

Internship Report On

Consumer behavior of any medical centre focusing on Labaid Medical
Centre

By
Sadia Mehnaz Aura
15104137

An internship report submitted to BRAC Business School (BBS) in
partial fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
January, 2020

©2020. BRAC University

All rights reserved.

Declaration

It is hereby declared that ,

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Sadia Mehnaz Aura
Student ID: 15104134

Supervisor's Full Name & Signature:

Ms. Tania Akter
Lecturer,
BRAC Business School
BRAC University

Letter of Transmittal

9th January, 2019

Ms. Tania Akter

Lecturer

BRAC Business School

Sub: **For the acceptance of the internship report.**

Dear Madam,

With due respect, I would like to inform you that I am Sadia Mehnaz Aura from BRAC Business School. It is indeed a great pleasure to have the opportunity to submit the internship report which is a prerequisite for the completion of BBA Program. I have prepared the internship report according to your guidance. The topic is "consumer behavior of any medical centre focusing on Labaid Medical Centre." During the preparation of this report I came to know about several terms of marketing . I have tried my best to present all the things to make the report more informative and usual one. If any part of the assignment is inappropriate and irrelevant with the subject, please advise me.

I will be very glad if the report can serve it's actual purpose and I am ready to explain anything to you if necessary.

Sincerely yours,

Sadia Mehnaz Aura

ID - 15104137

BRAC Business School

BRAC University

Acknowledgement

For the successful completion of this report, I am really grateful to many. I am very much thankful to almighty Allah for giving me strength, courage and ability to accomplish the internship program as well as the internship report in the scheduled time in spite of many complications.

I am grateful to my supervisor, Ms. Tania Akter for her guidance and feedback which made everything clear to me to complete this report. She kept me on track with her assistance and dynamic suggestions which made my path easier.

Moreover, I must show my gratitude to my supervisor of Labaid Medical Centre, Mr. Shahin Hosen, Marketing In Charge who willingly took my responsibility and took his time and patiently taught me how to proceed with my responsibilities and shared his experiences.

At last, I would like to thank all the faculty members who made significant contribution on laying the path for me to get to this point in my life driving me towards the right path and providing me with sufficient business knowledge for me to be able to implement in my future.

Executive Summary

The internship report focuses on the work experience I have gathered as an intern in Labaid Medical Centre from the three-month period of my internship. I have mainly incorporated all of my experiences and provided all details about the products(tests) I had to work with and an analysis of consumer behavior of any medical centre focusing on Labaid Medical Centre. Because, I mainly had to work in Labaid Medical Centre. This report is solely written for the purpose of my internship evaluation and shall not be used otherwise. I had to follow the guidelines from BRAC University to finish the report.

In this report, I have discussed about the company overview the details about the company facilities. I have also included the sectors of businesses the company is working with. Also, I have discussed about some of the important products(tests) of Labaid Medical Centre. The features of the tests are also discussed. Later, I discussed about the project.

The objective of the project is to understand consumer behavior of any medical centre focusing on Labaid Medical Centre. I did some primary and secondary research to understand the facts deeply. Although the factors for choosing Labaid differs from patient to patient, I have found some common important factors that work behind choosing Labaid for most of the patients. The important factors are reliable investigation reports, qualified doctors, service quality, brand value, good materials and doctors' recommendations.

Literature Review

Consumer behavior has an important role in marketing. Study of consumer behavior is essential for understanding consumers even when they are not directly influenced. For the last decades and especially since the mid 20th century foreign scholars have paid a special attention to the marketing research of consumer behavior. (Todua N.) The particular aspect of "consumer behavior in the health marketplace" I should like to emphasize is the problem of access to medical care. Health care policy makers, planners, administrators, and medical care consumers themselves are increasingly voicing their concern that access to the medical care system should be improved. A plethora of programs has been launched during the past decade with the expressed objective of achieving equity of access to medical care in the United States. (Aday L.) Individuals may define themselves as being members of a social predestined category. They can learn or elaborate stereotypical norms for this category. Also they receive a confirmation that certain behavior modalities based on these norms are attributes specific to the defined social category (group), such as some learned behaviors are expected or wanted and utilized as such in order to make the differentiation between different social categories or belonging groups (Neculau, A. (coord.), 1996, p. 370) . From a marketing perspective, within social groups it can be outlined the adhesion groups and reference groups (Armstrong, G., & Kotler, P., 2012). The reference group, according to Hyman can be defined as a group of which an individual will report himself as an actual active member or a future one (Hyman, H.H., 1960, p. 383-396). The social type buyer will have as a tendency a behavior centered on relationship with the other members and as a result they may be able to buy more products. (Anić, I.D., & Radas, S., 2006, p. 733).

Table of Contents

Declaration.....	2
Letter of Transmittal.....	3
Acknowledgement.....	4
Executive Summary.....	5
Literature Review.....	6
Table of contents.....	7
Chapter 1 The Project.....	9
Introduction.....	9
Origin of the study.....	9
Objectives of the study.....	9
Methodology.....	9
Sample.....	10
Data Analysis.....	10
Chapter 2 Overview of the organization.....	11
Company Profile.....	11
Vision.....	11
Values.....	11
Labaid Diagnostic overview.....	12

Some important products(tests) of Labaid Diagnostic.....	12
Chapter 3 The Job.....	14
Responsibilities and description of the job.....	14
Chapter 4 Findings and Impact Analysis.....	15
Key Findings.....	30
Chapter 5 Recommendations and Conclusion.....	31
Recommendations.....	31
Limitations.....	31
Conclusion.....	32
References.....	33
Appendix.....	34

Chapter 1

The Project

Introduction:

Consumer Behavior of any medical center plays a vital role. The basic purpose of evaluating consumer behavior is to understand the preference of the consumers properly, to understand their expectation. In addition, their likings and complains can also be found. This report does explain consumer behavior towards LabAid medical center and why they prefer LabAid over other diagnostic centers and the important factors behind choosing LabAid.

Origin of the study:

A significant part of the BBA program is internship. My supervisor has advised me to develop a thorough understanding of the consumer behavior of any medical centre focusing on Labaid medical centre.

Objectives of the study:

The objective of this report is to analyze the consumer behavior of any medical centre focusing on labaid medical centre from my experience of the full time 3-month internship period in LabAid Medical Centre. I have set the following statements as objectives :

- Learning about the brand image of LabAid.
- The reasons why patients choose LabAid Medical Center.
- Marketing strategies of the brand and how they identify their target customers.

Methodology:

This internship report is based on both primary and secondary data.

- Primary data is collected by taking surveys of the patients in person who prefers Lab Aid Medical Center other than any diagnostic centers
- Secondary data was gathered from the internet

Sample:

For this research project I selected a sample size of 105 from the population. It was a random sample of the patients of Labaid. In this research, the sample is of people of diversified profession as student, job- holders, businessmen and others. I am using these information as the primary data that I have gathered specifically for this research.

Data Analysis:

Both qualitative and quantitative data has been collected for this report. All the survey is done in person.

Chapter 2

Overview of the organization

Company Profile:

Labaid is a well known name in the business sector of Bangladesh. Labaid has become one of the leading group of companies of Bangladesh. The businesses include health care, pharmaceuticals, financial, education, agros etc. However, their main business is health care services. There was a time, when there was less opportunity for extensive treatment in the country. A serious patient faced so many difficulties to do diagnosis in a distant area of Bangladesh. Patients from distant areas had to come to Dhaka even for a minor investigation. Moreover, they couldn't get all the tests together in one place.

These kind of sufferings of the patients and lack of quality treatment inspired **Dr A M Shamim** to do something for the treatment of the patients Bangladesh. He established Labaid diagnostic as a consequence of that. During that period, there was less choices for cardiac treatment in Bangladesh. So, people had to go to abroad for cardiac treatment. Labaid Cardiac Hospital helped a lot in cardiac treatment for the patients in Bangladesh.

Considering the need of specialized treatment, Labaid established Labaid specialized hospital. Gradually, Labaid expanded to education, financial, agros, real estate etc sectors. In addition, Labaid pharmaceuticals business has started. Labaid pharmaceuticals want to serve good products, which would be budget friendly.

Vision

Excellence through innovation is the central concept of their vision. Customers are always the first priority to them. Their vision directs their employees and staffs. Business has become very diligent now a days.

Values

LabAid serves the humans. Labaid ensures a healthy and happy life for people. Their responsible attitude make people trust them. No matter what, they always stick to their value. They always try their best to be qualified, caring and trustable. They have some core values.

Labaid Diagnostic

Overview

Labaid Diagnostic Centre was established in 1989. It has got the approval of proper authorities. Labaid Diagnostic Centre tries their heart and soul to please the patients and doctors.

Some important products(tests) of Labaid Diagnostic

MRI

Full form of MRI is Magnetic Resonance Imaging. It is done by strong magnetic fields and radio waves. MRI does not use radiation. MRI is for the hard tissues of the body. A liquid is used in doing MRI, which is called MRI contrast. This liquid is given to the patient by either orally or by injection. There are two types of injection, which are in muscle injection and in vein injection. However, MRI contrast is not for kidney and allergic patients.

