

IMPACT OF HEALTHCARE MARKETING STRATEGIES ON PATIENTS' DECISION MAKING REGARDING CHOICE OF HOSPITAL

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ABSTRACT

Modern marketers are more committed to capturing customer value than introducing products/services. Marketers use many techniques including product design, marketing research, distribution, advertising, pricing, advertising sales, and sales management. Engage patients with new concepts and new technology to attract patients through offers and news. Hence, the research tries to identify the impact of healthcare marketing strategies on patients' decision making regarding choice of hospital. Data was collected from 265 patients in Chennai. Hence, it is concluded that place and quality of marketing strategies do not influence the patients' decision making regarding choice of hospital. It is also found that price of marketing strategies influence the patients' decision making regarding choice of hospital. The research discovered that marketing strategies such as place, price and quality influence the patients' satisfaction regarding choice of hospital. Finally, the research found that patients' decision making influence the patients' satisfaction regarding choice of hospital. Hence, the research recommended that hospitals should also make suitable efforts to gratify the expectations and needs of the patient in the most capable and inexpensive ways.

Keywords: Decision Making, Marketing Strategies, Patients' Satisfaction and Hospital.

INTRODUCTION

Hygiene is very important for people around the world to live healthily. The healthcare industry covers a wide range of disciplines, including hospitals, diagnostic laboratories, physicians, pharmacies, medical device manufacturers, nursing homes, and other components of the healthcare system. It is the underlying trigger for the growing chronic diseases, lifestyle, medical practices, aging population and the growing health sector. There will be in great demand for the medical field and medical technology products for many years to come.

The Indian healthcare sector is classified into two main groups such as public and private. The public healthcare system includes limited secondary and tertiary care institutions in major cities. In addition, the Government provides basic health facilities through primary health care centers (PHCs) in rural areas. The private healthcare sector mainly provides second, tertiary and quarterly maintenance institutions in metropolitan, tier I, and tier II cities with high concentration and profitability.

Marketing helps healthcare organizations achieve their goals in the marketplace, deliver value, and communicate. Modern marketers are more committed to capturing customer value than introducing products/services. Also, marketers are more interested in building a lasting relationship than a transaction. Their primary objective is to enhance consumer satisfaction. Through this the patients also decides to seek treatment from the same healthcare institution. Marketers use many techniques including product design, marketing research, distribution, advertising, pricing, advertising sales, and sales management. Engage patients with new concepts and new technology to attract patients through offers and news.

Patients make the decision to choose a hospital based on factors such as facilities in the hospital, expertise of the staff and doctors. Also, hospital location, price and service quality are also important factors in patient decision-making. Therefore, all private healthcare

organizations develop and implement an approach to marketing with a suitable action plan for professional development. Through innovative infrastructure, quality service delivery and efficiency incorporating research-based innovative techniques, the multicarrier business is improving patient satisfaction and bringing in thousands of new consumers. Hence, the research tries to identify the impact of healthcare marketing strategies on patients' decision making regarding choice of hospital.

MARKETING STRATEGIES AND DECISION MAKING

Pablo Farro-Gomez de la Torre, et al. (2022) had identified that there is relationship between marketing strategy and the factors of the purchase decision (intensity, frequency and intention). The research results can be employed by different entities related to the sector, to know how a good marketing strategy will impact the purchase decision of the consumer.

Faiswal Kasirye (2022) had discovered that influence of marketing strategies such as place and price on purchase decision of the university students. The research also identified that promotion and product quality not influencing the purchase decision of the university students.

Bing Chen, Lei Wang, Hassan Rasool and Jun Wang (2022) discovered that impulsive purchase behavior was positively influenced by perceived scarcity, perceived e-commerce anchor attributes and immersion positively. The research also identified that customer involvement was positively influenced by perceived scarcity, perceived e-commerce anchor attributes and immersion. Finally, the research identified that involvement mediates between perceived scarcity and immersion, perceived e-commerce anchor attributes and impulsive purchase.

