

THE EFFECTS OF PUBLICITY ACTIVITIES ON PATIENT SATISFACTION: A RESEARCH IN THE PRIVATE HEALTH SECTORS

Abstract

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The quality of treatment and care services provided in private health institutions is a significant factor for the development and continuity of organizations. Organizations benefit from elements of public relations to ensure corporate sustainability and patient commitment to the institution. Informing patients about requirements of the treatment and care services offered to patients, the benefits of the applied treatment to the quality of life and the course of their treatment is of great importance in terms of service quality. Today, besides the correct diagnosis and treatments required for patient satisfaction in health institutions, the expert team, technological infrastructure, fast and friendly service understanding, hygienic and physical conditions are necessary for corporate sustainability. This research is based on determining the effect of promotional activities on the health institution preference of patients having different sociocultural characteristics, and to what extent the promotional activities applied in private health institutions affect the satisfaction levels of patients. The significance and purpose of the research, the method of the research, the research model, data collected in the research are analyzed by the Spss statistics program, and with the findings obtained, the problems determined are evaluated.

Keywords: Private Health Institutions, Public Relations, Patient Satisfaction, Patient Expectations

JEL Classification: I1, I2, M1

INTRODUCTION

Given the fact that patients tend to be more selective in their treatment center preferences in the healthcare sector, the fact that generation of good promotional activities in order to facilitate patients' choice of treatment center is apparent. For efficient promotional activities in the health sector, the potential of patients and their behavioral traits should be known very well. It is necessary to inform the patients about the treatment and care services provided by the health institutions, that is, to contact with the patients requesting treatment. For ensuring effective promotional activities, health institutions need to achieve this through communication. Elements of promotion mix are used in order to convey the information about products and/or services, which are produced by the businesses, to those who demand services. In this study, the health services are introduced and the affects of public relations activities on patient satisfaction have been investigated.

1. IDENTIFICATION OF TARGET AUDIENCE IN PRIVATE HEALTH INSTITUTIONS AND COMMUNICATION CHANNELS

Besides the demographic and economic affects in the countries, the question of institutional preference of the patients for treatment purposes are tried to be answered by taking into consideration also the psychological and sociological affects. The question of which criteria are of prior significance is affected by the treatment capacity of the sector, the expert team, by searching the physical standards, the expectations, advantages, disadvantages and the affects on their behaviors and the patient's decision-making process for getting service (Chaney, 199). In private health institutions, in relation to capacity to meet patient expectations, institutions' ability to communicate effectively in relation to patients' demands for treatment services, to make healthy decisions regarding what, how, when, where to say and to whom, they must have set the target, that is, the message recipient well. Accordingly, they need to determine the sector in which they will stand out and segment their sectoral share (Kotler, 2000). It is required to define the target audience- that is, to whom the message will be delivered- that may be addressed by the business such as all institutions that can be targeted by the service segmentation method in the health sector, those who use the service and those who request it, as well as those advising to others needing the service, intermediaries etc. (Beloucif,, Onaldson, 2004)

The most appropriate communication channels in health organizations are mainly two channels; which one of them is personal channels while the other is non-personal channels. Among these two channel types, personal channels emerge as a result of establishing a mutual relationship during delivering or receiving of the message to and by two or more people. Face-to-face, individual promotion promotional activities to an audience can be given as an example (Blythe, 2001). On the other hand non-personal channels are; the channels that deliver the message to the target audience without establishing a face-to-face relationship. The most common of these channels, which are also called mass communication or mass media tools, are: health programs on television, news programs introducing new treatment methods, internet, radio, print media, open air vehicles and informative education programs (Gilbert, Jackaria, 2002).

2. PROMOTIONAL ACTIVITIES IN THE PRIVATE HEALTH SECTOR

The success of private health institutions, which cannot communicate the superiority, diversity and appropriate payment facilities of their health care services to those who demand services, will be limited and will depend on coincidences (Palazón, Ballester, 2009). Although distribution channels ensure that the services are announced and delivered to the patients, this effect is limited. An effective promotion channel should be used to give information about existence of the services of the health institutions, the benefits they provide and their advantages on the quality of life (Sirgy, 1982). Patient satisfaction increases in patients who receive services from health organizations with the quality of corporate communication services (Raaij, Strazzieri, Woodside, 1999). Promotional activities aim to provide this communication with patients who receive direct service and new patients. Promotional activities are related to introducing their services, by providing information about health services, in order to make consumers to believe that they have advantages in terms of quality, expert team, fast service, diagnosis and treatment accuracy compared to competing health institutions (WHO-2003).