CT Scan

Computed Tomography Scan is the elaboration of CT Scan. It is basically a 3D X-Ray. The CT scan can do detailed X-Ray of internal organs that cannot be done by traditional X-rays. The CT Scan machine consists of X-Ray tube and a specialized computer. The images are seen in that computer. The X-Ray tube creates the images of the internal organs. CT Scan is done for the soft tissues of the body. If a patient faces a brain stroke, doctors usually suggest CT Scan. The CT Scan machine uses radiation.

USG

Full form of USG is Ultrasonogram. It uses ultrasound to create images of the internal organs.

Some types of USG:

Pregnancy USG:

Pregnancy Profile, Pregnancy Anomaly Scan and Biophysical Profile USG are done for pregnant women. These three USGs are done at different stages during their pregnancy.

KUB

The full form of KUB is kidneys, ureters, bladder. KUB ultrasound is done to find out the diseases of kidneys, ureters, bladder.

TVS

Transvaginal(through the vagina) Ultrasound. The ultrasound is for the reproductive organs of the women.

Echo

Full form of echo is "echocardiogram." An echo is an ultrasound of the heart. Echo does two-dimensional and doppler ultrasound to create images of the heart. Doppler technology detects the speed and direction of blood flow using the doppler effect. By doing echo a patient can know the size and shape of the heart(internal chamber size quantification), pumping capacity and the location and extent of any tissue damage. An echo can also give physicians other estimates of heart functions.

Chapter 3

The Job

During my apprenticeship in Labaid Medical Centre, I have worked in the marketing department. I have worked with the customer care executives for first one month to know about the Medical Centre customers properly as working in a medical centre was completely new to me. During that one month I learnt about different products(tests) of Labaid Medical Centre, customers' attitudes and needs. After one month I went to visit different doctors with my seniors in the marketing department. My job responsibilities included answering customer queries, visiting different doctors and making good relationship with them. I also had to answer the phone call queries. I had to work 6 days a week, as per the company policies of only Fridays off.

Responsibilities and Description of the job:

Query Management: After one month of observing and working with the customer care executives, I learnt about different tests of Labaid. So, my supervisor appointed me to answer customer queries both over phone and in person.

Counseling the patients: Counseling the patients was another responsibility of mine. I did counseling to the patients so that they do their investigations at Labaid Medical Centre.

Introducing the patients with different marketing campaign: During the three months of my apprenticeship, Labaid offered different weeks which was mainly marketing campaigns. My job was to introduce the campaigns to the patients.

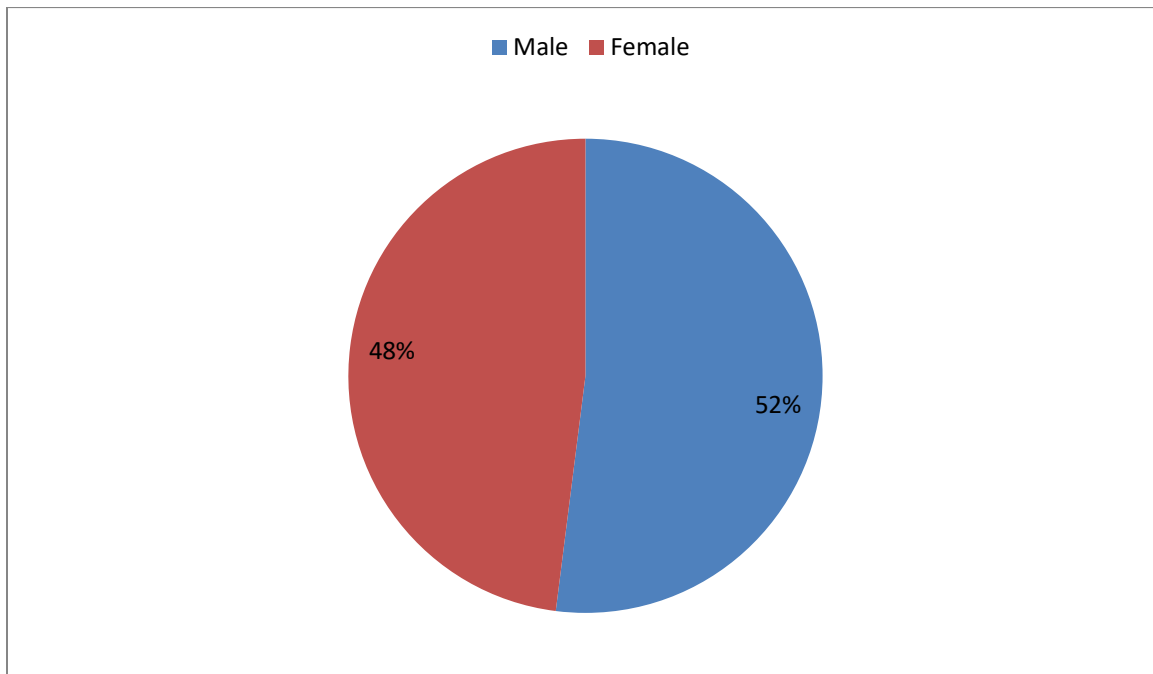
Visiting Doctors: I have visited some doctors with my seniors of Marketing department. I have made good relationship with some of the doctors.

Chapter 4

Findings and Impact Analysis

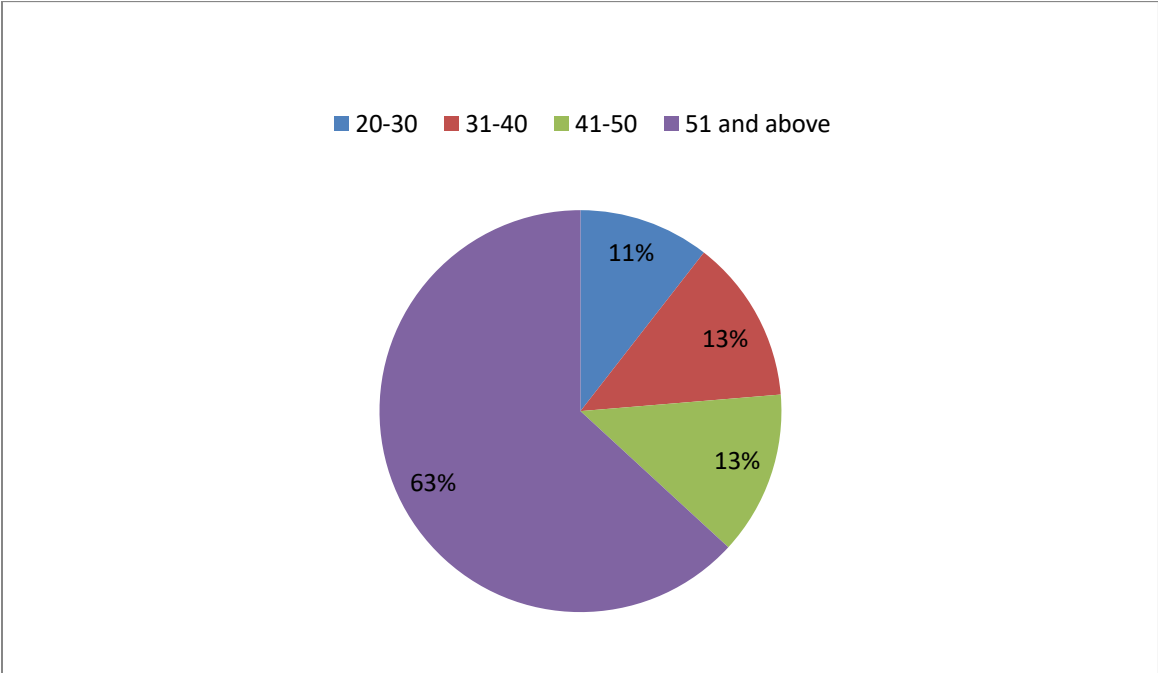
In this part of the report, each section explains about the primary research data and how the data collection findings contribute to the study objective. Information from different respondents were analyzed using Microsoft Excel to perform a percentage analysis to detect different preferences for the patients who prefers Labaid. The percentage scores reveal the factors that mostly influence the patients to choose Labaid. The data analysis is presented in the following section using various graphs such as pie charts, bar charts to show the findings of this research process. The survey findings and analysis are described below with graphical illustrations:

