

# A study on the impact of promotional campaigns on utilization of government healthcare schemes among rural women in Coimbatore

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## Abstract

**Objectives:** Healthcare plays a vital role in every woman for their healthy long life. Government healthcare schemes are very essential to the people who are not availing the facilities offered by private hospitals. Therefore the purpose of the present study is to investigate the impact of promotional campaigns on utilization of government healthcare schemes among rural women in Coimbatore.

**Research Methods:** 125 women respondents are selected for this study using proportionate stratified random sampling method. Data were collected through questionnaires. The collected data were analyzed with simple percentage, multiple regression and chi-square tests.

**Findings/Results:** Results revealed that 41.6% of the variance of utilization was explained by the factors of promotional campaigns and demographic variables like type of family, education, occupation and income were significant relationship with utilization of government healthcare schemes.

**Conclusion/Recommendations:** The government should promote the healthcare schemes through Television for better reach and government should encourage the volunteers like NGO's, lines club and many welfare associations to promote the government healthcare schemes for better reach and utilization. This study recommends that the government should concentrate more on the promotional campaigns for better utilization of government healthcare schemes by educated low-income women in rural Coimbatore.

**Keywords:** Coimbatore, Government Healthcare schemes, Promotional Campaigns, Rural Women, and Utilization.

## 1. Introduction

Promotional campaigns are essential components of each and every business in the world. Private organizations are advertising and promoting their product in this competitive world to make consumers aware of their product. Advertising and promotional campaigns helps to build preference for the particular product over its competitors. Promotional campaigns are very important for government initiatives to remind the people to use and utilize the government products. Likewise government of India launched lot of healthcare schemes for Indian women for their healthy life. But there is lack of awareness among women about those healthcare schemes especially in rural areas. So the government of India has to initiate the promotional campaigns to make the awareness and to increase the utilization level of the government healthcare schemes in rural areas in Coimbatore. Hence this study is conducted with the aim of finding the awareness level of the government healthcare schemes and to find out the impact of promotional campaigns on the utilization of government healthcare schemes and finally to find out the relationship between demographic profiles and the utilization of government healthcare schemes among rural women in Coimbatore.

Based on the impact of findings this study finds some suggestions and recommend to the government to improve the awareness about the government healthcare schemes to rural women effectively. In [1] studied about the awareness and use of evidence based medicine (EBM) information among patients in Croatia. Data were collected from 987 patients in both urban and rural areas through the structured questionnaire.

Most of the respondents said that internet is the most common place to search the health information. This study finds that physician's opinion is the most reliable source of medical information for the patients. The result shows that education level and urban vs rural residence were highly impact on the awareness about EBM. This study concludes that more effort should be dedicated to the education of patients in rural areas and those people with less formal education. New ways for knowledge translation and broadcasting of high-quality health information among patients are necessary. In [2] examined the impact of health awareness campaign in improving the awareness of people about palliative care in rural Tamil Nadu. This study is based on pre and post intervention study and the data were collected from 150 households in Villupuram District through interview method by using pre tested questionnaire. After the analysis they find that, the awareness about palliative care during the pre-intervention period was nil. After the intervention, the awareness about palliative care is increased from nil to 62.8%. However, there was a weakening in the attitude and the interest of the people toward palliative care. In this study they concluded that the healthcare campaigns can increase the awareness about palliative care in rural parts of Tamil Nadu and to improve the attitude of the people about the delivery of palliative care services more continuous efforts are required to make them believe that palliative care can be provided by community volunteers also and not necessarily only by professionals.

In [3] studied about the effectiveness of mass media campaign on men's participation in maternal health. The main objective of this study is to assess the effect of mass media campaign on men's involvement in maternal health. Data were collected from 3825 women respondents through face to face interview by using electronic structured questionnaires. Univariate, bivariate and multiple regression analysis were used to obtain the result. In this study, they find that Husbands of the women who were exposed to the radio program were more likely to participate in antenatal care, to be involved in childbirth and to participate in postnatal care than their counterparts. Finally they concluded that, the use of mass media in promoting the involvement of men in antenatal care, childbirth and postnatal care is effective. Hence, they recommend the inclusion of mass media in projects or interventions designed to promote men's engagement in maternal health.

