

INVESTIGATION OF THE EFFECTS OF ADVERTISING ACTIVITIES ON MARKETING IN HEALTH SERVICES*

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Abstract

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In order to investigate the effect of advertising activities on marketing from the viewpoints of the students of health sciences, {this study} was prepared as complementary. The survey were administered to 280 students studying in Faculty of Health Science, Selçuk University. The study group expressed that they viewed an advertisement as promoting a goods and service with a score of 61.5%. Among the information resources the patients use to choose hospital, 96.3% expressed that they paid attention the title of hospital and physician. In promoting the institutes presenting healthcare, advertisement is the first prior step. But in our study, it was concluded that advertisement can give a pre-information about hospital with the rate of 62.3%, but that advertisements do not always give with the rate of 46.9. That the way of how health managers can effectively use the marketing factor is specified; and that it makes contribution to literature.

Keywords:

Health Service Marketing,
Advertisement,
Promotion.

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1. Introduction

Marketing in hospitals notion occurred with the aim of being recognized by the society and being reliable and affecting other hospitals' expectations and needs, which have similar standards. Hospitals offer unsatisfactory services for their customers in cases where the demand increases more than supply except of exceptional circumstances in uncompetitive circumstances. That's why, correspondingly with competition's development, the satisfaction and evaluation of customers' demands and needs have begun to stand out as marketing activities have gained importance in health sector [1].

Health services differ from other service sector groups beyond aforementioned descriptions. The factors of difference are as follows:

- It's hard to describe and evaluate output
- The performed duties are complicated and variable
- Most of the activities have features of being emergence and unable to be postponed
- There is high grade of specialization
- There is binary authority structure leading conflicts
- Tolerance towards mistakes and uncertainties of the performed duties is few [2]

In this study, it's aimed to obtain findings related to patients' way of describing advertisements as a result of marketing activities for the sake of healthcare associations' structures and health services' features, reasons for advertising, objective of advertising and contradictive and objectionable topics related to advertisements, to find out the rate of information resources the patients utilize before consulting to a institute, and which resources they are. As it was thought that inpatients could exhibit a subjective attitude, it was aimed to generate a different way from other studies by consisting the sample group of undergraduates in order to provide objectivity.

2. Research Method

For this research, 273 sample areas of undergraduates studying at Health Sciences Faculty, Selçuk University in Konya (77 in department of Health Management, 78 in department of Nursery, 60 in department of Midwifery, 58 in department of Social Services) and the scale was carried out between 10th of April 2015 and 15th of April 2015. A scale of 25 questions

consisting of a scale consisting of 13 questions related to advertisement effect and an advertisement opinion survey consisting of 12 questions. The results of the research is limited with the undergraduates of Faculty of Health Sciences and they cannot be generalized in other areas.

3. Results and Analysis (10pt)

Table 1. Socio-demographic data related to undergraduates participating in the research

Gender	n	%	How many times did you apply to emergency services	n	%
Female	209	76,6	Never	59	21,6
Male	64	23,4	Once	47	17,2
Department	n	%	More than once	167	61,2
Health Management	77	28,2	How many times did you apply to polyclinics	n	%
Nursery	78	28,6	Once	14	5,1
Midwifery	60	22	Twice	10	3,7
Social Services	58	21,2	More than twice	249	91,2
Total	273	100	Total	273	100

Examining Table 1, when we examine it by taking the department where most of the participants study, we see that 76.6% of them consist of females. In the study, it was aimed to contact to undergraduates at all departments at the rate of their population. While 61.2% of sample area stated that they applied to emergency services more than once, 91.2% of them stated that they applied to polyclinics more than twice.

Table 2. Opinions of undergraduates participating in the research about their way of describing advertisement

Way of describing advertisement	n	%
1.It is introducing a product or service	168	61,5
2. It is propaganda	3	1,1
3.It is the art of affecting people	95	34,8
4.It's something fooling and exploiting consumers	7	2,6
Total	273	100

In Table 2, the research group expressed that they perceived advertisement as introducing a product or service with a rate of 61.5%. 34.8% of them stated that they perceived it as an art of affecting people.

Table 3. Findings related to information resources the undergraduates participating in the research utilize

1.Introductory Brochure	n	%	4.Suggestions of friends and relatives	n	%
Yes	77	28,2	Yes	131	48
No	196	71,8	No	142	52
2. Advertisements	n	%	5. Institution Doctor	n	%
Yes	51	18,7	Yes	68	24,9
No	222	81,3	No	205	75,1
3.Past experiences	n	%	6. Media	n	%
Yes	108	39,6	Yes	47	17,2
No	165	60,4	No	226	82,8

The data in Table 3 shows that suggestions of friends and relatives have a significant importance in selecting hospitals by patients in a rate of 48%. It was also concluded that past experiences have importance with a rate of 39.6%, and introductory brochures have importance with a rate of 28.2%. Besides, it was also concluded that patients answered the questions “Would you care

about the title of hospital or doctors while selecting a hospital or a doctor?" "Yes" in a rate of 96.3%.

Table 4. Findings containing the opinions of the undergraduates participating in the research about aim of advertising

Aim of advertising	n	%
1.To increase selling and attract customers	197	72,2
2. As it is unqualified	5	1,8
3. To inform the public, to introduce	71	26
Total	273	100

In Table 4, 72.2% of the research group stated that the advertisements are practiced in order to increase selling and attract customers. It was concluded that advertisements have a function of informing the public with a rate of 26.0%.

Table 5. Findings containing opinions of the undergraduates participating in the research related to advertising ban

Advertising Ban	Health Management		Nursery		Midwifery		Social Services	
	n	%	n	%	n	%	n	%
1. Advertising ban should be proceeded	8	10	9	11,5	5	8,3	1	1,7
2. It must be set free in a controlled way	45	58	39	50	25	41,7	36	62,1

In Table 5, 62.1% of undergraduates studying at Social Services and 58.4% of them studying at Health Management think that advertising band must be set free in a controlled way. We can see that the research group approve to set advertising ban free in a controlled way. We have the consideration that this worry emerged because of features discriminating health services from other sectors (e.g. unable to compete, few tolerance, rapid change)

Table 6. Findings containing opinions of the undergraduates participating in the research about advertising media

Kind of information resource	n	%	Kind of information resource	n	%
<i>1. Newspapers and magazines</i>			<i>4. Radio</i>		
Yes	114	42	Yes	78	28,6
No	159	58	No	195	71,4
<i>2. Introductory brochure</i>			<i>5. Outdoor advertising</i>		
Yes	132	48	Yes	81	29,7
No	141	52	No	192	70,3
<i>3. Television</i>			<i>6. All of them</i>		
Yes	156	57	Yes	66	24,2
No	117	43	No	207	75,8

The data in Table 6 shows that they stated health services would be effective with the use of newspapers and magazines at a rate of 41.8%, introductory brochures at a rate of 48.4%, television at a rate of 57.1%. A population of 20% expressed the use of social media would be effective in other tools part.

Table 7. Descriptive information of undergraduates participating in the research about advertisements

ADVERTISEMENT OPINION SURVET	Strongly Agree		Agree		No idea		Disagree		Strongly Disagree	
	n	%	n	%	n	%	n	%	n	%
1. It guides the patients	49	18	167	61,2	36	13,2	18	6,6	3	1,1

2.It exploits the patients	7	2,6	35	12,8	110	40,3	104	38,1	17	6,2
3.The patients are possible to be fooled	50	18	141	51,6	46	16,8	20	7,3	16	5,9
4.Always contains true information	6	2,2	24	8,8	45	16,5	128	46,9	70	25,6
5.It may give the patients pre-information about the hospitals	32	12	170	62,3	37	13,6	31	11,4	3	1,1
6. In health services, advertising is ethically objectionable	5	1,8	31	11,4	87	31,9	134	49,1	16	5,9
7.It leads to unnecessary consulting in hospitals	12	4,4	65	23,8	85	31,1	96	35,2	15	5,5
8. It's harmful for patients' health	5	1,8	22	8,1	81	29,7	144	52,7	21	7,7
9. It's positive to use advertisements in introducing health	23	8,4	157	57,5	64	23,4	25	9,2	4	1,5

According to data in Table 7, the tendency is on advertisement's guiding the patients in a rate of 61.2%. It was concluded in a rate of 62.3% that advertisements could give patients pre-information about the hospitals, but in a rate of 46.9% that advertisements may not always give the correct information. Although it's thought by 51.6% of them that the patients could be fooled via advertisements, it's thought by 35.2% of them that advertisements wouldn't lead unnecessary consulting to hospitals. In general, the opinion that advertisements have positive effect on guiding patients, giving pre-information about organization, introducing services exist

4. Conclusion

In this study, we have tried to evaluate how marketing activities in health services are used and the attitude of undergraduates of Faculty of Health Sciences on marketing in health services. In this study, it's aimed to obtain findings related to patients' way of describing advertisements as a result of marketing activities for the sake of healthcare associations' structures and health services' features, reasons for advertising, objective of advertising and contradictive and objectionable topics related to advertisements, to find out the rate of information resources the

patients utilize before consulting to a institute, and which resources they are. It's thought that our study would contribute to literature with its aforementioned features.

Research group stated they perceive advertisement as introducing a product or service in a rate of 61.5%. Işık, on the other hand, obtained this result in a rate of 77% in one of his studies. While the research group answered the question “Why do you think there are advertisements?” “In order to increase selling and attract customers” in a rate of 72.2%, in Işık's study, this answer was preferred in a rate of 60% [2].

It was concluded that suggestions of friends and relatives have significant importance in preferring hospitals in a rate of 48.0%. In a study performed by Ertürk, 60.3% of the participants stated patients who are satisfied with services they received might suggest the hospital to others [3]. This made us conclude that in introducing hospitals, oral communication is an important output.

In our study, the research group stated advertisements are performed with the aim of increasing selling and attracting customers. In a study conducted on managers, 20.6% of managers answered the question “What should be the aim of marketing?” “increasing number of patients and income and provide advantage against rivals” [4].

In the study conducted by Altunışık and Bora, the trust on advertisements was evaluated and “trustable” was obtained in a rate of 24% and “untrustable” was obtained in a rate of 35% [5]. In our study, we concluded that advertisements could give pre-information about hospitals in a rate of 62.3%, but they didn't always give the correct information in a rate of 46.9%.

The information resources to be utilized in advertisements of health services, they stated health services would be effective with the use of newspapers and magazines at a rate of 41.8%, introductive brochures at a rate of 48.4%, television at a rate of 57.1%. A population of 20% expressed the use of social media would be effective in other tools part. In a study conducted, newspapers and magazines were determined as reliable resources in a rate of 63%, brochures in a rate of 43.2%, TV in a rate of 41%, and internet resources in a rate of 25% [5].

Promotion and advertisement messages are controllable messages. The use of advertisements in health services could be possible with controlling mechanisms to conserve ethical and legal sensitivities. Thus, the content of messages to be presented in advertisements could be controlled. Health organizations must move to advertisement planning campaign stage after generating such substructures.

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