Specify your gender-



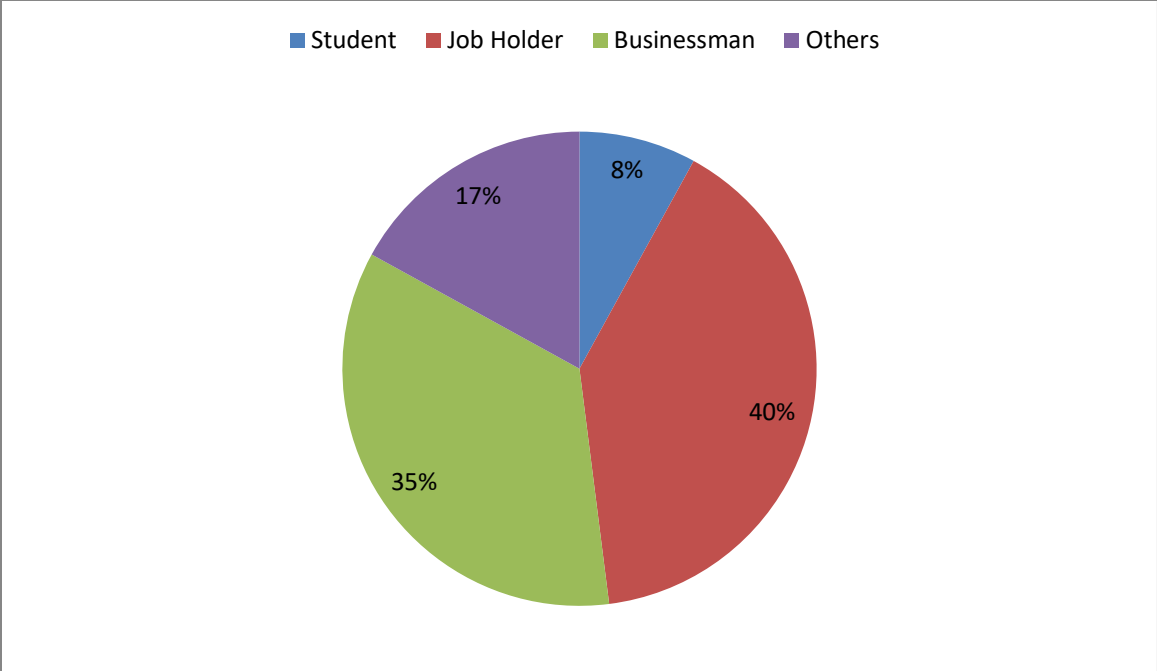
This question was about the participant's gender. Among the participants, there were 48% females and 52% males.

Choose your age group-



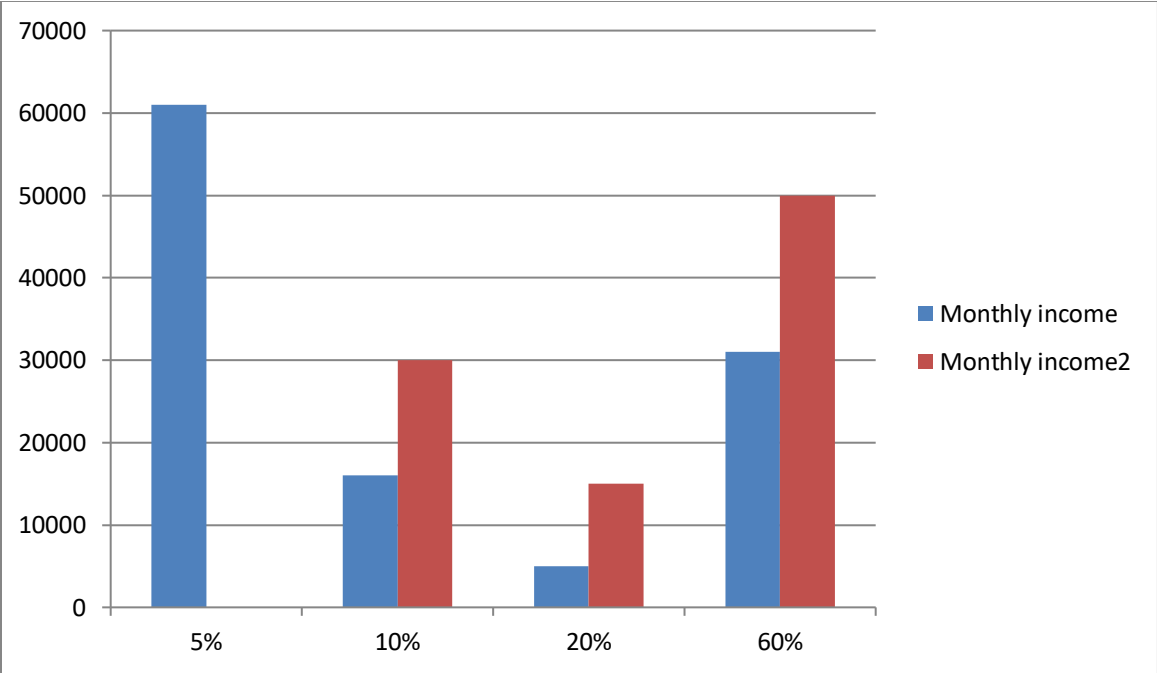
This question was about the age group of the participants. The participants were of diversified age groups. However, they were mostly from the age group of 51 and above, as most of the people of this age group are usually prone to various diseases. Age group of 31-40 and 41-50 both were of 13%. Age group of 20-30 had the least number of people.

Choose your occupation-



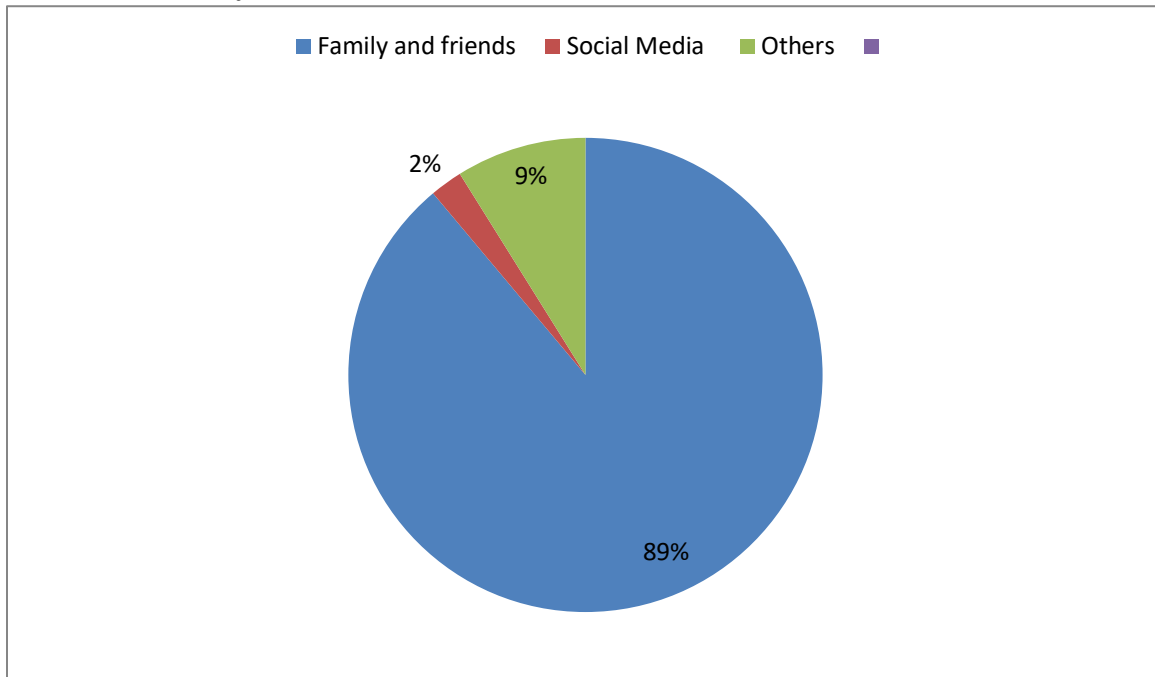
This question was about the occupation of the participants. Most participants were job holders which is 40%. Businessmen were 35% in the participants. Students were only 8%. While, 17% were others who don't belong to these 3 categories.

Monthly Income-



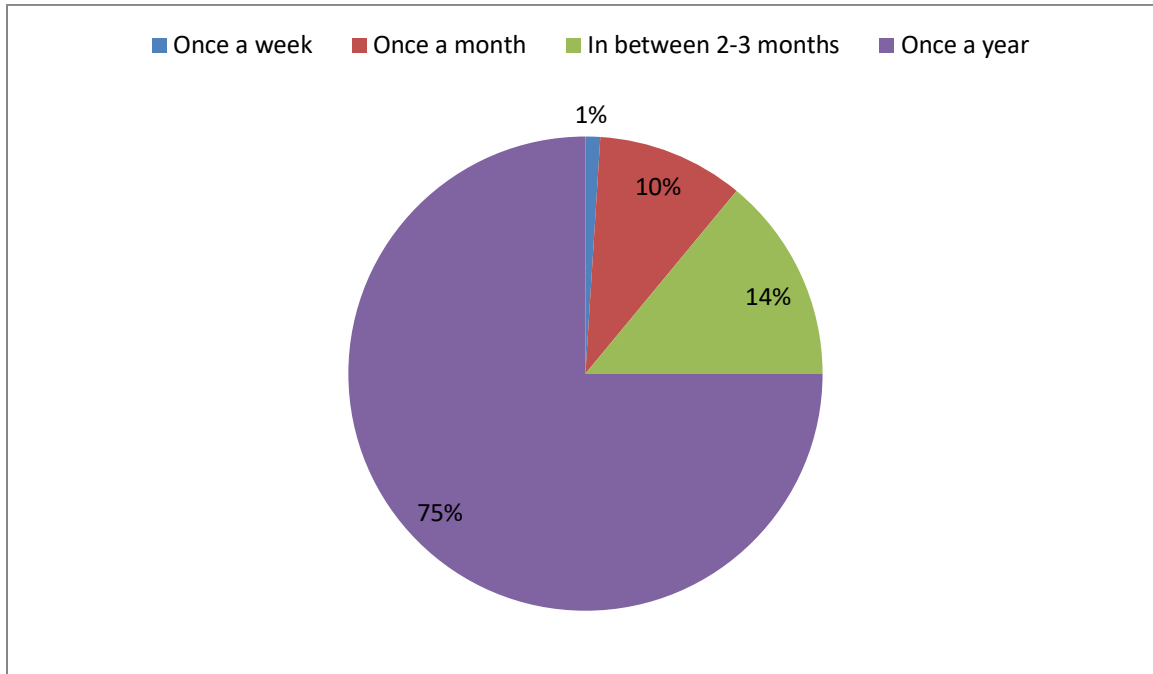
This question was about the monthly income of the respondents. 20% of the respondents' monthly income range was 5000-15000. 10% of the respondents had the income range of 16000-30000 and 31000-50000 income range had the highest percentage, which was 60%. However, income range of 61000 and above had the least percentage which was 5%.

