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**THE ROLE OF ADVERTISING HEALTHCARE SERVICES**

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**I. INTRODUCTION**

The changing healthcare environment has brought marketing front and centre. Most of the trends affecting healthcare point to the need for increased marketing dimension. As more interfaces is required between healthcare organizations and their environments, the role of the marketer will only grow in importance. More and more, marketing is becoming the “action end” of healthcare

Advertisement plays a significant role to improve sales and earnings of a firm; not only for this, and also to secure the firm’s market share and capture the new avenues of market as well new consumers under competitive circumstances. According to economics theory, “the advertisement cost is known as ‘selling cost’, which is essential to upward shift of demand curve of a firm or industry under various environment of market condition.” Consequently, all the firms and industries may be spending as much as possible the quantum of amount as selling cost to set a good-will of services or products and to familiarize specialty of the products and services, which means how a product differs from the close substitute of alternatives. The advertising industry creates numerous employment opportunities and generates income for those who are involved in this sector. The positive sign of this growing service sector is, advertising expenditure in India was about nine fold from Rs.47.3 billion in 1995 to over Rs.882.7 billion in 2016 and the annual rate of the growth is more or less equal to 24 per cent. The advertisement might reach the consumer through various ways and means like newspapers/magazines, outdoor campaign (wall papers, pamphlets, banners, announcement), sponsorship of programmes and sports and cine fields, radio, television, mobile phone and internet/online. Normally a firm fondness about certain things, i.e., due to mass reaches as well as influence in consumer’s consumption behaviour as familiar and mass character person to advertise the firm products and services. Similarly, the users also believe that mass personality tells truth of the services and those services has no negative effect to their health and beliefs. On another side, how much amount is being spent to advertisement is based on certain possessions, i.e., size of the firm, size of the budget and ultimately management decision. Generally, the big size firm or industry may spend higher quantum of amount to advertisement vice versa. However, this spending is normally added in the price of the services and finally it is paid by those who consume those services, which means it is additional burden to the consumer.

**II NEED OF THE STUDY**

This paper traces the importance of advertisement to create awareness of hospitals and its influences in consumer’s consumption pattern and best media to reach the advertisement to the consumers in connection with healthcare services. Further, this study examines the influence of advertisement in

choosing healthcare services and barriers to communicate the advertisement through well-structured questionnaire and data collected from the selected sample respondents.

### III OBJECTIVES

The objectives of the study are:

1. To understand the socio-economic conditions of sample respondents;
2. To examine influence of advertisement on selecting the hospital in connection with healthcare Services
3. To identify the best media in advertising the healthcare Services
4. To find out barriers to communicate the advertisement and offer suggestion to the same.

### IV METHODOLOGY

The study is based on primary data. The sample respondents were selected from velachery which is located nearby Chennai Corporation. The convenience sampling method procedure was adopted and 50 sample respondents were selected and interviewed through well organised questionnaire. The conventional analysis, chi-square and Garrett ranking technique was used and analysed for collected primary data.

Garret's ranking technique was used to analyse the influence of advertisement, best media to be influencing the selection of hospitals and barriers to communicate advertisement; the respondents were asked to rank the given factors to the same. The order of merit thus given by the respondents was converted into ranks by using the following formula.

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

$R_{ij}$  - Rank given for  $i^{\text{th}}$  factor by  $j^{\text{th}}$  individual

$N_j$  - Number of factors ranked by  $j^{\text{th}}$  individual

The percent position of each rank thus obtained was converted into scores by referring to the table given by Garrett and Woodworth (1969). Then for each factor the scores of individual respondents were added together and divided by the total number of respondents for whom scores were added. These mean scores for all factors were arranged in descending order, ranks were given and the most noteworthy factor was identified.

### HYPOTHESES

#### Null Hypothesis (H<sub>0</sub>):

There is no association between advertisement advertised and selecting the hospitals.

#### Alternative Hypothesis (H<sub>A</sub>):

There is association between advertisement and selecting the hospitals.

## V LITERATURE REVIEW

Advertising has consistently a significant positive effect on brand awareness but no significant effect on perceived quality (Robert Clark, Ulrich Doraszelski and Michaela Draganska, 2009).

Advertising has been considered as a means of information about brands which confuses consumer and often misguides (Littlechild, 1982).

Media ethics remained a concern for the better part of 2011 with a number of challenges manifesting themselves. TheHoot.org has put together documentation on some major issues which emerged in a special report on ethics in the Indian media (The hoot, 2011).

"Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit". (Boddewyn & Leardi, 1989, p. 365)

The brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter and Percy, 1987).

Brand awareness can play a vital role to improve of marketing share of a firm this may possible through advertising (Emma Meedonald & Byron Sharp, 2003).

While the different types of awareness tend to vary with a brand's overall level of salience, this does not mean that the different measures simply reflect a single underlying construct (Jenni Romaniuk, Byron Sharp, Samantha Paech & Carl Driesener, 2004).

## VI. ANALYSIS AND INTERPRETATION

### PERCENTAGE ANALYSIS

Out of 50 sample respondents 68 percent of the respondents are male and the remaining 32 percent are female. It is also observed that about 42 percent of sample respondents are belonging to backward class, 22 percent are most backward class and scheduled class represent 36 percent. Further, it is observed that 60 percent of sample respondents are working in private mill or factory or on daily wage basis. Sample respondents earning between Rs.3, 000 and Rs.5, 000 account for 34 percent with the average of Rs.4, 470.59 and 36 percent sample respondents earn between Rs.5, 000 and Rs.10, 000 with the average of Rs.8, 500.00 and remaining the sample respondents earn above Rs.10, 000 with the average of Rs.22, 000.00 per month. It is observed that the average earnings of the sample respondents are Rs.9, 704.54 per month.

