



# Shanlax International Journal of Commerce

A Quarterly Journal

Vol. 3

No. 1

January 2015

ISSN :2320 - 4168

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REFERENCE FOR MUMBAI CITY, BHANDUP)**

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customer relationship by enhancing the delivered service quality and the development of personnel involved in the delivery system which is coined as External and Internal service quality.

The relationship models identified in the study would throw further light on strategic decision pertaining to relationship building. An effective CRM program designed and executed will obviously provide a win win platform to both the service providers and the customers. It is hoped that this study is a humble contribution towards achieving this goal.

Considering the research model given in the study as a base for finding the variables of service quality, further research on the weightage of the variables and their contribution in relationship building can be studied.

Therefore in order to develop long- term relational with the customers, the bankers have to concentrate on both aspect of internal and external service quality. In the present study one of the segments of the bank's customers - corporate customers has been taken into consideration for analysis to, validate the research model developed.

**A STUDY ON PATIENT CARE QUALITY IN CHRISTIAN MISSION HOSPITAL IN MADURAI****Dr. M. Veeraselvam***Assistant Professor, Department of Business Administration,  
Government Arts College, Paramakudi-625 701***T. Amutha***Assistant Professor, Avinasilingam Institute of Management Studies,  
Avinasilingam Institute for Home Science and Higher Education for Women, Coimbatore- 641 043***Abstract**

*A hospital is an institution for health care providing patient treatment by specialized staff equipment, and often but not always providing for longer-term patient stays. Hospital, institution with an organized medical and nursing staff, and with permanent facilities that provides a range of medical services, including surgery, for people requiring intensive treatment or observation. It may also include facilities for childbirth and infant management, as well as various outpatient clinics. Hospital is a social institution for offering health care services and for offering a considerable advantage to both the patient and society. "Quality is the degree to which our patient outcomes are consistent with the results achieved by top performing healthcare providers. Provide patient care through safe, efficient, appropriately utilized, quality-controlled diagnostic and/or interventional radiology techniques and effectively communicate results to the referring physician and/or other appropriate individuals in a timely manner.*

*Key words: Hospital, Patient care, Quality, Physician, Diagnostic.*

**Introduction**

*"A hospital is an institution which is operated for the medical, surgical and / or obstetrical care of in-patients and which treated as a hospital by the central / state government / local body / private and licensed by the appropriate authority"*

**Directory of hospitals in India, 1988.**

A patient is any person who receives medical attention, care, or treatment. The person is most often ill or injured and in need of treatment by a physician or other medical professional, although one who is visiting a physician for a routine check-up may also be viewed as a patient. An outpatient is a patient who is not hospitalized overnight but who visits a hospital, clinic, or associated facility for diagnosis or treatment. Treatment provided in this fashion is called ambulatory care. Outpatient surgery eliminates inpatient hospital admission, reduces the amount of medication prescribed, and uses a doctor's time more efficiently. More procedures are now being performed in a surgeon's office, termed office-based surgery, rather than in an operating room. Outpatient surgery is suited best for healthy people undergoing minor or intermediate procedures.

The doctor-patient relationship is central to the practice of medicine and is essential for the delivery of high-quality health care in the diagnosis and treatment of

disease. A patient must have confidence in the competence of their doctor and must feel that they can confide in him or her. Patient Care provides you access to the health care services you need in the privacy and comfort of your own home. Whether you need complex clinical services, assistance with activities of daily living, a companion or a homemaker, our mission is for you to live in your own home as independently as possible.

#### Need for the Study

- Patient care plays an important role in every hospital because patients are being satisfied through the facilities and services provided in the hospital.
- Patient care is that service features or the service itself provides a pleasurable level of consumption related fulfillments.
- Patient care will depend upon their expectations from the service provided, so the hospital must make all efforts to ensure that patient care is achieved through their service.
- In this dynamic world the hospital is in need of the information about the patients in better way.

#### Scope of the Study

- The study is related to the Patient care in Christian Mission Hospital
- It determines the Patient care level of Patient visiting in Christian Mission Hospital
- It is also aimed at determining the quality of service provided in the Christian Mission Hospital.

