CHAPTER V
FINDINGS AND CONCLUSION

Opinion is the medium between Knowledge and Ignorance - Plato

5.1 Summary
The culminating chapter in a thesis is crucial because the researcher having pursued knowledge comes to verifiable conclusions through analytical reasoning based on findings that have been culled out from data using accepted statistical tools.

The present study is on consumer behaviour process at corporate hospitals. The researcher has analysed the respondents’ choice for a hospital, by studying four premier multispecialty hospitals in Chennai. The data collected through a questionnaire from patients and attenders have been analysed using analytical tools such as t-test, chi-square, Friedman test, ANOVA, Correlation, Regression, etc. which have yielded the following findings.

5.2 Findings
DESCRIPTIVE STATISTICS
DEMOGRAPHIC PROFILE OF THE RESPONDENTS
From the study it is known that:

- The representation of respondents is 25 % and it is equal in number from each of the hospital. Among the 600 respondents, 73.3% are patients and 26.7% are attenders and it is known more Patients have participated in the study.
- Out of the 600 respondents, the majority of the respondents participated in the study fall between the age group of 21 – 40 years.
- With regard to gender, a higher number of female respondents have participated in the study.
- With reference to income profile, the majority of the respondents participated in the study fall under the monthly income category of Rs.20,000 – Rs.40,000.
• With regard to marital status majority of the respondents participated in the study are married.

• By categorizing the educational qualification we can know that majority of the respondents participated in the study have completed under graduation.

• The occupation of the respondents fall into the categories such as business, government employment, private employment, housewives and other category of employment. It is known that more numbers of respondents are working in private sector.

• Considering the locality of the respondents, majority of them are from urban locality.

• The family set up was also taken into consideration it is known that nuclear family set up exists more in number in the current scenario.

• The family sizes of the respondents were categorized into number of adults and number of children present in the family. The number of children ranged from having no child to having greater than or equal to four children. Majority of the respondents participated in the study have two children.

• The number of adults in the family ranged from two to greater than or equal to five. Majority of respondents said that there are only two adults in the family.

• Under the demographic profile, number of respondents who have visited the corporate hospital many times and number of respondents visiting the corporate hospital for the first time was also considered. Out of 600 respondents, 52.5 % of the respondents have visited the particular corporate hospital for the first time and remaining 47.5 % of them have visited the hospital for various purposes before. Among the 47.5% of the respondents 15.5 % said that it is their second visit to the hospital, 12.0 % said that it is the third visit, 11.0% said that it is the fourth visit and remaining 9% said that they have visited the hospital more than four times.
Individual determinants of behaviour

- **Learning and Memory**
  - Learning and memory aspect of the respondents with regard to getting introduced to the hospital. It is known that most of the respondents have learnt about the hospital and consider the opinion of Doctor/other medical personnel while choosing a hospital.
  - Word of mouth serves as an important source of awareness among respondents while choosing a health care provider.
  - Based on the mean score, Quality of care is the most important factor in the learning and memory aspect followed by hospital is widely accepted as best with minimum number of errors and Doctor’s Educational Qualification. The least factor is insurance facilities, followed by past relationship with the hospital. The respondents consider quality of care, Doctors qualification and minimum errors in the hospital as important factors for choosing a hospital.

- **Motivation and Involvement**
  Based on the mean score, Doctor i know and trust is here is the most important factor in motivation and involvement aspect followed by doctors and other medical personnel inspire confidence and ambience and atmosphere in the hospital. The least factor is patient find it affordable and financial constrains such as approved institution by employer or insurance. From the respondents view we are able to discern that a known, trustworthy doctor and medical personnel who inspire confidence while providing care serves to be a motivating factor. Apart from medical personnel inspiring confidence respondents also look for ambience, atmosphere and cleanliness maintained in the hospital for choosing a hospital.

- **Attitudinal aspects**
  Based on the mean score, medical personnel listen and understand the patient’s problem is the most important factor in attitudinal aspects followed by frightened of unknown hospitals and new places, doctors’ advice felt right. The least factor is best suited for my status. In terms of selecting a service, the attitude of a consumer might as well play a significant role indirectly. The respondents have projected that they have to be heard and their needs have to be understood by the medical personnel so
that they get better understanding of the problems which will in turn have a positive impact on the overall care provided in the hospital.

• **Perception and Information Processing**

  Based on the mean score counselling given by the doctor on treatment procedures and methods is the most important factor in perception and information processing aspect followed by promptness of service, transparency in treatment procedures. The least factor is economical even for those who did not have insurance. The respondents participated in the study have given a viewpoint that counselling regarding the treatment procedures given by the doctor, promptness in providing service, transparency in treatment and payment procedures are some of the aspects which they perceived and expected while choosing an hospital.