By the help of promotional activities in private health institutions, they aim to increase the demand for their services at a certain price level, and thus to increase the amount of service. Private health institutions can reach these goals through services they offer, by informing patients about the structure or current potential of the health institution, reminding and persuading them about the features of treatment. (Özkale, 1991; Cemalcılar, 1996; Tek, 1999; Biçkes, 2002 :). Criteria for determining promotion objectives; the objectives

should be measurable and concrete, based on sound research on a well-defined target audience, be realistic, reinforce the overall promotion plan, and promotional activities should be informative and arise awareness, aim to persuade and remind. (Solomon, 1996).

Today, under current circumstances, the significance of promotional activities in health institutions is increasing even more. The rise in competition also in private health sectors, as like other sectors, causes the businesses to attach more importance to promotional activities (Shimp, Terence, 1993). However, high sectoral investments due to the increasing significance of promotional activities are reflected in costs, and therefore in service prices, and they affect the patients' preferences for health institutions (Wells, Tiger, 1971).

2.1. Service Definition and Scope in Private Health Sector

Private health institutions use personal promotion channel in marketing of their products and services. Despite all difficulties of personal promotion or marketing, it is a sales development activity called hot selling or active selling, which is frequently used today (Pearce & Hall, 1980). Babacan, 1997). If the product or service is introduced to the buyer through a face-to-face relationship in promotional activities, this relationship is expressed by the concepts of personal selling, face-to-face selling or selling. In private health institutions, personal selling is the oldest, strongest and most frequently used promotional tool. The basis of personal selling is face-to-face communication. In the personal sales activity, the consumer and the seller adapt to the changing situation just in time. The one who promotes the product or service determines the capacity of the purchaser and uses the promotion methods accordingly. In essence, the purpose of personal promotion is to convince the service recipient to receive the service in regard to the need (Govoni, 1986).

Personal service definition; we can define it as verbal communication to increase the patient potential of the institution, and an act of informing individuals face-to-face about the service. (Cengiz, 2002). In health services, it is the direct contact by public relations specialists providing information about the services provided to individuals who demand treatment and care services. (Ergeneli, 2002) In order to promote, it is offering of service by face-to-face communication on services and diversity of treatment (Oluç, 1991). During the treatment and care activities offered as personal promotion in the service sectors, the benefits of

services are explained to the patients, they are mutually agreed, the consumer makes the payment, so that the sale is realized. (Taylor, England, 2006).

3. PUBLIC RELATIONS IN HEALTH SECTORS AND PROMOTION PROGRAMS

It is very important to prepare a program for a successful public relations and promotional activity in the health sector. When and what to do, how much is the budget, and rational use of the current budget is critical for efficient use of employees. If we consider the planning process stages of public relations and promotional activities (Balta, 2001; Odabaşı, 2003);

- **Collecting Information:** The first thing to do in preparing the public relations and promotion program is to determine the requests and thoughts of the target audience, that is, to gather information about the target audience. Scientific methods should be used in collecting information for reliable results (Kop, 2008). First of all, if any, previous researches, written books and articles are examined. Various methods can be used to collect information. Information can be collected using the methods of survey, question and answer interviews, telephone or face-to-face interviews, etc. (Durmaz, 2008).
- **Planning:** In line with the information obtained as a result of collected information and the research conducted, public relations and promotion program should be planned by use of findings obtained, that is, what, when should be done and by whom have to be determined (Ayhan, 2006.). The necessary budget for the public relations and promotion campaign, the communication means to be used, the characteristics of the personnel, the current situation and the campaign objectives are determined in detail at the planning stage. In planning, the aim should be to achieve the best result and objectives set with the least effort. Therefore, it should be dwelled on determining the current situation and objectives, determining and recognizing the target audience, determining the communication means and appropriate message, and preparing the appropriate budget at the planning stage. (Gude, Nirmalakhandan, Deng, 2010).

