

1.1 INTRODUCTION

Health care industry is treated for all practical purposes, as medical industry or health economy. It provides the most sought curative, preventive, rehabilitative, and palliative care. Researchers have acknowledged that the health industry is one of the largest and fast growing industries in the world. No wonder, health care contributes enormously in the country's economy. The United Nations International Standard Industry classification has reported in very clear terms that health care industry encompasses activities such as hospital activities medical and dental practice activities besides scope for other human health care activities. These activities call for dedicated, committed and unstinted co-operation of nurses, mid- wives, physiotherapists, scientific and diagnostic laboratories, pathological units and residential health facilities. Incorporated in the health care industry are activities such as hypotherapy, medical massage, yoga therapy, music therapy, occupational therapy, homeopathy, acupuncture and the like. Thus, health care industry is growing in dimensions and ramifications.

The health care industry has adopted numerous systems to offer health care services. People in general meet their health care providers in person and obtain health services according to the nature of their illness.

Marketing plays an important role in helping participants in the health care system; it creates, communicates, and delivers value to their respective target markets. A modern marketer starts with the customers rather than with the products or service. They are more interested in building a lasting relationship than in securing a single transaction. Their aim is to create a high level of satisfaction so that customers come back to the same supplier. Marketers have used many traditional skills, including marketing research, product design, distribution, pricing, advertising, sales promotion, and sales management. These skills need to be supplemented by newer ones emerging from new technologies and concepts for reaching and serving customers with messages and offers.

Through targeted campaigns and initiatives, healthcare marketing not only enhances patient experiences by improving accessibility and communication but also raises awareness about public health issues, contributing to the overall well-being of communities. In a competitive environment, strategic marketing efforts differentiate healthcare providers and facilities by highlighting specialized services, advanced technology, and patient-centered approaches, creating a competitive advantage. Furthermore, marketing plays a pivotal role in revenue

generation, ensuring the sustainability of healthcare operations by attracting patients and driving utilization of services.

1.2 SIGNIFICANCE OF THE STUDY

The healthcare delivery market in India is expected to be more than double within the next decade. India is witnessing an era where new hospitals are being built at a pace like never before. There are exciting challenges that these hospitals are facing while they are being commissioned. One challenging task that every hospital, new or old, small or big, is facing today is the task of marketing itself. With increasing competition, . Healthcare marketing is undergoing a transition from service providers' dominance to service seekers preference. A study was therefore undertaken to understand the factors influencing patients' decision making with respect to choice of a hospital.

1.3 STATEMENT OF THE PROBLEM

Healthcare marketing stands at the intersection of public health, patient care, and business strategy, playing an instrumental role in shaping the delivery and accessibility of healthcare services. In today's dynamic healthcare landscape, the significance of marketing strategies extends far beyond mere promotion; it serves as a vehicle for education, empowerment, and engagement.

1.4 OBJECTIVES OF THE STUDY

- To analyse and apply the services marketing concepts in health care industry.
- To identify the factors which motivate the respondents to avail the health care services.
- To evaluate the role of advertisement on selecting health care services
- To analyse the attitude of the patients towards healthcare services.
- To analyse the satisfaction level of customers with the health care services.

1.5 SCOPE OF THE STUDY

The primary objective of the study is to analyse the importance of marketing in health care industry. Assessing patient satisfaction levels, feedback, and experiences helps in identifying areas for improvement and crafting strategies to enhance the overall patient experience, leading to better retention and loyalty.

1.6 RESEARCH METHODOLOGY

Design of the questionnaire: The questionnaire was drafted using open ended question. Close ended question and multiple choice questions. Care was taken to avoid asking ambiguous questions. The questions were simple and easy to understand. Lengthy questions were not asked. The language used in drafting the questionnaire was very simple.

This show how the data was collected from various sources to get more information relating to the study information required for the study was obtained both by gathering of primary data and relevant secondary data.

1.6.1 Source of data

Primary Data

The primary data was fully collected through a designed questionnaire as prepared for the customers to obtain the desired data.

Secondary Data

Secondary data was collected from the journals and other magazines which was a great help to understand the market situation. Some other sources of secondary data collection were, Company source

Sampling method

Convenience sampling method was used to collect primary data.

Research instrument

In this research study data is collected through structured questionnaire.

Sample design and size

Sample Size: The sample size for carrying out this project is 50.

Technique of analysis

The data collected from the employees is tabulated in numerical way to present the data in percentage form.

1.7 LIMITATIONS OF THE STUDY

- The study is limited to the knowledge and experience of the student.
- Accuracy of the study depends on the details given by the organization.
- Due to the non- permission of certain area within the organisation