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## A STUDY ON BRAND AWARENESS IN HOSPITAL INDUSTRY

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### ABSTRACT

This paper examines on brand awareness helps in creation of demand of hospital services. It states how brand awareness is created using trust, customer satisfaction, brand loyalty, hospital image and relationship commitment. Branding is an important strategy for differentiating a product from its competitors. It is different in services elements of brand awareness are differing from the tangible goods. It is a name, logo, trademark, patent number or package design that is used to distinguish the firm product or services from others. Through the brand awareness is identify a firm services in the hospital or recall its brand whenever he thinks about services. Brand awareness has to be thought of as "a continuous range from an uncertain feeling that a brand is recognized to a belief that it is only one in the product class". This study investigates role of brand awareness of hospital services is budding by different strategies. A study was undertaken to analyze the Brand awareness of Manipal Hospital in Salem District. Manipal Hospital in Salem District strength is that their quality of services and branding techniques. The research is conducted to analyze the brand awareness of the respondents, to know the effectiveness of advertisement towards the competitors. The main objective of the study is to analyze the Brand awareness of the respondents. Descriptive research is used for the study and convenience sampling technique is adopted. The data required for the study is collected through questionnaire and for further information secondary data is gathered from the reports of the industry and websites. The data collected is analyzed by simple percentage, weighted average, Correlations. Based on the analysis and interpretation the findings and suggestions are provided to the organization for further improvement. Through the brand awareness is identify a firm services in the hospital or recall its brand whenever he thinks about services. Brand awareness has to be thought of as a continuous range from an uncertain feeling that a brand is recognized to a belief that it is only one in the product class.

**KEYWORDS:** *Brand awareness, Manipal Hospital, quality of service, branding techniques, organization improvement.*



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## INTRODUCTION

### **Brand awareness**

The ultimate goal of most businesses is to increase sales and income. Ideally, you want to attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products. This is exceptionally high brand awareness. Ultimately, achieving successful brand awareness means that our brand is well known and is easily recognizable. Brand awareness is crucial to differentiating your product from other similar products and competitors<sup>1</sup>. Creating brand awareness is an important object in marketing in order to be part of the consumer's consideration set. The consumer is seen as a passive audience, who has little time for choosing a product. Nevertheless the case hospital services might be a little different, even in this ambit consumers partly relay their decision on advertising, brand symbols and brand names as well. These names and symbols, overall reassign the brand to a certain product category, encourage the brand's position and help to preserve the brand awareness. Health care services are facing unique challenging to create brand awareness among customers. Customer relationship management is heavily depending on the creation of brand awareness among consumers. Generally hospital services challenging to advertise the services of hospitals some laws prohibits about this advertising. This study identifies five factors that influence the creation of brand awareness through successful customer relationships: trust, customer satisfaction, relationship commitment, brand loyalty, and hospital image. An empirical test of the relationships among these factors suggests that hospitals can be successful in creating image and positive brand awareness if they can manage their customer relationships well.

### **Brand awareness plan**

- Identifying and understanding your target customers
- Creating a company name, logo, and slogans
- Adding value through packaging, location, service, special events, etc.
- Advertising
- After-sale follow-up and customer relations management

Targeting the right audience is crucial to our success. Of similar importance is understanding that you need a plan along with specific actions that increase awareness of your brand amongst your consumers. Throughout the entire process of creating a brand, it is of utmost importance to consider how what you do will increase brand awareness.

### **Creating brand awareness**

How do you, over time, establish positive brand awareness that promotes the possibility of purchase of product in the future? There is always the initial impression of your brand that is of utmost importance. Beyond this, however, are all of the future impressions that may be formed regarding your brand. In how you deciding how you will go about creating brand

awareness, you need to consider and to be aware of how your product value becomes known to the consumer and the importance of consistency: The message of what a brand is offering to the consumer should be consistent. Wegmans, for example, offers fresh, high-quality foods for purchase and advertises the, home- advantages, such as the organization of complementary condiments and staple products, and the stands offering sample recipes to be cooked at home are all evidence of the company attempting to present a consistent message of what they are all about to the consumer. The presentation of Wegmans as a prominent player in providing quality foods for quality home-cooked meals is evident in each of the aforementioned examples. The company does not, for example, attempt to convey quality in its store layout and offerings and then convey cheap alternative in the mailing sent out. The impressions you hope to make on consumers and potential consumers should be consistent across various mediums, situations, and promotional attempts<sup>2</sup>. Images you present should also be consistent in order to increase brand awareness. It is important that you are consistent in your use of image so that you maximize recognition and positive impressions. Wegmans logo, for example, can be found on its storefront, on the products it produce itself, on the receipt consumers receive afterpurchase, on the bags customers carry out of the store, and in many of its distributed informational material<sup>3</sup>. Slogans and taglines should also be consistent throughout mediums and material. Once again, consistency is important in conveying a message that promotes awareness of your brand in an organized, recognizable manner. Wegmans' tagline "Helping you makes great meals easy" is consistent throughout its promotional materials, website, and logo, to name a few. Consistency cannot be emphasized enough. It presents the consumer with an image that in the future the consumer can continue to associate with your products. For example, if the materials you distribute, the set-up of your sale table, the packaging of your product, and the logo and tagline are not all relatively similar, regularly consistent, and repeatedly recognizable over time, it is likely you will get nowhere with your brand. Creating brand awareness, through a collaborative, well- developed overall image, is essential to developing a success brand that achieves maximum benefits<sup>4</sup>.

