Research Paper Commerce

Factors Influencing Service Seeker's Perception About Customer Relationship Management in Corporate Hospitals

Syed Shaukath Hussain | Research Scholar- PG & Research Dept of Commerce, The Quaide Milleth College for Men,Chennai- 600100.

Ayub Khan Dawood | Dean Research, PG & Research Dept of Commerce, The Quaide Milleth College for men, Chennai- 600100.

ABSTRACT

Service sector is the ever green sector which is at its boom in the recent days. The growth of retails industries and all service is extensive in the recent past. Hospital sector is not an exception in this regard and has been growing and always at its growing pace ever since its existence. Corporate hospitals are the recent additions to the healthcare sector that exists at its best performance. The researcher has made an attempt to study the factors influencing the service seekers perception about corporate hospitals in Chennai city in tamilnadu. Five factors were identified as that influencing service seekers' perception about corporate hospitals. T-Test was done to identify the major factor that was influencing the customers' perception about CRM in hospitals. The Hospitals need to give significant importance to such factors. This study is a value addition to the CRM literature in an Indian context.

KEYWORDS CRM, Hospitals, Corporate Hospitals, Service seekers, perception.

I. Introduction - Health Care Sector

Customer Relationship Management (CRM) has become one of the most dynamic technology topics of the millennium. According to Chen and Popovich (2003), CRM is not a concept that is really new but rather due to current development and advances in information and enterprise software technology, it has assumed practical importance. The root of CRM is relationship marketing, which has the objective of improving the long-term profitability of customers by moving away from product-centric marketing. Health care sector alone has been growing massively, accounting for almost 5.2 % of India's GDP today (Mathiyazhagan,2008). Medical care is an enormous business with the private sector being the most dominant in this industry, accounting for more than 70% of India's urban health care service market (Mudur, 2003). This unequivocal dominance of the private sector has been headed by the emergence of the corporate hospitals in India, especially in the metropolises, where the middle-class is multiplying in size and affluence. In fact, the corporate hospitals industry has been estimated to be a $20 billion industry in the year 2012. Therefore it can be seen that the corporate hospitals form a very large business in India. This emergence has been the result of various forces, ranging from the growth of the urban middle-class to government economic policies and mainly to market forces. The corporate hospitals are constantly innovating and improving their technological, clinical and service aspects to provide satisfaction to the service-seekers. This study is conducted by the researcher with an intention to find out the perception of the service seekers about the services provided by the corporate hospitals.

II. Review of Literature

Goldenberg has defined Customer relationship management has been defined as "a business approach that integrates people, processes, and technology to maximize relationships with customers".

Fornell (1992) suggests that CRM performance along dimensions such as customer satisfaction and retention influences organizational effectiveness. High quality customer relationship creates customer assets of high value that provide a steady stream of future revenues. Customer loyalty programs aimed at maintaining long-term customer relationships have a positive impact on organizational performance, partly because customers included in these programs discount negative information about the firm and exhibit higher repurchase behavior.

Wang et al. (2004) developed an integrated framework of customer values and CRM performance based on the identification of the key dimensions of customer value. Emphasizing on customer equity the study explored the effects of customer value on CRM performance in terms of relationship quality and customer behavior.

Raab et al (2008) has done a study on CRM with a perspective in a global perspective. The study has discussed I detail about the implementation of CRM principles across countries by the multinationals in the global market. The findings from this study shows that CRM is a significant topic of research across the globe and it attracts further research extensively keeping in view the future of the country.

Sinkovics and Ghauri (2009) has emphasized the need for CRM in order to meet the rising competitions, tackling consumer behaviour towards CRM and the general consumer behaviour towards the products in the market. Keeping track of CRM also enables to find out the information about various other businesses existing in the market.the finding from this study enables to increase sales and also to satisfy the customers accordingly in the market.

Pradan (2009) has discussed about the significance of CRM in retail business and has also asuures that it would lead to long lasting of the business in the long run. The findings from this study emphasizes that CRM improves the sustaining capacity of the business among its competitors.

Mueller (2010) has done a study on CRM and there emphasizes that implementation of CRM enables to face competitions and facilitates the business to be highly dynamis in the market among its competitors. It enables the customer relationship management effectively thereby studying them intensively.

Mathur (2010) has detailed the CRM usage by the multinationals in their work. This work serves as a guide to our Indian businesses to know about the multinational CRM practices and thereby implement it in the national aspect which will facilitate the competitiveness of the firms among its competitors.