**Decision process**

  ▪ It is known that when it comes to taking medical decision respondents rely on the opinion of professionals who will be able to guide them towards making choices.

  ▪ Respondents have given an opinion that they would choose a hospital if in case its a preferred hospital by many people and for its brand name. Though they chose a preferred hospital and also based on its brand name they tried to seek full awareness about the hospital and then choose it.

  ▪ Decision process of respondents with regard to the only hospital they had in mind while availing the medical service. Majority of the respondents were clear enough in choosing the particular hospital where they wanted to avail service.

**Post purchase determinants**

• **Clinical aspects - Doctor-Patient relationship**

  Based on the mean score, felt the Doctor to be empathetic towards me is the most important factor in Doctor-patient relationship aspect followed by doctor always respects my privacy, understood my illness much better after seeing this doctor. The least factor is doctor spends enough time during treatment / consultation. So from the respondents’ point of view it is known that the aspects with low mean score also needs to be considered for a better satisfaction.
• **Clinical aspects Nursing care**
   Based on the mean score, courteous while attending to the needs is the most important factor in nursing care aspect followed by gave health education and instructions about medications and precautions to be taken after discharge, carries out the medical instructions given by the doctor. The least factor is concerned to keep me informed about the treatment. So from the respondents’ point of view it is known that the aspects with low mean score also needs to be considered for a better satisfaction.

• **Overall rating of hospital support services**
   Based on the mean score, as far as the pharmacy, housekeeping and laundry services are concerned, the aspects such as dispensing medicines without delay, cleaning the room, toilet maintenance, changing the sheets, bedding material and linen, cleanliness of the linen and bedding material supplied are considered to have more focus in the minds of the respondents and they have raised up an opinion that when care is provided in a hospital these aspects also have to be given utmost importance.

• **Overall rating of administrative aspects based on experience in the hospital**
   Based on mean score, with regard to waiting time respondents have an outlook that services should be provided without unnecessary delay and at times even if there is a delay, the information regarding the delay in service and when exactly the service will be provided has to be conveyed. As far as billing and payment procedures are concerned, respondents expect transparency in charges/fees and a standard pricing structure. Apart from the factors such as waiting time, billing and payment procedures respondents have also suggested strongly that there should be consideration to their feedback, good administrative systems in place, co-ordination and co-operation among the staff should definitely exist in a hospital, because for an individual patient’s treatment process many departments have to be involved to provide a successful care. Thus these aspects need focus for a higher level of patient satisfaction.
Post purchase decision

- **Overall care and quality of service**
  Maximum number of the respondents felt satisfactory about the overall care and quality.

- **Affordability of charges**
  Maximum number of respondents felt that affordability of charges was poor and subsequent to poor rating many respondents have regarded the service to be satisfactory.

- **Level of satisfaction about the visit to the hospital**
  Maximum number of respondents felt that visit to the hospital was dissatisfaction and subsequent to dissatisfactory rating many respondents have regarded that they felt satisfied about the service.

- **Matching of expectations and experience in hospital**
  Maximum number of respondents felt that their expectations and experience did not match well.

- **Recommendation about the hospital to others based on experience and level of satisfaction**
  Maximum number of respondents felt that service is poor and subsequent to poor rating many respondents have regarded that the service is satisfactory to recommend.

- **Respondents availing hospital service in future**
  Maximum number of respondents felt that they will avail the services as and when necessary.

**INFERENTIAL STATISTICS**

**DEMOGRAPHIC PROFILE OF RESPONDENTS AND ITS INFLUENCE ON DECISION PROCESS IN CHOOSING A HOSPITAL**

- **Gender of Respondents and Factors of Consumer Behaviour Process**
  It has been found that, there is significant difference between male and female respondents with regard to the factors of perception and information processing. The male respondents have better perception and information processing than female respondents (P<0.01), there is significant difference between male and female respondents with regard to the factors of learning and memory, it is known that
female respondents have better learning and memory than male respondents (P<0.05). And there is no significant difference between male and female respondents with regard to factors of motivation and involvement, attitudinal aspects, overall individual determinants, decision process, doctor-patient relationship, nursing care, support services, administrative aspects, overall post purchase determinants and post purchase decision.

- **Categories of Respondents and Factors of Consumer Behaviour Process**
  It has been found that, there is significant difference between patient and attender with regard to the factors of Doctor-patient relationship, nursing care and over all post purchase determinants (P <0.01). And there is no significant difference between patient and attender with regard to factors of learning and memory, motivation and involvement, attitudinal aspects, perception and information processing, overall individual determinants, decision process, support services, administrative aspects, and post purchase decision.