#### Review of Literature

**The value and impact of information provided through library services for patient care: a systematic review: Alison L. Weightman & Jane Williamson (2005)**

Research studies suggest that professionally led library services have an impact on health outcomes for patients and may lead to time savings for health-care professionals. The available studies vary greatly in quality but the better quality studies also suggest positive impacts. Good practice can be gathered from these studies to guide the development of a pragmatic survey for library services that includes the direct effects for patients among the outcome measures

**Medical Library Association -2006 : Herma C. H. Coumou, MD, PhD and Frans MD, PhD**

This practice has basically not changed over the years despite the enormous increase in and better accessibility to electronic information sources. One of the major obstacles is the time it takes to search for information. Other difficulties primary care physicians experience are related to formulating an appropriate search question, finding an optimal search strategy, and interpreting the evidence found. Some studies have been

done on the supporting role of a clinical librarian in general practice. A small group of primary care physicians prefer this support to developing their own search skill.

**Interpersonal Continuity of Care and Care Outcomes: A Critical Review :John W. Saultz, MD and Jennifer Lochner, MD (2005)**

Fifty-one outcomes were significantly improved and only 2 were significantly worse in association with interpersonal continuity. Twenty-two articles reported the results of 20 studies of the relationship between interpersonal continuity and cost. Although the available literature reflects persistent methodologic problems, it is likely that a significant association exists between interpersonal continuity and improved preventive care and reduced hospitalization. Future research in this area should address more specific and measurable outcomes and more direct costs and should seek to define and measure interpersonal continuity more explicitly.

**Objectives of the Study**

1. To study the concept of patient care quality towards the service provided by Christian mission hospital.
2. To determine patient care towards the various facilities and additional services provided by Christian mission hospital.
3. To analyse the patient health care towards the treatment given in Christian mission hospital.
4. To identify the variables which lead to improve patient care in Christian mission hospital.

**Methodology**

**Data Collection Methods**

The process of data collection plays an important role in this research methodology approach. Through this process we can observe the reliable information for this research method.

**Sources of Data Collection**

**Primary Data**

Primary data means the first hand information, which the researcher collects by him. They are original in character. Here the primary data was collected from the patients through the questionnaire method.

**Secondary Data**

Secondary Data means that are already available. They refer the data which have already been collected and analyzed by someone else. Secondary Data are associated with the collection of original data. Here the Secondary Data include Internal sources like company profile and external sources like internet, business journals, etc.

### Questionnaire Construction

Quite often questionnaire is considered as the heart of the survey operation. The construction of questionnaire is a must for collecting primary data. Hence it should be carefully constructed. The researcher adopted questionnaire as the instrument for collecting data. Close ended and open ended questions were used in the questionnaire.

### Sampling

#### Sampling Size:

The sample size refers to the number of sampling units selected from the population. For this study, the selection of sample size is 75.

#### Sampling unit:

Items included in a population are called sampling units. For this study all the unit patients are been considered.

#### Sampling area:

Sampling area refers to the area to which the sampling units belong. For this study sampling area is hospital campus.

#### Sampling technique:

For this study the researcher has selected convenience sampling Non-Probability method. This consists in the collection of information from any convenient group whose views may be relevant to the subject of enquiry.

### Tools Used for Data Analysis

- Percentage analysis
- Weighted Average Method
- Chart

### Limitations of the Study

- 1) The study was limited to Madurai city only.
- 2) Due to time constraint this study was confined to 75 respondents.
- 3) The researcher had faced the problem that some of the respondents were unwilling to reveal the details.
- 4) The sampling is on a convenient basis and not scientific.

## Data Analysis and Interpretations

Table 1: Facilities Provided in the Hospital

S. No.	Satisfactory level	No. of Respondents (x)	Percentage	Weights Assigned (W)	Weighted average source (Wx)
1	Highly satisfied	20	27	4	80
2	Satisfied	48	64	3	144
3	Moderate	7	9	2	4
4	Not satisfied	0	0	1	0
	<b>Total</b>	<b>75</b>	<b>100</b>	<b>10</b>	<b>238</b>

## Inference

The above table shows that 64% of the respondents are satisfied by the facilities provided in the hospital, 27% of the respondents are Highly Satisfied by the facilities provided and 9% of the respondents are moderately satisfied by the facilities provided.  $W.A = \sum wx / \sum x = 238/75 = 3.17$ . The WA 3.17 reveals that most of the respondents are satisfied regarding the facilities provided in the hospital.