### **Research methodology**

This is an Ex post facto research (Descriptive) study that seeks knowledge information about Variables like satisfaction and moral of the employees. These variables are said to uncontrolled variable as the researcher can only report what is happening and has no control over the variable<sup>5</sup>.

### **Design of the study**

The study is about the human resource programs and polices considering work force as an important resource to the organ to the organization and the main objectives is to know the Brand awareness of Manipal hospital Salem. Primary data to be collected from the people in Salem district during a period of two months starting from November 2012 up to December 2012. For sampling design non probability sampling method is followed and schedules is used for collecting data. Tools

like percentage analysis, weighted average and correlation analysis used for analyzing the data pie chart, bar chart, and table are used where ever appropriate to present the report.

#### **Sampling technique**

Non probability sampling technique has been used for the study. Under Probability sampling technique simple random technique is adopted<sup>6</sup>.

## **METHODS OF DATA COLLECTION**

Primary method of data collection is followed and the following techniques have been used in the study<sup>7</sup>.

$$\% \text{ Respondents} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100.$$

#### **Weighted average method**

Weighted average is the most common and widely used to measure central tendency. Weighted average of a series is the figure by dividing the total value of the

#### **Formula**

$$\text{Weighted average} = \frac{\sum WX}{\sum W}$$

#### **Correlation analysis**

In statistics, correlation and dependence are any of a broad class of statistics, relationships between two or more random variable and observed data

#### **Formula**

$$\text{Correlation (r)} = \frac{\sum (dx)(dy)}{\text{Root of } \sum (dx)^2 \sum (dy)^2}$$

## **RESULTS AND DISCUSSIONS**

#### **Analysis**

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists among data-groups. Thus "in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should be subjected statistical test of significance to determine with what validity data can be said to indicate any conclusions" Analysis the word is a transcription of the ancient Greek (analysis, "a breaking up" "fromana-up, throughout" and lysis "a loosening") Analysis is an investigation of the component parts of a whole and their relations in making up the whole. Also it is a process of breaking a complex topic or substance into smaller parts to gain a better understanding of it. The technique has been applied in the study of Mathematics and various other logics<sup>8</sup>.

#### **Interpretation**

Interpretation refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study. In fact, it is a search for broader meaning of research findings. The task of interpretation has two major aspects viz, i. The effort to establish

#### **Interview Schedules**

##### **Sample to be covered/sample size**

A total of 100 employees who are working in hospitals are selected for the research study from Salem city.

#### **Statistical tool applied**

##### **Percentage method**

Microsoft excel is used as a statistical tool. Percentage refers to a kind of ratio. Percentage is used to compare the relative terms, the distribution of two or more series of data. Percentage are use describe the relationship. Since percentage everything to a common base and thereby meaningful comparison can be made.

various terms by their number. The researcher's uses weighted average for the rating the brand' opinion and agree level with regard to common attributes.

values. Familiar examples of dependent phenomena include the correlation between the physical statures of parents and their offspring, and the between the demand for a product and its price.

continuity in research through linking the results of a given study with those of another and ii. The establishment of some explanatory concepts<sup>10</sup>.

#### **Data analysis and interpretation**

##### **Percentage analysis**

##### **Gender of respondents**

##### **Textual description**

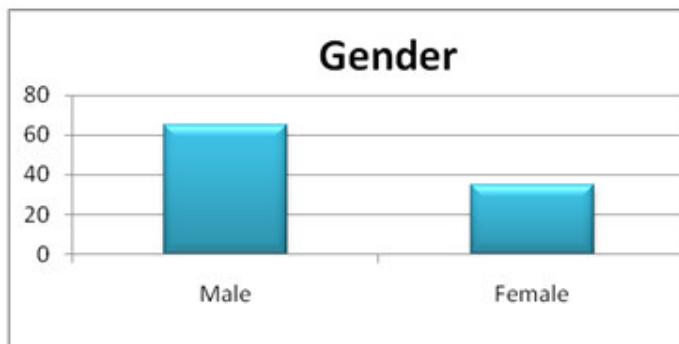
Gender of the respondents is an important factor as they determine no of people. Here we tried to find the gender group of the people. Following table gives the gender distribution in percentage<sup>11</sup>. Today there are number of Hospitals are available in the health care sector which different in cost, quality of services, etc., In the present technological era it can be easily say that all people are going to the hospital for different purpose. By considering this situation, now a day hospitals are going promote their hospitals they also coming up with different brand names. But people preferred t their loyal brands due to various reasons. To conclude those best quality services at reasonable cost could be preferred by the people. The present study reveals that majority of the respondents aware of Manipal Hospital. The Brand building activities may create the awareness to the public and may increases the good will of the hospital comparing to our competitors.