In [4] studied about the impact of sales promotional activities on consumer buying behavior in Raipur. This study is conducted with the aim of find out the effect of sales promotion on customer buying behavior. The data were collected from 100 respondents through the questionnaire. Simple random method is used to select the respondents. This study finds that there is a strong relationship between sales promotion and consumer buying behavior. So this study concludes that the best promotional technique is product replacement and warranty likewise very poor promotional activity is demonstration of the product. In [5] studied about the use of social media in healthcare by the patients and health professionals. This study is conducted with the aim of investigating the motives and use of social media for health related reasons among patients and health professionals and to analyze the barriers and expectations for health-related social media use.

The data were collected from 139 patients and 153 healthcare professionals in obstetrics and gynecology by using online survey method. This study finds that most of the patients (59.9%) were used Twitter for increasing knowledge and transferring the health related advice and 52.3% of the patients were used Facebook for social support and exchanging advice. Likewise professionals mainly used LinkedIn (70.7%) and Twitter (51.2%) for communicating with their colleagues and marketing reasons. Main barriers of patients for social media use were privacy problems and untrustworthiness of the information. Main barriers of health professionals to use social media were inefficiency and lack of skills. The results indicated that there is no concordance in the motives and use of social media in healthcare among patients and health professionals.

In [6] studied about the effectiveness of sales promotional tools on sales volume. The main objective of this study is to evaluate the effectiveness of promotional tools such as advertisement, sales promotion, public relations, direct selling and direct marketing on sales volume of the products of Iran Manufacturing Complex in Iran. Totally 127 respondents were selected and collected the questionnaire through online survey method. This study finds that the promotional tools having the positive relationship with the dependent variable sales volume. Results of this study shows that sales promotion is the best promotional tool followed by advertisement and third one is public relations and fourth one is direct marketing and finally the respondents provide last rank to direct selling. In [7] studied about the effectiveness of promotional and communication strategies adopted by financial services.

The main objective of this study is to identify the most important promotional and communication strategies in financial services industry and to investigate their effectiveness for some demographic factors. To meet these objectives five promotional tools are used as variables such as Advertising, publicity and public relation, personal selling, direct marketing and sales promotion.

This study started with an exploratory research to discover promotional strategies adopted by financial services. Data were collected from 340 respondents through survey method. Friedman Test is used for finding the best promotional strategies. The result shows that Publicity and Public Relation (PR) is the best promotion strategy for informing and sales promotion is the best promotion strategy for persuading and finally advertising is the best promotion strategy for reminding to utilize or purchase financial services. There are several studies conducted on the effectiveness of promotional tools and campaigns of various private industries. But there is no study based on the promotional campaign for government healthcare schemes and government healthcare programmes. Hence this study focuses on the effectiveness of the promotional campaigns of central government healthcare schemes for women in rural Coimbatore.

## 2. Objectives of the study

1. To find out the awareness level of the women in rural Coimbatore about central government healthcare schemes.
2. To study the relationship between demographic profiles and the utilization of central government healthcare schemes.
3. To study the impact of promotional campaigns on the utilization of central government healthcare schemes.

## 3. Research Methodology

Descriptive research design was used for this study. This study was based on primary and secondary data. The primary data was collected from the women in the rural areas in Coimbatore. For this purpose a questionnaire was prepared to collect the required details. The respondents were contacted personally and data were collected. The secondary data was collected from the journals, Magazines; and also collected from the general hospitals, Primary Healthcare Centres and other service providers in the selected rural areas in Coimbatore. The population of the study was rural women in Coimbatore.