Sabyasachi Dasgupta and Priya Grover (2019) found that customer purchase decision was influenced by social media marketing. (Wu, et al. 2021; Rejikumar and Asokan- Ajitha,

2021; Pal, 2021; Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016) have found similar result.

MARKETING STRATEGIES ON CUSTOMERS' SATISFACTION

Sahar Jalal Al Qaysi and Bushra Ali Zainal (2018) identified that positive relationship between marketing strategy (packaging, pricing, social bonding and service quality) and students' satisfaction. The research suggested that the University should build confidence and be committed to the welfare of students.

Apuke Destiny Oberiri (2016) found that customer satisfaction was influenced by marketing strategy and customer relation management strategy. The research suggested that the company should focus on increase their CRM strategy and building commercial capabilities to assurance that they serve their customers better, meeting the customers' demands for customer loyalty, sustainable business capability and retention.

Yu-Chuan Chen (2016) had identified that student satisfaction was positively influenced by marketing strategies. The research also found that positive relationship between student satisfaction and their loyalty. Lee & Anantharaman (2013) and Li & Hung (2009) have found similar result.

Cheng-Feng Cheng and Wann-Yih Wu (2011) have identified that relationship between marketing strategy (price and service quality) and customer satisfaction. The research recommended that both coordination-integration and standardization strategies can decrease price, coordination-integration strategy can enhance service quality and then improve customer satisfaction in the global market.

DECISION MAKING AND CUSTOMERS' SATISFACTION

Hapzi Ali, Veithzal Rivai Zainal and Ridho Rafqi Ilhamalimy (2021) have identified that Consumer purchasing decisions was influenced by brand image and service quality. The research

also identified that consumer satisfaction was influenced by brand image and service quality. Finally, the research identified that consumer satisfaction was influenced by purchase decision.

Nebojsa Vasic, Milorad Kilibarda and Tanja Kaurin (2019) have found that customer satisfaction was influenced by online shopping determinants (information availability, security, shipping, pricing, quality and time). Chun, et al. (2011) and Ziaullah, (2014) have found similar result.

Prihartono and Ali (2020); Firmansyah (2019); Limakrisna & Ali (2016); Ali (2019); Yunita & Ali (2017); Djatmiko and Pradana (2016); Dudu and Agwu (2014); have identified that consumer satisfaction was influenced by purchase decision.

Krismanto Erick Tobush Naibaho, Amrin Fauzi, and Isfenti Sadalia (2018) found that corporate reputation, price and service quality are influenced satisfaction through purchase decision among customers in life insurance.

MEDIATION EFFECT OF CUSTOMERS' SATISFACTION BETWEEN MARKETING STRATEGY AND DECISION MAKING

Satria Mulia Chaerudin and Afriapoll Syafarudin (2021) found that purchasing decisions for medical device products was influenced by decision-making (product quality, service quality and price). The research also identified that consumer satisfaction was influenced by decision-making of medical device product purchasing (product quality, service quality and price). Finally, the research also identified that there is mediation effect of customers' satisfaction between marketing strategy and decision making.

Moh Anang Sholihuddin, Abdul Rivai and Bongsu Saragih (2020) have identified that price and location influence buying decisions. The research also identified that price and location affect customer satisfaction. The analysis also identified that customer satisfaction was influenced by buying decisions. Finally the research discovered that the research also

identified that there is mediation effect of buying decisions between marketing strategy (price and location) and consumer satisfaction.

RESEARCH GAP

Reviewing the literature of past reviews have pointed out that healthcare marketing strategies and patients' satisfaction were handled from multiple angles. Each researcher has explored from his or her point of view with healthcare marketing strategies and patients' satisfaction. Similarly, in most past studies researchers have focused on healthcare marketing strategies and patients' satisfaction. The researcher has found some competing models from previous literary reviews. There has been a lot of research done on healthcare marketing strategies and patients' satisfaction worldwide, but very few researches have been done on the Indian context particularly in healthcare sector. Hence, to fill the gap, the author tries to identify the impact of healthcare marketing strategies on patients' decision making regarding choice of hospital.