Peppers and Rogers (2011), has insisted on the satisfying of customers in the long run is very important rather than focusing on short term satisfying measures. The study found that CRM is one measure that will enable long run satisfaction of consumers and will lead the business to be on par with the competitive market. The findings from the study act as motivators for the non-CRM businesses to implement CRM in their business activities.

From the extensive literature on CRM it is evident that it is a topic of significance from more than two decades ago. Yet there has been no end to studies pursued on this area and this is another attempt in the area of CRM.

III. Research Methodology

Convenience sampling by non probability method was exploited for selecting the samples. Data was collected from the respondents of the following hospitals.

1. Apollo Hospitals
2. Fortis Malar Hospital
3. MIOT Hospital
4. Vijaya Hospital and Health Centre
5. Billroth Hospitals
6. Madras Medical Mission Hospital
7. Sri Ramachandra Medical Centre
8. Global Hospitals
9. Chettinad Health City
10. Sooriya Hospital

The hospitals were chosen from the top ten lists of hospitals as per the public database of 2013. The above listed hospitals are considered to be the top most hospitals in the most predominant Chennai metropolitan city. The study was conducted only in Chennai city because it is a metropolitan city with a cosmopolitan crowd of people from all parts of the country. Studying Chennai city would be studying respondents from all part of the country and hence the findings from this study can be generalized to whole of the country.

IV. Results and Discussion

Table-1: Demographic Profile of the Respondents

S.No	Demographic Criteria	Percentage
1	Gender Male female	 58.60% 41.40%
2	Age 18-30 >31-45 Above 45	 40.18% 30.80% 29.02%
3	Marital status Single Married	 30.75% 69.25%
4	Educational Level Undergraduate Graduate Post graduate and above	 24.00% 41.73% 35.27%
5	Monthly Salary Less than 50000 >50000-150000 >150000	 36.27% 31.13% 32.60%

Table- 2: Test to find out the most predominant factor influencing the customers' perception about CRM in corporate hospitals

Factors	N	Mean	Std deviation	t-test	Sig
Influence	125	3.5610	1.00225	2.965*	.000
Maintenance services	125	4.1000	1.00317	1.112*	.000
Relationship services	125	4.8760	1.60000	2.105*	.000
Core Benefits	125	4.9200	1.00001	0.005*	.000
Value added benefits	125	3.1111	1.00065	3.987*	.000

****P ≤ 0.05**

From table 2 it can be interpreted that core benefits with a mean of 4.9200 with its corresponding t-value 0.005 is the most predominant factor influencing the service seekers' perception about CRM in corporate hospitals at 5% level of significance. It is followed by Relationship service with a mean value of 4.8760 with its corresponding t value of 2.105 as the next factor being considered significant in influencing the service seekers' perception about the CRM in corporate hospitals in Chennai city. The next factor influencing the service seekers' perception about corporate hospitals is Maintenance Services with a mean value of 4.1000 with corresponding t value of 1.112 at 5 % level of significance. The next preferred factor is the initiation or influencing factors with respect to CRM in corporate hospitals with a mean value of 3.5610 with corresponding t value of 2.965 at 5% level of significance. The last preferred factor is the value added service with a mean value of 3.1111 at a corresponding t-value of 3.987 , that influences the service seekers' perception about CRM in corporate hospitals.

V. Conclusion

It can be concluded from the study that CRM is a very important aspect in service industry that has been practiced in recent days to improve the customer relationship management. This paper is an attempt to find out the most preferred factor that influences the service seekers' perception about CRM in corporate hospitals. It is found from the present study that from all the ten hospitals that been used for collecting data, Core benefits are being considered most important. Whatever be the type of service received the main intention would be to enjoy the core benefits to the fullest and that has been the result from this study. Relationship maintenance between the service providers and service seekers is considered the next important factor which signifies that CRM is a point of expectation by the customers of present day. The services provided, maintenance of the services provider with respects to its place, equipments, etc are considered as the next most important factor with respect to corporate hospitals. This signifies that service seekers are concerned in getting clean and effective services from the service providers. The next factor is the influencing strategies which signify from the statements used highlighting the way the service seekers are treated when they approach the hospitals, the orientation they receive etc. This is in fact the first factor that actually decides the service seekers' perception of CRM but as per this study it is the fourth aspect. The final aspect is the value added services that is considered as the last priority because even without these services the customers can survive but not without the other four aspects. The discussion reveals that CRM is not just a single term but one that consists of several other aspects which influences in turn the customer loyalty, trust, satisfaction about the service provider.

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