

Factors Influence Consumers behavior in selecting private hospitals in Bangkok

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Abstract

The objectives of this research were to examine the factors which influence the behavior of consumers in selecting private hospitals in Bangkok. 400 respondents were collected from people who live or work in Bangkok and have experiences in private hospitals. The data was collected by using a set of questionnaire. The statistic to analyze the data in this research included frequency, percentage, mean standard deviation, ANOVA and Linear regression.

Research Methodology: This study is a quantitative research. The sample is consisted of 400 consumers who live or work in Bangkok. The study identifies independent variables including demographic factors (age, gender, marital status, education, and income), consumers' behavior factors (frequency of purchasing and average spending per visit) and factors (doctor profiles, doctor services, hospitals services and word of mouth). The dependent variable is selecting private hospitals in Bangkok.

The results of this study can be used as a guideline for hospitals to improve the service quality for hospital marketing. The result shows that demographic factors in gender and word of mouth are significant impact on making decision to private hospitals in Bangkok. However, the consumers' behavior has no influence on selecting decision private hospitals in Bangkok.

Keywords: Influence, Decision Making, Private Hospitals

Introduction

The current lifestyle of people residing in the city of Bangkok has been growing more stressful and this behaviour has deteriorated their health. Therefore, people focus now on their well-being. It cause that many health care providers to launch campaigns or promotions to promote their services and make them different than other competitors and stay in the upper hand situation in the health care industry.

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The private hospital is the one of the healthcare provider that continuously improve their services and expand the size of their business. The private hospital is established from the limitation of public hospital that cannot provide the service to many patients at the same time. They started with the small business and managed by one person, with un-controlled quality. Now the business has been expanded and managed by a group of people who have experiences with more professional. It with in quality control that can be available for patients 24 hours. (The Private Hospital Association Thailand, 2015) Therefore, the competition of healthcare industry has been increasing and there are affecting the behaviors of patients in selection the hospitals. This study will focus on the factors that influence consumers in selecting private hospitals in Bangkok.

As the consumers are more growing interested in receiving services of private

hospitals, the number of private hospital is also growing to meet with the trend. The consumers will find the best health care service provider for them when they have health problems, plastic surge or medical checkup.

In Thailand, Hospital can be classified into two major types: the public hospitals and the private hospital which under the speciation of The Ministry of Public Health (MOPH). The main advantage of the public hospitals are that offer the lower cost of service than the private hospitals. However, the public hospitals have a large number of patients that makes a long queue to wait. Therefore, to serve the large number of patients, the private hospitals has been established to fulfill a large number of patients.

In 2012, there are 321 private hospitals in Thailand that has 295 of them provide in general services and 26 of them that provide in special services. (Private Hospital Survey, 2012)

Table 1.1 Number of Private hospitals and type of services per region

Region	No.of Private Hospital	Percentage (%)	Type of Service	Special
			General	
Central	108	32.4	100	4
Bangkok	94	30.5	78	20
Northern	48	14.9	46	2
Northeastern	40	12.5	40	-
Southern	31	9.	31	-
Total	321	100	295	26

Source: National Statistical Office, 2012: Online

From the number of patients above, means a competition among private hospitals is intense and they have to develop their quality to attract the patients, including to acquired Hospital Accreditation (HA) and the International accreditation (JCI: Joint Commission International) to present the patients that they have high quality of services. There are 20 private hospitals that received JCI accreditation. (The Private Hospital Association Thailand, 2015) JCI accreditation is considered the gold stand in global health care. (Joint Commission International, 2015)

The information above makes the researcher interested in studying the consumers' behavior and the factors that influence consumers in selecting private hospitals in Bangkok. This research will be beneficial in guiding the hospitals to develop the organization to meet with the consumers' needs

Research Objectives

This study has the following objectives:

1. To study the different of demographic influencing consumers' behavior in selecting private hospitals in Bangkok.
2. To study the factors influencing consumers' behavior in selecting private hospitals in Bangkok.