Totally ten villages in Coimbatore were selected for this study. From each village 15 respondents were selected through simple random sampling. 130 questionnaires were distributed randomly to the respondents out of which 5 questionnaires were rejected due to insufficiency and inaccuracy and therefore the researcher has selected 125 complete questionnaires. Cronbach's Alpha Test of Reliability is applied to test the reliability of the variables. Cronbach's alpha ( $\alpha$ ) coefficient with an alpha value of  $>0.7$  considered to be acceptable. All the values were found to be more than 0.8. It ensured the reliability of the variables.

The data analysis like simple percentage analysis, multiple regressions and Chi-square analysis were carried out using SPSS software. The demographic profiles of the respondents were analyzed using simple percentage analysis. The relationship between demographic profile of the respondents and utilization of government healthcare schemes were tested using Chi-square analysis. The impact of the factors of promotional campaigns selected for this study like clarity, credibility, informative and hedonic on the utilization of central government healthcare schemes was tested using Multiple Regression Analysis. The results of the analysis were tabulated and interpreted as shown below.

## 4. Analysis and Interpretation

### 1. Simple percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data; this is done for the demographic factors of the respondents.

Table 1. Demographic profile of the respondents

S. No	Demographic profile	Group	No of respondents	Percentage of respondents
1	Age	16-25 years	33	26.4
		26-35 years	45	36.0
		36-45 years	23	18.4
		46-55 years	16	12.8
		Above 55 years	8	6.4
		Total	125	100.0
2	Marital status	Single	23	18.4
		Married	95	76.0
		Widow	6	4.8
		Divorced	1	.8
		Total	125	100.0
3	Type of family	Joint	45	36.0
		Nuclear	80	64.0
		Total	125	100.0
4	Education	Illiterate	25	20.0
		Primary	11	8.8
		6th - 10th	26	20.8
		11th -12 <sup>th</sup>	21	16.8
		UG	33	26.4
		PG	9	7.2
		Total	125	100.0
5	Occupation	Employee	51	40.8
		Self Employed	18	14.4
		House Wife	45	36.0
		Student	4	3.2
		Family Business	6	4.8
		Retired	1	.8
		Total	125	100.0
6	Family monthly income	Less than 5000	8	6.4
		5001-10000	48	38.4
		10001-15000	39	31.2
		15001-20000	20	16.0
		Above 20000	10	8.0
		Total	125	100.0
7	Frequency of visit to the PHC	Weekly once	3	2.4
		Monthly once	31	24.8
		Monthly twice	10	8.0
		When need	81	64.8
		Total	125	100.0

(Source: Primary data)

Table 1, it could be inferred that 36% of the respondents are under the age group of 26-30 years, 76% of the respondents are married, 64% of the respondents are from nuclear family, 26.4% of the respondents are graduated, 40.8% of the respondents are working women, 38.4% of the respondent's income level is 5001-10000, 98.4% of the respondents are visiting to the government primary health centres and 64.8% of the respondents are visiting to the PHC when they need the treatment.

From Table 2, it could be inferred that 87.2% of the respondents were aware about the government healthcare schemes through Television. Likewise only 7.2% of the respondents are aware about the government healthcare schemes through Drama by family welfare association.

Table 2. Promotional mediums used for knowing about the government healthcare schemes

Sources	Responses	Percentage
News paper	72	57.6
TV	109	87.2
Radio	43	34.4
Outdoor ad	24	19.2
Pamphlets	31	24.8
Internet	42	33.6
Friends & relatives	64	51.2
WhatsApp	28	22.4
Face book	32	25.6
Mobile SMS	14	11.2
Door to Door Advertisement	43	34.4
Panchayat union (dhandora)	62	49.6
Anganwadi workers	75	60
Display van with mike	58	46.4
Cinema theatre slide	58	46.4
Drama by Family welfare	9	7.2
Others (Village Health Nurses)	18	14.4

(Source: Primary data)

Table 3 depicts that 91.2% of the women are aware about Janani Suraksha Yojana, 77.6% of the women are aware about Janani Sisu Suraksha Karyakram, 73.6% of the women are aware about Mother and Child Tracking System, 98.4% of the women are aware about vector borne disease control program and 91.2% of the women are aware about national tobacco control program finally 77.6% of the women are aware about national diabetes control program.