FRAMEWORK

Based on the previous researches, the author developed the framework of the research. In this research marketing strategies (price place and service) is independent variable, patients' decision making is mediation variable and patients' satisfaction is considered as dependent variable.

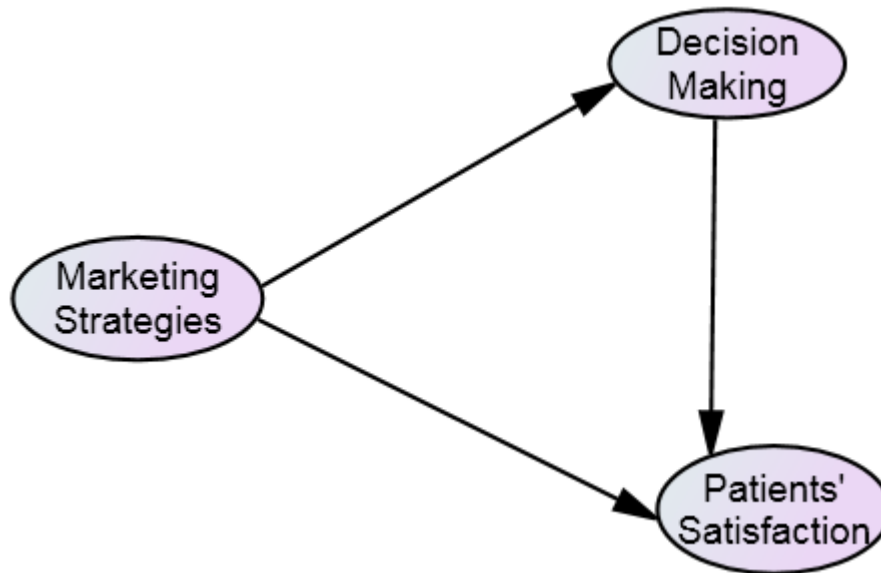


Figure 1: Framework of the research

OBJECTIVES OF THE RESEARCH

- To identify the influence of marketing strategies on decision making regarding choice of hospital.
- To discover the influence of decision making on patients' satisfaction regarding choice of hospital.
- To identify the mediation effect of decision making between and patients' satisfaction regarding choice of hospital.

HYPOTHESES OF THE RESEARCH

- There is no influence of marketing strategies on decision making regarding choice of hospital.
- There is no influence of decision making on patients' satisfaction regarding choice of hospital.
- There is no mediation effect of decision making between and patients' satisfaction regarding choice of hospital.

RESEARCH METHODOLOGY

A descriptive research design was adopted by the researcher to explore the impact of healthcare marketing strategies on patients' decision making regarding choice of hospital based on demographic profile, marketing strategies, patients' decision making and patients' satisfaction. The survey was conducted among patients' in the city of Chennai with the help of a structured questionnaire. The researcher describes the data obtained through descriptive methods for a process designed to explore and describe the patients' responses. This descriptive research design is allowed to explore the relationship between study variables.

QUESTIONNAIRE CONSTRUCTION

Questionnaire is a type of multi-data collecting tool. Questionnaires can be either separate or a collection of questionnaires or it can be parts or it can be assembled questionnaires. The set of questionnaires used in this study are standardized tools by those in the field. There are absolutely four variables in the process of this study. They are expected to tap into the answers to the study. Questionnaire construction should consist mainly of questions in simple language. These should be designed with easy-to-understand words so that the respondents' understanding is easy.

Table 1: Reliability of the research

S.No.	Variable	Items	Reliability	Author
1	Demographic Profile	7	---	Developed by the researcher
2	Marketing Strategies	15	0.84	
3	Decision Making	10	0.90	
4	Patients' Satisfaction	8	0.79	

Source: Primary Data

SAMPLING TECHNIQUE

Snowball sampling technique is followed in this study to collect the determined sample. The sample technique is widely used in accepting patients' who are most interested in providing

data or answers through this questionnaire. So this snowball sampling technique is followed in this study.

