

CUSTOMER AWARENESS AND PERCEPTION OF HEALTHCARE SERVICES

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Abstract

Healthcare services play a vital role in promoting the well-being and longevity of individuals. With rapid advancements in medical science and the integration of digital technologies, healthcare delivery has become more efficient and accessible. Modern hospitals are equipped with advanced infrastructure and skilled professionals; however, the effectiveness of these services largely depends on customer awareness and perception. In the digital era, patients increasingly rely on social media, hospital websites, online reviews, and word-of-mouth communication to obtain information about healthcare facilities and services. Customer awareness enables individuals to make informed decisions regarding treatment options and the selection of healthcare providers, while perception significantly influences their level of trust, satisfaction, and loyalty. This study aims to assess the level of customer awareness of healthcare services through digital platforms and to examine customers' perception in terms of quality, accessibility, reliability, and overall satisfaction. The research is based on primary data collected through structured questionnaires, supported by relevant secondary sources. The findings indicate a significant level of customer awareness, particularly through social media and personal references such as friends and family. The study highlights that understanding customer awareness and perception is essential for healthcare institutions to enhance service quality, strengthen communication strategies, and improve overall patient satisfaction and organizational performance.

Key Words: Customer Awareness, Customer Perception, Healthcare Services, Digital Platforms, Patient Satisfaction, Accessibility, Reliability, Digital Communication.

Intrdouction

Healthcare services play a crucial role in promoting the well-being and longevity of individuals. Over the years, medical science has made significant advancements, improving diagnosis, treatment, and patient care. Modern hospitals are now equipped with advanced technologies and skilled professionals to provide better healthcare services. However, the effectiveness of these services largely depends on the awareness and perception of customers. Patients today are more informed and have higher expectations regarding quality, affordability, and accessibility. Customer awareness helps individuals make better healthcare decisions. At the same time, perception influences their level of trust and satisfaction with healthcare providers. In the digital age, information technology has further transformed healthcare delivery and communication. Understanding how customers perceive healthcare services is essential for improving service quality. Therefore, studying customer awareness and perception helps healthcare institutions enhance patient satisfaction and overall performance.

Review of literature

Walker D and Miller, J. (2022) carried out the study on “Factors Influencing Awareness and Adoption of Telehealth in Elderly Populations”. The objectives of the study to measure the level of awareness and to identify barriers that prevent elderly individuals from using tele health. 150 respondent’s data were collected from Snowball sampling. Tools Applied in Statistical Analysis Descriptive statistics, t-tests, factor analysis. The study concluded that awareness of telehealth was low (40%) among elderly participants. Common barriers included lack of familiarity with technology, digital illiteracy, and concern about healthcare quality. Elderly users with prior experience in online services were more likely to adopt telehealth services.

Anderson Lee (2023) made on the study “Analyzing Customer Satisfaction and Loyalty to E-Health Platforms: An Empirical Study”. The main objectives of the study to identify the factors influencing customer satisfaction and loyalty to e-healthcare platforms To evaluate the relationship between customer support, service quality, and user satisfaction. Size of 800 respondent’s data was collected from Stratified random sampling. Tools Applied in Statistical Analysis Structural Equation Modeling (SEM), Cronbach’s Alpha for reliability testing. Finding high customer satisfaction was linked to responsive customer support and user-friendly platforms. Service quality and continued positive experiences significantly contributed to customer loyalty.

Thompson, R. and Harris, P. (2025) the study entitled “Exploring the Role of Customer Education in Improving Satisfaction with E-Health Services”. The main Objectives of the study explore the role of customer education programs in enhancing satisfaction with e-health services and to assess how informed customers are about the functionality and benefits of e- health services. 500 data collected from Random sampling method. Statistical Tools like Applied Survey questionnairesRegression analysis. The conclude that Customer education programs significantly increased satisfaction levels, especially among first-time users.Educated users demonstrated a higher level of trust in the service, which contributed to more frequent usage.

