A Study On Services Marketing Strategies And Performance Of Selected Private Hospitals In Trichy Dist

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ABSTRACT - DEFINITION: "A service is a process consisting of a series of more or less intangible activities that normally, but not necessarily always, take place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems"

AIM: The aim of this research was conducted to determine the relationship between services marketing strategies and the organizational performance of selected private hospitals, Trichy and how its products and service. For this purpose, factors such as Product Strategy, Pricing Strategy, Distribution Strategy, Promotion Strategy, People Strategy, Process Strategy, and Physical Evidence Strategy are used to find out, how they are influenced.

METHOD: Primary data was collected through questionnaire in the selected private hospitals in trichy dist. Data analysis involved reducing the accumulated data to a manageable size, developing summaries and looking for patterns and applying statistical techniques through descriptive statistics. Secondary data was gathered from relevant books, articles, hospital brochures and websites.

RESULTS & CONCLUSIONS: The study established that there is a relationship between services marketing strategies and the organizational performance of selected private hospitals in Trichy City. Based on the conclusions the study recommends that selected private hospitals should start adapting principles of strategic services marketing for those that are reluctant or have not implemented their services marketing strategies. Services marketing strategies should be formulated in light of the external environment which is made up of elements that are uncontrollable to an organization. The researcher further recommends that similar studies be done in the other Private hospitals.

SUGGESTIONS FOR FUTURE RESEARCH: It would be beneficial, if there are more studies dedicated in different districts. Apart from employees and staff who helped to collect data and feedback, could help to provide a more comprehensive outcome too.

KEYWORDS: Demographic factors, Services marketing strategies, Performance of private hospitals

I. INTRODUCTION

According to Ulrich (1995), in the hospitals, the conventional design of healthcare settings was based on functional delivery of good healthcare. However, emphasis a shift towards a perspective of designing healthcare environments that are psychologically supportive also referred to as healing environments. Marketing is a function by which marketer plans, promotes and delivers goods and services to the customers. In services marketing the providers are supposed to influence and satisfy the users. When people buy services offered by a service provider in true sense, they buy the time, knowledge, skill or resources. In present day context, a hospital is a multi disciplinary super speciality medical centre with international standards. In a hospital, application of marketing principles becomes essential for their successful functioning. It makes possible a fine fusion between user's and provider's interests. Services like facilities to attendants, ambulance, and pharmacy services etc., augment the core service. The pricing of services should take into consideration the operational costs and the paying ability of the patient, apart from the value provided to the customer. People play a very

important role in marketing of hospital services. Processes add value to customer and also improve the efficiency of the operations of the hospitals. Physical evidence can be provided using a good layout and maintaining hygiene. Supplementary services also help in providing physical evidence to customers.

II.   REVIEW OF LITERATURE

Kavin (2013) carried the challenges of strategy implementation in public and private hospitals in Pune. From his findings, noted that communication is a key success factor in strategy implementation by effectively communicating with customers, vendors and employees. Moreover, top management's commitment to the strategic direction itself is the most important factor.

Adhul farook (2011) carried out a study on the adoption of social marketing concept by private hospitals in Delhi. According to his findings, advertising is considered a tool for creating awareness; however, only 26 percent of the private hospitals use it. In addition, less than half of the institutions surveyed do evaluations of their social marketing programs and policies that they implement while 7.1 percent do none of the social marketing programs stated.

Sumit (2007) carried a study on the competitive strategies adopted by private hospitals in Mumbai. He analyzed that low cost strategy at 36 percent was the most cited generic strategy by the respondents through workforce rationalization, outsourcing of services and seeking low-cost financing. Differentiation strategies were cited by private hospitals as the most significant non-price strategies through attracting well known physicians, specialist diagnostic equipment and the hospital's ambience. As part of their focus strategy, private hospitals indicated they compete for corporate clients and insurance providers.

III.   RESEARCH METHODOLOGY

Nature of study: Descriptive type of research

Sampling Method: Convenience sampling method

Questionnaire collection: 85 questionnaires distributed, 35 were rejected due to insufficiency of information. 50 questionnaires were filled with all necessary data. They were interpreted.

Tools and techniques used:

➢ Descriptive Statistics
➢ Chi-Square Test
➢ ANOVA (Analysis of Variance)

OBJECTIVES OF THE STUDY

➢ To analyze the demographic factors and overall services marketing strategies among employees working in selected private hospitals, Trichy.
➢ To determine the relationship between marketing strategies and the organizational performance of selected private hospitals, Trichy.
➢ To understand the problems in selected private hospitals, Trichy and meeting out the solutions.