**Table 1**  
**Gender of respondents**

SL. No	GENDER	No. of. respondents	Percentage (%)
1	Male	65	65
2	Female	35	35
	<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation**

Nearly three quarter (65%) of the respondent are male and remaining quarter (35%) are female. This shows that men are having more awareness about this hospital.



**Chart 1**  
**Source Field work survey, Sep-Oct 2016**

**Textual description**

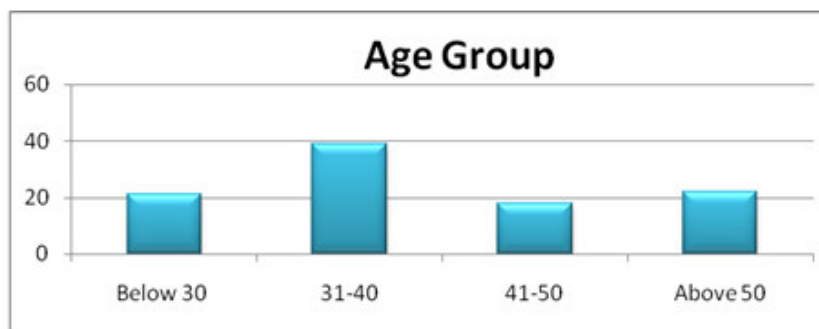
The table is intended to find the age group of the respondent in the study. The following is a sketch of the age group of respondent. The below table gives the percentage distribution<sup>12</sup>.

**Table 2**  
**Age of respondents**

SL.No.	Age	No. of Respondents	Percentage (%)
1	Below 30	21	21
2	31-40	39	39
3	41-50	18	18
4	Above 50	22	22
	<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation**

Below 30 years (21%), 31 to 40 (39%), 41 to 50 (18%), above 50 years (22%) of the respondents are come under the different age category people are aware of our hospital



**Chart 2**  
**Source Field work survey, Sep-Oct 2016**

**Education qualification of respondents**

**Textual description**

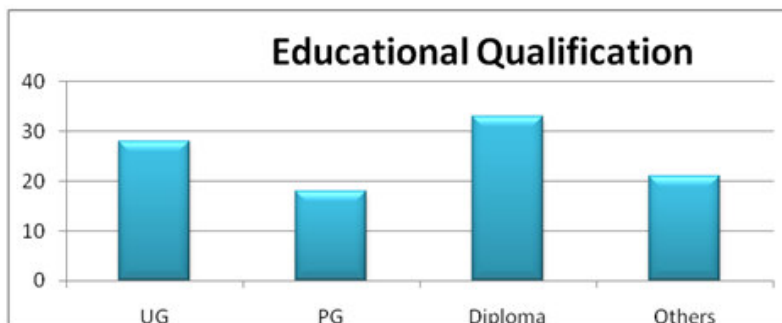
This table gives the qualification distribution of the respondents under the survey. This is important to know the knowledge customers<sup>13</sup>.

**Table 3**  
**Education qualification of respondents**

Sl.No	Educational Qualification	No. of Respondents	Percentage (%)
1	UG	28	28
2	PG	18	18
3	Diploma	33	33
4	Others	21	21
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

UG and PG with 28%, Diploma as the qualification curve more than half of the respondents with 33% followed by of each and lastly School/others with 21%.



**Chart 3**  
**Source Field work survey, Sep-Oct 2016**

**Occupation of respondents**

**Textual description**

Below the table tries to find out the respondents Occupation level, Occupation are categorized into four as shown in the table. Bellow the percentage distribution<sup>14</sup>.

**Table 4**  
**Occupation of respondents**

Sl. No	Occupation	No. of Respondents	Percentage (%)
1	Agriculture	16	16
2	Professional	18	18
3	Self-Employee	29	29
4	Others	37	37
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

The respondent's occupation level is that Agriculture with 16%, Professional with 18%, self-Employee 29 % and others with 37%.



**Chart 4**  
**Source Field work survey, Sep-Oct 2016**

**Aware of manipal hospital**

**Textual description**

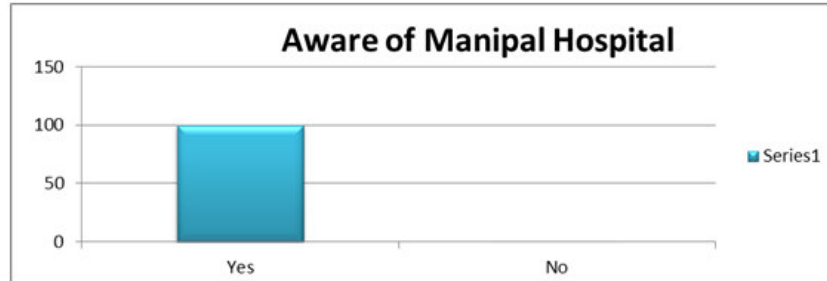
Here the table shows that how many respondents aware of Manipal Hospital are given bellow.

