A Study on Customer Opinion Towards Health Care Products In Digital Mode

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Abstract

Analysing the emerging trends in customer service aids the organizations in connecting better with current and potential customers. This empirical study was carried out among 100 sample respondents who are using health care products

Introduction

A way to Look beyond customer relationship management can help companies better understand these new trends and innovations and how they can prepare better for the future. Change in Perception of customer services implicates the differences and changes during years and confirms current tendency to be in a very deep touch with customers. It means to have a long-term relationship with customers is vital as well. Focus on customers is the main part of aligning market orientation

Review of Literature

"Emerging Trends in Customer Management in a Changing World" by Anne Dibley (Nov 2016) This paper summarizes trends that are relevant to both academia and business, while customers' expectations of companies are higher than ever before.

"Customer Service Trends: How Operations Become Faster, Cheaper-And Yet, More Human" by Kate Leggett (2018) highlights Customer service organizations are struggling to react to the pace of innovation and the explosion of devices. To get ahead of these challenges, organizations must deeply invest in automation-automated answers, automated conversations, automated agent guidance, and automated end-to-end processes. They must also invest to ensure automated technologies evolve over time.

"How to Do Social Media Customer Service the Right Way" by AteuszPliszka, suggests to consider having a dedicated support channel

within social media platforms. Responding quickly is utmost important. Business will gain 3-20% greater customer spending per interaction if quickly responded to and resolve customer issues without redirecting to other channels. Keeping your responses light and positive helps drive conversations towards a fulfilling resolution instead of further frustration "customer services-a part of market orientation" by Lucie Kaňovská reveals the importance of the individual approach to customers as one of the most important step in today's business.

Research Methodology

Primary data were collected through Questionnaire from various individual respondent from Chennai city. The secondary data were collected from books, mazagine and journals. It is a exploratory research. IBM SPSS 25 were used to analyse the data.

Analysis

Demographic Factors

Table 1: Classification of Respondent Age factor

		Frequency	Percent
Age	Less than 20 Years	20	20
	21 to 40 years	35	30
	41 to 60 years	25	30
	Above 60 years	20	20
	Total	100	100.0

Source: Primary data

Inference: Majority of the respondents belongs to the age 21-60.

Table 2: Gender Distribution of Respondent

		Frequency	Percent
Gender	Male	60	60

	Female	40	40
	Total	100	100.0

Source: Primary data

Inference: Majority of the respondents are Male.

Table 3: Qualification of Respondents

		Frequency	Percent
	UG	50	50
	PG	37	37
	Others	13	13
	Total	100	100.0

Source: Primary data

Inference: Majority of the respondents completed UG degree as qualification.

Table 4: Marital Status

		Frequency	Percent
Marital status	Unmarried	32	32
	Married	68	68
	Total	100	100.0

Source: Primary data

Inference: Majority of the respondents are married.

Table 5: Time Spent for utilizing Health Care Products in Digital mode

		Frequency	Percent
Time spend	Less than 1 hour	55	55
	1-2 hours	20	20
	More than 2 hours	25	25
	Total	100	100.0

Source: Primary data

Inference: Majority of the respondents use the health care products for less than an hour.

H0: This no association between Gender and Time spent for Health care products in digital mode.

H1: There is an association between Gender and Time spent forHealth care products in digital mode.

Table 6: Association between Gender andTime spent for Health care products in digital mode

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	3.241[a]	2	.154
Likelihood Ratio	3.697	2	.157
Linear-by-Linear Association	1.762	1	.184
N of Valid Cases	100		

Source: Computed data

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.98.

Inference: From the above table.6 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Genders of the respondents with respect Time spent for Health care products in digital mode.

H0: This no association between Age and usage of health care products.

H2: There is an association between Age and usage of health care products.

Table 7: Association between Age and usage of health care products

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	19.660[a]	6	.001
Likelihood Ratio	28.106	6	.000
Linear-by-Linear Association	5.636	1	.018
N of Valid Cases	110		

Source: Computed data

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.18.

Inference: From the above table.7 shows that chi-square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is a significant difference between Age of the respondents with respect to the usage of health care products.

Conclusion

As per the study there is no significant difference between gender and usage of health care products. But age does play a vital role in the usage of health care products. Therefore it is concluded that Segmentation, Targetting and Positioning is essential for health care products marketing activities

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