

EXECUTIVE SUMMARY

As a part of the MBA programme, I have undergone a project work and prepared project report titled **“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING FOR HEALTH CARE MANAGEMENT WITH SPECIAL REFERENCE TO ASTER MIMS, KANNUR”**. Social media marketing is the demand of the new age. With the increase of internet usage this idea has become influential. Aster MIMS offers the specialist advice, supported by a comprehensive range of round the clock hospital services, which can address all of your company’s healthcare needs.

The sample size selected for the study is 150. The data collected through structured questionnaire which is primary in nature. For each sample questionnaire is given and retrieved directly. Percentage analysis and chi square method is used to analyse and tabulate the data. This tabulated data are presented in the form of diagrams i.e., in the form of pie charts& bar diagrams. Findings and suggestions are done on the basis of analysed data.

CONTENTS

LIST OF TABLE

LIST OF CHART

SL NO	CHAPTER NAME	PAGE NO
1	CHAPTER-1 INTRODUCTION	1-22
2	CHAPTER-2-REVIEW OF LITERATURE	23-25
3	CHAPTER- 3- INDUSTRY PROFILE & COMPANY PROFILE	26-66
4	CHAPTER 4: DATA ANALYSIS & INTERPRETATION	67-95
5	CHAPTER 5: FINDINGS, SUGGESTIONS & CONCLUSION	96-99
	BIBLIOGRAPHY	100
	ANNEXURE	101-107

LIST OF TABLE

TABLE NO	TABLE NAMEW	PAGE NO
4.1	GENDER	67
4.2	AGE	68
4.3	EDUCATIONAL QUALIFICATION	69
4.4	OCCUPATION	70
4.5	HOW DID THE PEOPLE COME TO KNOW	71
4.6	MEASURE THE QUALITY OF A HOSPITAL	72
4.7	HOME CARE SERVICE OF ASTER MIMS	73
4.8	KNOWING ABOUT THE HOME CARE SERVICE OF ASTER MIMS	74
4.9	SATISFIED WITH THE HOME CARE SERVICE OF ASTER MIMS	75
4.10	FACILITIES AVAILED WITH THE HOME CARE SERVICE OF ASTER MIMS	76
4.11	COST OF HOME CARE	77
4.12	FEELING TREATED FAIRLY AND RESPECTIVE MANNER WITH QUALITY SERVICE	78
4.13	SATISFIED WITH THE ROOM WARD SERVICE	79
4.14	SOCIAL MEDIA MARKETING IS MORE SUITABLE FOR HEALTH CARE INDUSTRY	80
4.15	CHECKING SOCIAL MEDIA TO SELECT A BETTER HOSPITAL AND TREATMENT	81
4.16	INFLUENCED BY THE SOCIAL MEDIA ADVERTISEMENT OF ASTER MIMS HOSPITAL	82

4.17	THE SOCIAL MEDIA PLATFORM CAME TO KNOW ABOUT ASTER MIMS	83
4.18	DOCTORS ARE GOOD ENOUGH IN EXPLAINING THE REASON FOR THE DISEASE	84
4.19	COST OF REGISTRATION, MEDICAL SERVICES ARE NOMINAL	85
4.20	PATIENTS SITTING ARRANGEMENTS, CLEANLINESS IN HOSPITAL IS GOOD	86
4.21	HOSPITAL ENJOYS HIGH REPUTATION AND IMAGE	87
4.22	RECOMMEND THE HOSPITAL TO FRIENDS AND RELATIVES	88
4.23	READY TO RECOMMEND THE HOME CARE FACILITIES OF ASTER MIMS TO YOUR FRIENDS AND RELATIVES	89
4.24	HOSPITAL IS DELIVERING THE SERVICE AS PROMISED	90
4.25	OVERALL SATISFACTION WITH THE TREATMENT PROVIDED BY THE HOSPITAL	91
	CHI-SQUARE TEST I	92
	HYPOTHESIS TEST – II	94

LIST OF CHARTS

TABLE NO	TABLE NAMEW	PAGE NO
4.1	GENDER	67
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4.3	EDUCATIONAL QUALIFICATION	69
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4.22	RECOMMEND THE HOSPITAL TO FRIENDS AND RELATIVES	88
4.23	READY TO RECOMMEND THE HOME CARE FACILITIES OF ASTER MIMS TO YOUR FRIENDS AND RELATIVES	89
4.24	HOSPITAL IS DELIVERING THE SERVICE AS PROMISED	90
4.25	OVERALL SATISFACTION WITH THE TREATMENT PROVIDED BY THE HOSPITAL	91