**Table 5**  
**Aware of Manipal Hospital**

Sl.No	Aware of Manipal Hospital	No. of Respondents	Percentage (%)
1	Yes	100	100
2	No	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

Aware of Manipal Hospital is the main factor, 100% Respondents are having awareness about the manipal hospital.



**Chart 5**

Source Field work survey, Sep-Oct 2016

**Choosing of manipal hospital**

**Textual description**

Here the table tries to find out do the respondents come to know about the hospital the sources are categorized

into four channels as shown in the table. Below table shows the percentage distribution of channels<sup>15</sup>.

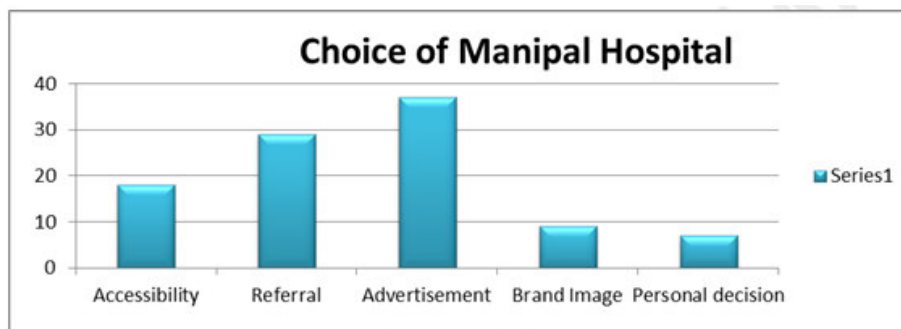
**Table 6**  
**Choosing of manipal hospital**

Sl.No	Choosing of Manipal hospital	No. of Respondents	Percentage (%)
1	Accessibility	18	18
2	Referral	29	29
3	Advertisement	37	37
4	Brand Image	9	9
5	Personal decision	7	7
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

Advertisement is the main channel through which the respondent comes to know about the Hospital with 37%

next followed by Referral with 29% then Accessibility with 18% lastly followed by brand Image and Personal Decision with 9% and 7%.



**Chart 6**

Source Field work survey, Sep-Oct 2016

**Watching of advertisement**

**Textual description**

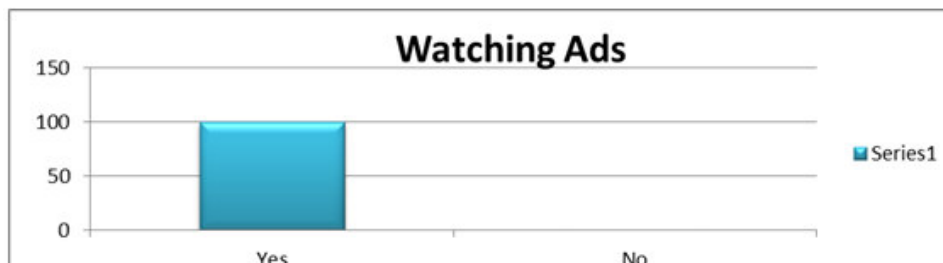
Here the opinion of the respondents about whether they are seen the manipal Hospital. The table shows the opinion of the respondents about concerned.

**Table 7**  
**Watching of advertisement**

Sl.No	Watching of Advertisement	No. of respondents	Percentage (%)
1	Yes	100	100
2	No	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

100% of the respondents agree on the opinion but only 0% has negative views about it.



**Chart 7**  
**Source Field work survey, Sep-Oct 2016**

**Media of advertisement**

**Textual description**

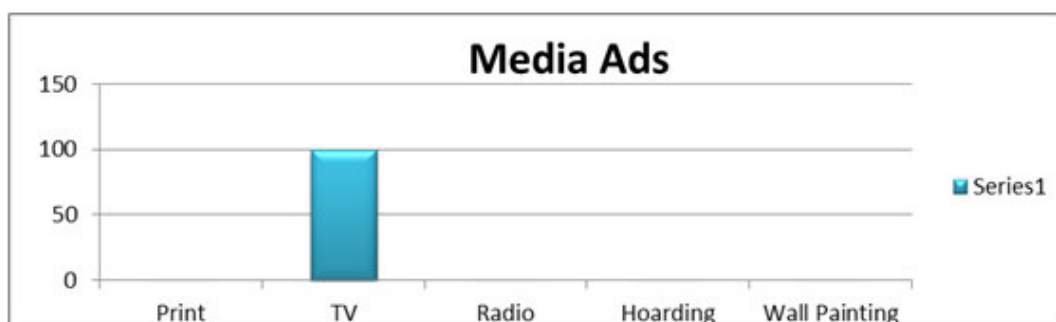
The table here is to know in which media the respondent came across the Hospital advertisements. The table shows the distribution of respondent.

**Table 8**  
**Media of advertisement**

Sl.No.	Media of advertisement	No.of Respondents	Percentage (%)
1	Print	0	0
2	TV	100	100
3	Radio	0	0
4	Hoarding	0	0
5	Wall Painting	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

100 % of respondents chosen the television as media to create the hospital awareness.



