



Students Scientific Conference

QUESTIONARY - AN INSTRUMENT USED IN MARKETING RESEARCH. THE EVALUATION OF HEALTH SERVICES IN ROMANIA

Oana Andreea Pupaza

Loredana Todoca

Oana Cocea

Supervisor:
Prof. univ. dr. Horatiu Soim
Ec. dr. Loredana Ioana Pribac

Banská Bystrica
2014

QUESTIONARY - AN INSTRUMENT USED IN MARKETING RESEARCH. THE EVALUATION OF HEALTH SERVICES IN ROMANIA

Oana Pupaza – student

“Vasile Goldis” Western University of Arad, Faculty of Economics, Romania
pupaza_oana@yahoo.com

Loredana Todoca - student

“Vasile Goldis” Western University of Arad, Faculty of Economics, Romania
loree.todoca@yahoo.com

Oana Cocea (Stet) - student

“Vasile Goldis” Western University of Arad, Faculty of Economics, Romania
oana_9@yahoo.com

ABSTRACT:

The medical service market in Romania is under constant development and this thing have an impact on beneficiaries and as well on their providers. Using questionnaire survey as a social tool in the economic analysis conducted, the present paper provides feedback from users of laboratory services from Arad in order to support the healthcare providers in Romania. The results show that in Arad County citizens are aware of the need to perform annual medical tests in a percentage of only 41%, which is too small for the year in course, 2014.

Keywords: medical, sociological investigation, Romania

1. Introduction

In Romania, medical service market is in a increasing, action which stimulates a desire in supplies to expand services in several regions of the country. Healthcare in this country has had and continues to have some shortcomings, however people need as much information given health at national level.

In recent years, healthcare providers tried to adapt to European standards and namely: upgrading equipment, qualified and better prepared personal, funds for free analysis and conditions as optimal the achievement tests. Following these changes, people were influenced to interest more and more of their health. As a result started to establish new medical offices, which leading to a strong competition on the medical market.

In the future, medical area from Romania will face a considerable increase regarding the quality of services, for which in present provides a thorough analysis on the market place in Romania.

2. Questionnaire - a tool for sociological investigation

The questionnaire is a survey instrument used in sociology. Both for ongoing as well as logical investigation, the questionnaire is recommended to be structured in three parts. The first part consists of introductory questions that directly inform on the theme of the questionnaire. Also, this part refers to the selecting the right people to participate in the action. Filter questions refer to the following items:

- The principle of assessing knowledge in order to take part in the questionnaire;
- The method of selection of respondents;
- People working in the field must be excluded as well as those who are in the field of marketing. They cannot participate in the questionnaire because they have advanced knowledge of marketing. Also, those who, in the last six months have participated in similar actions are out of the program.

The second part consists of questions of content which are the essence of the questionnaire. The order of the questions ranges from general to particular, achieving objectives. It is worth mentioning that the questions with great importance, should not be placed at the end of the questionnaire, because the participants in this action gradually lose patience.

In the last part, descriptive questions are found, questions meant to collect personal information in order to know people better.

Before addressing any type of questions you really need to ensure confidentiality of responses.

A very important tool in achieving a market analysis is the way we use language, as it has a crucial effect on the interview, making him feel comfortable or uncomfortable within the first few seconds of the call, thus influencing the availability of the person. The language chosen must be simple, easy to understand and straight, do not leave room for misunderstandings or misinterpretations.

The type of language is another important aspect of the investigation. It should be chosen according to the target group and level of knowledge about the industry. The language can be everyday language or specialized, but to obtain the best results, in general, opt for a

balance between these two forms. Of course, only the use of specialized language adds information, but this is when the user is working with specialists from various fields.