HYPOTHESES

CHI-SQUARE

H0: There is no significant difference between Sex and Product Strategy

H1: There is significant difference between Sex and Product Strategy

H0: There is no significant difference between Experience and Pricing Strategy

H1: There is significant difference between Experience and Pricing Strategy

IV.   ANALYSIS OF VARIANCE

H0: There is no significant difference between Age and Promotion Strategy

H1: There is significant difference between Age and Promotion Strategy

DATA COLLECTION:

Primary Data: The major source of the data used to carry out the analysis. In order to fulfill the objectives set out, a questionnaire from respondents from selected private hospitals in Trichy district.

Secondary Data: The sources of secondary data includes the publications, reports, non-governmental organizations, published research reports, doctorial thesis, Books, Journals, articles, etc.

LIMITATIONS OF THE STUDY

➢ The period of time is major limitation of this study
➢ Limited discussion with employees in hospital was done due small number of time period.

DESCRIPTIVE STATISTICS

The mean and standard deviation were computed to illustrate the central tendency and dispersion of the scaled variables. The results indicated that the responses to the variables had a good dispersion on the scales. The means of all the variables ranges from 3.5 to 4.26 with standard deviations ranging from 0.73 to 1.05 on the 5 point likert scales. The scores of skewness and kurtosis imply that some variables were not normally distributed. The descriptive statistics of the interval-scaled variable are shown in the table below

SERVICES MARKETING STRATEGIES AND PERFORMANCE OF SELECTED PRIVATE HOSPITALS IN TRICHY DIST

Particulars	Variables	Mean	Std.Dev	Skewness	Kurtosis
Product Strategy	Introduces new health services	4.26	0.73	-0.48	-0.972
	Offers a considerable range of health services	4	1.01	-1.26	1.65
	Uses customer service as a central element in the hospital's service strategy	4.06	0.78	-0.12	-1.331
Pricing Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	Price discrimination according to market segments we serve	3.9	0.98	-0.33	-1.08
	Pricing strategy according to competition	3.8	0.89	-0.63	-0.046
	A predetermined rate of return that our hospital is looking for	3.8	0.99	-0.91	0.94
Distribution Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	Our hospital branches to access our services to different geographical areas	3.83	0.91	-0.523	-0.297
	24 hour service availability	3.83	1.05	-0.97	0.631
	A distinctive distribution capability to open a new branch of the hospital	4.2	0.85	-0.08376	-0.109
Promotion Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	Advertising in media such as television, newspaper and magazines	3.53	0.86	-0.632	1.47
	Sponsoring special events such as sports, charities and seminars	3.4	1.03	-0.309	-0.396
	Encouraging patients to use word of mouth communication to recommend our hospital to other patients	3.7	0.91	-0.78	1.37
People Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	Our patients are satisfied with our responsiveness in service delivery	4.16	0.94	-1.39	2.71
	Our patients are satisfied with the provider of the medical service	3.9	1.06	-0.89	0.511
	Our patients are satisfied with the staff's knowledge and explanation of medical conditions	4	0.742	-0.54	0.56
Process Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	A short waiting time of not more than an hour	4.1	0.88	-0.52	-0.73
	Patient feedback to improve health services	4.1	0.88	-1.48	3.91
	Confidentiality and privacy about our patient cases	4.2	0.85	-1.4	3.9
Physical Evidence Strategy	**Variables**	**Mean**	**Std.Dev**	**Skewness**	**Kurtosis**
	A comfortable environment with good directional signs	4.23	0.727	-0.39	-0.00
	Up-to-date and well maintained equipment	4.3	0.987	-1.81	3.62
	The cleanliness and appearance of our hospital facilities	4.23	0.89	-1.1	0.685

V.   RESULT

Skewness and kurtosis values are two basic methods of measuring the symmetry of a distribution. If a skewness or kurtosis value exceeded $\pm$ 1.00, a non-normal distribution was identified. From the above table values suggest a non-normal distribution. These values can be transformed into normal distribution by taking square root initially and as few values were still greater than 1, logarithm transformation was done so that all the variables are normally distributed and making the data amenable for further analysis.