- **Pretesting and Implementation:** For determining whether the success can be achieved in accordance with the information collected and the prepared plan, it is implemented on a small group representing the target audience for pretesting purposes. According to the result obtained here, it is decided whether the project will be implemented or not.
- **Evaluation of Results:** As soon as the prepared plan is implemented, it is evaluated immediately and in the evaluation made, it is determined whether the campaign is successful, that is, whether the objectives set can be achieved with the determined budget. By the evaluation made, the benefit of the campaign to the health institution is determined, and it is also used as a guideline for the promotional activities to be prepared in the future (Kozisek, 2004).

4.FINDINGS

Table 4.1: Frequency and percentage distribution in relation to demographic characteristics of the research participants

Demographic characteristics	Frequency	Percent
Gender		
Male	137	33.7%
Female	269	66.3%
Total	406	100%
Marital status	Frequency	Percent
Single	269	66.3%
Married	137	33.7%
Total	406	100%
Age	Frequency	Percent
Age 20 and above	181	44.6%
Age 30 and above	129	31.8%
Age 40 and above	56	13.8%
Age 50 and above	24	5.9%
Age 60 and above	16	3.9%
Total	406	100%
Education level	Frequency	Percent
Primary school	10	2.5%
High school	66	16.3%
University	315	77.6%
University student	15	3.7%
Total	406	100%
Income status	Frequency	Percent

1000 TL and above	36	8.9%
2000 TL and above	125	30.8%
4000 TL and above	121	29.8%
6000 TL and above	72	17.7%
10000 TL and above	52	12.8%
Total	406	100%

In Table 4.1, gender, marital status, age, education level and income status which are among demographic characteristics of the participants have been evaluated, and when the results are reviewed, it is seen that, of the participants; 33.7% is male, 66.3% is female, 66.3% is single, 33.7% is married, 44.6% is between ages 20 to 29 as called young age group, 31.8% is at age group 30 to 39, 13.8% is at age group 40 and above, 5.9% is at age group 50 and above, 3.9% is at age 60 and above as called higher age group. Of the participants, 2.5% is primary school graduate, 16.3% is high school graduate, 3.7% is university student and the remaining 77.6% is university graduate and has a high education level. All 406 participants have stated their income status; it is seen that 8.9% of them has an income 1000TL and above, 30.8% earns 2000TL and above, 29.8% earns 4000 TL and above, 17.7% earns 6000 TL and above, and 12.8% earns 10000 TL and above.

Table 4.2: Do you think that promotional activities affect the patients in their preference for private health institutions?

	Frequency	Percent
Yes	297	73.2%
No idea	44	10.8%
No	65	16.0%
Total	406	100.0%

In Table 4.2, it has been investigated that if the promotional activities are effective in the preference behavior of patients for a health center; a majority of 73.2% stated that elements of promotion mix affect their purchase of care and service, it is seen that promotional activities has no effect on service demand of 16%, while 10.8% of the participants stated that they have no idea. As a result of the data obtained, the vast majority of participants believe the effect of promotional activities on the health center preferences of patients.

Table 4.3: Which option do you think is the most important reason and effective on why patients get health services from private centers?

	Frequency	Percent
Introduction of technological devices and services	135	33.3%
Price advantage	29	7.1%
Effect of arisen competition on quality	49	12.1%
Opportunity of choosing between goods and services of competing organizations	45	11.1%
Effect of increase in patient demand on treatment costs	11	2.7%
Giving information about the features of treatments	137	33.7%
Total	406	100.0%

In Table 4.3, regarding the most important reason why promotional activities are effective in the center selection of patients, 33.7% of the patients stated the option of giving information about the features of the treatments, 33.3% stated the option of introduction of technological devices and services, 12.1% stated the option of increase of quality due to arisen competition, 11.1% stated the option of opportunity of choosing between goods and services of competing organizations, 7.1% stated the option of decrease in prices due to arisen competition, 2.7% stated the option of decrease in treatment costs due to increased patient demand, and it has been emphasized that giving information about distinguishing features of care and treatments is critical in preference of the patients. Therefore, it is required by the firms to attach importance on promotional activities.