The table below shows the methods of administration of the questionnaire:

Table no. 1 Comparing methods of administration of the questionnaire

The basis of comparison	Post	E-mail Fax	Phone	Direct (personal)
Cost management	Average - includes cost of returning the questionnaire	Great - taking into account the cost of equipment	Large - depending on the number of questions and complexity of responses	The higher - because consider the time and travel expenses of the operator
Confidentiality granted respondent	Complete because it does not require a signature	Average, since the return address of the sender is contain	Average because there the number format list subscribers	Reduced - face to face contact due
The ability to ask questions aid	Small because the questionnaires are self-managed, so it must be short and simple		Average - questionnaires should be short and you can not drill	High because the operator can use additional materials (drawings)
Possibility for the operator to be biased	Non-existent because the questionnaire is not completed by this operator		Small because there may be a twist in the operator 's voice	Great, because voice and facial expression operator
The possibility of non - response	Great, because people can be comfortable and not moving at post office	Average, since the cost of shipping can influence	Average - because there is no one to answer the call	Small because there can approach people in the right places

Source: over - Colibaba, D. (2001) - *Questionnaire - valuable tool in market research*

Drafting the questionnaire is one of the key moments in the development of the social inquiry. The questions should be short and direct and getting an answer should be relatively easy. The questions should be formulated so that respondents can answer honestly and accurately. The questions should not suggest an answer and the answer of a question should not be influenced by the previous question, which is essential in order for a higher relevance of the research. Also, you should not neglect the order of the questions and the first questions are meant to increase the interest and curiosity of the respondent. One of the most important factors that ensure the honesty of responses is the confidentiality of each individual.

Questionnaire questions can be:

A. Open questions - the respondent is free to answer as he/she wishes;

B. Closed questions – the respondent chooses one of the existing responses.

Closed question's responses are easily to be coded, which requires a quick processing, while open answers get valuable information due to the respondent's lack of constraints.

The relevant number of questions in a questionnaire is determined as follows:

- The main problem is decomposed in k dimensions A1, A2 , ..., Ak, which generates an average of m questions ;

- New r complex factors B, C , D, ... It 's necessary to explain, or have other research interests , each of size s by t indicators;

- Add v identification questions: sex, age, nationality, occupation, area of residence, etc.

The number of questions is $n = k \times m + r \times s \times t + v$.

(Andrei , T., Stancu , S, and Pele, DT (2002) Statistics - Theory and Applications)

The method of contacting the respondents may be direct or indirect, producing certain expenses for those who perform the study.

It is recommended that the duration of the interview should be no more than 10 minutes so as not to lose the respondent's interest.

3. Methodology

The study presents the quality the services provided by the medical laboratories in Arad. The main goal is finding people's preferences and level of satisfaction in terms of medical laboratories.

The objectives of this study are:

- Knowledge of customer behavior (if they do analysis, how often, motivation);
- The selection criteria for laboratory analysis where they are;
- Market knowledge (knowledge of existing laboratories, their characteristics, degree of satisfaction);
- Preparing a database of potential clients for conducting medical tests;
- Determining the type of person who makes regular tests (annually) by gender, age, education, rural or urban.

The basic method used within the study is the sociological inquiry and the main instrument is the questionnaire applied through the phone. It is divided into 13 questions,

which are both open and semi-open and closed type for the result to be more relevant for the beneficiaries of the study.

The content of the questions is divided into three categories: factual questions, knowledge and opinion. The options of responding vary from two to six optional, from which the respondent was forced to choose at least one option of response.

The target group consisted of Arad County residents, they both from urban and rural areas. In terms of social status, the respondents were people with both a lower and a higher standard of living. Also, people contacted were of ages ranging from 17 to 90 years.

The database consisted of telephone numbers of Arad, which were taken from the online phone book.

In total there were 1,200 people called of which 300 have accepted the call, the positive response rate was 1 in 4.

4. Presentation of the survey results

In the last part of this work we present the analytic results obtained regarding the medical services in Arad.