Chart 1: Facilities Provided in the Hospital

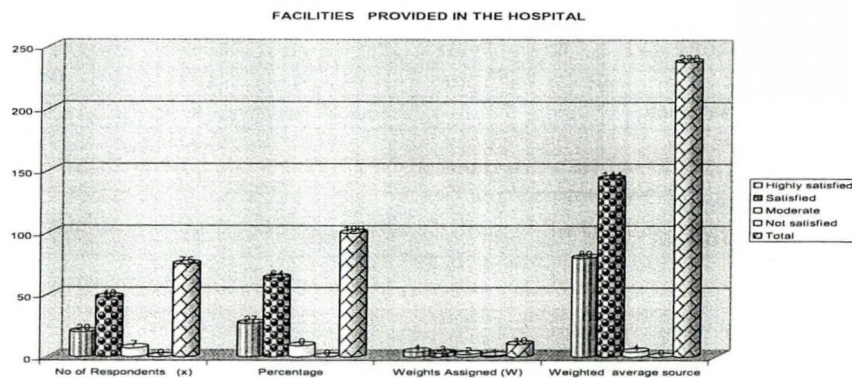


Table 2: Preference of the Hospital

S. No.	Preference	No. of Respondents	Percentage
1	Service provided	43	57
2	Facility provided	16	21
3	Fee structure	4	6
4	Others	12	16
	<b>Total</b>	<b>75</b>	<b>100</b>

### Inference

The above table shows that 57% of the respondents prefer for service rovided, 21% of the respondents prefer for facility provided, 16% of the respondents prefer for others and 6% of the respondents prefer for fee structure.

Chart 2: Preference of the Hospital

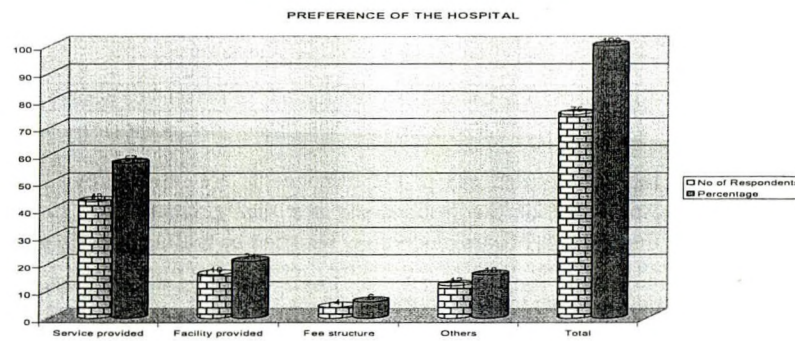


Table 3: Maintenance of the Hospital

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted average source (Wx)
1	Highly satisfied	17	23	4	68
2	Satisfied	45	60	3	135
3	Moderate	13	17	2	26
4	Not satisfied	0	0	1	0
	<b>Total</b>	<b>75</b>	<b>100</b>	<b>10</b>	<b>229</b>

### Inference

The above table shows that 60% of the respondents are satisfied with the maintenance of the hospital, 23% of the respondents are highly satisfied with the maintenance of the Hospital.  $W.A = \sum wx / \sum x = 229/75 = 3.05$ . The WA 3.05 reveals that most of the respondents are satisfied regarding the maintenance of the hospital.

Chart 3: Maintenance of the Hospital

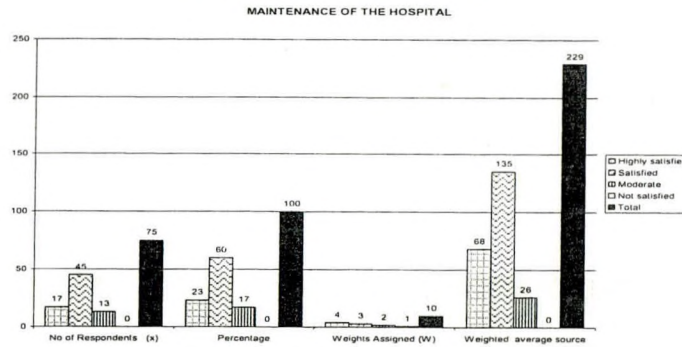


Table 4: Fee Structure

S. No.	Fee structure	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted average source (Wx)
1	Very high	3	4	4	12
2	High	16	21	3	48
3	Fair	53	71	2	106
4	Low	3	4	1	3
	Total	75	100	10	169

Inference

The above table shows that 71% of the respondents say fee structure as fair, 21% of the respondents say fee structure as high.  $W.A = \sum wx / \sum x = 169/75 = 2.25$  The WA of the 2.25 reveals that most of the respondents say fee structure of the hospital is fair.