From where did you know about Labaid?



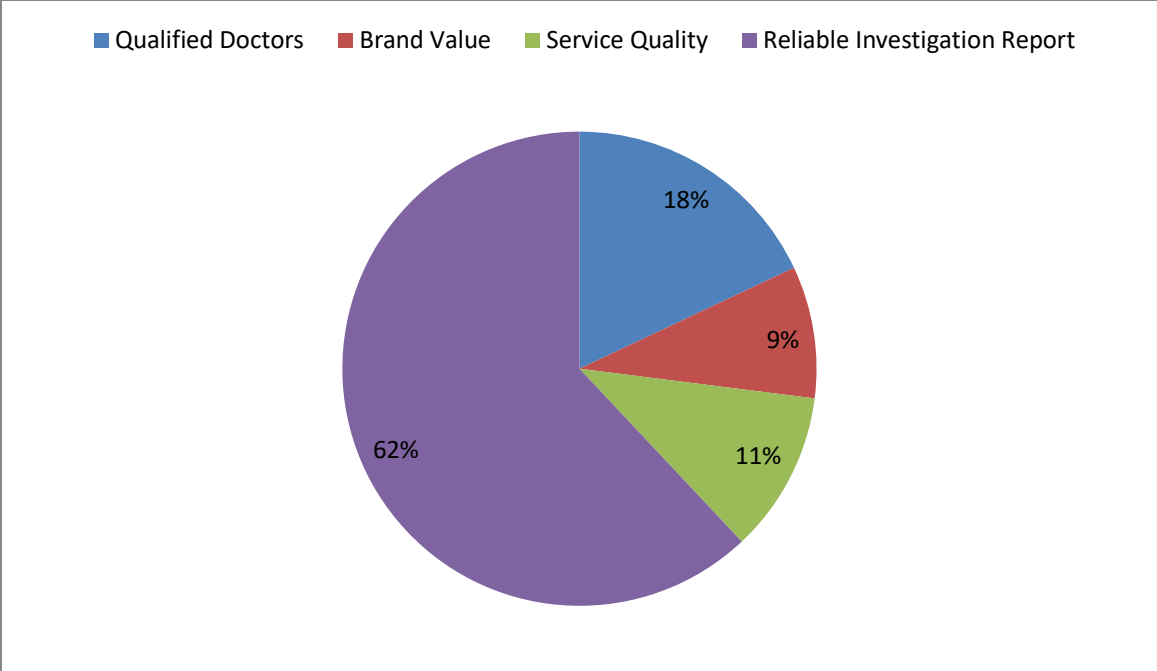
This question was about from where did the patients know about Labaid. Respondents know about Labaid from friends and family mostly which is 89%. 2% know Labaid from social media while 9% know Labaid from other sources.

How often do you come to Labaid?



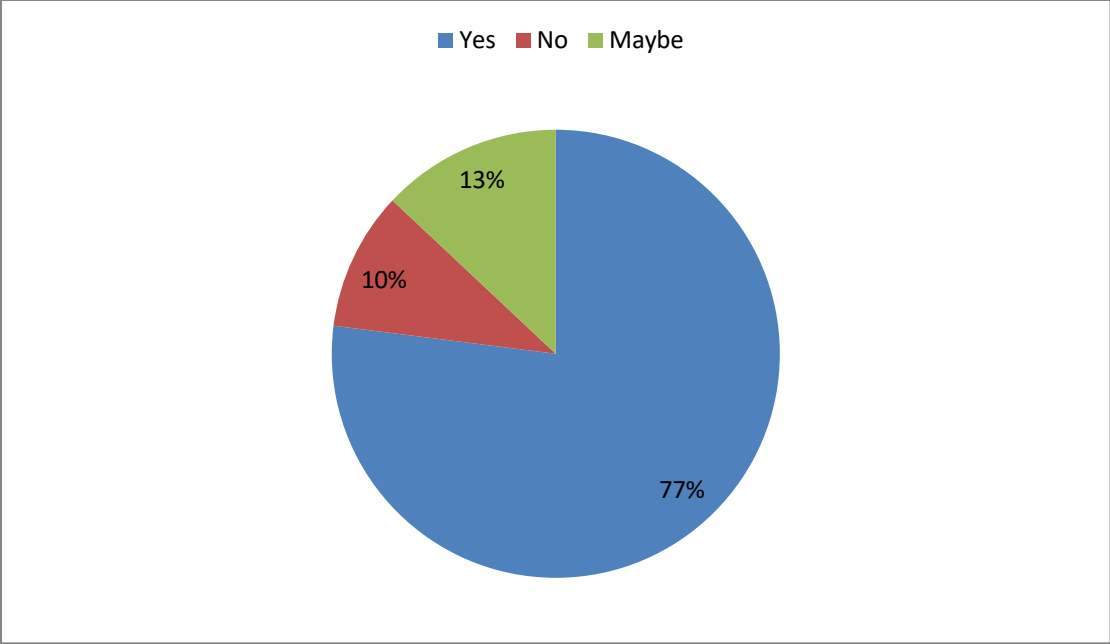
1% responded that they come to Labaid once a week. 10% of the respondents come once a month. 14% responded they come to Labaid in between 2-3 months. Most respondents come once a year in Labaid, which are 75% of the respondents.

Why did you choose Labaid over other diagnostics?



This question deals with the reason why the patients choose Labaid other than any other diagnostics. Here, Most of the respondents answered they choose Labaid because of the the reliable investigation report, who are of 62%, the highest percentage. Qualified doctors was another reason for the 18% of the respondents to choose Laabaid. Moreover, Brand value is 9% of the respondents' reason to come to Labaid and service quality is another 11% respondents' reason to choose this medical centre.

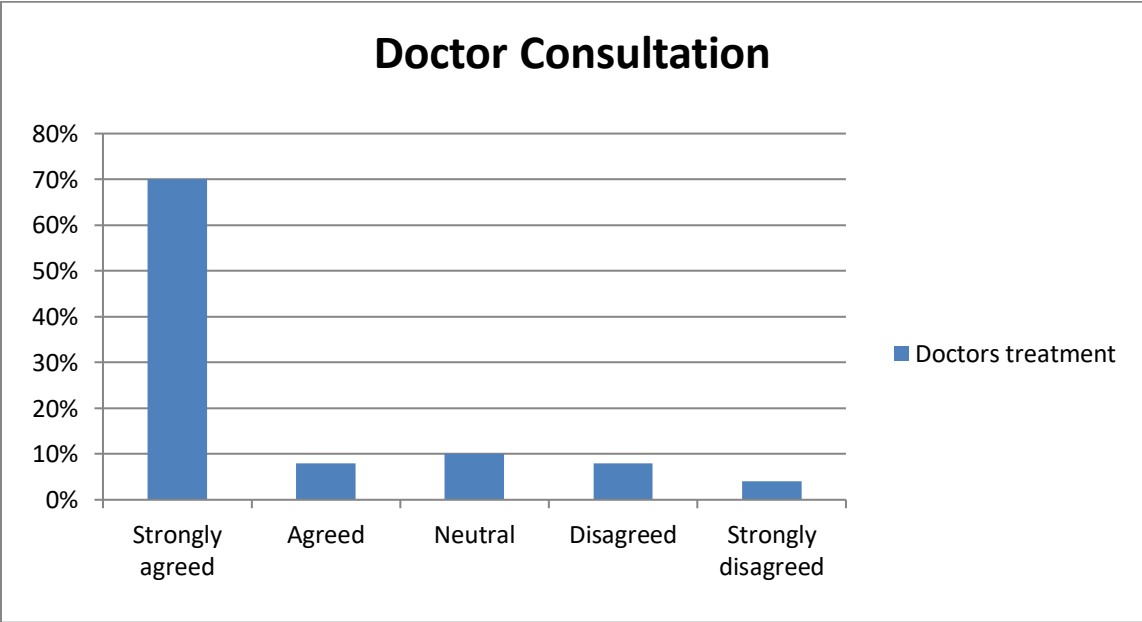
Are you satisfied to be a customer of Labaid-



This question was about if the respondents were satisfied to be a customer of Labaid or not. 77% of the respondents answered yes. 10% answered no and 13% answered maybe.