DATA COLLECTION

The questionnaires were distributed to 300 patients' in Chennai city. 272 questionnaires were received from patients'. Also, 28 of them did not receive questionnaires from patients'. 7 of the questionnaires received were not answered satisfactorily. So those 7 questionnaires were rejected. Eventually 265 questionnaires were accepted and subjected to statistical analysis.

TOLL FOR DATA ANALYSIS

The path analysis is used to identify the influence of marketing strategies on patients' satisfaction with respect to decision making among the patients' in Chennai city.

RESULTS AND DISCUSSION

The table -2 model fit illustrates the mediation effect of decision making between and patients' satisfaction regarding choice of hospital. The Chi-Square value is 394.578. Further, the model fit indication also demonstrates the selected sample fit statistics (AGFI, GFI, CFI, NFI, RMSEA, and RMS). That is, NFI is 0.942, the value is greater than 0.90. Kantiah and Velaudham (2019) have found similar result. That is, GFI is 0.938. The value shows greater than 0.90. Premapriya, Velaudham and Baskar (2016) have found similar result. AGFI is 0.904, the value shows greater than 0.90. Victor Charles and Velaudham (2020) have found similar result. CFI is 0.971, the value shows greater than 0.90. Velaudham and Baskar (2015) have found similar result. RMSEA is 0.067; the value is less than 0.08. Velaudham and Baskar (2016) have found similar result. RMR is 0.022; the value shows less than 0.08. Indra, Balaji and Velaudham (2020) have found similar result.

RESULT AND DISCUSSION

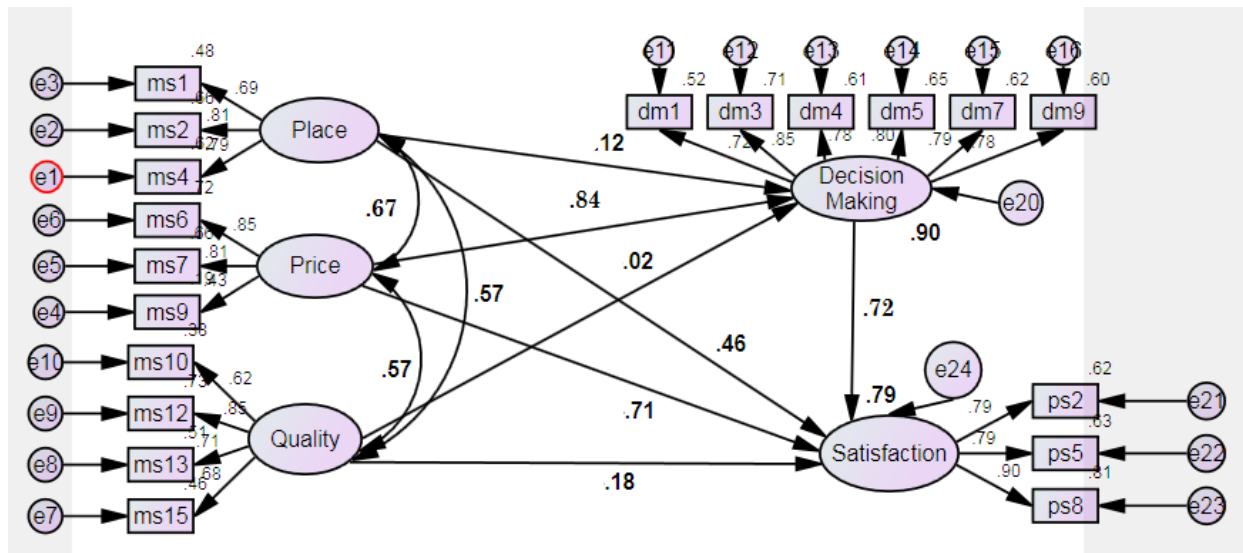


Figure 2: SEM analysis of impact of healthcare marketing strategies on patients’ decision making