When asked "How often do you perform medical tests?" 41% of respondents said they perform medical tests annually, indicating the existence of an interest of the citizens about their health. A relatively small percentage (7%) performs monthly analysis, these people represent cases of poor health conditions. 18% of the respondents said that they have medical tests done at an interval of 2-5 years. (Fig.no. 1)

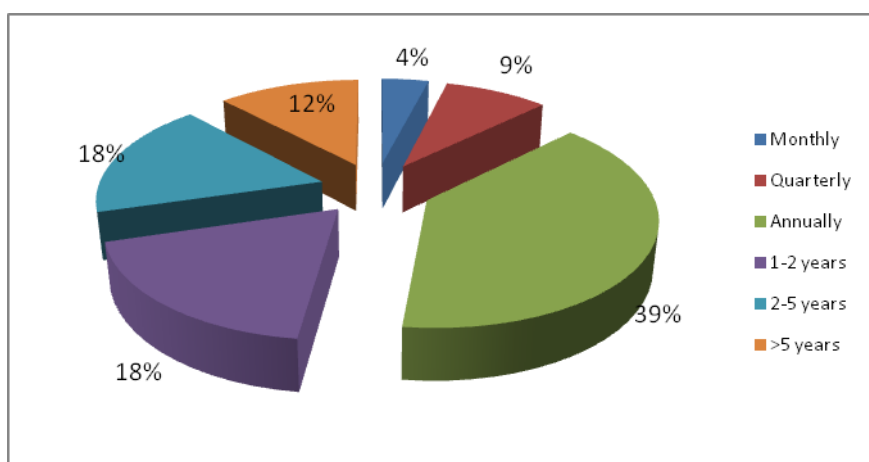


Fig. no. 1 *Frequency achieve medical tests by people of Arad*

Source: own marketing research

Reasons that influenced citizens to visit a medical analysis laboratory were: routines analysis and health problems, these two accounting 73% from respondents. The recommendation from family doctors influenced citizens surveyed in percentage of 19 %, a relatively small percentage.

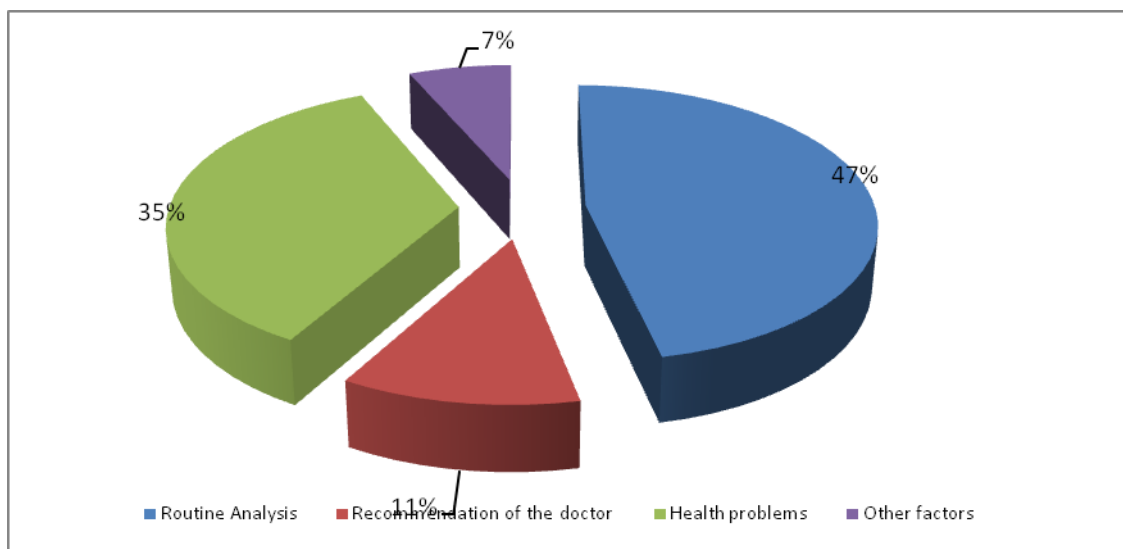


Fig. no. 2 *The reasons that cause Instead, let citizens make their medical tests*

Source: own marketing research

If the causes that led to the decision making on analyzes were health problems and routine analyzes, in choosing the main laboratory is the recommendation of the family doctor (31%). Location analysis laboratories is an important reason for a significant number of respondents (28%), Unlike the price of medical tests that is relevant to only 8% from surveyed people. One reason would be more relevant: clinic's reputation is important only for 18%. In Romania recommendation acquaintances works on medical tests, so 15% of respondents take into account the opinion intimates.