Doctor Consultation-

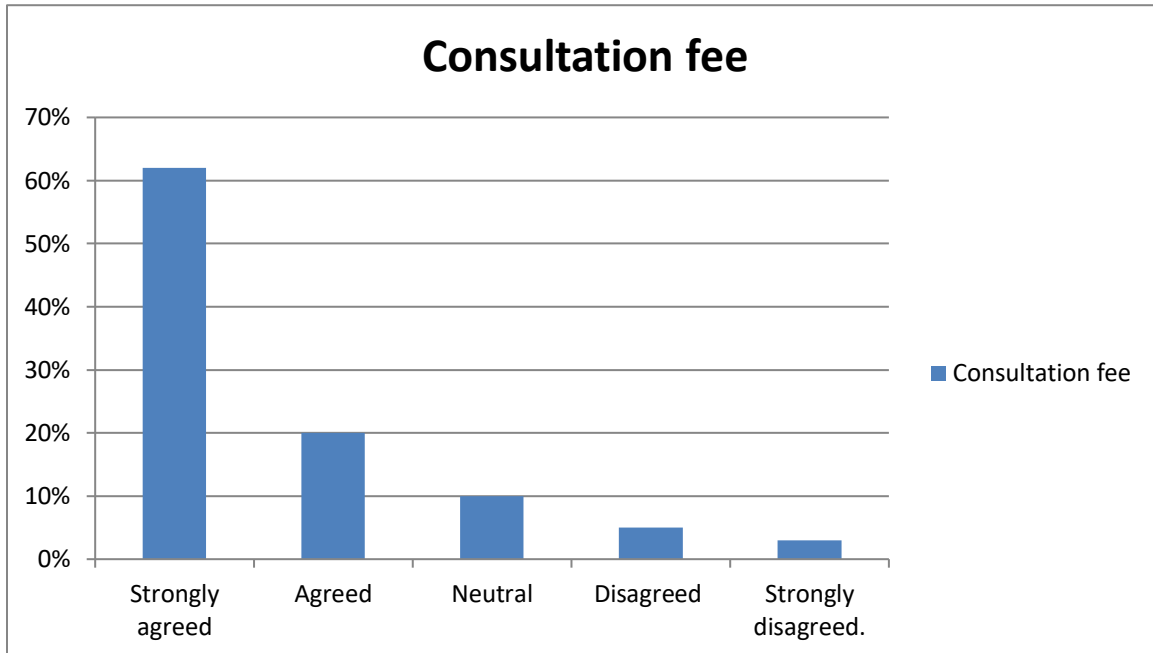
Their treatment is up to the mark-



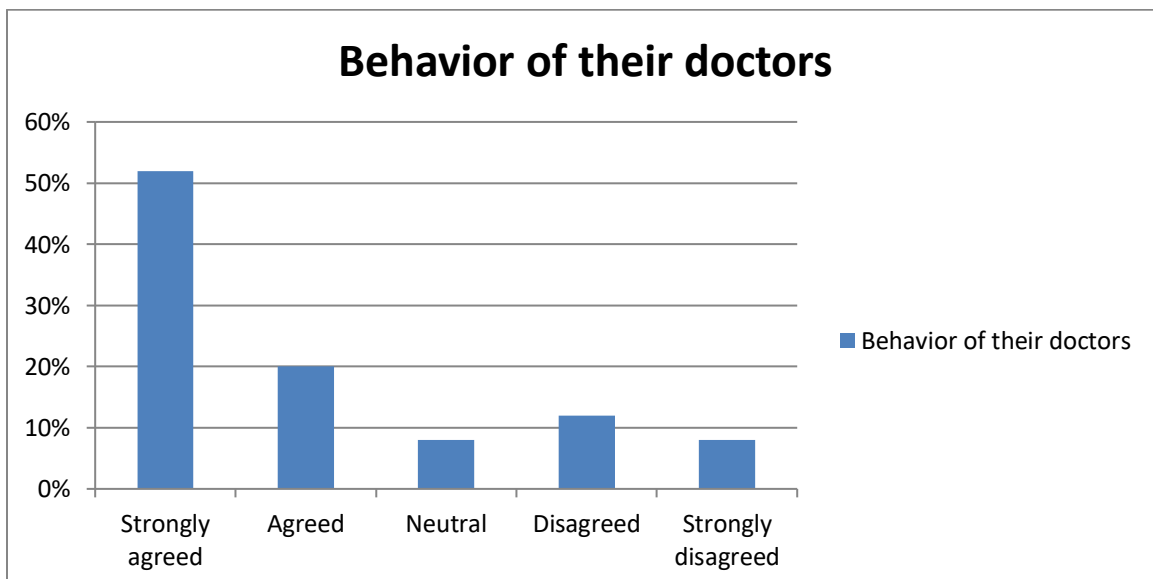
This question deals with if the doctors' treatment is up to the mark. 70% strongly agreed, 8% agreed, 10% were neutral, 8% disagreed and 4% strongly disagreed to the statement.

Their consultation fee is accurate-

This question deals with if the consultation fee of the doctors of Labaid Medical Centre is accurate. 62% strongly agreed, 20% agreed, 10% neutral, 5% disagreed and 3% strongly disagreed.



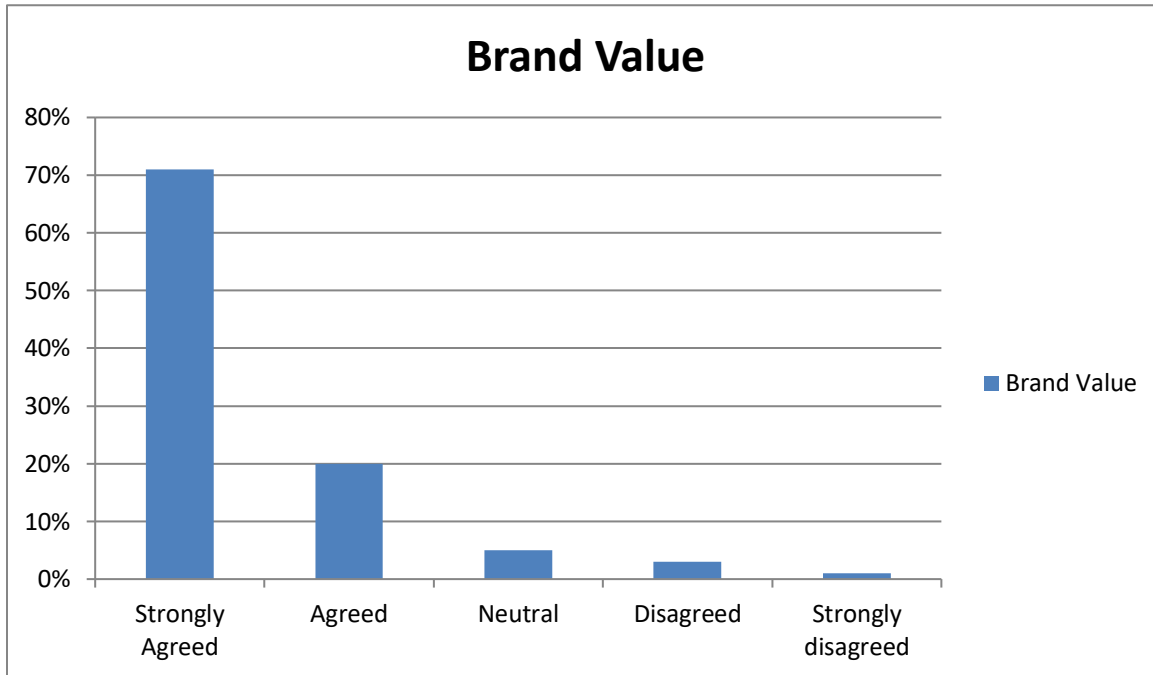
Behavior of their doctors is appreciable-



This question deals with if the behavior of their doctors is appreciable. 52% strongly agreed, 20% agreed, 8% were neutral, 12% disagreed and 8% strongly disagreed to the statement.