The paper traces the factors influencing the mentioned hospitals. In this study 29 sample respondents expressed that the hospitals has its own influence to avail the services. Moreover, 13 sample respondents opined that advertisement is a significant factor to avail the hospital services and meagre respondents felt that price of the service availed and doctors' advice as a factor for the same. Further, all the sample

respondents felt that they never compromise to shift to other hospitals than their regular hospital; this is the sign advertising and become as habit as well power of branding.

The sample 46 respondents felt that television and then newspaper are the best media in advertising the services and 29 sample respondents would like to watch and read the advertisement in TV and newspaper respectively. The interesting observation is that no respondent likes the advertisement come from cell phone and 68 percent sample respondents omit the advertisement sight in internet Garrett ranking technique was used for analysis of influence of advertisement, to find out the best media in advertising and barriers to communicate the advertisement.

The Influence of advertisement on choosing brands of health care providers is presented in table 1. It is revealed that Trust of the advertisement, Presentation of the advertisement and due to celebrity endorsement in the advertisement has 53.56, 52.29 and 52.13 as mean score and these occupied first three places accordingly which is felt by sample respondents.

**Table.1. Influence of advertisement on choosing Healthcare Service Providers**

Sl. No.	Particulars	Mean Score	Rank
1	Presentation of the advertisement	52.29	2
2	Trust of the advertisement	53.56	1
3	Attracted by the advertisement	43.03	4
4	Celebrity endorsement in the advertisement	52.13	3

Source: Field Survey.

### MEDIA TO ADVERTISE THE HEALTH CARE SERVICES

The best media to advertise the health care services is portrayed in table 2. The majority of the sample respondents expressed that the best media in influencing of a brand is television, newspaper / magazines, radio / FM and out-door campaign and these has occupied first four places and these have mean score as 71.92, 56.31, 44.68 and 42.84 respectively.

**Table.2. Media to advertise the Health care services**

Sl. No.	Particulars	Mean Score	Rank
1	Out-door campaign	42.84	4
2	Newspaper / Magazines	56.31	2
3	Radio / FM	44.68	3
4	Television	71.92	1
5	Cell phone	36.53	6
6	Internet / Online	36.75	5
7	Sponsorship of Cine fields / Sports / Programmes	33.74	7

Source: Field Survey.

### BARRIERS TO COMMUNICATE THE ADVERTISEMENT

Barriers to communicate the advertisement are displayed in table 3. The Garrett ranking technique results revealed that overlook of advertisement in TV and internet (58.95) is the severe barriers this is the controversial statement to the result of best media is TV to advertising. Further, the sample respondents

felt that the health care service providers have no reality as said by the advertisement (52.80) and they have no trust in the advertisement (51.32).

**Table.3. Barriers to communicate the advertisement**

Sl. No.	Particulars	Mean Score	Rank
1	Do not understand the actual meaning of advertisement in health care services.	48.59	5
2	No trust in the advertisement advertised	51.32	3
3	Neglect the advertisement page in newspaper / magazines	47.14	6
4	Overlook of advertisement in TV and Internet	58.95	1
5	The health care services provided have no reality as said by the advertisement	52.80	2
6	Advertisement cost is waste expenditure and it is additional barrier to consumer	50.82	4
7	Advertisement has not influenced the patients	35.60	7

Source: Field Survey.

### Testing of Hypothesis I

#### Null Hypothesis (HO):

There is no association between advertisement advertised and selecting the hospitals.

#### Alternative Hypothesis (HA):

There is association between advertisement and selecting the hospitals.

From the Table it is observed that the value of P is 11.438 with a significance of .043. The significance value is well below the alpha level of .05. Therefore, null hypothesis is rejected at 1percent level of significance. Hence, there is association between advertisement and selecting the hospitals. The Chi-Square test results are presented in Table 4.

**Table.4. Chi-Square Test Results**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.438(a)	5	.043
Likelihood Ratio	12.300	5	.031
Linear-by-Linear Association	6.962	1	.008
N of Valid Cases	50		

A 9 cells (75.0%) have expected count less than 5. The minimum expected count is 1.10.

### VII CONCLUSION

It is clear from the above analysis that there is a significant positive relationship between level of reaching the advertisement advertised and selecting the health care provider or brand awareness in connection with health care services. The other interesting observation is that the service availed by the patient later becomes habit for the patient and they never move on to other service providers. Similarly, higher income people spend higher amount of monthly expenditure on healthcare services as compared to

lower income people. Further, Television and newspaper/magazines are the best media to advertise the hospital services and the controversial statement found that overlook of advertisement in television is the big barriers to communicate the advertisement in the same media. The internet/online and social networks are emerging media to advertisement but they have not fully reached all parts of the society, even among the educated people.

### SUGGESTIONS

Validity is important in advertisement to promote the healthcare services; Branding power is essential to improve promotion of the services so as the firms must keep all the ways and means like advertisement to be awaking to the patients. The firms could try to avoid mobile phone advertisement because it may irritate the patients but firms can alert review patients with reminders.

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