CHI-SQUARE OVERALL SUMMARY - SEX AND PRODUCT STRATEGY

H0: There is no significant difference between Sex and Product Strategy

H1: There is significant difference between Sex and Product Strategy

S. No	Dimensions	H0	D.F (Degree of freedom)	Calculated value	Level of Signification	Remarks
1	Sex Vs Introduces new health services	There is no significant between the variables Sex Vs Introduces new health services	4	0.431	0.05	**Ho Accepted**
2	Sex Vs Offers a considerable range of health services	There is no significant between the variables sex Vs Offers a considerable range of health services	4	0.453	0.05	**Ho Accepted**
3	Sex Vs Uses customer service as a central element in the hospital's service strategy	There is no significant between the variables Sex Vs Uses customer service as a central element in the hospital's service strategy	3	0.461	0.05	**Ho Accepted**

EXPERIENCE AND PRICING STRATEGY

H0: There is no significant difference between Experience and Pricing Strategy

H1: There is significant difference between Experience and Pricing Strategy

S. No	Dimensions	H0	D.F (Degree of freedom)	Calculated value	Level of Signification	Remarks
1	Experience Vs Price discrimination according to market segments we serve	There is no significant between the variables Experience Vs Price discrimination according to market segments we serve	16	0.060	0.05	**Ho Accepted**
2	Experience Vs Pricing strategy according to competition	There is no significant between the variables Experience Vs Pricing strategy according to competition	16	0.012	0.05	**Ho Rejected**
3	Experience Vs A predetermined rate of return that our hospital is looking for	There is no significant between the variables Experience Vs A predetermined rate of return that our hospital is looking for	12	0.298	0.05	**Ho Accepted**

OVERALL SUMMARY OF ANALYSIS OF VARIANCE BETWEEN AGE AND PROMOTION STRATEGY

H0: There is no significant difference between Age and Promotion Strategy

H1: There is significant difference between Age and Promotion Strategy

S.No	Dimension	Ho: Hypothesis	category	Sum of Squares	df	Mean Square	F	Sig.	Result
1	Age vs Advertising in media such as television, newspaper and magazines	There is no significant association between Age vs Advertising in media such as television, newspaper and magazines	Between Groups	6.440	4	1.610	1.644	.180	**Ho Accepted**
			Within Groups	44.060	45	.979			
			Total	50.500	49				
2	Age vs Sponsoring special events such as sports, charities and seminars	There is no significant association between Age vs Sponsoring special events such as sports, charities and seminars	Between Groups	4.457	4	1.114	.623	.648	**Ho Accepted**
			Within Groups	80.423	45	1.787			
			Total	84.880	49				
3	Age vs Encouraging patients to use word of mouth communication to recommend our hospital to other patients	There is no significant association between Age vs Encouraging patients to use word of mouth communication to recommend our hospital to other patients	Between Groups	13.361	4	3.340	3.238	.020	**Ho Rejected**
			Within Groups	46.419	45	1.032			
			Total	59.780	49				

VI.   SUMMARY OF FINDINGS

The study established that there is a link or relationship between marketing strategies and the organizational performance of selected private hospitals in Trichy. Selected Private Hospitals was surveyed. The hospital is diverse in terms of their history or origins, location in trichy dist, diversification of services, development of partnerships as well as which marketing strategies get implemented. The findings under people indicate that the most prevalent strategy was ensuring that patients are satisfied with the provider of the medical service followed by making sure patients are satisfied with the staff's knowledge and explanation of medical conditions. Last but not least is ensuring patients are satisfied with responsiveness in service delivery in order to improve performance and customer satisfaction rate.

VII.   CONCLUSION

Marketing of services involves the managing or manipulation of seven marketing-mix elements namely: product, price, promotion, place, people, process and physical evidence. It was established from the data collected in an effort to improve hospital performance, private hospital place more importance in using customer

service as a central element in the hospital's service strategy followed by the hospital strategizing to offer a considerable range of health services and lastly by making an effort to introduce new health services in the marketplace. Deducing from the findings, marketing strategies have a relationship with the performance of selected private hospitals in Trichy dist. Finally, when it comes to financial measures, hospitals mostly price their services based on a predetermined rate that the hospital is looking for. Marketing resources ultimately drive long-term marketing performance. However, it is difficult for marketing managers to convince executives in the absence of valid, reliable and credible marketing performance assessment systems. Marketing managers, in addition to corporate executives are often unable to uncover and confidently support cause-and-effect relationships between marketing inputs, marketing processes, marketing performance and organizational performance outcomes. Marketing strategies should be formulated in light of the external environment which is made up of elements that are uncontrollable to an organization. The external environment elements that are uncontrollable include political and legal factors, environmental, technological, social-cultural and ecological factors.

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