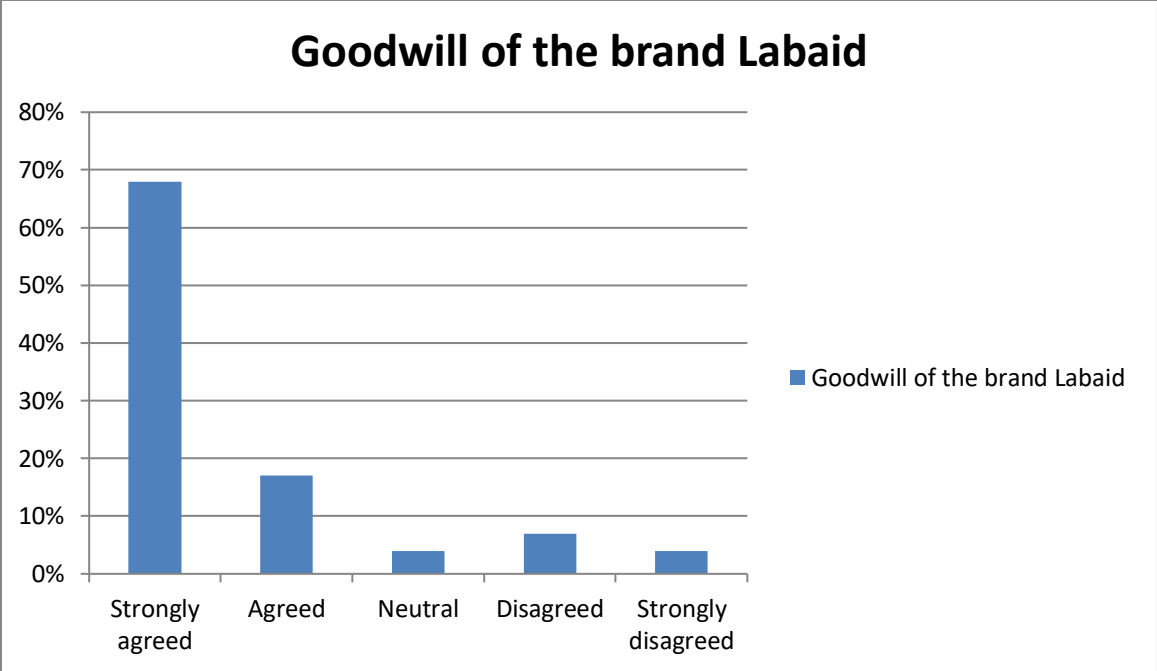
Brand Value-

Labaid is a well known brand-



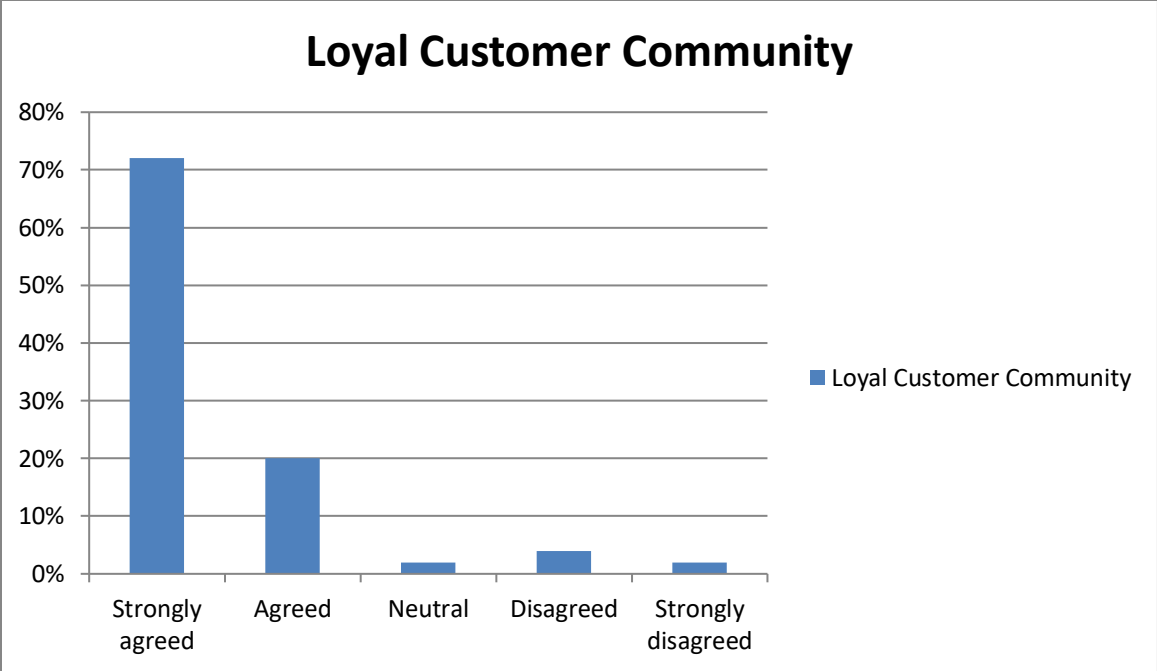
This question deals with if Labaid is a well known brand. 71% strongly agreed, 20% agreed, 5% were neutral, 3% disagreed and 1% strongly disagreed.

The goodwill of the brand Labaid influences the customers-



This question is about whether the goodwill of the brand " Labaid" influences the customers to choose Labaid Medical Centre. 68% of the respondents were strongly agreed, 17% of the respondents were agreed, 4% of the respondents were neutral, were 7% disagreed and were 4% strongly disagreed to the statement.

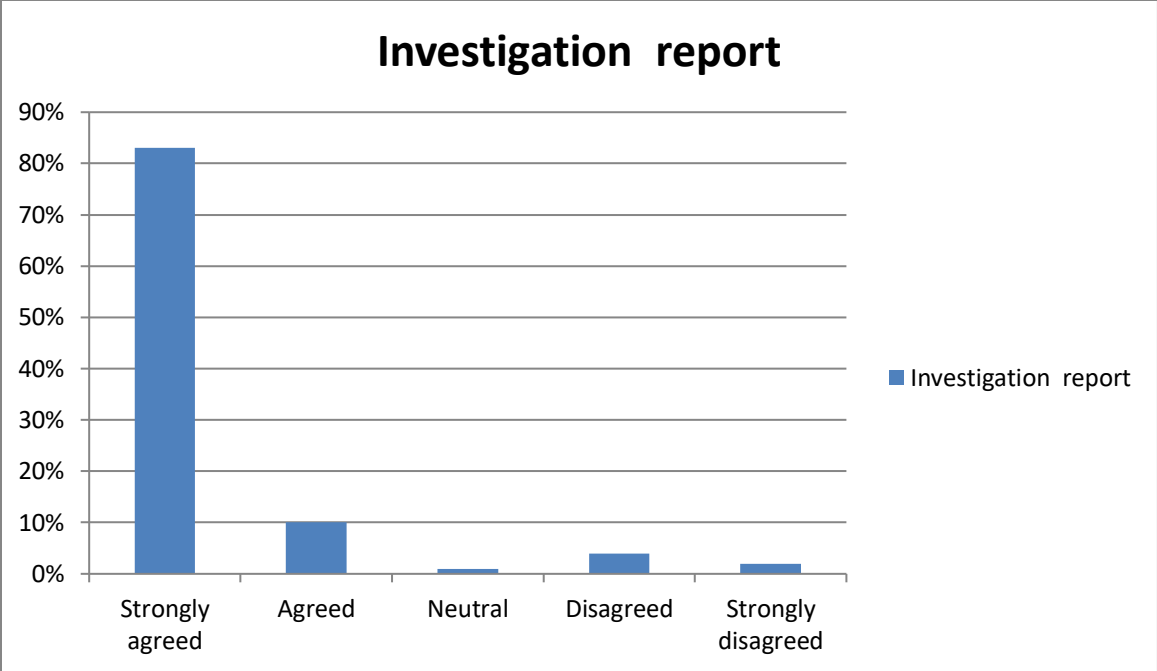
The brand "Labaid" have a loyal customer community-



This question is about whether the brand "Labaid" have a loyal customer community. 72% of the respondents were strongly agreed, 20% of the respondents were agreed, 2% of the respondents were neutral, 4% were disagreed and 2% were strongly disagreed to the statement.