- **Marital Statuses and Factors of Consumer Behaviour Process**
  It has been found that, there is significant difference between married and single respondents with regard to factors of learning and memory, decision process (P<0.01), there is significant difference between married and single respondents with regard to factors Perception and Information Processing, overall individual determinants, support services and administrative aspects (P<0.05). And there is no significance difference between single and married respondents with regard to factors of motivation and involvement, attitudinal aspects, doctor-patient relationship, nursing care, overall post purchase determinants and post purchase decision.

- **Localities and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between respondents from rural and urban locality with regard to the factors of motivation and involvement (P<0.01), there is significant difference between respondents from rural and urban locality with regard to factors of decision process and nursing care (P<0.05). And there is no significance difference between respondents from rural and urban locality with regard to factors of learning and memory, attitudinal aspects, perception and information processing.
processing, overall individual determinants, doctor-patient relationship, support services, administrative aspects, overall post purchase determinants and post purchase decision.

- **Types of Family and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between joint and nuclear families with regard to factors of learning and memory, attitudinal aspects, doctor-patient relationship, nursing care and post purchase decision (P<0.01), there is significant difference between joint and nuclear family with regard to factors of motivation and involvement, perception and information processing and overall post purchase determinants (P<0.05). And there is no significant difference between joint and nuclear families with regard to factors of overall individual determinants, decision process, support services and administrative aspects.

- **First visit to hospital and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between first visit to the hospital with regard to factors of learning and memory, overall individual determinants, decision process, doctor-patient relationship and post purchase decision (P<0.01), there is significant difference between first visit to the hospital and factors of perception and information processing, administrative aspects (P<0.05). And there is no significant difference between first visit to hospital with regard to factors of motivation and involvement, attitudinal aspects, nursing care, support services and overall post purchase determinants.

- **Age group in years and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between age group of respondents with regard to the factors of learning and memory, decision process, support services, administrative aspects, overall post purchase determinants and post purchase decision (P<0.01), and overall individual determinants and nursing care (P<0.05) and hence the null hypothesis has not been accepted. Whereas, for the factors such as motivation and involvement, attitudinal aspects, perception and information processing, doctor-patient relationship, the null hypothesis is accepted. Based on Duncan Multiple Range Test, there is difference of opinion among the age group of respondents with regard
factors of learning and memory, decision process, support service administrative aspects, overall post purchase determinant, post purchase decision, overall individual determinants, nursing care.

- **Monthly Income and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between monthly income of respondents with regard to the factors of post purchase decision (P<0.01), and learning and memory (P<0.05) and hence the null hypothesis has not been accepted. Whereas, for the factors of motivation and involvement, attitudinal aspects, perception and information processing, overall individual determinants, decision process, doctor-patient relationship, nursing care, support services, administrative aspects and overall post purchase determinants, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the monthly income of respondents with reference to factors of post purchase decision, learning and memory.

- **Educational Qualification and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between educational qualification of respondents with regard to factors of learning and memory, decision process (P<0.01), and support services (P<0.05) and hence the null hypothesis has not been accepted. Whereas, for the factors of motivation and involvement, attitudinal aspects, perception and information processing, overall individual determinants, doctor-patient relationship, nursing care, administrative aspects, overall post purchase determinants and post purchase decision, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the educational qualification of respondents with reference to factors of learning and memory, decision process and support services.

- **Occupation and Factors of Consumer Behaviour Process**
  It has been found that there is significant difference between occupation of respondents with regard to factors of learning and memory, decision process and post purchase decision (P<0.01), and motivation and involvement, attitudinal aspects and nursing care (P<0.05) and hence the null hypothesis has not been accepted. Whereas,
for the factors of perception and information processing, overall individual determinants, doctor-patient relationship, support services, administrative services and overall post purchase determinants, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the occupation of respondents with reference to factors of learning and memory, decision process and post purchase decision, motivation and involvement, attitudinal aspects and nursing care.

- **Number of visits made and Factors of Consumer Behaviour Process**

  It has been found that there is significant difference between number of visits made by the respondents with regard to factors of learning and memory, attitudinal aspects, overall individual determinants, decision process, doctor-patient relationship and post purchase decision (P<0.01), and perception and information processing (P<0.05) and hence the null hypothesis has not been accepted. Whereas, for the factors of motivation and involvement, nursing care, support services, administrative aspects and overall post purchase determinants, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the number of visits made by the respondents with reference to factors of learning and memory, attitudinal aspects, overall individual determinants, decision process, doctor-patient relationship, post purchase decision, perception and information processing.