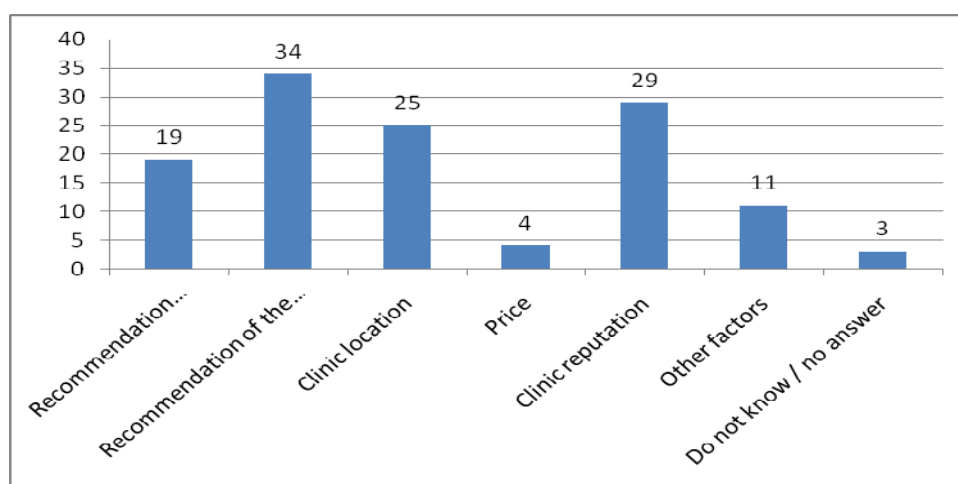


Fig. no. 3 *The criterion of choice of medical analysis laboratory*

Source: own marketing research

A percentage of 59% of the respondents are satisfied with the medical services offered by the medical laboratories frequented. A third of the respondents are very satisfied with the choice they did on the laboratory they have chosen. The percentage of dissatisfied or indifferent people accumulates only 10% of interviewees. These results indicate that there are laboratories that can meet the needs of patients at a high level of competence and quality. (Fig. no. 4)

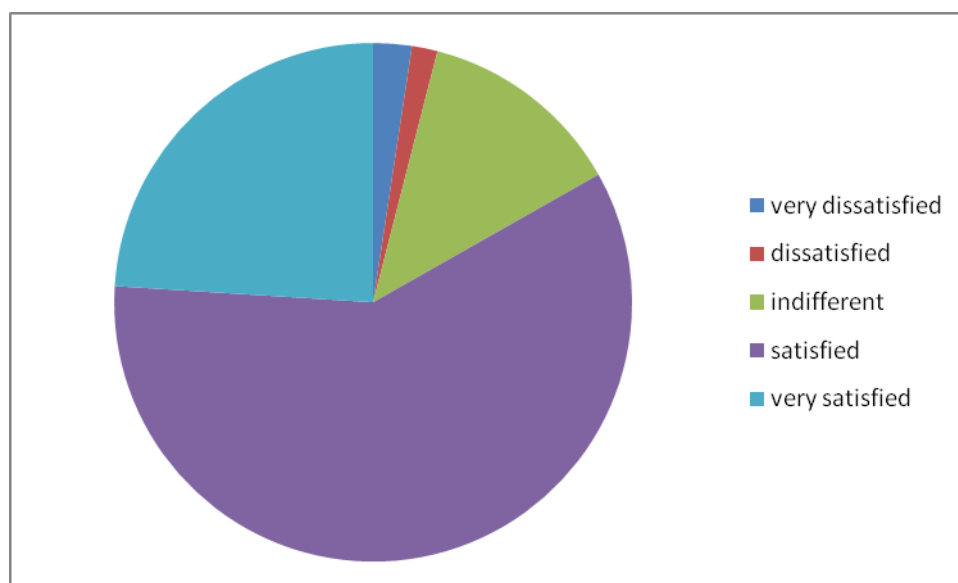


Fig. no. 4 *Satisfaction of patients*

Source: own marketing research

The recommendations made by the persons surveyed are: more efficient appliances, more accurate analysis and an appropriate behavior regarding the services provided. Another important aspect is the time allotted for citizens who undergo medical tests, which should be very short. For laboratories, as well as for the hospitals in Romania, the lack of staff is a still unsolved problem. Confidentiality of results is not fully guaranteed for patients.