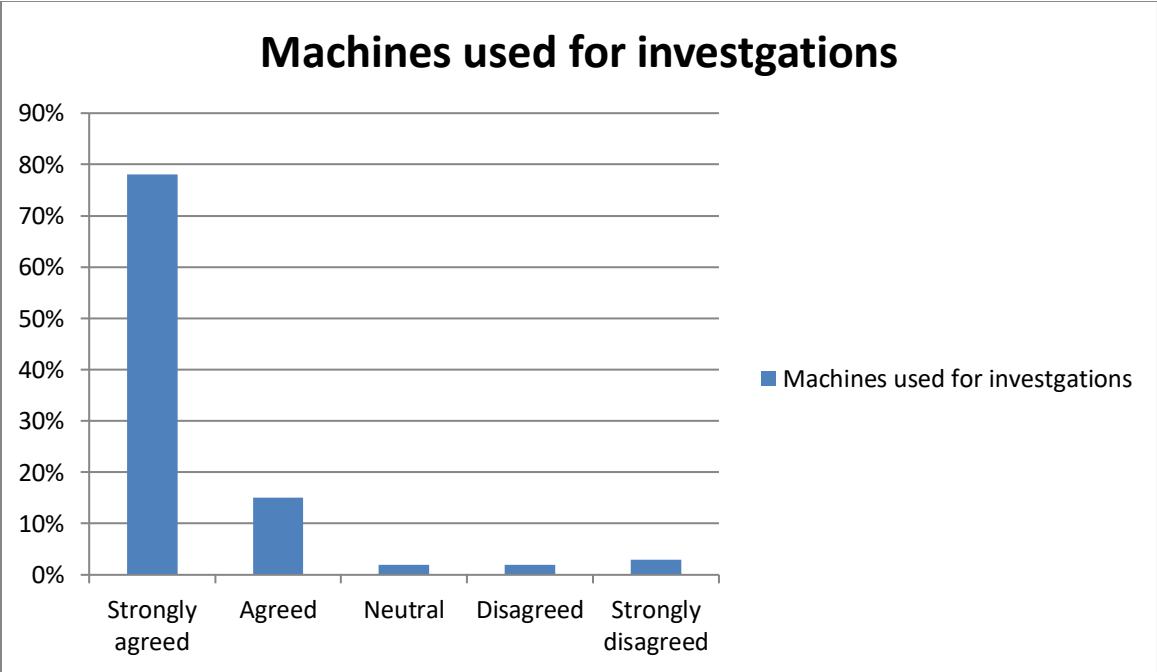
Investigation report-

Their investigation reports are errorless-



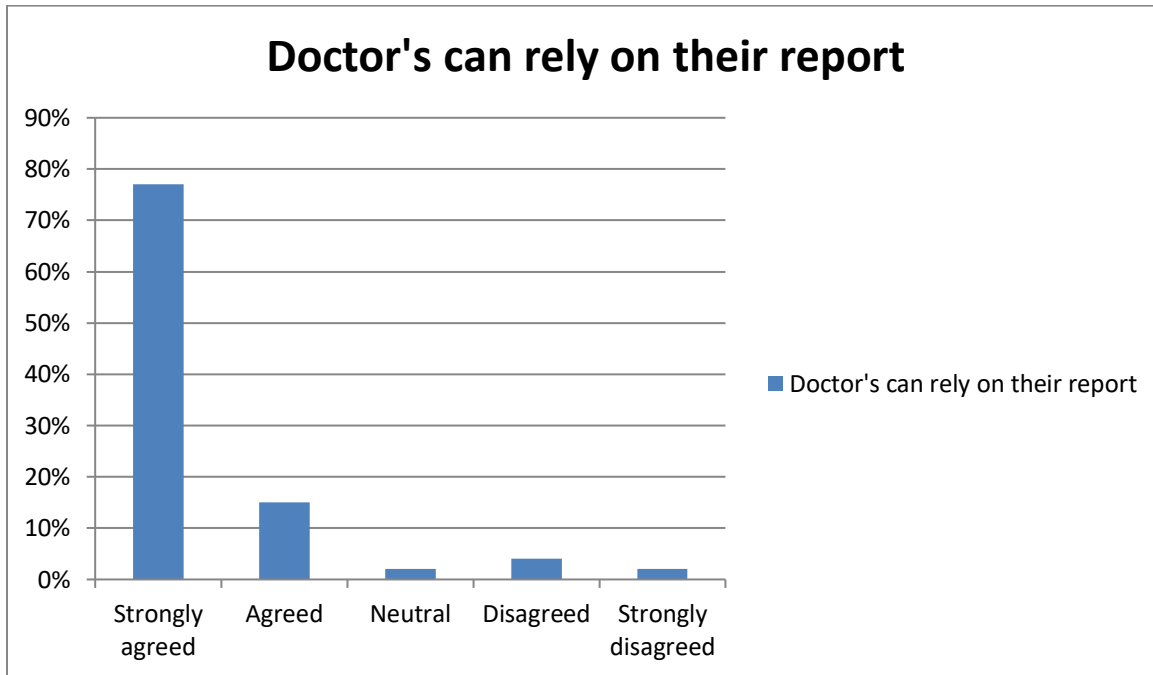
This question is about whether their investigation reports are errorless. 83% of the respondents were strongly agreed, 10% of the respondents were agreed, 1% of the respondents were neutral, 4% were disagreed and 2% were strongly disagreed to the statement.

The machines they use for investigations are latest and good-



This question is about whether the machines they use for investigations are latest and good. 78% of the respondents were strongly agreed, 15% of the respondents were agreed, 2% of the respondents were neutral, 2% were disagreed and 3% were strongly disagreed to the statement.

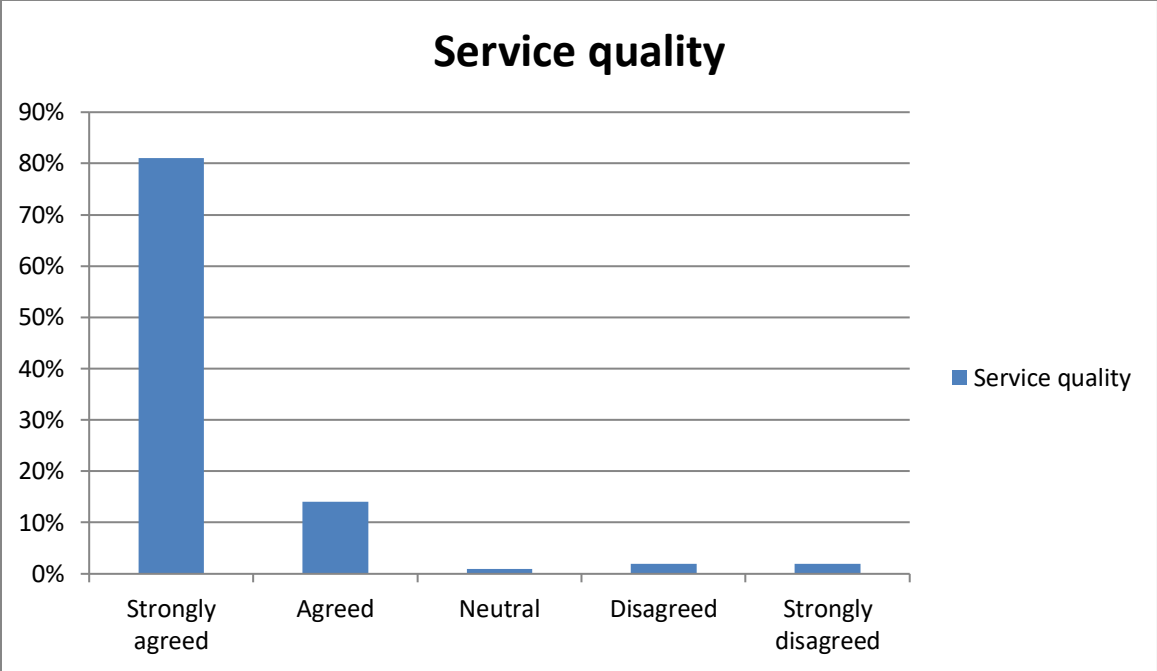
Doctor's can rely on their report-



This question is about whether doctors' can rely on the reports given by Labaid Medical Centre. 77% of the respondents were strongly agreed, 15% of the respondents were agreed, 2% of the respondents were neutral, 4% were disagreed and 2% were strongly disagreed to the statement.