**Chart 8**  
**Source Field work survey, Sep-Oct 2016**

**Period of watching advertisement**

**Textual description**

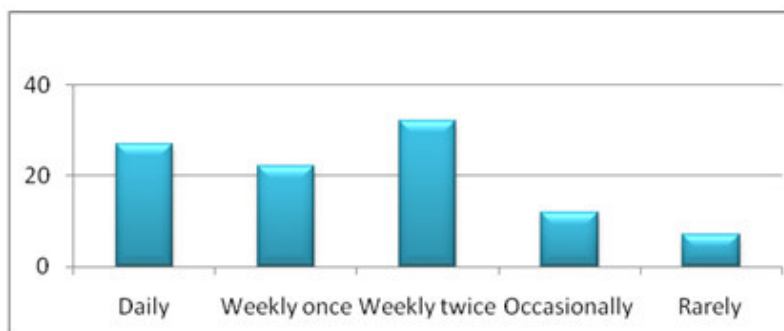
Here the opinion of the respondents about period of watching manipal hospital advertisement. The table shows the opinion of the about watching manipal hospital advertisement.

**Table 9**  
**Period of watching advertisement**

SL.No	Period of watching Advertisement	No.of Respondents	Percentage (%)
1	Daily	27	27
2	Weekly once	22	22
3	Weekly twice	32	32
4	Occasionally	12	12
5	Rarely	7	7
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

27% of the respondents say Daily and 22% of weekly once and 32 % are weekly twice, then 12% of occasionally rarely 7%.



**Chart 9**

Source Field work survey, Sep-Oct 2016

**Time period of awaring manipal hospital**

**Textual description**

The table is here is to get an opinion regarding how long Respondents have been aware of manipal hospital. The table shows the opinion of the respondent<sup>16</sup>.

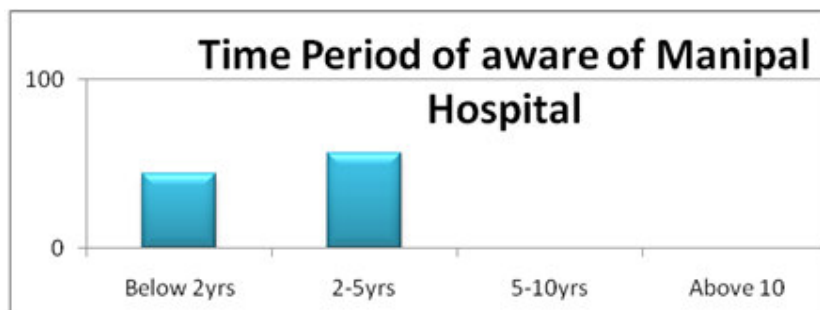
**Table 10**  
**Time period of awaring manipal hospital**

SL.No	Time Period of aware Manipal Hospital	No.of Respondents	Percentage (%)
1	Below 2yrs	44	44
2	2-5yrs	56	56
3	5-10yrs	0	0
4	Above 10	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

44 % of the respondents are aware of manipal hospital with the period of below 2 years only, 56% of

respondents aware of manipal hospital with the period of 2 to 5 years and 5 to 10 years + above 10 years with 0%.



**Chart 10**

Source Field work survey, Sep-Oct 2016

**Effective of hospital advertisement**

**Textual description**

The table here is to know effectiveness of manipal hospital advertisement comparing to other hospital

advertisement the respondents. This table shows the opinion of the respondents<sup>17</sup>.



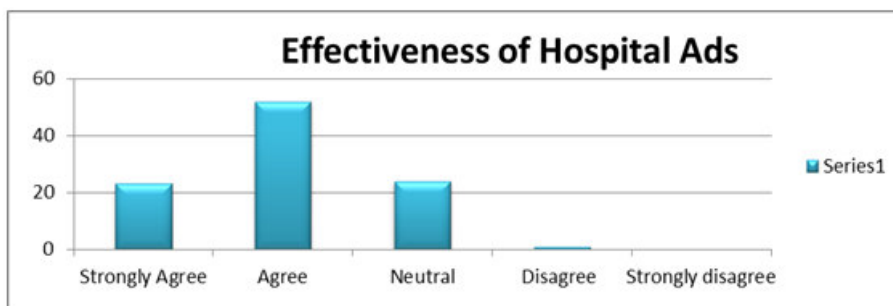
**Table 11**  
**Effectiveness of hospital advertisement**

Sl.No	Effectiveness of hospital advertisement	No. of Respondents	Percentage (%)
1	Strongly Agree	23	23
2	Agree	52	52
3	Neutral	24	24
4	Disagree	1	1
5	Strongly disagree	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

23% of the respondents strongly agree on the opinion and 52 % agree about the opinion and 24 % are neutral

towards the opinion. The negative opinion with 1 % disagree followed by 0% with strongly disagrees.



**Chart 11**  
**Source Field work survey, Sep-Oct 2016**

**Respondents perception about media**

**Textual description**

The table is to find out which training methods are suitable and give more knowledge by the respondents.

Here the table shows the more convenient training methods toward the respondents<sup>18</sup>.