Table 2: Model Fit Indication

S.No.	Indicators	Recommended Value	Calculated Value
1	Chi-Square Value	394.578	---
2	p-Value	>0.050	0.010
3	GFI	>0.90	0.938
4	AGFI		0.904
5	CFI		0.971
6	NFI		0.942
7	RMR	<0.080	0.022
8	RMSEA		0.067

Source: Primary Data

Table 3: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Decision Making	<---	Place	0.102	0.200	0.511	0.120	0.609
Decision Making	<---	Price	1.394	0.320	4.354	0.840	0.001
Decision Making	<---	Quality	0.020	0.030	0.669	0.025	0.503
Satisfaction	<---	Decision Making	1.502	0.334	4.497	0.720	0.001
Satisfaction	<---	Place	0.504	0.238	2.117	0.464	0.034
Satisfaction	<---	Price	1.156	0.333	3.467	0.706	0.001
Satisfaction	<---	Quality	0.185	0.048	3.888	0.179	0.001

Source: Primary Data

H₁: Place of marketing strategies influence the patients' decision making

It is seen from the table, the calculated beta value of place of marketing strategies is 0.120 and the corresponding p value is not significant. Hence, the hypothesis is rejected. To have one unit increases in the place of marketing strategies, patients' decision making has been influenced by the 12 percent level. It is found that place of marketing strategies do not influence the patients' decision making regarding choice of hospital. But, Wu, et al. 2021; Rejikumar and Asokan- Ajitha, 2021; Pal, 2021; Sabyasachi Dasgupta and Priya Grover, 2019; Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016 have found different result.

H₂: Price of marketing strategies influence the patients' decision making

It is seen from the table, the calculated beta value of price of marketing strategies is 0.840 and the corresponding p value is significant. Hence, the hypothesis is accepted. To have one unit increases in the price of marketing strategies, patients' decision making has been influenced by the 84 percent level. It is found that price of marketing strategies influence the patients' decision making regarding choice of hospital. Sabyasachi Dasgupta and Priya Grover (2019) found that customer purchase decision was influenced by social media marketing. (Wu, et al. 2021; Rejikumar and Asokan- Ajitha, 2021; Pal, 2021;

Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016) have found similar result.

H₃: Quality of marketing strategies influence the patients' decision making

It is seen form the table, the calculated beta value of quality of marketing strategies is 0.025 and the corresponding p value is not significant. Hence, the hypothesis is rejected. To have one unit increases in the quality of marketing strategies, patients' decision making has been influenced by the 2 percent level. It is found that quality of marketing strategies do not influence the patients' decision making regarding choice of hospital. But, Wu, et al. 2021; Rejikumar and Asokan- Ajitha, 2021; Pal, 2021; Sabyasachi Dasgupta and Priya Grover, 2019; Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016 have found different result.

H₄: Place of marketing strategies influence the patients' satisfaction

It is seen form the table, the calculated beta value of place of marketing strategies is 0.464 and the corresponding p value is significant. Hence, the hypothesis is accepted. To have one unit increases in the place of marketing strategies, patients' satisfaction has been influenced by the 46.4 percent level. It is found that place of marketing strategies influence the patients' satisfaction regarding choice of hospital. Lee & Anantharaman (2013) and Li & Hung (2009) have found similar result.

H₅: Price of marketing strategies influence the patients' satisfaction

It is seen form the table, the calculated beta value of price of marketing strategies is 0.706 and the corresponding p value is significant. Hence, the hypothesis is accepted. To have one unit increases in the price of marketing strategies, patients' satisfaction has been influenced by the 70.6 percent level. It is found that price of marketing strategies influence the patients' satisfaction regarding choice of hospital. Lee & Anantharaman (2013) and Li & Hung (2009) have found similar result.

H₆: Quality of marketing strategies influence the patients' satisfaction

It is seen from the table, the calculated beta value of quality of marketing strategies is 0.179 and the corresponding p value is significant. Hence, the hypothesis is accepted. To have one unit increases in the quality of marketing strategies, patients' satisfaction has been influenced by the 17.9 percent level. It is found that quality of marketing strategies influence the patients' satisfaction regarding choice of hospital. Lee & Anantharaman (2013) and Li & Hung (2009) have found similar result.

