



A Study on Consumer's Perception With Special Reference to Government and Non-Government Hospital in Greater Gwalior

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A STUDY ON CUSTOMER PERCEPTION WITH SPECIAL REFERENCE TO GOVERNMENT AND NON GOVERNMENT HOSPITALS IN GREATER GWALIOR Ashok Kumar Ram Research Scholar School of Commerce and Business Studies Jiwaji University Gwalior, (M.P.) Dr Rajendra K. Khatik Associates professor School of Commerce and Business Studies Jiwaji University Gwalior (M.P.)

ABSTRACT This research paper deals with the topic entitled "A STUDY ON CUSTOMER PERCEPTION WITH SPECIAL REFERENCE TO GOVERNMENT AND NON GOVERNMENT HOSPITALS IN GREATER GWALIOR" As, we know that human health is the most

ABSTRACT

This research paper deals with the topic entitled "A Study on consumer's Perception With Special Reference to Government and Non-Government Hospital in Greater Gwalior" As, we know that human health is the most important aspect for every human being. So in case of any kind of un-wellness or disease, they prefer the best option in the form of treatment. So, this paper attempts to analyze the perception of consumers regarding Government and non-Government hospitals on the basis of various parameters. To take the study ahead, a self-made questionnaire was constructed for the verification of the objectives formed for this study. A sample of 30 patient respondents is considered randomly. As a result of which it was found that, non-Government hospitals are more preferred than that of Government hospitals and people have good perceptions with regard to non-Government hospitals.

KEYWORDS

Customer Perception, Government and Non-Government Hospitals.

INTRODUCTION

As, we know that human health is the most important aspect for every human being. So in case of any kind of un-wellness or disease, they prefer the best option in the form of treatment as health is the best investment for a human being. So before choosing the hospital for their treatment, they look forward to perceptions, stereotypes, prejudices and then step forward for the procedure.

So, there are various parameters on which people make certain notions into their minds regarding hospitals and we are here to discuss those only in our present study and these are as follows:

- **Availability of Doctors:** The customer always looks for the doctor in the hospitals, so this is the foremost aspect when it to choose a hospital.
- **More Doctor-Patient Ratio:** The number of physicians available per every 10,000 inhabitants in a population, at a given year, for a given country, territory, or geographic area.
- **Good Service:** Hospitals are facilities with basic services and personnel—usually medicine and surgical departments, that provide clinical and other services for specific diseases and ailments, as well as emergency care.
- **Ward/Indoor Facility:** Ward facilities are meant for observation and management of medical problem like typhoid, acute gastroenteritis, COPD, bronchial asthma, malaria, viral fever, pneumonias etc. There are 3 wards, one special room and one well equipped emergency.
- **Responsiveness of Staff:** When a patient is admitted into a certain hospital, the family members and the patient himself expects the responsiveness of the nurses or the staff whoever has been provided with the responsibility of taking care.
- **X-Ray Facility:** An X-ray is a common imaging test that's been used for decades. It can help your doctor view the inside of your body without having to make an incision. This can help them diagnose, monitor, and treat many medical conditions.
- **ECG Facility:** An electrocardiogram records the electrical signals in the heart. It's a common and painless test used to quickly detect heart problems and monitor the heart's health. An electrocardiogram also called ECG or EKG is often done in a health care provider's office, a clinic or a hospital room
- **Better Pharmacy Facility:** Pharmaceutical facility means a business engaged in the dispensing, delivering, distributing, manufacturing, or wholesaling of prescription drugs or devices within or into this state.

Review of Literature

Sarhani and Kein (2013) found that private health providers in rural West Bengal have inadequate technical quality care. The problem was related both to low levels of performance and inconsistency in performance. Limited potential for good technical quality for the ARI among the providers was related to lack of knowledge.

Tangilimoglu et al., (2010) clearly mentioned the difference between the public and the private hospitals regarding the perception of service quality among their patients. It is far better in the private hospitals compared to the public hospitals.

Objectives of the Research

Following are the main objectives of the research :

1. To study the facilities existing in hospitals of Greater Gwalior.
2. To study perception with regard to the hospitals of Greater Gwalior.
3. To study customer's perception on certain parameters on which patient satisfaction depends.
4. To compare facilities existing in Government hospitals and non-Government hospitals.

Delimitations of the Study

- ⌚ **Area:** The study is restricted to two hospitals of Madhya Pradesh that too from Greater Gwalior.
- ⌚ Sample is collected from the thirty people who are randomly selected.

Method of Investigation

In this research, the survey method is used. The sample consists of 30 respondents out of which, who were suppose to respond to the questionnaire formed. Note that the respondents have been selected randomly from Gwalior.

Research Tools and Techniques

Since there wasn't any standardized questionnaire available on this particular subject, so a Self-made Questionnaire was constructed in order to take this research ahead. However, the questionnaire was formed under the supervision of the subject experts. The questionnaire consists of ten questions regarding certain variables with two different responses viz, Govt Hospital and Non Government Hospitals were provided for each of the question as options. The maximum marks were provided for the most appropriate option and hence the data tables were constructed.

Statistics used

Percentage method is used for the present study. Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100% as a result of which, maximum views on a certain variable can found.

Data Analysis

Table: Parameters on which consumer perception depends at various levels

S.NO	PARAMETERS	PERCEPTION			
		GOVERNMENT HOSPITALS		NON-GOVERNMENT HOSPITALS	
		N	%	N	%
1	Availability of Doctors	07	23.33	23	76.67
2	More Doctor-Patient Ratio	19	63.33	11	36.67
3	Good Service	06	20.00	24	80.00
4	Ward/ Indoor Facility	04	13.33	26	86.67
5	Responsiveness Of Staff	07	23.33	23	76.67
6	X-Ray Facility	10	33.33	20	66.67
7	ECG Facility	02	06.67	28	93.33
8	Better Pharmacy Facility	21	70.00	09	30.00
9	Affordability	25	83.33	04	13.67

(Source: Primary Data)

Where, N= Number of Respondents, %= Percentage of Respondents

As Table shows certain parameters (on which consumer perception depends). So, starting from the first variable and ending to ninth variable, we can say most of the respondents have shown or indicated a better perception toward the facilities provided by the non Government hospitals except the affordability.

Findings

The result of the comparative study shows that non-Government hospitals are more preferred than that of Government hospitals and people have good perceptions with regard to non-Government hospitals. Although the fee for the non-Government hospital is higher but the facilities provided by them in many ways is better and this the notion perceived by the consumers as per the result of the research work.

Suggestions of Further Research

1. A Similar Study can be conducted to examine each of the parameter related to consumer satisfaction individually
2. A Similar Study can be conducted with a greater sample, i.e. with greater number of respondents and with at least 10 different hospitals.
3. A Similar Study can be conducted on the same topic with regard to the hospitals in other states.
4. An individual study can also be organised to compare expectations and experience of consumers.

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