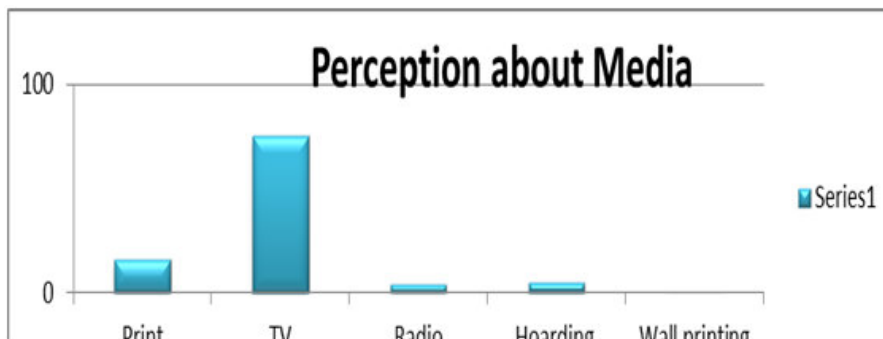
**Table 12**  
**Respondents perception about media**

Sl No.	Perception about Media	No.of.Respondents	Percentage (%)
1	Print	16	16
2	TV	75	75
3	Radio	4	4
4	Hoarding	5	5
5	Wall printing	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

75% of the respondents are said that the televisions are creating high level of brand awareness, 16% of

respondents said print media, next radio with 4% lastly hoarding and wall painting with 5% and 0%.



**Chart 12**  
**Source Field work survey, Sep-Oct 2016**

**Influencing factors to select manipal hospital**

**Textual description**

Here the table is to find out the influenced factors of respondent to select Manipal hospital. The influenced

factors categorized into five here the table given below shows in percentage about the influenced factors<sup>19</sup>.

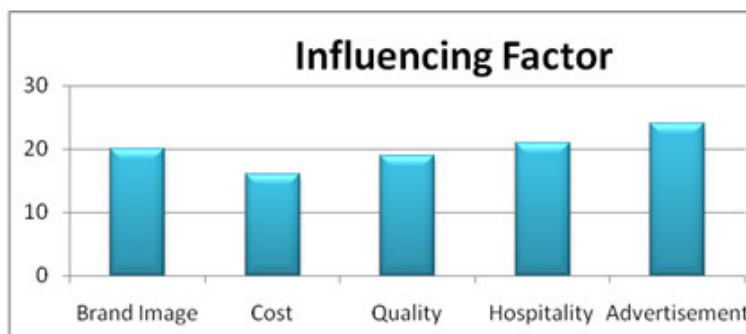
**Table 13**  
**Influencing factors to select manipal hospital**

SL.No.	Influencing factors	No.Of Respondents	Percentage (%)
1	Brand Image	20	20
2	Cost	16	16
3	Quality	19	19
4	Hospitality	21	21
5	Advertisement	4	24
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

20% of the respondents are influenced by brand image, 16% by cost, then 19 influenced by Quality of services

and 21% influenced by Hospitality, lastly the Advertisements influenced 24% of respondents.



**Chart 13**  
**Source Field work survey, Sep-Oct 2016**

**Cost creates brand awareness**

**Textual description**

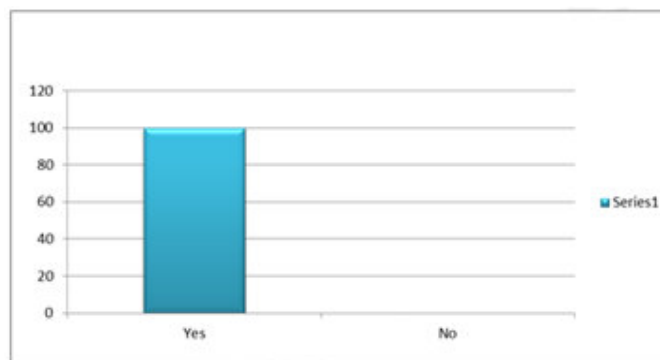
Here the opinion of the respondents about whether the cost create brand awareness or not. The table shows the opinion of the respondents.

**Table 14**  
**Cost creates brand awareness**

SL.No.	Cost create brand awareness	No.of Respondents	Percentage (%)
1	Yes	100	100
2	No	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

100 % of the respondents agree on the opinion.



**Chart 14**  
**Cost create brand awareness**  
**Source Field work survey, Sep-Oct 2016**

**Most preferable hospital**

**Textual description**

The table is to find out the most preferable hospitals view of respondents. Here the table given below shows in percentage about the preference level of hospitals<sup>20</sup>.