Chart 4: Fee Structure

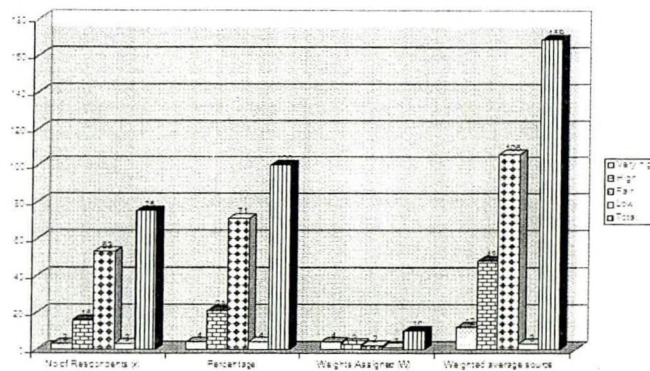


Table 5: Availability of Drugs

S. No.	Availability	No of Respondents	Percentage
1	Yes	75	100
2	No	0	0
	Total	75	100

**Inference**

The above table shows that 100% of the respondents say all the drugs are available in the hospital pharmacy itself.

Chart 5: Availability of Drugs

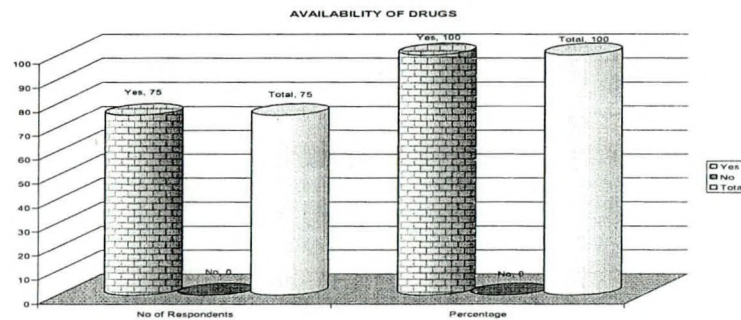


Table 6: Nursing Service

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted Average source (Wx)
1	Highly satisfied	40	53	4	160
2	Satisfied	33	44	3	99
3	Moderate	2	3	2	4
4	Not satisfied	0	0	1	0
	Total	75	100	10	263

**Inference**

The above table shows that 53% of the respondents are highly satisfied with nursing service, 44% of the respondents are satisfied with nursing service.  $W.A = \sum wx / \sum x = 263/75 = 3.506$ . The WA 3.506 reveals that most of the respondents are highly satisfied regarding the nursing services.

Chart 6: Nursing Service

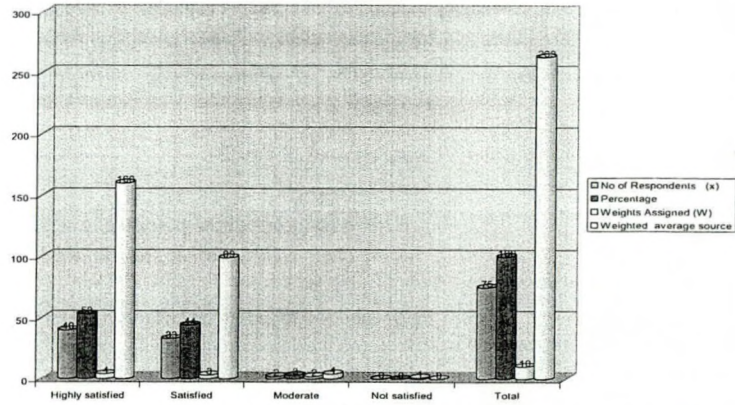


Table 7: Concession

S. No.	Concession	No of Respondents	Percentage
1	Yes	19	25
2	No	56	75
	Total	75	100

Inference

The above table shows that 75% of the respondents have no concession in the fees and 25% of the respondents have concession in the fees.

