



CONSUMER SATISFACTION TOWARDS HEALTH CARE PRODUCTS - A STUDY REFERENCE TO DHARAPURAM THALUK

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Cite This Article: Dr. R. Gowthaman & Dr. A. Lakshmanan, "Consumer Satisfaction towards Health Care Products - A Study Reference to Dharapuram Thaluk", International Journal of Current Research and Modern Education, Volume 7, Issue 2, Page Number 10-15, 2022.

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Abstract:

Health care sector is also witnessing a significant transformation with the liberalization of market and increasing involvement of private sector. The study assumes significance because not many studies have been conducted on behavior of health care consumers in developing countries. It presents a comprehensive view of consumer behavior with respect to health care services. It covers consumer choices and satisfaction particularly for tertiary-level health care services. It looks at the impact of demographic factors on consumer choices and satisfaction. It analyzes repurchase and recommendation decisions of consumers. It categorizes the decision-makers involved in selection of health care facilities. It has been proposed that these equations can be used to examine repurchase and recommendation decisions of health care consumers with respect to services of health care facilities. Decision-makers involved in selection of health care facilities have been categorized. It has also proposed a framework of consumer choices and satisfaction in health care industry. A framework of consumer choices and satisfaction in health care industry has also been proposed. The research reports on, "Consumer satisfaction towards health products in Dharapuram" is to study how healthcare products reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business. The report also discloses the influence of healthcare products on consumers' buying decisions.

Key Words: Healthcare Products Consumer Satisfaction & Expectations.

1. Introduction:

Today's healthcare consumer has embraced self-care and is demanding more from consumer health products. Consumer Health creates intelligent connections across a wide set of capabilities to help you adapt fast to changing healthcare expectations. Connected health-conscious consumers have big expectations when it comes to maintaining health and wellness. To remain relevant, the industry needs to connect the dots and uncover new ways to meet changing consumer needs, while also tackling competition from aggressive and nimble new market entrants across the OTC medicines, nutritional supplements and personal care sectors. Consumer health companies deals with products in wellness, oral health, nutrition, and skin health. These consumer healthcare products primarily include the "Over-The-Counter" (OTC) drugs that are sold without a prescription from registered medical practitioner. Globally large number of acquisitions, mergers, and shutdowns has resulted in industry consolidation and large market share is controlled by the top 10 firms. In 2017, top 10 consumer health companies accounted for the collective revenue of USD 70157.1 million, a moderate growth from USD 65335.6 million in 2016. Consumer satisfaction regarding medical care organizations like our tertiary care hospital is important in the provision of services to patients. So, we have designed a study to assess consumer satisfaction with regard to clinical care such as the approach of the doctor, examination, education on taking medication, availability of services, waiting time, and cost provided in the outpatient department of our medical college hospital. India is rapidly transforming with persistent augmentation of physical infrastructure and technological capabilities across all sectors. Health care sector is also witnessing a significant transformation with the liberalization of market and increasing involvement of private sector. For over three decades after independence, health care has been dominated by public sector, with the contribution of private sector limited to ambulatory care services. Over the past few decades, Indian health care sector has witnessed a growth in number of corporate and private hospitals, providing specialized and tertiary-level medical care.

2. Marketing Strategy:

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. Life for marketers used to be simpler. Marketing was never easy, but technology has made it a

whole lot tougher. What used to be a matter of identifying needs and communicating benefits now requires building immersive experiences that engage consumers which requires a seamless integration of a whole new range of skills and capabilities. There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging "media" into their marketing program. However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral). These metrics can be achieved through traditional media along with combination of new media.

3. Healthcare Products:

Consumer health products are products sold directly to consumers. Unlike prescription drugs, selection and use of consumer health products does not require the oversight of a health care practitioner. Health Canada has determined that with enough supporting information and instructions, consumers can safely select and use these products to maintain and improve their health. As per the Euro monitor International research, global sales of consumer health products in 2016 was USD 217 billion and is forecasted to reach USD 290 billion by 2020. In 2016, "over-the-counter" (OTC) medicine generated revenue of USD 98.5 Billion and accounted for 45% of the global consumer health industry revenue share. The United States (US) dominated the global consumer health industry and accounted for the USD 67 billion in revenue representing the 31% of the global market share. The US, China, Japan, Germany and Italy collectively have a global market share of 61%. South Korea, France, India and Mexico are considered as most promising markets for sales expansion by 2020. The global consumer health market is broadly segmented on the basis of type of products (OTC pharmaceuticals and dietary supplements), distribution network (departmental stores, independent retailers, pharmacies or drugstores, specialist retailers, supermarkets or hypermarkets and online retailers), and region (North America, Europe, Asia-Pacific, and LAMEA). Nutrition is one of healthcare's most dynamic areas as consumers' reconsider how they fuel their bodies, which is why IQVIA Consumer Health's multicountry coverage of categories such as slimming aids, energy food/drinks, infant and adult formulas, and diabetic food can help you uncover potential, adapt fast and capture opportunity in this expanding area. As personal care products which IQVIA Consumer Health defines as products for beauty or hygiene use become an ever more important role in consumer wellness journeys we can offer a full view of the market, including but not limited to, emollients, beauty care products and oral hygiene categories.