- **Number of children and Factors of Consumer Behaviour Process**

  It has been found that there is significant difference between number of children with regard to factors of learning and memory, overall individual determinants and decision process (P<0.01), and perception and information processing, doctor-patient relationship, support service, administrative aspects, post purchase decision (P<0.05) and hence the null hypothesis has not been accepted. Whereas, for the factors of motivation and involvement, attitudinal aspects, nursing care and overall post purchase determinants, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the number of children in the respondents’ family with reference to factors of learning and memory, overall individual determinants, decision process, motivation and involvement, attitudinal aspects, nursing care and overall post purchase determinants.
• **Number of adults and Factors of Consumer Behaviour Process**
It has been found that there is significant difference between number of adults with regard to factors of learning and memory, motivation and involvement, attitudinal aspects, perception and information processing, overall individual determinants, doctor-patient relationship, nursing care, support services, administrative aspects, overall post purchase determinants and post purchase decision (P<0.01) and hence the null hypothesis has not been accepted. But for the factors of decision process, the null hypothesis is accepted. With regard to Duncan Multiple Range Test, there is difference of opinion based on the number of adults in the respondents’ family with reference to factors of learning and memory, motivation and involvement, attitudinal aspects, perception and information processing, overall individual determinants, doctor-patient relationship, nursing care, support services, administrative aspects, overall post purchase determinants and post purchase decision.

• **Category of respondents and only hospital in mind while availing medical service**
It has been found that with regard to category of respondents and only hospital in mind while availing medical service the null hypothesis has been rejected. It is known that majority of the respondents (patients and attenders) were clear enough in choosing the particular hospital where they wanted to avail service.

• **Age group in years and only hospital in mind availing medical service**
It has been found that with regard to age group in years and only hospital in mind availing medical service the null hypothesis has been rejected. Different age groups of respondents have different choices. The consumer behaviour process varies with age. It is known that the age group of respondents plays a substantial role in the decision making process.

• **Gender and only hospital in mind while availing medical service**
It has been found that with regard to gender and only hospital in mind while availing medical service the null hypothesis has been accepted. Male and female respondents do not have much difference in opinion regarding the hospital they wanted to choose.
Therefore it is known that the gender of respondents does not play a much significant role in the decision making process.

- **Monthly income and only hospital in mind availing medical service**
  It has been found that with regard to monthly income and only hospital in mind availing medical service the null hypothesis has been rejected. Majority of the respondents felt that they wanted to choose the particular hospital in mind, but minority of the respondents felt that monthly income is also important while deciding to choose the hospital. Consumer behaviour process varies based on level of income. It is known that monthly income of respondents plays a substantial role in the decision making process.

- **Marital status and only hospital in mind while availing medical service**
  It has been found that with regard to the variable marital status and only hospital in mind while availing medical service, the null hypothesis has been accepted. Married and single respondents did not have much difference in opinion regarding the hospital they wanted to choose. It is known that the Marital status of respondents does not play a much significant role in the decision making process.

- **Educational qualification and only hospital in mind availing medical service**
  It has been found that with regard to educational qualification and only hospital in mind availing medical service the null hypothesis has been rejected. It is known that educational qualification of respondents plays a substantial role in the decision making process.

- **Occupation and only hospital in mind availing medical service**
  It has been found that with regard to occupation and only hospital in mind availing medical service the null hypothesis has been rejected. This infers that the consumer behaviour process varies based on occupation. Therefore it is known that occupation of respondents plays a substantial role in the decision making process.
• **Locality and only hospital in mind while availing medical service**
  It has been found that with regard to locality and only hospital in mind while availing medical service the null hypothesis has been accepted. Rural and urban locality respondents do not have much difference in opinion regarding the hospital they wanted to choose. It is drawn to understand that the locality of respondents does not play a much significant role in the decision making process.

• **Type of family and only hospital in mind while availing medical service**
  It has been found that with regard to type of family and only hospital in mind while availing medical service the null hypothesis has been accepted. Joint and nuclear family type respondents do not have much difference in opinion regarding the hospital they wanted to choose. It is known that the type of family of respondents does not play a much significant role in the decision making process.

• **Number of children in the family and only hospital in mind availing medical service**
  It has been found that with regard to number of children in the family and only hospital in mind while availing medical service the null hypothesis has been rejected. Majority of the respondents said yes and minority of the respondents said no for the statement only hospital in mind while availing medical service. Consumer behaviour process varies based on number of children in the family. It is known that number of children in the respondents family plays a substantial role in the decision making process.