Table 3. Awareness about government healthcare schemes

S. No	Name of the schemes	No of responses Total n =125	Percentage
1	Janani Suraksha Yojana	114	91.2
2	Janani Sisu Suraksha Karyakram	97	77.6
3	Mother and Child Tracking system	92	73.6
4	Vector Borne Diseases Control Program	123	98.4
5	National Tobacco Control Program	114	91.2
6	National Diabetes Control Program	97	77.6

(Source: Primary data)

## 2. Chi-square analysis

Table 4. Relationship between demographic profiles and utilization of government healthcare schemes

Independent variable	Dependent variable	Chi –square Value	P value	Result
Age	Utilization of government healthcare schemes	1.98	0.739	Not Significant
Marital status		3.93	0.269	Not Significant
Type of family		6.67	0.041	Significant
Education		15.55	0.008	Significant
Occupation		11.95	0.035	Significant
Income		21.97	0.000	Significant

(Source: Primary data)

The chi-square analysis in Table 4 shows that the demographic variables like type of family, education, occupation, Income have a significant relationship with utilization of government healthcare schemes. This study results were similar with studies conducted on the Influence of media advertisements in the purchasing decisions of generation Y in Penang Malaysia [8]. But age and marital status were not having any relationship with the dependent variable Utilization of government healthcare schemes.

**3. Multiple regression analysis**

Here utilization of government healthcare schemes was taken as the dependent variable and four factors of promotional campaigns were the independent variables.

The Ordinary Least Square (OLS) Multiple Regression Model was used to determine the significance level of the variables for the respondent’s utilization of government healthcare schemes. The overall regression model and its ANOVA were summarized as the following Table 5,6.

*Table 5. Regression model summary*

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.645 <sup>a</sup>	.416	.397	2.20877

(Source: Primary data)

**3.1. Predictors: (Constant), hedonic, clarity, informative, credibility**

*Table 6. ANOVA*

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	417.070	4	104.268	21.372	.000 <sup>a</sup>
	Residual	585.442	120	4.879		
	Total	1002.512	124			

(Source: Primary data)

**3.2. Predictors: (Constant), hedonic, clarity, informative, credibility**

**3.3. Dependent variable: utilization**

The ANOVA test in Table 6 shows that the p value is 0.000 it was less than 0.05, hence the result was significant at 1% level of significance. It means there was a significant correlation between dependent variable and independent variables. Therefore, the variable utilization depends on different factors like clarity, credibility, informative and Hedonic. The overall predictability of the model was shown in the model summary Table 5. The R square value of 416 indicates that the model explains roughly about 41.6% of the variability in the dependent variable utilization of government healthcare schemes by the independent variables clarity, credibility, informative and Hedonic. The remaining 58.4% of the variation in utilization may be due to reasons not related to the factors considered in the model.

*Table 7. Coefficients*

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.243	1.567		5.260	.000
	Clarity	-.266	.099	-.222	-2.690	.008
	Credibility	.294	.104	.308	2.845	.005
	Informative	-.048	.088	-.050	-.547	.586
	Hedonic	.295	.057	.495	5.158	.000

(Source: Primary data)

**3.4. Dependent variable: utilization**

From Table 7, it could be interpreted that the independent variables such as clarity, credibility, and hedonic have strong impact on the dependent variable Utilization. This study results were similar with studies conducted on the factors influencing consumer attitudes toward social media advertising [9].

But the variable informative has no impact on utilization. This study results were similar with studies conducted on the effect of internet advertising on attitude towards internet advertising of university students in Kenya [10]. The strongest relationship was between hedonic and utilization followed by credibility and utilization and finally clarity and utilization.