4. Market Drivers:

The larger inclination towards the self-care, self-medication, awareness for wellness & preventive medicine, rise in disposable income, demand for personalised products, acceptance of e-commerce websites & health oriented mobile apps, growing healthcare costs, increasing aged population, and switch from prescription medication to OTC products (Rx-to-OTC switch) will positively drive the consumer health market till 2020. The lower barriers to entry, fewer regulatory obstacles are also fuelling the product innovation by smaller companies resulted in growth of marketable customer focused niche products in the consumer health industry globally.

5. Market Restraints:

Governmental regulations and counterfeit pharmaceuticals in many developing market restrain the growth of the consumer health market.

6. Research Objectives:

- To examine the demographic and socio-economic stratification of the healthcare products.
- To investigate consumers' attitudes towards advertising by healthcare products.
- To study the impact of various healthcare product of consumers brand visibility.

7. Review of Literature:

(Yolande D'Mello, Feb 8, 2014) Small businesses are finding that social media can help run a one-man show of marketing, retail and research. Home bakers, housewives and smart CEOs are meeting consumers who spend hours online through their smart phones and computers to sell direct. Mirror gets small-time 'CEOs' to share their marketing strategies. (Elisabeta Ioanas, Ivona Stoica, 2014) Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. The paper is related to the impact of social media on consumer behaviour, therefore it has been made a quantitative research. The sample counted 116 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media reflected in the behaviour changes.

(Abu Bashar, Irshad Ahmad, Mohammad Wasiq. November 2012) in today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction."

The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

8. Research Gaps:

Literature on effectiveness of marketing and consummation of social media marketing is largely lacking in India. While large businesses can engage services of market research firms to evaluate effectiveness of marketing services, small-medium businesses tend to spend a fraction of their available capital on marketing hence there is further lack of data on use of marketing via advertisement.

9. Research Type:

Exploratory research is initial research conducted to clarify and define the nature of a problem which does not provide conclusive evidence and hence subsequent research expected. The purpose of the study is to understand the phenomenon of advertisement.

10. Methodology:

Data was collected from them with the help of well- structured interview schedule. The collected data were then classified and tabulated and subjected to statistical analysis to arrive at logical conclusions. The primary data for the study was collected in the year 2022 which was further updated with current data and then analyzed.

11. Result and Discussion:

Table 1: Age of the Respondents

Age	No. of Respondents	Percentage (%)
21-30 years	33	33
31-40 years	27	27
41-50 years	28	28
Above 50 years	12	12
Total	100	100

Source: Primary Data

Table 1 shows the classification of respondents on the basis of age. Of the total 100 respondents, 33% respondents belong to the age group between 21-30 years, 27% respondents belong to the age group of 31-40 years and 28 respondents belong to the age group of 41-50 years and the remaining 29 (12%) respondents belong to the age group of above 50 years.

Table 2: Educational Qualification

Educational Qualification	No. of Respondents	Percentage (%)
Illiterate	6	6
Up to 10 th Std	17	17
SSLC	15	15
HSC	8	8
UG	17	17
PG	19	19
Diploma	7	7
Professional	11	11
Total	100	100

Source: Primary Data

Table 2 shows the classification of respondents on the basis of their educational qualification. Out of the total 100 respondents, 6% respondents are illiterate, 17% respondents belong to the educational qualification of up to 10th Std, 15% respondents have completed SSLC, 8% respondents have completed HSC, 17% respondents are Under Graduates, 19% respondents are Post Graduates, 7% respondents are diploma holders and 11% respondents belong to the educational qualification of professional.

Table 3: Monthly Family Income

Family Income	No. of Respondents	Percentage (%)
Up to Rs.10,000	27	27
Rs.10,001-Rs.25,000	44	44
Rs.25,001-Rs.40,000	19	19

Above Rs.40,000	10	10
Total	100	100

Source: Primary Data

Table 3 shows the classification of respondents on the basis of their family's monthly income. Out of the total 100 respondents, 27% respondents belong to the family income of up to Rs.10,000, 44% respondents belong to the family income of Rs.10,001- Rs. 25,000, 19% respondents belong to the family income of Rs.25,001-Rs.40,000, 10% respondents belong to the family income of above Rs.40,000.