• **Number of Adults in the family and only hospital in mind availing medical service**
  It has been found that with regard to number of adults in the family and only hospital in mind availing medical service the null hypothesis has been rejected. Majority of the respondents said yes and minority of the respondents said no for the statement only hospital in mind while availing medical service. Consumer behaviour process varies based on number of adults in the family. It is known that number of adults in the respondents family plays a substantial role in the decision making process.
• First visit to hospital and only hospital in mind while availing medical service
It has been found that with regard to first visit to hospital and only hospital in mind while availing medical service the null hypothesis has been accepted. First visit and not first visit type of respondents do not have much difference in opinion regarding the hospital they wanted to choose.

• Number of visits made to the hospital and only hospital in mind availing medical service
It has been found that with regard to number of visits made to the hospital and only hospital in mind availing medical service the null hypothesis has been rejected. Majority of the respondents said yes and minority of the respondents said no for the statement only hospital in mind while availing medical service. Consumer behaviour process varies based on the number of visits made to the hospital. It is known that number of visits made to the hospital by the respondents plays a substantial role in the decision making process.

INDIVIDUAL DETERMINANTS OF BEHAVIOUR THAT INFLUENCES THE RESPONDENTS IN CHOOSING A HOSPITAL
• Factors of learning and memory with regard to getting introduced to hospital
It has been found that there is significant difference among mean rank towards factors of learning and memory with regard to getting introduced to hospital. The maximum numbers of respondents were introduced to the hospital through their Doctor / other medical personnel. Therefore it is evidenced that most of the respondents’ have learnt about the hospital and considered the opinion of Doctor/ other medical personnel while choosing a hospital.

• Factors of learning and memory with regard to source of awareness
It has been found that there is significant difference among mean rank towards factors of learning and memory with regard to source of awareness. It is understood that word of mouth serves as an important source of awareness among respondents while choosing a health care provider.
• **Factors of learning and memory with regard to selecting the hospital**

It has been found that there is significant difference among mean rank towards factors of learning and memory with regard to selecting the hospital. This substantiates that Quality of care, doctors’ qualification and minimum errors in the hospital are considered as important factors for choosing a hospital.

• **Factors of motivation and involvement with regard to selecting the hospital**

It has been found that there is significant difference among mean rank towards factors of motivation and involvement with regard to selecting the hospital. This confirms that a trustworthy doctor and medical personnel who inspire confidence while providing care serves to be a motivating factor and respondents also look for ambience, atmosphere and cleanliness maintained in the hospital.

• **Factors of attitudinal aspects with regard to selecting the hospital**

It has been found that there is significant difference among mean rank towards factors of attitudinal aspects with regard to selecting the hospital. Therefore it is known that the respondents have to be heard and their needs have to be understood by the medical personnel, so that they get better understanding of the problems which will in turn have a positive impact on the overall care provided in the hospital.

• **Factors of perception and information processing with regard to selecting the hospital**

It has been found that there is significant difference among mean rank towards factors of perception and information processing with regard to selecting the hospital. This insists that counselling regarding the treatment procedures given by the doctors, promptness in providing service, transparency in treatment and payment procedures are what respondents perceive and expect while choosing a hospital.

• **Factors of Individual Determinants of Behaviour**

It has been found that there is positive correlation between various set of variables such as motivation and involvement and attitudinal aspects (67.9%), motivation and involvement and perception and information processing (66.3%), learning and memory and attitudinal aspects (37.2%). Similarly, the other factors are also
positively correlated with each other. The factors of individual determinants of behaviour definitely have an influence among each other and also impact the decision process.

- **Factors of Individual Determinants of Behaviour and Decision Process**

It has been found that there is positive correlation between learning and memory and decision (70.7%), motivation and involvement and decision process (64.6%), attitudinal aspects and decision process (55.1%), perception and information processing and decision (57.2%), overall individual determinants of behaviour and overall decision process (77.2%). It emphasizes that the factors of individual determinants of behaviour definitely impact the decision making process.

- **Factors of Individual Determinants of Behaviour and Post purchase determinants**

It has been found that there is positive correlation between learning and memory and nursing (48.7%), motivation and involvement and administrative aspects (65.9%), attitudinal aspects (65.1%), perception and information processing and administrative aspects (72.3%). Similarly the other factors are also positively correlated with each other. Therefore the factors of individual determinants of behaviour and post purchase determinants definitely influence each other and also impact the post purchase decision.