Chart 7: Concession

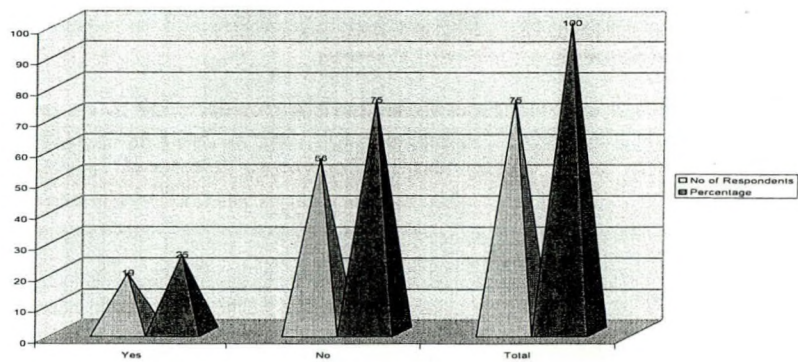


Table 8: Administrative Guidance

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted Average source (Wx)
1	Highly satisfied	8	11	4	32
2	Satisfied	39	52	3	117
3	Moderate	24	32	2	48
4	Not satisfied	4	5	1	4
	Total	75	100	10	201

## Inference

The above table shows that 52% of the respondents satisfied about the guidance provided by administration, 32% of the respondents are moderately satisfied about the guidance provided by Administration.  $W.A = \sum wx / \sum x = 201/75 = 2.68$  The WA 2.68 reveals that most of the respondents are satisfied regarding the Guidance provided by the administration.

Chart 8: Administrative Guidance

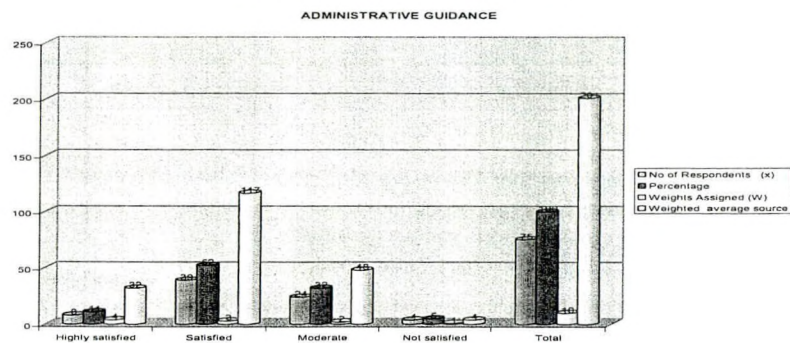


Table 9: Health Care Provider

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted Average source (Wx)
1	Highly satisfied	51	68	4	204
2	Satisfied	23	31	3	69
3	Moderate	0	0	2	0
4	Not satisfied	1	1	1	1
	Total	75	100	10	274

### Inference

The above table shows that 68% of the respondents are highly satisfied with the doctor's treatment and 31% of the respondents are satisfied with the doctor's treatment.  $W.A = \sum wx / \sum x = 274/75 = 3.65$  The WA 3.65 reveals that most of the respondents are highly satisfied regarding the health care provider treatment.

Chart 9: Health Care Provider

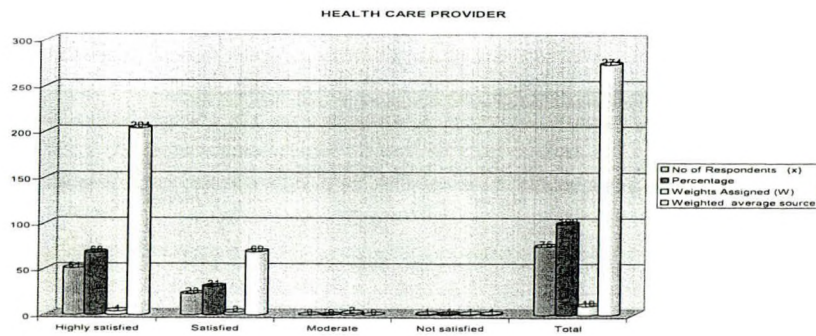


Table 10: Transport

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted average source (Wx)
1	Highly satisfied	51	68	4	204
2	Satisfied	23	31	3	69
3	Moderate	1	1	1	1
4	Not satisfied	0	0	2	0

### Inference

The above table shows that 68% of the respondents are highly satisfied with the transport facility and 31% of the respondents are satisfied with the transport facility available around the hospital.  $W.A = \sum wx / \sum x = 274/75 = 3.65$  The WA 3.65 reveals that most of the respondents are highly satisfied regarding the transport facility available around the hospital.

