services and remote consultations can enhance accessibility, especially for patients with mobility challenges or those in remote areas. Personalized patient care plans, based on medical history and preferences, can lead to better treatment adherence and higher satisfaction levels.

2. Improve hospital infrastructure and facilities

Modernizing outdated medical equipment and expanding emergency care units can significantly improve service efficiency. Hospitals should focus on creating patient-friendly infrastructure with better accessibility, well-maintained premises, and spacious waiting areas. Enhancing smart hospital technology with automated check-ins, telemedicine facilities, and AI-driven diagnostics will improve patient trust and convenience. Investing in eco-friendly hospital designs with energy-efficient systems and sustainable waste management can create a healthier environment for both patients and staff. Upgrading hospital beds, ventilation systems, and hygiene facilities ensures greater patient comfort and reduces the risk of infections. Implementing advanced security systems with surveillance and digital access controls enhances safety for patients, visitors, and staff. Expanding parking facilities and improving transportation access can make hospital visits more convenient for patients and their families. Additionally, integrating smart lighting, noise reduction measures, and calming interior designs can contribute to a more healing and stress-free atmosphere.

3. Strengthen marketing and branding strategies

Hospitals need to improve their digital presence by actively engaging on social media and responding to patient feedback online. A focused approach should be on running strategic marketing campaigns, featuring success stories, and collaborating with influencers to boost credibility. Enhancing online reputation management, search engine optimization (SEO), and interactive hospital websites will help attract more consumers and build brand loyalty. Incorporating modular and flexible infrastructure allows hospitals to adapt quickly to changing healthcare demands, such as emergency outbreaks or increased patient loads. Establishing dedicated spaces for mental health support and wellness canters can provide holistic care and improve overall patient well-being. Implementing digital way finding systems and multilingual assistance can help patients and visitors navigate hospital premises with ease. Strengthening IT infrastructure with high-speed internet and secure cloud-based medical records enhances operational efficiency and data accessibility. Additionally, creating green spaces, such as rooftop gardens or indoor plant areas, can promote relaxation and contribute to a soothing healing environment.

4. Affordable and transparent pricing policies

Unclear billing and hidden costs should be improved with transparent pricing models and structured cost breakdowns for treatments. A focused strategy should include offering flexible EMI plans, affordable healthcare packages, and seamless insurance claim processes. Enhancing financial assistance programs, online treatment price



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estimators, and government tie-ups for subsidized services will make healthcare more accessible for all. Hospitals should also establish clear communication channels to educate patients about their financial options and billing details, reducing confusion and stress. Implementing standardized pricing for common procedures and consultations can help eliminate discrepancies and build patient trust. Providing cost-effective generic medication alternatives and bulk purchasing agreements with suppliers can further reduce expenses for patients. Strengthening partnerships with non-profit organizations and corporate social responsibility (CSR) initiatives can support low-income patients in receiving essential medical care. Additionally, leveraging digital payment solutions and mobile billing applications can streamline transactions, making the payment process more convenient and hassle-free.

5. Increase community engagement and CSR initiatives

Hospitals should improve their outreach by conducting regular free health camps, wellness workshops, and awareness programs in both urban and rural areas. The focus should be on partnering with NGOs, schools, and workplaces to educate people on preventive healthcare and early disease detection. Enhancing CSR initiatives with mobile healthcare units, special discounts for low-income groups, and community-driven wellness programs will foster trust and goodwill among consumers. Establishing volunteer programs where medical professionals offer their expertise to underserved communities can significantly enhance healthcare accessibility. Collaborating with local businesses and government agencies to sponsor healthcare initiatives can expand the reach of medical services. Introducing mentorship and scholarship programs for aspiring healthcare professionals from disadvantaged backgrounds can help build a stronger and more inclusive medical workforce. Creating digital health awareness campaigns through social media and mobile apps can educate a wider audience on crucial health issues. Additionally, implementing hospital-based community support groups for patients with chronic illnesses can provide emotional support and shared resources, improving overall well-being.

VI. CONCLUSION

Consumer perception towards hospitals in Coimbatore is shaped by multiple factors, including service quality, affordability, infrastructure, and accessibility. Patients appreciate hospitals that offer efficient appointment scheduling, shorter wait times, and clear communication with doctors and staff. The availability of modern medical equipment, clean and well-maintained facilities, and technologically advanced services like telemedicine and AI-driven diagnostics also contribute to a positive experience. Additionally, transparency in billing, structured cost breakdowns, and seamless insurance claim processes are highly valued by patients, as they help build trust and reduce financial stress. However, consumers often express dissatisfaction with long waiting hours, unclear pricing structures, and unresponsive hospital staff. The lack of adequate parking, overcrowded waiting areas, and complex navigation within hospital premises are also common concerns. Patients expect hospitals to enhance their customer service by training staff in hospitality, empathy, and quick problem resolution. Hospitals should also focus on improving hygiene standards, expanding emergency care units, and ensuring better availability of doctors and specialist. To further improve consumer satisfaction, hospitals can introduce additional facilities such as wellness centres, mental health support units, and 24/7 pharmacy services. Strengthening digital infrastructure with mobile health apps, automated check-ins, and real-time patient feedback systems can enhance convenience and engagement. Community engagement initiatives, including free health camps, awareness programs, and corporate social responsibility (CSR) efforts, can boost public trust and accessibility. Hospitals should also work towards providing cost-effective treatment plans, financial assistance programs, and government tie-ups to make quality healthcare accessible to all sections of society. In conclusion, hospitals in Coimbatore should prioritize patient-centric services, transparent pricing, advanced infrastructure, and community-driven initiatives to improve overall consumer perception. By addressing the key concerns and expectations of patients, hospitals can build a more trustworthy and efficient healthcare system that meets the needs of the city's diverse population.

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