- **Factors of Individual Determinants of Behaviour and Post Purchase Decision**

It has been found that there is positive correlation between learning and memory and post purchase decision (29.4%), motivation and involvement and post purchase decision (50.1%) attitudinal aspects and post purchase decision (50.4%), perception and information processing and post purchase decision (54.2 %), overall individual determinants of behaviour and overall post purchase decision (55.0 %). This proves that Individual determinants of behaviour definitely impact the post purchase decision.
DECISION PROCESS OF RESPONDENTS

- Factors of decision process with regard to seeking opinion before taking medical decision

It has been found that there is significant difference among mean rank towards factors of decision process with regard to seeking opinion before taking medical decision. It is known that when it comes to taking medical decision respondents rely on the opinion of professionals who will be able to guide them towards making choices.

- Factors of decision process with regard to basis for deciding to choose the hospital

It has been found that there is significant difference among mean rank towards factors of decision process with regard to basis for deciding to choose the hospital. It is known that respondents would choose a hospital, if in case it is a preferred hospital by many people and for its brand name and though they choose a preferred hospital and for its brand name yet they try to choose the hospital with full awareness about it.

- Factors of Decision process and Post Purchase Determinants

It has been found that there is positive correlation between decision process and doctor-patient relationship (44.8 %) decision process and nursing care (57.8 %), decision process and support services (51.7 %), decision process and administrative aspects (52.3 %), overall decision process and overall post purchase determinants (59.6 %). The decision process definitely plays a significant role in judging the factors of post purchase determinants.

POST PURCHASE DETERMINANTS THAT INFLUENCES POST PURCHASE DECISION OF THE RESPONDENTS

- Factors of post purchase determinants with regard to clinical aspects such as doctor-patient relationship

It has been found that there is significant difference among mean rank towards factors of post purchase determinants with regard to clinical aspects such as doctor-patient relationship. Being empathetic, respecting privacy, understanding the illness much better after seeing this doctor has an higher mean rank compared to the aspects like spending enough time during treatment/ consultation, doctor giving instructions
regarding medications, precautions to be taken after discharge and the doctor listens patiently, explains the benefits and risks involved in the treatment. It is known that the aspects with low mean rank also needs to be considered for a better satisfaction.

- **Factors of post purchase determinants with regard to clinical aspects such as nursing care**
  It has been found that, there is significant difference among mean rank towards factors of post purchase determinants with regard to clinical aspects such as nursing care. Being courteous, carrying out medical instructions and giving health education and instructions about medications, precautions to be taken after discharge has a higher mean rank compared to the aspects such as prompt in responding to needs, concerned to keep me informed about the treatment, importance to cleanliness, sanitary aspects and indulged in small talks about my family and made me comfortable. It is known that the aspects with low mean rank also needs to be considered for a better satisfaction.

- **Factors of post purchase determinants with regard to overall rating of hospital support services based on the experience in the hospital**
  It has been found that, there is significant difference among mean rank towards factors of post purchase determinants with regard to overall rating of hospital support services based on the experience in the hospital. It is known that, performing lab tests and imaging services as per the schedule, punctuality in delivering the test reports are the factors which needs to be focused upon. The healthcare providers should not only focus on patient diet but also have a good cafeteria for the patient attenders. As far as the pharmacy, housekeeping and laundry services are concerned the aspects such as dispensing medicines without delay, cleaning the room, toilet maintenance, changing the sheets, bedding material and linen, cleanliness of the linen and bedding material supplied are considered to have more focus in the minds of the respondents.

- **Factors of post purchase determinants with regard to overall rating of administrative aspects based on experience in the hospital**
  It has been found that, there is significant difference among mean rank towards factors of post purchase determinants with regard to overall rating of administrative aspects based on experience in the hospital. With regard to waiting time respondents
have an outlook that services should be provided without unnecessary delay and at times even if there is a delay, the information regarding the delay in service and when exactly the service will be provided has to be conveyed. As far as billing and payment procedures are concerned, respondents expect transparency in charges/fees and a standard pricing structure. Apart from the factors such as waiting time, billing and payment procedures respondents have also strongly suggested that there should be consideration to their feedback, good administrative systems in place, co-ordination and co-operation among the staff.

- **Factors of Post Purchase Determinants**

  It has been found that, there is positive correlation between support services and administrative aspects (82.0%), doctor-patient relationship and nursing care (75.4%), doctor-patient relationship and support services (52.2%). Similarly the other factors are also positively correlated with each other. The factors of post purchase determinants definitely influence each other and also impact the post purchase decision.