## 5. Findings & Suggestions

Totally six women related central government healthcare schemes were selected for this study. Those schemes were Janani Suraksha Yojana (JSY), Janani Sisu Suraksha Karyakram (JSSK), Mother and Child Tracking System (MCTS), National Vector Borne diseases and National Tobacco Control Programme finally National Programme of Prevention & Control of Cancer, Diabetes, Cardiovascular Diseases & Stroke Programme (NPCDCS). In this study the majority 98.4% of the respondents were aware about National vector borne diseases control program followed by Janani Suraksha Yojana (91.2%) and National Tobacco Control Programme (91.2%) likewise only 73.6% of the respondents were aware about mother and child tracking system scheme and also most of the respondents were aware about the central government healthcare schemes through television (13.9%) followed by Anganwadi workers (9.6%) and followed by friends and relatives (8.2%). So the central and state government should implement the easiest way of promoting like the announcement of display van by village Panchayat and television and Panchayat union dhandora etc., and introduce more promotional campaigns for increasing the awareness level of women especially in rural Coimbatore.

Ordinary Least Square (OLR) Regression model was used to find the impact of promotional campaigns of central government healthcare schemes on the utilization of government healthcare schemes. The ANOVA test shows that the p value is 0.000 it was less than 0.05, hence the result was significant at 4% level of significance. It means there was a significant correlation between dependent variable and independent variables. Therefore, the dependent variable utilization depends on different factors like clarity, credibility, informative and hedonic. The R-square value of 416 indicates that the model explains roughly about 41.6% of the variability in the dependent variable utilization of government healthcare schemes by the independent variables clarity, credibility, informative and hedonic. From the coefficient table, it finds that the independent variables such as clarity, credibility, and hedonic have strong impact on the dependent variable utilization. But the variable informative has no impact on Utilization.

The strongest relationship was between hedonic and utilization followed by credibility and utilization and finally clarity and utilization. In this study 44.8% of the respondents are agreed that they are utilizing government healthcare schemes because of the promotional campaigns conducted by the government. And also 41.6% of the respondents are agreed that they are availing the facilities of government Primary Healthcare centres because of the promotional campaigns. Additionally 40.8% and 30% of the respondents are strongly agree and agreed that they will recommend others to utilize the government healthcare schemes and facilities provided by the primary healthcare centers. Based on the findings, this study recommends that the central and state government should implement the easiest way of promoting like the announcement of display van by Village Panchayat and Television and Panchayat union dhandora etc., and introduce more promotional campaigns for increasing the awareness level of women especially in rural Coimbatore. Government should implement or launch the government healthcare schemes on understandable languages or launch the government healthcare schemes according to different states in India.

For example rename the government healthcare scheme Janani surakshayojana as Magapperu Udhavi Thittam in Tamilnadu state. The government should focus on Medias like, newspaper, mobile SMS, internet and Facebook for educated people and use the Medias like, Television, Anganwadi workers and Panchayat dhandora for illiterate people to increase the level of awareness about the government healthcare schemes. Government has to create one common what's app and Facebook group and share the confidential report regarding government healthcare schemes. It is very useful for avoid the rumors and misconceptions. Government should recruit the large number of anganwadi workers and village health nurses to every government hospitals and villages to promote the government healthcare schemes effectively. Government should encourage the volunteers like NGO's, lines club and many welfare associations to promote the government healthcare schemes for better reach and utilization.

## 6. Conclusion

In 2005, government of India launched the healthcare schemes for better life of every human being. These schemes are very useful to the people who are living in rural area. We investigated the impact of promotional campaigns on utilization of government healthcare schemes among rural women in Coimbatore. This study also presents the relationship between demographic profiles and the utilization of central government healthcare schemes. Most respondents have awareness about government healthcare schemes through Television. Our study revealed that 41.6% of the variance of utilization was explained by the factors of promotional campaigns. And demographic variables like type of family, education, occupation and income were significant relationship with utilization of government healthcare schemes. This study recommends that the government should concentrate more on the promotional campaigns for better utilization of government healthcare schemes by rural women in Coimbatore. The government should promote the healthcare schemes through Television for better reach and government should encourage the volunteers like NGO's, lines club and many welfare associations to promote the government healthcare schemes for better reach and utilization.

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