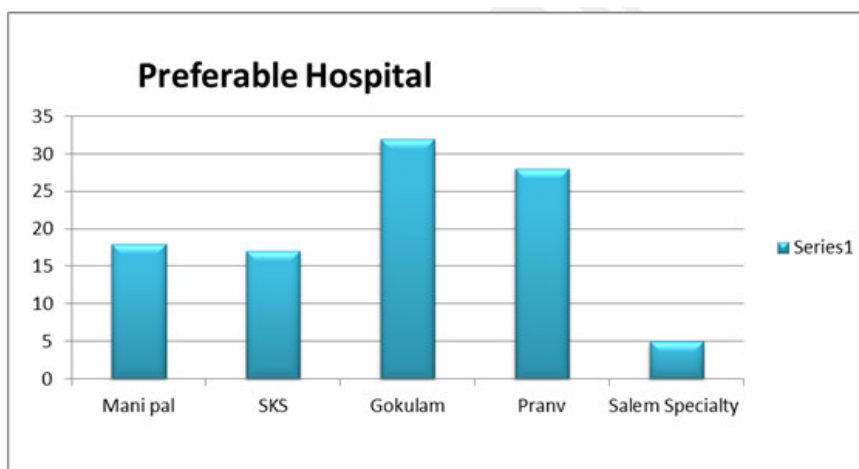
**Table 15**  
**Most preferable hospital**

SL.No.	Preferable hospital	No.Of respondents	Percentage (%)
1	Manipal	18	18
2	SKS	17	17
3	Gokulam	32	32
4	Pranv	28	28
5	Salem Specialty	5	5
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

18% of the respondents are chosen Manipal Hospital, then 17% are SKS, next 32% respondents are selecting

Gokulam, 28 % said pranav at last 5% of respondents selecting Salem specialty hospital.



**Chart 15**

**Preferable Hospital**

Source Field work survey, Sep-Oct 2016

**Perception about brand building process**

**Textual description**

Here the table is find out the perception about the brand building process of Manipal hospital. Here the table

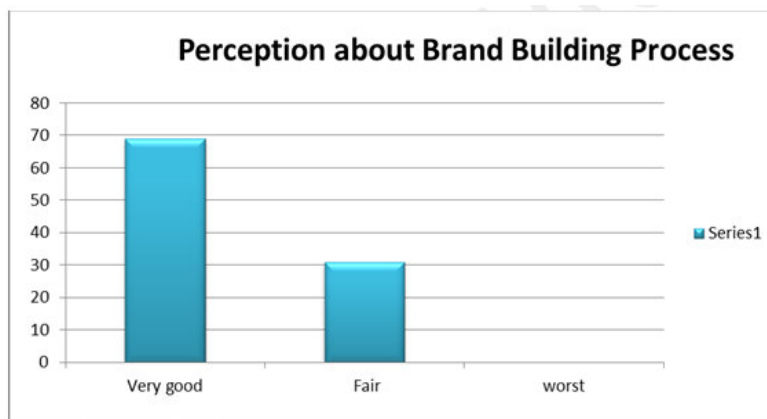
given below shows in percentage about the perception of the respondent<sup>21</sup>.

**Table 16**  
**Perception about brand building process**

SI.No	Perception about Brand Building process	No. of Respondents	Percentage (%)
1	Very good	69	69
2	Fair	31	31
3	Worst	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

69% of the respondents perceptions is very good and 31% respondents perceptions is fair lastly 0% worst.



**Chart 16**  
**Perception about Brand Building Process**  
 Source Field work survey, Sep-Oct 2016

**Recommendation to others**

**Textual description**

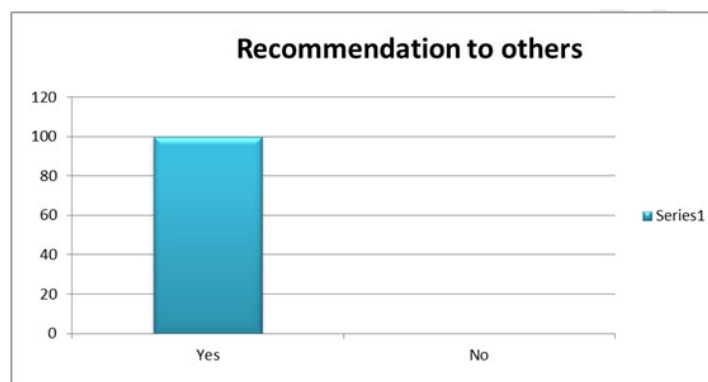
Here the opinion of the respondents about whether they are ready to recommend the hospital to others or not. The table shows the opinion of the respondents.

**Table 17**  
**Recommendation to others**

SI .No	Recommendation to others	No.of Respondents	Percentage (%)
1	Yes	100	100
2	No	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

100% of respondents are agreeing to recommend the hospital to others.



**Chart 17**  
**Field work survey, Sep-Oct 2016**  
 Source Field work survey, Sep-Oct 2016

**Level of recommendation**

**Textual description**

Here the table is to find out the level of recommendation to others about Manipal hospital. Here the table given

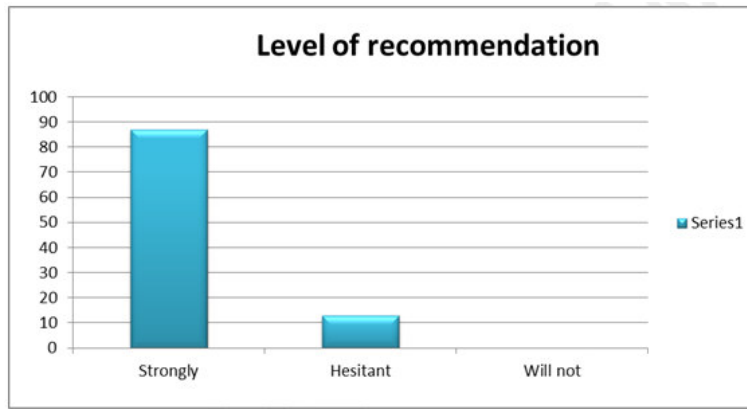
bellow shows in percentage about the recommendation level of the respondents.