- **Factors of Post Purchase Determinants and Post Purchase Decision**

  It has been found that, there is positive correlation between doctor-patient relationship and post purchase decision (46.1%), nursing care and post purchase decision (52.3%), support services and post purchase decision (50.3%), administrative aspects and post purchase (62.5 %), overall post purchase determinants and overall post purchase decision (62.7%). Post purchase determinants definitely play a significant role in post purchase decision process.

- The value of **R square is** 0.427 and is significant at 1% level. Based on standardized coefficient, the post purchase determinants (0.505) is the most important factor to extract post purchase decision followed by individual determinants (0.345) and decision process (0.249). From the regression analysis, it is know that post purchase decision is a dependent variable and is based on the other three variables such as individual determinants, decision process and post purchase determinants. Individual determinants and decision process affects the
post purchase decision, but the variable post purchase determinant plays a significant role.

- The present study utilizes the Structural Equation Model (SEM) to test the hypothesized models. The indices obtained from structural equation analysis of the model reveal that a reasonable fit is indicated between the data and the causal model. The absolute fit indices fit the sample data and reveals that the proposed model has acceptable fit, by way of satisfying the recommended values.

5.3 Conclusion

The present study is on Consumer behaviour process in multispecialty corporate hospitals. It is clear from the study that respondents strongly feel the need for being heard and which is also a fact that is uniformly to be acknowledged by healthcare professionals and the administrative staff in the hospitals. Study has demonstrated how the variables such as Demographic factors, Individual determinants of behaviour has definite influence on Decision process which in turn reflects on the post purchase determinants and post purchase decision.

The study is able to evident the fact that before choosing a hospital the respondents are influenced by demographic factors and individual determinants of behaviour. The components of post purchase determinants (that is the services and experiences), is complex and it is has the factors such as Clinical aspects (Doctor – Patient relationship and Nursing care), Support services (Diagnostics and Imaging services, Dietary and Cafeteria, Pharmacy, Housekeeping and Laundry), Administrative aspects (Waiting time, Billing and payment procedures, other admin related aspects). In Doctor – Patient relationship, the doctor always respects privacy and felt the doctor to be empathetic has been considered as key aspect by the respondents. In nursing care, courteous while attending to the needs and carries out the medical instructions given by the doctor has been considered as key aspect by the respondents. In support services, cafeteria for the patient attenders, pharmacy department's functionality and efficiency in catering to the needs of the patients, dispensing medicines without delay, housekeeping and laundry related aspects has been considered as key aspect by the respondents. In administrative aspects, information about delays, change in schedules,
appointment changes not communicated properly and consideration to patient feedback has been considered as key aspect by the respondents. Based on the delivery of service i.e. the actual experience of the service, it is known that medical treatment process (primary service), support services and administrative aspects together determine the satisfaction of the patients and they influence the post purchase decision. Satisfaction is a function of closeness between expectations and perceived performance. Patient satisfaction is no more a parameter for hospitals; it has to move on to the next level of Patient delight and Patient ecstasy.

The study also summarizes that the aspects that are felt to be important while choosing the hospital and the expectations of respondents from a hospital. Effective coordination and integration between the clinical and administrative departments, transparency in treatment and payment procedures, information regarding service delays, emotional support, focussing on the needs of the patient attenders, respecting patient as a person and his privacy are the important predictors as felt by the respondents.

Therefore the study logically concludes to the fact that hospitals may perhaps try to understand the consumer behaviour and focus on the aspects which are considered to be vital in the minds of the consumer that is the patient and attenders.

5.4 Recommendations

Based on the above discussions, the following recommendations are listed:

- According to the result, it is known that the patients are relatively satisfied with the care provided but somewhere in the process their individuality is lost sight of. The needs may perhaps be apprehended by showing genuine interest towards the patient as a person.
- When it comes to providing care to the patient, it is not an individual department in the hospital or an individual staff who is in authority. Overall coordination between clinical and the administrative departments could be comprehended while providing care to the patients. Good administrative systems and procedures will help to bring about overall coordination in the
care. Standard operating procedure can be implemented where ever necessary to overcome administrative, communication imperfections.