H₇: patients' decision making influence the patients' satisfaction

It is seen from the table, the calculated beta value of patients' decision making is 0.720 and the corresponding p value is significant. Hence, the hypothesis is accepted. To have one unit increases in the patients' decision making, patients' satisfaction has been influenced by the 72 percent level. It is found that patients' decision making influence the patients' satisfaction regarding choice of hospital. Prihartono and Ali (2020); Firmansyah (2019); Limakrisna & Ali (2016); Ali (2019); Yunita & Ali (2017); Djatmiko and Pradana (2016); Dudu and Agwu (2014); have identified that consumer satisfaction was influenced by purchase decision.

FINDINGS

- It is found that place and quality of marketing strategies do not influence the patients' decision making regarding choice of hospital. But, Wu, et al. 2021; Rejikumar and Asokan- Ajitha, 2021; Pal, 2021; Sabyasachi Dasgupta and Priya Grover, 2019; Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016 have found different result.
- It is found that price of marketing strategies influence the patients' decision making regarding choice of hospital. Sabyasachi Dasgupta and Priya Grover (2019) found that customer purchase decision was influenced by social media marketing. (Wu, et al.

2021; Rejikumar and Asokan- Ajitha, 2021; Pal, 2021; Aragoncillo and Orus, 2018; Guo, et al. 2017; Kim and Johnson, 2016) have found similar result.

- It is found that marketing strategies such as place, price and quality influence the patients' satisfaction regarding choice of hospital. Lee & Anantharaman (2013) and Li & Hung (2009) have found similar result.
- It is found that patients' decision making influence the patients' satisfaction regarding choice of hospital. Prihartono and Ali (2020); Firmansyah (2019); Limakrisna & Ali (2016); Ali (2019); Yunita & Ali (2017); Djatmiko and Pradana (2016); Dudu and Agwu (2014); have identified that consumer satisfaction was influenced by purchase decision.

SUGGESTIONS

- Patients expected that hospital should be at the safe and easily accessible place. Hence, safe and easily accessible place should be ensured by hospitals.
- Hospitals should pay more attention as patient satisfaction is the most important performance indicator in the healthcare sector. The hospitals should also make suitable efforts to gratify the expectations and needs of the patient in the most capable and inexpensive ways.
- Hospital management can use enhanced medical equipments to know where to focus their resources. Therefore, hospital management can better adjust the healthcare quality so that patients can recover with satisfaction quickly.
- Hospitals should provide the service which meets the value for money to the patients.

CONCLUSION

Marketing helps healthcare organizations achieve their goals in the marketplace, deliver value, and communicate. Modern marketers are more committed to capturing customer value than introducing products/services. Marketers use many techniques including

product design, marketing research, distribution, advertising, pricing, advertising sales, and sales management. Engage patients with new concepts and new technology to attract patients through offers and news. Hence, the research tries to identify the impact of healthcare marketing strategies on patients' decision making regarding choice of hospital. Data was collected from 265 patients in Chennai. Hence, it is concluded that place and quality of marketing strategies do not influence the patients' decision making regarding choice of hospital. It is also found that price of marketing strategies influence the patients' decision making regarding choice of hospital. The research discovered that marketing strategies such as place, price and quality influence the patients' satisfaction regarding choice of hospital. Finally, the research found that patients' decision making influence the patients' satisfaction regarding choice of hospital. Hence, the research recommended that hospitals should also make suitable efforts to gratify the expectations and needs of the patient in the most capable and inexpensive ways.

LIMITATION AND FUTURE RESEARCH

The researcher tried to answer various research questions so that the attitudes of the patients were different and could not be controlled. In this research marketing strategies and decision making is taken as antecedent to satisfaction. Further, the other variables like trust, service quality and loyalty can be incorporated in the future study.

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