**Table 18**  
**Level of recommendation**

SI .No	Level of Recommendation	No. of Respondents	Percentage (%)
1	Strongly	87	87
2	Hesitant	13	13
3	Will not	0	0
<b>Total</b>		<b>100</b>	<b>100</b>

**Interpretation**

87% of the respondents strongly recommend to others and 13% respondents to hesitate to recommend others.



**Chart 18**  
**Level of recommendation**  
**Source Field work survey, Sep-Oct 2016**

**Correlation analysis**  
**Textual description**

Correlation between the educational qualification and how long the respondents aware of Manipal hospital.

**Table 19**  
**Educational qualification and how long respondents aware of manipal hospital**

(X)-EducationalQualification	28	18	33	21
(y)-How long respondents aware ofManipal Hospital	44	56	0	0

**Calculation**

**X-** Represent the number of respondent who belong to a particular Educational Qualification.

**y-** Represent the number of respondent about how long respondents aware ofManipal Hospital.

X	dx=X-X	(dx) <sup>2</sup>	Y	dy=Y-Y	(dy) <sup>2</sup>	(dx)(dy)
28	8	64	44	24	576	192
18	-2	4	56	36	1296	-72
33	13	169	0	0	0	0
21	1	1	0	0	0	0
<b>Σx=100</b>		<b>Σ(dx)<sup>2</sup></b>	<b>Σx=100</b>		<b>Σ(dy)<sup>2</sup></b>	<b>Σ(dx)(dy)=120</b>

**Formula**

$$\text{Correlation}(r) = \frac{\sum (dx)(dy)}{\text{Root of } \sum (dx)^2 \text{ Root of } \sum (dy)^2}$$

$$r = \frac{120}{\text{Root of } (238 \times 1296)}$$

**r = 0.18** Therefore, **r = 0.18**

**Interpretation**

Since the value of **r = 0.18** there is a correlation between Educational Qualification and How long

respondents aware ofManipal Hospital. There is no relationship between Educational Qualification and How long respondents aware ofManipal Hospital.

**Weighted average method**

This measures the overall rank of medias

**Table 20**  
**Weighted average table**

No	Medias	Total Rank Score	Weighted Average	Over all Rank
1	Print	326	21.733	2
2	Television	388	25.867	1
3	Radio	292	19.467	3
4	Hoarding & Signage	269	28.933	4
5	Wall painting	180	12	5

**Interpretation**

From the above calculation it is found out that television has got the first rank followed by print media, radio,

hoardings & Signage and wall paintings respectively. So Television is the most awareness creating, media for Manipal hospital Salem.

**This measures the overall rank of factor influenced to select manipal hospital**

**Table 21**  
**Weighted average table**

No	Factor	Total Rank Score	Weighted Average	Over all Rank
1	Brand Image	279	18.6	5
2	Cost of treatment	586	18.868	4
3	Quality of services	321	21.44	1
4	Hospitality	297	19.8	2
5		292	19.467	3

**Interpretation**

From the above calculation it is found out that quality of services has got the first rank followed by Hospitality,

advertisements, Cost of treatment and Brand Image respectively. So Quality of services is the most influenced factor to select Manipal Hospital Salem.

**This measures the overall rank the hospitals interms of creating brand awareness**

**Table 22**  
**Weighted average table**

No	Hospital	Total Rank Score	Weighted Average	Over all Rank
1	Manipal Hospital	362	24.13	1
2	SKS	300	20	3
3	Gokulam	316	21.067	2
4	Pranav	294	19.6	4
5	Salem specialtyHospital	228	15.2	5

**Interpretation**

From the above calculation it is found out that Manipal Hospital has got the first rank followed by Gokulam, SKS, Pranav and Salem specialty Hospital respectively. So Manipal Hospital is the most brand awareness creating hospital in Salem district.

day hospitals are going promote their hospitals they also coming up with different brand names. But people preferred t their loyal brands due to various reasons. To conclude those best quality services at reasonable cost could be preferred by the people. The present study reveals that majority of the respondents aware of Manipal Hospital. The Brand building activities may create the awareness to the public and may increases the good will of the hospital comparing to our competitors.

**CONCLUSION**

Today there are number of Hospitals are available in the health care sector which different in cost, quality of services, etc., In the present technological era it can be easily say that all people are going to the hospital for different purpose. By considering this situation, now a

**CONFLICT OF INTEREST**

Conflict of interest declared none.

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