The suggestion refers to the evolution of technology representing a quicker way of transmitting results electronically, by e-mail, directly to the patient who, this way, saves time by not taking results personally from the laboratory.

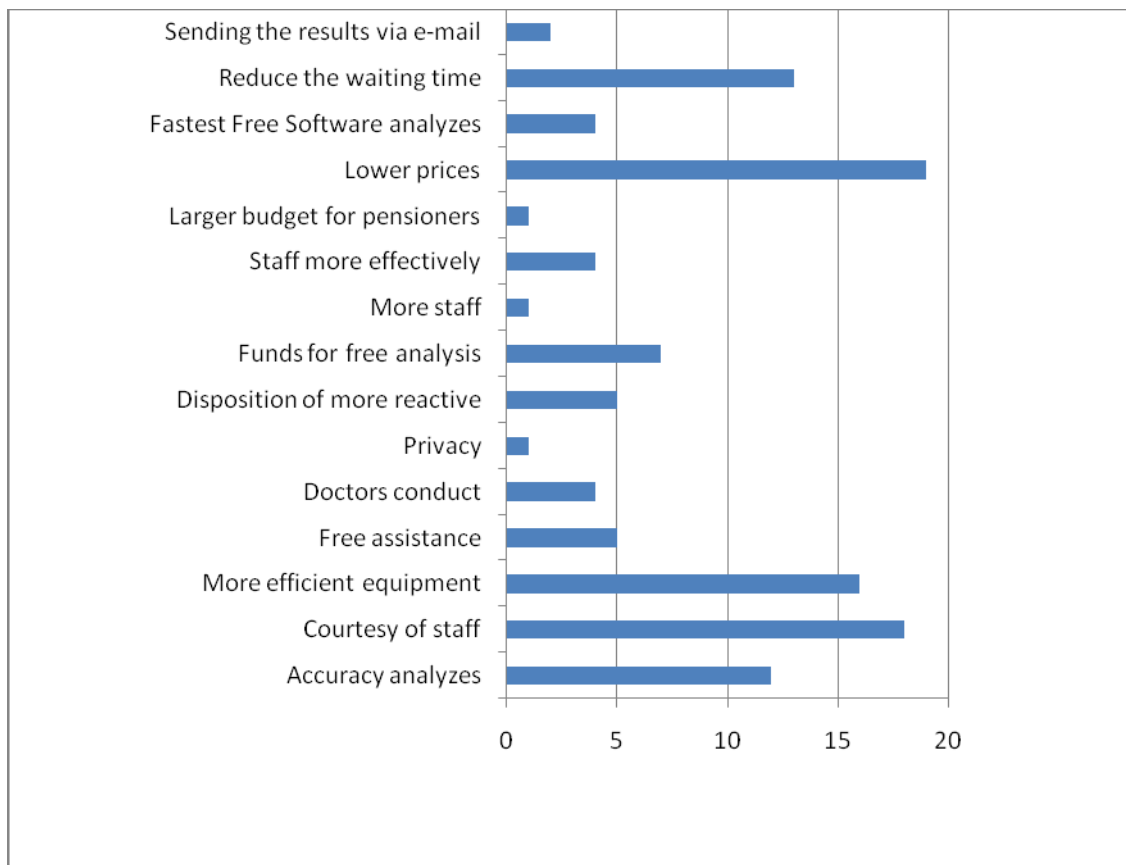


Fig. no. 5 *The recommendations made by the respondents on improving medical services*

Source: own marketing research

Most of those interviewed live in urban areas, which shows the tendency of people to live in town.