Stament of problem

Despite advances in medical science and technology, many patients still struggle to access quality healthcare. One major issue is that people often lack awareness about available hospitals, treatments, and digital services like E-Hospitals. At the same time, their perception of healthcare shaped by past experiences, social influence, and online information affects their trust and willingness to use these services. Low awareness and negative perceptions can lead to delayed treatment, underutilization of services, and lower overall healthcare effectiveness. Understanding these issues is essential for improving patient satisfaction and the quality of healthcare delivery.

Objectives of the stduy

- To assess the level of customer awareness of healthcare services on digital platforms.
- To examine customers’ perception of healthcare services in terms of quality, accessibility, reliability, and overall satisfaction.

Hypothis statement

- **H₁** -There is a significant level of customer awareness regarding healthcare services, including digital platform.
- **H₀** - There is no significant relationship between customer awareness and their perception of healthcare services.

I. Demograph profile

- Majority (58.7%) of the respondents are in the age group of below 20 years.
- Most of the respondents are gender in female.

- Most(78.6%) of the respondents are in rural area.
- 85.3% of the respondents are UG Graduates.
- Majority (73.3%) of the respondents are students.
- Majority (41.3%) of the consumers have monthly income below 15000.
- Majority (41.3%) of the respondent's number of earning persons are 1.
- Majority (46.6%) of the respondent's number of non-earning persons are above 3.
- Most (61.3%) of the respondents are nuclear family.
- Majority (70.6%) of the respondents are have 3-5 family size.

II. Awareness and Perception

- Majority (85.3%) of the respondents are daily internet using persons.
- Majority (92%) of the respondents are smartphone using persons.
- Most (56%) of the respondents are learned through social media.
- Majority (58.6%) of the respondents are don't know about E-healthcareServices.
- Most (30.6%) of the respondents are have heard occasionally.
- Majority (78.6%) of the respondents are preferred by Phone.
- Majority (60%) of the respondents are preferred for Fever.
- Majority (56%) of the respondents are expected from online appointment scheduling.
- Majority (57.3%) of the respondents are use wearable devices.
- Majority (62.6%) of the respondents are integrated with E-healthcare services.
- Most (42.6%) of the respondents are under very important sector.

MAIN REASONS CONSIDER FOR USING E-HEALTHCARE SERVICES

Main reasons consider for using healthcare services	Number of respondents	Percentage
Convenience	24	32
Cost –effective	13	17.3
Accessibility	27	36
Time saving	11	14.6
Total	75	100

Source data: Primary data

From the above table shows that 32% (24) of the respondent's number of persons considered with convenience, 17.3% (13) of the respondent's number of persons considered

with cost effective, 36% (27) of the respondent's number of persons considered with accessibility, 14.6% (11) of the respondent's number of persons considered with time saving.

Majority of the respondent's number of persons considered with Accessibility.

Chi square test

Source of Awareness	Observed (O)	Expected (E)	O – E	(O – E) ²	(O – E) ² / E
Social Media	42	25	17	289	11.56
Friends/Family	26	25	1	1	0.04
TV/Ads	7	25	-18	324	12.96
Total	75	75			24.56

Degrees of Freedom (df) = 3 – 1 = 2

Critical Value at 5% significance level = 5.991

Calculated $\chi^2 = 24.56 > 5.991 \rightarrow \text{Reject } H_0$

There is a significant level of customer awareness regarding healthcare services, especially through social media and friends/family.

Conclusion

The study shows that customer awareness of healthcare services is growing, mainly through social media and friends/family. Most respondents are active internet and smartphone users, yet over half are not fully aware of E-healthcare services. Phone remains the preferred mode of contact, and features like online appointment scheduling and wearable devices are in demand. Overall, while awareness is increasing, there is still a need to educate and engage customers to improve their perception and use of digital healthcare services.

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