Table 4: Schedule of Watching Social Medias

Schedule	No. of Respondents	Percentage (%)
Morning	7	7
Afternoon	22	22
Evening	26	26
Night times	17	17
Whenever I am free	28	28
Total	100	100

Source: Primary Data

Table 4 shows the classification of respondents on the basis of watching Social media. Out of the total 100 respondents, 7% respondents watch Social media in the morning, 22% respondents watch Social media in the afternoon, 26% respondents watch Social media in the evening, 17% respondents watch Social media during the night times and 28% respondents watch Social media whenever they are free.

Table 5: Screening of Social Media Advertising in Health Care Product

Screening of TV Advertising	No. of Respondents	Percentage (%)
Enjoy the ad	36	36
Take up house hold works sometimes	18	18
Swap the channels	28	28
Watch the ads if related to purchase	18	18
Total	100	100

Source: Primary Data

Table 5 shows the classification of respondents on the basis of Screening of TV advertising. Out of the total 100 respondents, 36% respondents enjoy the ad, 18% respondents take up house hold works sometimes, 28% respondents swap the channels, 18% respondents watch the ads if related to purchase.

Table 6: Influencing Factors of Health Care Products

Influencing Factor	No. of Respondents	Percentage (%)
TV advertisement	48	48
Friends/family/relatives	26	26
Used by famous personalities	15	15
Expert advice	11	11
Total	100	100

Source: Primary Data

Table 6 shows the classification of respondents on the basis of the influencing factor. Out of the total 100 respondents 48% respondents are influenced by television advertisement for purchasing the new/ existing products, 26% respondents are influenced by their friends/family/relatives in trying out the new or existing products, 15% respondents purchase those products if they are influenced by the factor if the products are being used by some famous personalities and 11% respondents use the new or existing products if it is being exposed by the expert advice.

Table 7: Level of Influence in Health Care Product

Level of Influence	No. of Respondents	Percentage (%)
Highly influenced	19	19
To some extent	57	57
Never influence	24	24
Total	100	100

Source: Primary Data

Table 7 shows the classification of respondents on the basis of their level of influence. Out of the total 100 respondents 19% respondents are highly influenced, 57% respondents are influenced to some extent and 24% respondents are never influenced towards TV advertising.

Table 8: Perception of Respondents on Watching TV Advertisement

Perception on Watching Television Advertisement	No. of Respondents					Percentage (%)
	SA	A	N	DA	SDA	
Helps to know about new health care products	44%	37%	12%	5%	2%	100

introduced in market						
Acts as a recall for an existing health care product	18%	40%	24%	13%	5%	100
Helps to know about the features of new/existing health care product	18%	33%	31%	11%	7%	100
Helps to compare various health care product options	19%	24%	25%	21%	11%	100
Acts as an important factor while making purchase decision	20%	32%	21%	14%	13%	100
Convince to purchase a health care product advertised	14%	32%	29%	16%	9%	100
Acts as a time saver in making decision	22%	31%	23%	16%	8%	100
Too lengthy ads have negative impression about the ad viewers	16%	36%	23%	17%	8%	100
Frequent repetition of TV ads boredom / irritate the viewers	13%	35%	25%	17%	10%	100
It creates a desire to purchase the products that are not needed	17%	30%	23%	15%	15%	100

Source: Primary Data

Table 8 shows the classification of respondents on the basis of perception watching TV advertisement. Out of the total 100 respondents, 44% respondents strongly agree that watching TV advertisement helps to know about new health care products introduced in market, 40% of the respondents agree that television advertisements acts as a recall for an existing health care product, 33% of the respondents agree that television advertisements helps to know about the features of new/existing health care product, 25% of the respondents are neutral about that the television advertising helps to compare various health care product options, 32% of the respondents agree that television advertisements acts as an important factor while making purchase decision, 32% of the respondents are with the opinion of agreement that television advertisement convince to purchase a health care product advertised. Hence it is found that, though there are few agreements on the negative content about the television advertisements, majority of the home makers have strong agreement on the positive perception in the usage of television advertising in making their purchase decisions in health care product.

12. Conclusion:

Advertisement focused to be a major role player in taking the happenings of the world to back and every peoples, equally has a major role in introducing the products available in the market to the consumers. It generates awareness about the products and helps the geographically diversified group of people to equip their knowledge on the availability of the products. Hence the product study has been concentrated in knowing the impact of television advertisement on the peoples buying behavior and on the whole it has been concluded that, in the era of technological developments, Advertisement still captures a renewed place and acts as the best medium of communicator to a large group of varied persons spread geographically and educate them in all means and especially this study revealed that they have a positive impact on their purchase decision on watching advertisements.

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