Scopes of Research

The scope of this study have focuses on the following

1. Scope of population and sampling.

The scope of this study was to focus on people who live or work in Bangkok and have

experience in the services of private hospitals.

2. Scope of variables

There are two variables of this study

2.1 Independent variables

- Demography factors of consumers
- Doctor profiles
- Doctor services
- Hospital services
- Word of mouth
- Consumers' behavior

2.2 Dependent variable

- Selecting private hospitals in Bangkok.

Research Hypotheses

This research was to set the hypotheses to examine the factors influencing consumer's behavior in selecting private hospitals in Bangkok. The research is consists of hypotheses as follows:

H1: There is a relationship between demographics and selecting private hospitals in Bangkok.

H2: There is a relationship between factors and selecting private hospitals in Bangkok

H3: There is a relationship between consumers' behavior and selecting private hospitals in Bangkok

Research design

The research design is based on the data collection by using the quantitative method, structured questionnaire and collecting primary data align with the objective of the study, the research methodology defined as below

Population and Sample Size

The target group of this study is consumers who live or work in Bangkok and have been selecting services by private hospitals in Bangkok.

The size of population can be determined and calculated by using Taro Yamane, formula as follows

$$n = \frac{N}{1 + Ne^2}$$

Where = the sample size

N = number of population (determined from number of people who live in Bangkok)

e = the acceptable sampling error

(Yamane, 1967)

From the Yamane's formula, the sample size can be calculated as follow:-

$$\begin{aligned} n &= 8,305,218 / 1 + 8,305,218 (0.05)^2 \\ &= 399.99 \end{aligned}$$

By using Yamane's formula of sample size, this study was collected data from 400 respondents which would be lowest acceptable number 95% of confident level and 5% of error level for the group of consumers who live in Bangkok.

Variable of Research

The variable of this study is included with 2 parts

1. Independent variables:-

- Demography factors of consumers
- Healthcare service factors
- Consumers' behavior factors

2. Dependent variables:

- Selecting Private hospitals in Bangkok

Questionnaire design

Questionnaire is a set of questions to gather the information from consumers to support the purpose of this study and conceptual framework. To ensure the accuracy of content validity and reliability, the questionnaire was developed by the process below

1. Review of literature, research articles and determine the variables that related to this study.

2. The defined questionnaire is aligned on the review of literature, variable and information and corrected by the advisor.

3. 40 respondents who are consumers with experience in using services of private hospitals in Bangkok take pre-test to evaluate the capacity of understanding of the questionnaire before applying to 400 respondents.

Research Instrument

The research instrument for this study is the questionnaires of factors influencing consumers' behavior in selecting the private hospitals in Bangkok. The questionnaires is divided in 4 parts as follow

Part 1: The questions are personal information of consumers. They are consisted of gender, age, marital status, education, occupation and income. The questions are multiple choice questions; questions number 1-6

Part 2: The questions are shown consumers' behavior information including the frequency of using service of private hospitals in Bangkok. The questions are multiple choice; questions number 9-14.

Part 3: The questions are related to factors which influence the consumers' decision in selecting private hospitals. The factors are consisted of doctor services, doctor profiles, hospital services and word of mouth. The questions are to ask the respondents to rate the influential level of factor influencing their selection private hospitals in Bangkok with five point Likert scale. (1 = Strongly Disagree, 5 = Strongly Agree) questions number 15-37.

Part 4: The questions are related to decision making on selecting private hospitals in Bangkok. The questions are to ask respondents to rate with five point Likert scale. (1 = Strongly Disagree, 5 = Strongly Agree) questions number 38-41.

The questionnaires were structured to cover factors influencing consumers' behavior in selecting private hospitals in Bangkok.