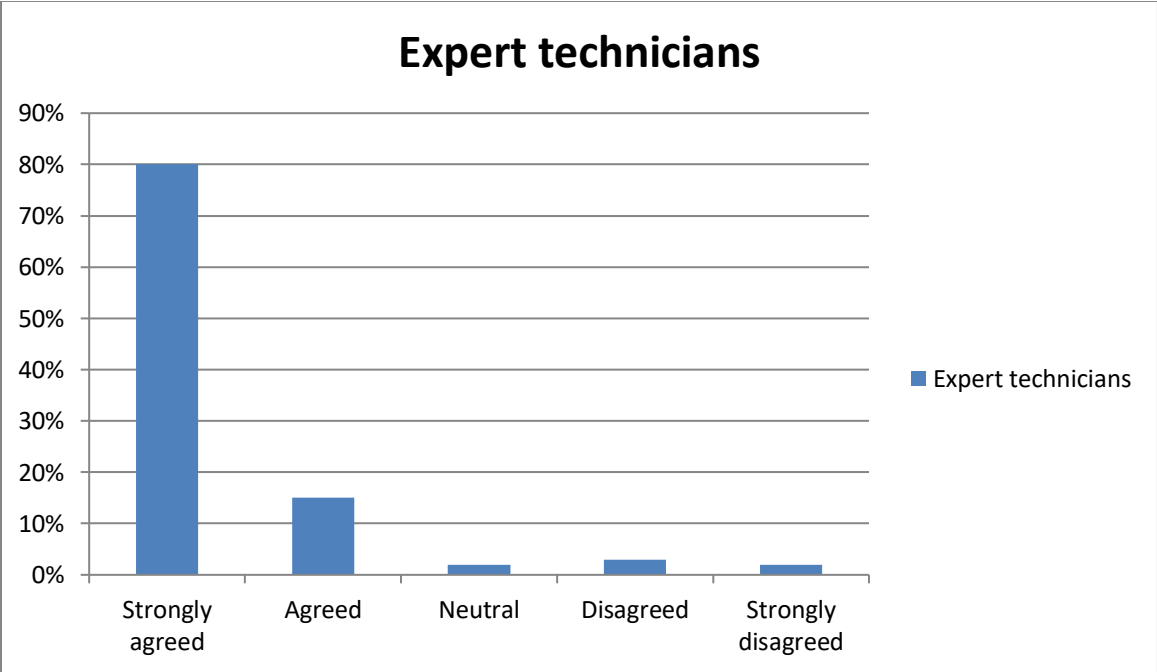
Service quality-

Their customer care service is satisfying-



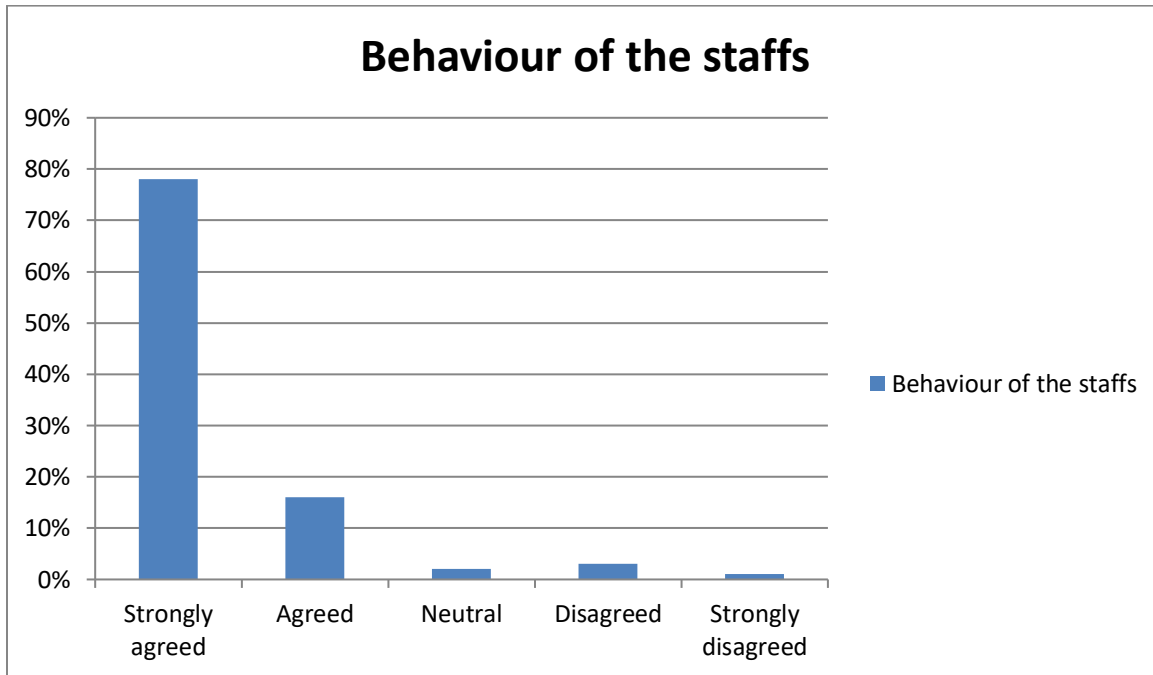
This question is about whether their customer care service is satisfying. 81% of the respondents were strongly agreed, 14% of the respondents were agreed, 1% of the respondents were neutral, 2% were disagreed and 2% were strongly disagreed to the statement.

They have expert technicians-



This question is about whether they have expert technicians. 80% of the respondents were strongly agreed, 15% of the respondents were agreed, 2% of the respondents were neutral, 3% were disagreed and 2% were strongly disagreed to the statement.

Their staffs are well behaved-



This question is about whether their staffs are well behaved to the patients. 78% of the respondents were strongly agreed, 16% of the respondents were agreed, 2% of the respondents were neutral, 3% were disagreed and 1% was strongly disagreed to the statement.

Key Findings

Labaid Medical Centre consists of different services including diagnostic facilities, doctor consultation, dental clinic, corporate health check up. So, it is a great advantage for the patients because they can get not only diagnosis services but also the services stated above in one place. This is one of the main factors for the patients to choose Labaid other than any other diagnostics. Beside this, I have found some other important factors throughout my survey which are,

- Reliable Investigation Report is a strength of Labaid Medical Centre. It is a very important factor for a patient to choose Labaid. The patients usually don't have to recheck the report from any other diagnostic centre. Moreover, doctors can rely on their reports.
- Qualified doctors is another important factor for the patients to choose Labaid. Labaid Medical Centre have doctors from almost all departments who provide consultation services to the patients. They are well experienced and their treatment is up to the mark. They have some regular patients.
- Service quality of Labaid Medical Centre influences the patients to choose Labaid. Customer care service, home service of Labaid Medical Centre is quite well. They give first priority to the customers' preferences.
- Brand Value of Labaid works as another factor for in customer decision making to choose Labaid. The goodwill of Labaid influences some patients to stick to the brand. In addition, Labaid has a loyal customer community.
- Good materials used in the investigation is a factor. For example, a liquid medicine is used during some MRIs, CT Scans or X-Rays which is very sensitive. The quality of this medicine is ensured in Labaid Medical Centre because they prioritize the safety of the patients. So, patients consider this factor.
- Some doctors recommends to do the investigations from Labaid Medical Centre. Mostly, people try to follow the doctor's recommendations strictly. So, it becomes a factor also.

Chapter 5

Recommendations and Conclusion

Recommendations:

Labaid Medical Centre is doing quite well. Yet, sometimes patients complain about them. While doing my job I have realized these facts. So, I have came up with some recommendations for the betterment of Labaid Medical Centre, so that the patients stay loyal to them. Which are:

- People of the customer service should be more co-operative towards the patients. People of customer care should answer the queries of the patients more appropriately. If they don't know the accurate information, they should say sorry and try not to give wrong answers.
- More advertisements should be made for social media. As, people now spend a lot of time in social media, more advertisements should to be given there to make the customers know about different health check ups.
- Proper marketing research should be done before launching a campaign. Because, some campaigns are made without any research. As a consequence, those can't attract the customers.

Limitations:

The report is a reflection of the experience and knowledge I gained while working as a full time intern at LabAid Medical Center. Primary and secondary data of this report, has been collected from inside and outside LabAid. There were a lot of circumstances and obstacles that are mentioned below:

- Patients were less interested to give time for the survey
- Shortage of time and the difficulty level to manage the data was a challenge
- Not enough secondary data was available for the selected brand
- Primary data and surveys were the only available source for data collection

Conclusion

I have learned a lot to enrich my knowledge and experience by completing this study. I was very nervous as well as excited to work in the marketing department of a medical centre and how I would fit into it before I started my internship. But I was happy to be able to join a team that was optimistic and welcoming. Everybody I worked with in Labaid Medical Centre helped me to blend so well into the corporate environment that I began to feel some loyalty to this organization.

The overall experience I have from this internship program would be an unforgettable experience and it would serve as a catalyst for my future career. I did a major job in marketing and I had to work in Labaid marketing department. This has increased my diagnostic marketing knowledge level.

The project in this report is done on the consumer behavior of any medical centre focusing on lab aid medical centre. I have already stated the factors in the key finding section.

To conclude, my internship helped me develop essential skills and build the trust I needed by performing the company's tasks. I think I really have a lot to learn from them and to do a lot more.

References

Pachauri M.(2001) **Consumer Behavior: A Literature Review**

Todua N. (2011) **Marketing Research of Consumer Behavior in the Medical Service Market of Georgia**

Higgins O. (2011) **A Literature Review on Health Information Seeking Behaviour on The Web: A Health Consumer and Health Professional Perspective**

Aday L. (1976) **CONSUMER BEHAVIOR IN THE HEALTH MARKETPLACE: EMPHASIS ON ACCESS TO CARE**

Martin S. (2017) **Word-of-mouth in the health care sector: a literature analysis of the current state of research and future perspectives**

Ramsay I., Peters M., Corsini N., Eckert M. (2017) **Consumer health information needs and preferences: A rapid evidence review**

Zhang W., Li Y. (2014) **A Study on Consumer Behavior of Commercial Health and Fitness Club—A Case of Consumers in Liverpool**

Appendix

The Survey Questionnaire:

Dear Respondent, I am Sadia Mehnaz Aura, From BRAC University. This survey is a part of my internship report which is necessary for the fulfillment of my internship period. The survey is purely done for academic purposes and all the responses will be strictly kept confidential.

Section 1: Demographics

1. Specify your gender-

- Male
- Female

2. Choose your age group-

- 20-30
- 31-40
- 41-50
- 51 and above

3. Choose your occupation-

- Student
- Job Holder
- Businessman
- Others

4. Monthly Income-

- 5000-15000
- 16000-30000
- 31000-50000
- 61000 and above

Section 2: Knowledge about Labaid Medical Centre (Brand Awareness)

5. From where did you know about Labaid?

- Friends and Family
- Social Media
- Others

Section 3: Consumer preferences

6. How often do you come to Labaid?

- Once a week
- Once a month
- In between 2-3 Months
- Once a year

7. Why did you choose Labaid over other diagnostics?

- Qualified Doctors
- Brand Value
- Service Quality
- Reliable investigation Report

8. Are you satisfied to be a customer of Labaid-

- Yes
- No
- Maybe

Section4: Variables(Buyer Decision Making)

Doctor Consultation-

9. Their treatment is up to the mark-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Their consultation fee is accurate-

- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Behavior of their doctors is appreciable-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Brand Value-

12. Labaid is a well known brand-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. The goodwill of the brand Labaid influences the customers-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. The brand "Labaid" have a loyal customer community-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Investigation report-

15. Their investigation reports are errorless-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. The machines they use for investigations are latest and good-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. Doctor's can rely on their report-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Service quality-

18. Their customer care service is satisfying-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. They have expert technicians-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. Their staffs are well behaved-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree