



# A STUDY ON CONSUMER SATISFACTION TOWARDS EYE FOUNDATION WITH SPECIAL REFERENCE TO TIRUPUR CITY

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## ABSTRACT

The Eye Foundation Hospital is a specialized hospital that focuses on the diagnosis and treatment of eye-related diseases and conditions. The hospital is known for providing high-quality care to patients and is widely recognized for its expertise in the field of ophthalmology. To conduct a study on consumer satisfaction towards the Eye Foundation Hospital, the following introduction can be used. The Eye Foundation Hospital is one of the leading hospitals in the field of ophthalmology, providing specialized care and treatment for eye-related conditions. In today's fast-paced world, maintaining good eye health has become a top priority for people of all ages. The Eye Foundation Hospital has been serving patients for several years, and its reputation for providing excellent care and expertise has been widely recognized.

**KEYWORDS:** Eye Foundation hospital

## INTRODUCTION AND DESIGN OF THE STUDY

### INTRODUCTION

To understand the level of consumer satisfaction towards the Eye Foundation Hospital, a study was conducted to evaluate patients' experiences and feedback. The objective of this study was to identify the strengths and weaknesses of the hospital's services and to assess patients' overall satisfaction levels. The study also aimed to provide recommendations for improving the hospital's services based on the feedback received from patients. The study collected data from patients who had visited the hospital for treatment, consultation, or any other eye-related services.

The study questionnaire was designed to collect feedback on various aspects of the hospital's services, including the quality of care, the expertise of the doctors, the availability of facilities, the waiting time, the cleanliness, and the overall satisfaction level. The results of the study will help the Eye Foundation Hospital to identify areas for improvement and provide better care and services to its patients. The findings will also provide valuable insights into the level of satisfaction among patients and help the hospital to enhance its reputation as a leading provider of eye care services.

### OBJECTIVES OF THE STUDY

- To know the socio economic status of the patients.
- To identify the factors that affect patient satisfaction with Eye Foundation Hospital.
- To measure patient satisfaction levels with the quality of care provided by Eye Foundation Hospital.
- To determine the overall perception of Eye Foundation Hospital.

### SCOPE OF THE STUDY

Assessment of patient satisfaction levels: The study can evaluate patient satisfaction levels by collecting data on their experiences with the hospital's services. This can include their satisfaction with the quality of care provided, the attitude of the staff, the waiting times, the cleanliness of the hospital, and the availability of facilities. Identification of areas for improvement: The study can identify areas where the hospital can improve its services to enhance patient satisfaction.



## RESEARCH METHODOLOGY

### RESEARCH DESIGN

A descriptive research design is used in this study.

### SOURCE OF DATA

#### PRIMARY DATA

Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire.

#### SECONDARY DATA

The data which are already collected is called secondary data. It means data that was already available. Secondary data was collected from various journals, articles and internet blogs.

### SAMPLING TECHNIQUE

The Convenient random sampling technique is used in this study.

### SAMPLE SIZE

The sample size is 120 respondents.

### AREA OF STUDY

The study cover tirupur district only.

### TOOL FOR ANALYSIS

- Percentage analysis
- Rank analysis

### SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used in making comparisons between two or more series of data. Percentage is used to describe relationships. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Simple percentage method} = \frac{\text{Number of respondents replied}}{\text{Total number of respondents}} * 100$$

The information given by the proprietor will be influenced by their personal profile like age, educational qualification, nature of business and so on. So, to have an idea on their personal profile a percentage analysis was carried out.

### RANK ANALYSIS

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

### LIMITATIONS OF THE STUDY

- The research study is based on Questionnaire collected from the Respondents.
- Sample size is restricted to Patients.
- This study is focused with special reference to Tirupur City.
- Findings of this study purely depends upon the factors, satisfaction level & strategies of the patients.



### REVIEW OF LITERATURE

<sup>1</sup>Paul, G., (2014) studied the literature published in Indian Journal of Physics during the period 2004 and 2013. The citation information is collected from Web of Science and Scopus database. In this study, the author found that almost all physics journals cite articles published in IJP. The Journals published from India cite the literature published in IJP more than the journals published from abroad during.

<sup>2</sup>Rao, K. N., (2014) conducted a bibliometric Analysis of the literature published in Journal of Propulsion and Power during the period 1985 and 2013. It was found that out of total 4047 articles, 1330 were produced by two authors and 1098 by three authors. Country-wise collaborative research productivity of articles reveals that maximum number of articles were produced by one country. From top 27 ranked list of authors who have contributed alone or co-authored along with other authors, it is found that Fleeter, S. from Purdue University, USA has authored and co-authored highest number of 54 articles.

<sup>3</sup>Singh, J. K. (2014), analyzed the literature published in the journal Indian Journal of Pure and Applied Physics during the period 2006 and 2010 by using Scientometric techniques. The study results revealed that most the papers published in the journal were contributed jointly and overall average citation per paper was 1.87. The study also revealed that the foreign contribution in Indian journal is significantly less.

<sup>4</sup>Dos, Com, Na, &Enfermagem, 2017[3] analyzed the satisfaction of patients on the quality of nursing care and patient safety. A descriptive analysis was performed, calculating the positivity index and the mean satisfaction. The female predominated (61.3%), the hygiene and comfort domain had the highest positive response rate (97.8%), most patients judged the care positively. The findings show the need for managers to invest in the empowerment of people and in the structure of the organization to reach patients’ satisfaction through the quality and safety of healthcare.

**TABLE NO 4.1**  
**THE TABLE SHOWING THE GENDER OF THE RESPONDENTS**

S.No	Gender	Number of Respondents	Percentage (%)
1	Male	65	54.2
2	Female	55	45.8
	Total	120	100

(Source: Primary Data)

#### INTERPRETATION

From the above table we found that 54.2% of the respondents were Male and 45.8% of the respondents were Female.

#### INFERENCE

Majority 54.2% of the respondents were Male.

<sup>1</sup>Paul, G., &Deoghuria, S. (2014, September). *Indian Journal of Physics: A scientometric analysis. 10th International Conference on Webometrics, Informetrics and Scientometrics & 15th COLLNET Meeting 2014.*

<sup>2</sup>Rao, K. N., Sharma, R. K., Devi, S. G., & Muralidhar, S. (2014). *Bibliometric Analysis of the Journal of Propulsion and Power (1985-2013). Desidoc journal of library & information technology, 34(3).*

<sup>3</sup>Singh, J. K. (2014). *A Scientometric analysis of Indian Journal of Pure and Applied Physics (2006-2010): A study based on Web of Science. Research Journal of Library Sciences, 2(1), 7-12.*

<sup>4</sup>Dos, S., Com, U., Na, A. S., & Enfermagem, A. D. E. (2017). *Original article satisfaction of patients with safety in nursing care. Journal of Nursing Uppe on Line, 11(2), 915–921. https://doi.org/10.5205/reuol.10263-91568-1- RV.1102sup201706.*



**TABLE 4.2**  
**THE TABLE SHOWING PATIENT CARE AND SERVICES OF THE RESPONDENTS**

S.No	Services	Number of Respondents	Percentage (%)
1	Quality of Frame and lens	23	19.5
2	Good infrastructure	49	41.5
3	Being very friendly	27	22.9
4	Good surgery	21	16.1
Total		120	100

(Source: Primary Data)

**INTERPRETATION**

From the above table we found that 19.5% of the respondents have Quality of Frame and lens, 41.5% of the respondents have Good infrastructure, 22.9% of the respondents have Being very friendly and 16.1% of the respondents have Good surgery.

**INFERENCE**

Mostly 41.5% of the respondents have good infrastructure.

**TABLE 4.3**  
**THE TABLE SHOWING FACTORS INFLUENCE UNSATISFACTION OF THE RESPONDENTS**

S.No	Influence	Number of Respondents	Percentage (%)
1	More cost	29	24.2
2	Bad services	23	19.2
3	More time consumption	49	40.8
4	Bad infrastructure	19	15.8
Total		120	100

Source: Primary Data

**INTERPRETATION**

From the above table we found that 24.2% of the respondents have More cost, 19.2% of the respondents have Bad services, 40.8% of the respondents have More time consumption and 15.8% of the respondents have Bad infrastructure.

**INFERENCE**

Mostly 40.8% of the respondents have More time consumption.



**TABLE 4.4**  
**TABLE SHOWING THE RANKING OF THE PATIENTS SATISFACTION**

FACTORS	SATISFIED LEVEL					TOTAL	RANK
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	HIGHLY DISSATISFIED	DISSATISFIED		
Hygiene at the medical center	31	18	27	16	28	328	V
	(5)	(4)	(3)	(2)	(1)		
	115	72	81	32	28		
care provided by medical personnel	17	30	26	39	8	369	III
	(5)	(4)	(3)	(2)	(1)		
	85	120	78	78	8		
time that a doctor spent with you	20	25	35	20	20	365	IV
	(5)	(4)	(3)	(2)	(1)		
	100	100	105	40	20		
attentiveness towards Concerns	15	40	28	25	12	381	II
	(5)	(4)	(3)	(2)	(1)		
	75	160	84	50	12		
co ordinations	22	37	25	21	15	390	I
	(5)	(4)	(3)	(2)	(1)		
	110	148	75	42	15		

Source: Primary Data

**INTERPRETATION**

Most of the respondents say co ordinations 1, attentiveness towards Concerns 2, care provided by medical personnel 3, time that a doctor spent with you 4 and Hygiene at the medical center 5.

**INFERENCE**

Majority of the respondents say co ordinations ranks 1.

**FINDINGS, SUGGESTIONS AND CONCLUSIONS**

**FINDINGS**

1. Majority 54.2% of the respondents were Male.
2. Mostly 41.5% of the respondents have good infrastructure.
3. Mostly 40.8% of the respondents have More time consumption.
4. Majority of the respondents say co ordinations ranks 1.

**SUGGESTIONS**

- Eye hospitals can improve communication with patients by providing clear and easy-to-understand information about treatment options, medications, and follow-up care.
- Increase the branch of eye foundation in tirupur
- Eye hospitals can invest in training programs to help staff provide more patient-centered care.
- Increase the working hour of doctor & other staffs it would greatly help to patient's comfort.

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4. *Integrated Service Marketing (4<sup>th</sup> Edition by Zeithmal)*

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