Conclusions

This research used a quantitative study to explore the factors influencing consumers' behaviors in selecting private hospitals in Bangkok. The study was designed to meet with objectives of the study, which included investigating the different of demographic influencing consumers in selecting private hospitals in Bangkok, doctor profiles, doctor services, hospital services and word of mouth influencing consumers in selecting private hospitals in Bangkok and consumers' behavior in selecting private hospitals in Bangkok. The research analysis is presented in 3 parts as below

Part 1: Demographic information of respondents

The analysis of demographic result of this study shown that female at the age of 31-40 years old, there are most single, holds a Bachelor's degree and income per month level from 20,001 – 30,000 baht. The result shown that the difference between gender influence in selecting private hospitals in Bangkok.

Part 2: Factors influence in selecting private hospitals in Bangkok

Doctor profiles: The result shown that the most influence consumers is doctor's expertise (mean of 4.67), follow by doctor's reliability (mean of 4.56), doctor's experience (mean of 4.54), doctor qualification (mean of 4.33), doctor's certificate (mean of 4.12) and doctor's seniority (mean of 3.81)

Doctor services: The result shown that the most doctor's services that influence consumers is doctor explain the result (mean of 4.64), follow by doctor willing to answer (mean of 4.63), Doctor pay an attention/concentration (mean of 4.57), Doctor Consultation (mean of 4.56), Doctor can remember and responsiveness (mean of 4.36) and Doctor Understand/Empathy (mean of 4.29)

Hospital Services: The result shown that the most influence consumers is hospital response for any services error (mean of 4.59), follow by hospital have modern equipment (mean of 4.57), hospital have various services (mean of 4.52), on time services (mean of 4.52), describe the process of services (mean of 4.42) and have a call center services (mean of 4.26)

Word of mouth: The result shown that the most influence consumers is recommendation from family/friend (mean of 4.39), follow by doctor reputation (mean of 4.33), hospital reputation (mean of 4.27) and referable by another doctor (mean of 4.18) The factors that influence consumers in selecting private hospitals in Bangkok is “Word of Mouth”. The relationship between word of mouth and selecting private hospitals in Bangkok has Sig 0.000, which is less than significant level 0.05, there is relationship between word of mouth and selecting private hospitals in Bangkok.

Part 3: Consumers' behavior

The result shows that the relationship between Frequency of purchasing and selecting private hospitals in Bangkok has sig 0.550 and the relationship between average spend per visit and selecting private hospitals in Bangkok has sig 0.755 which is greater than significant level 0.05, there is no different consumers behavior in selecting private hospital between Frequency of purchasing and average spend per visit.

Limitations of the Study

There are several limitations to this study, some of them are: (1) the sample is focused on people who live or work in Bangkok (2) the sample should have been using private hospitals in Bangkok. (3) Time and cost constraints are the major limitations for this study, which presented the researcher with obstacles in getting the results. Since the respondent is the people who have been using private hospitals in Bangkok, this consumed a

lot of time for selecting the respondents and some of the respondents did not want to be interviewed for personal reasons. This makes it hard to generalize this study.

Recommendations

From the studying factors influencing consumers' behavior in selecting private hospitals in Bangkok, found that the factor that influence consumers' behavior in selecting private hospitals in Bangkok the most is “Word of Mouth” Therefore, health care industry should promote and inform consumers to know more about their products or services by using more marketing channels, social media is one of the most channel which is relies on word of mouth because it can help to increase the message reach to social network, which is a way to reach new customers and engage with existing customers. If consumers know the products or services very well, they will easily make a decision through their perception of products or services to purchase it and communicate to share the information to others.

The researcher hopes that this research will be useful for health care industry to develop their services and improve the quality of service to meet the consumers' needs.

Recommendations for the future Research

This study focused on the selecting private hospitals in Bangkok. This research reveals, it could be further improved if the sample could not focus on the people who work or live in Bangkok only but should focus all people who had an experience of private

hospitals in Bangkok. The recommendation for further research proposed as following

- A study to focus on the consumers' behavior reason to visit Hospital
- A study to focus on the purpose to

improve the factors to influence consumers in selecting.

- A study to compare factors influence between private hospitals and public hospitals

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