- The information regarding patient care, encouraging the patient attenders to ask questions, information concerning delay in service may perhaps be communicated so that the patients and attenders do not feel neglected.
- Sufficient time and proper modes of communication are to be advocated to make patients understand their diagnosis, information about risks and benefits of treatment.
- There should be a proper system to receive the patient’s complaints and the hospital should take necessary steps to rectify them then and there. The hospital shall provide the staff members with advanced devices which could record the complaints of the patients’ in their own voices. This way patients could clearly express their opinion on the shortcomings that they had faced during hospital stay and state the improvisations that could be made, also this would help the hospital management to be more accurate in finding their lacunae and solutions to them.
- Promptness of service, transparency in treatment procedures, transparency in charges and patient-fees can also be considered as important in the process.
- Emotional support could be apprehended by attending to patient’s daily routine activities and alleviating the fear. Doctors, nurses and staff in the hospital should be encouraged to indulge in small talks for emotional support to make the patients feel comfortable and to keep them informed about the treatment.
- The health care professionals and other staff in the hospital ought to make patients feel comfortable with the ambience/ environment of the ward.
- The support and ancillary services such as Laboratory, Diet, Pharmacy, and Housekeeping also play an important role in the satisfaction level of the patients. Hospitals can focus on these aspects intensely.
- The needs of patient attenders may perhaps be catered to in terms of their stay, food etc. It is important that even they feel comfortable during the process.
Thus in the study, factors which respondents considered as important while choosing a hospital and their expectations from a hospital have been swotted thoroughly and based on which the recommendations have been provided.

5.5 Areas for further study

• The present study has been carried out in Chennai confined to four of the multispecialty corporate hospitals and the same could be extended to other cities in the country.

• The present study has taken 5 specific factors, but further research can be carried out involving other related dimensions and also the psychological aspects of consumer behaviour can be studied in detail.

• Research can be extended to global levels and a comparative study of what is obtained in other parts of the world with the situation in Indian hospitals can be done.

• The present study has analyzed the view points of patients and attenders. The opinion could also be culled out from doctors, nurses, technologists, paramedics with regard to their views on meeting the expectations of patients and attenders.

• The present study involves the opinion of in-patients alone and is confined to specific departments. Detailed studies can be undertaken covering outpatients and all departments.

• The present study has not explored the economic aspects of tertiary care and also the constraints that patients have in meeting medical expenses. A more detailed study could be undertaken where the financial implications and the role of insurance could be better addressed.

• The developed model may be taken into consideration by the hospitals and further studies that are related to assessing the behaviour pattern of patients and attenders can be carried out. Having the study model as a basis, the behaviour pattern can be deliberated in depth for the betterment of health care delivery, which in turn will reflect on the healthcare fraternity as a whole.
5.6 Managerial Implications

Coordination between clinical staff and administrative staff

- Clinical Staff and the administrative staff should understand the importance of coordinated care to bring about Patient satisfaction which is these days called as PATIENT DELIGHT.
- Patients expect coordinated care at all levels which leads to higher levels of patient satisfaction.
- Patients' perception of the care they receive has become more and more important in terms of not only healthcare quality improvement, but also administrative and financial aspects of hospitals. In addition to healthcare professionals' clinical performance, support provided by administrative staffs their interactions during service delivery is also viewed critically.
- Team work is a fundamental element and it could have a positive effect on patient experience. For this reason it is important to focus on cultural changes in order to improve service delivery in hospital. Having the same goals for the same patient has to become the starting point for building a team of professionals. Using a common language, sharing information and clinical protocols have appreciated benefits for the patients.

Magnitudes of patient care

- Health care providers should focus on the aspects that influence the patient in choosing the hospital.
- Hospital managers should identify the key dimensions of patient care and bring about quality improvement efforts.
- This study would help the top management to take decisions and develop a module for all the aspects, based on the views given by the patients. Therefore, the hospital management should explore the key aspects of behaviour process to improve the quality of healthcare delivery.

Patient – hospital staff relationships

- Interpersonal aspects such as explanations of illness and treatment, the availability of information, courtesy and the warmth received plays a vital
role. Patients are mostly sensitive to interpersonal relationship. The patient makes a judgment on hospitals based on the interpersonal aspect of care that he/she receives during his/her stay in the hospital. Therefore patients may use characteristics like length of waiting time, courteousness of the healthcare professionals and administrative staff or physical environment to evaluate their satisfaction level at the hospital. These aspects are experienced by the patients directly and need no technical expertise to evaluate.

- Health care staff must possess social competence and emotional intelligence. These traits are likely to lead a high level of courtesy, friendliness, empathy, and responsiveness in patient – hospital staff relationships.

**Patient oriented strategies**

- Patients must be made aware and reassured that hospital is taking very special care of them.
- Patients’ feedback should not only be heard but also be considered for changes and improvements.
- Hospitals need to carefully design patient – oriented strategies focusing on reliability, empathy and responsiveness improvement in order to compete effectively.
- The patient-centered care is the need of the hour and it reflects on the service delivery, enhances the interactions between patients and care providers which bring in higher level of satisfaction.

Nonetheless, extensive research is necessary to demonstrate assessment, analytical methods and evaluation of behaviour process for its effective integration into the healthcare setting.