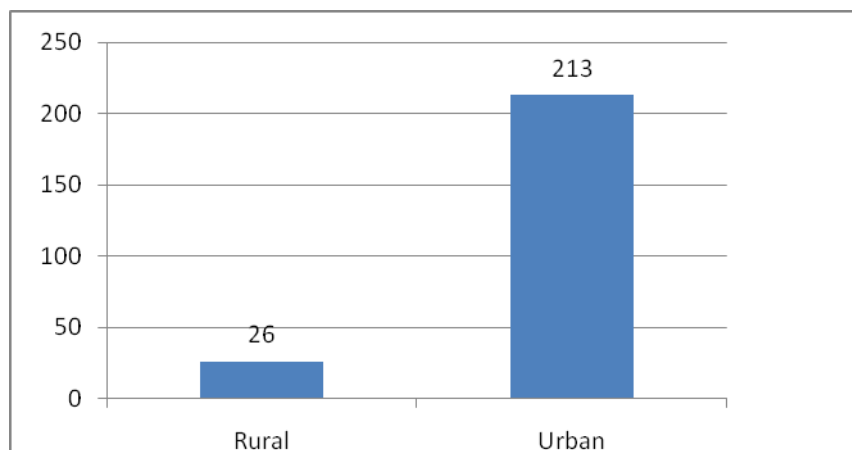


Fig. no. 6 *Type target group home*

Source: own marketing research

The target group comprises a relatively equal number of men and women, indicating the results of the study revealed high.

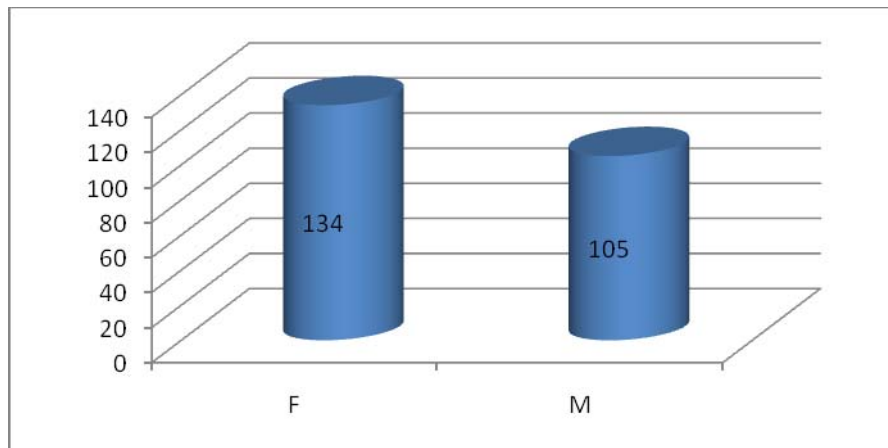


Fig. no. 7 Number of people male female versus the number of people interviewed.

Source: own marketing research

Participation of citizens regardless of gender, age or residence in this study helps healthcare providers to know the factual reality of patients' expectations and their level of satisfaction.

5. Conclusions

The study conducted for Arad on the medical services provided by medical analysis laboratories revealed leads to the following conclusions:

- citizens conducting annual medical tests are 41%;
- a significant proportion (18%) analyzes performed only once in a period of 2-5 years, which is a bad thing for the health of the Company;
- health problems are those which affect a significant percentage of the decision to conduct regular medical tests;
- medical analysis laboratory is chosen by criteria not necessarily related to the quality of services pro closer to home or work vided to, namely: family doctor and clinic location (closer to home or work);
- 59% of citizens believe that attended lab provides quality medical services, for which they are satisfied.

The target group of the study conducted has provided some very relevant and useful recommendations providing care, as follows:

- allocated to various activities during even the medical nature wants to not take too much of daily life is why citizens have recommended that the electronic mail address as a way of receiving the results of medical tests;

- Given that medical devices are old and worn, relevant test results are not 100%, so citizens suggest upgrading medical laboratories.

The objectives of this study were conducted and resulted in getting the information that can be used by healthcare providers, and public institution that relate to the medical system in Romania. This study is a beginning for future research, the study extends wanting in all counties of Romania.

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