Chart 10: Transport

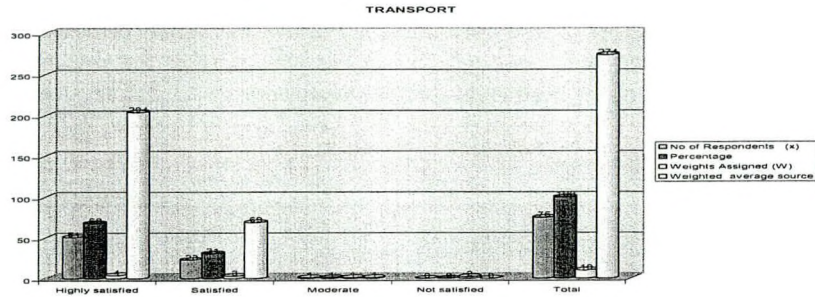


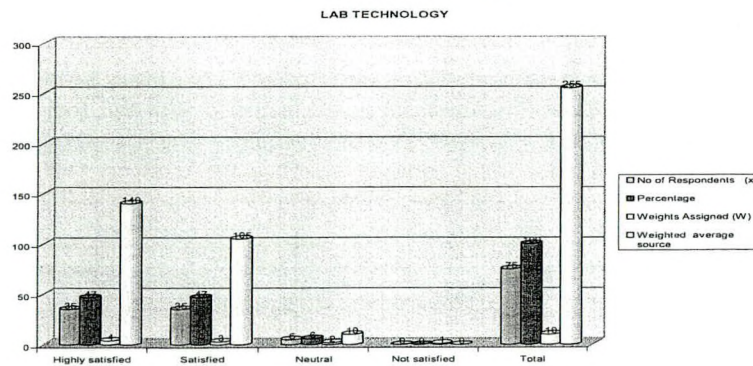
Table 11: Lab Technology

S. No.	Satisfactory level	No of Respondents (x)	Percentage	Weights Assigned (W)	Weighted Average source (Wx)
1	Highly satisfied	35	47	4	140
2	Satisfied	35	47	3	105
3	Neutral	5	6	2	10
4	Not satisfied	0	0	1	0
	Total	75	100	10	255

Inference

The above table shows that 47% of the respondents are highly satisfied with the lab technology and 47% of the respondents are satisfied with the lab technology.  $W.A = \sum wx / \sum x = 225/75=3.4$  The WA 3.4 reveals that most of the respondents are highly satisfied regarding the lab technology facility.

Chart 11: Lab Technology



## Findings and Suggestions

### Findings

- 26% of the respondents are to consult Pediatrics.
- 64% of the respondents are satisfied by the facilities provided in the hospital.
- 57% of the respondents prefer for service provided.
- 60% of the respondents are satisfied with the maintenance of the hospital.
- 71% of the respondents say fee structure as fair.
- 60% of the respondents came to know through relatives.
- 100% of the respondents say all the drugs are available in the hospital pharmacy itself.
- 93% of the respondents say that hospital pay attention to patients Complaints.
- 84% of the respondents are not through referral doctors.
- 53% of the respondents are highly satisfied with nursing service.
- 100% of the respondents say that they are not satisfied with the canteen facility in the hospital.
- 59% of the respondents are clear with the procedure of the hospital.
- 52% of the respondents satisfied about the guidance provided by administration.
- 68% of the respondents are highly satisfied with the doctors treatment.
- 49% of the respondents feel comfort to express their problem to doctors.

### Suggestions

- The hospital can provide drinking water facilities in all the floors.
- It's better to provide a canteen facility inside the hospital.
- It's better to provide the CT scan facility inside the hospital.
- Maintenance of hospital is good but still it can be improved to a greater extent.
- The sitting accommodation for the patients in the hospital can be increased.
- It will be better to increase the number of specialized doctors inside the hospital.
- If possible concession facilities can be provided to all category patients.
- Electricity department should be taken more care in all units.

### Conclusion

The study reveals about the patient care level and their expectations and also the hospital services. The suggestions given by the patient will help the hospital to generate the optimum care level to the patients. The researcher concludes that most of the patients are satisfied with the patient care provided in the hospital. The researcher believes that the findings will be considered by the hospital and take steps to implement the suggestions, if the hospital feels it necessary. The researcher has also gained immense knowledge in the field of Patient care by doing this project.

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