Table 4.4: Which option do you think is the most important reason that promotional activities are not effective in patients' service demands?

	Frequency	Percent
Causing excessive consumption	45	11.1%
Not reflecting the truth, being deceptive and misleading	181	44.6%
Increase in price of the product due to the expenses made	74	18.2%
Causing indecision of consumers due to activities of intense advertising, personal sales etc.	106	26.1%
Total	406	100.0%

In Table 4.4, as the most important reason of promotional activities not being effective, 44.6% of the participants think that they do not reflect the truth, are deceptive and misleading, 26.1% of them think that they cause indecision of patients due to activities of personal sales etc., 18.2% of them think that they increase the cost of services due to the expenses made, 11.1% of them think that introduction of a treatment by health institutions has no effect on promotional activities and this is not effective on demand of service by patients in case of need. In health institutions, the public relations should pay attention that the promotional activities reflect the reality and convincing while performing such activities.

Table 4.5: Do you think that promotional activities should be performed for the service purchase processes?

	Frequency	Percent
Yes	270	66.5%
No idea	97	23.9%
No	39	9.6%
Total	406	100.0%

In Table 4.5, the answers of the participants to the question, “Do you think that promotional activities should be performed for the service purchase processes?” are evaluated and 66.5% participants stated that promotional activities are required to perform, while 9.6% of them stated they are not required, and 23.9% of them stated that they have no idea. It has been understood that promotional activities are significant in treatment process of patients.

Table 4.6: Which of the following options affect your choice of Private Health Institutions?

	Importance Level 1		Importance Level 2		Importance Level 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Recommendations	199	12.9%	83	10.8%	25	9.0%
Market research	157	10.2%	101	13.1%	27	9.7%
Price	188	12.2%	89	11.6%	19	6.8%
Past experiences	187	12.1%	83	10.8%	15	5.4%
External Image of the Health institution	166	10.8%	93	12.1%	21	7.5%
Quality Standards	253	16.4%	32	4.2%	10	3.6%

Follow-up appointments offered after treatment	196	12.7%	69	9.0%	17	6.1%
Physical conditions of the institution	76	4.9%	112	14.6%	88	31.5%
Promotional activities (public relations and promotion)	120	7.8%	107	13.9%	57	20.4%
Total	1542	100.0%	769	100.0%	279	100.0%

In regard to question of which of the options affect your choice of private health institutions asked to the participants, the preference of patients is substantially affected by quality standards of health institutions, recommendations, patient follow-up after the treatment and price advantage compared to competing health.

Table 4.7: Frequency and percentage distribution for the effect of technology used by and physical conditions of the health center on patient preference.

	Frequency	Percent
Affects fully	67	16.5%
Affects	156	38.4%
No idea	70	17.2%
Not affect	80	19.7%
Not affect at all	33	8.1%
Total	406	100.0%

If the frequency and percentage distribution for the effect of technology used by and physical conditions of the health center on patient preference is reviewed; cutting edge technology used by the health institution has a substantial impact on patients.

Table 4.8: Discounts made by the private health institution affects my preference positively.

	Frequency	Percent
Affects fully	137	33.7%
Affects	215	53.0%
No idea	26	6.4%
Not affect	18	4.4%
Not affect at all	10	2.5%
Total	406	100.0%

Asked to the patients if price discounts made by private health institutions affect their choice, and it has been observed that such discounts affect patient preference substantially, by 53.0%.

Table 4.9: Frequency and percentage distribution based on answers of participants regarding if the treatment campaigns organized affect service purchase behavior or not.

	Frequency	Percent
Affects fully	107	26.4%
Affects	211	52.0%
No idea	50	12.3%
Not affect	31	7.6%
Not affect at all	7	1.7%
Total	406	100.0%

When the frequency and percentage distribution based on answers of participants regarding if the treatment campaigns organized affect service purchase behavior or not is reviewed, it is seen that it as effective by 52%.

Table 4.10: Regarding my preference for a health center, explanatory information catalogues and leaflets related to the demanded treatment/care service

	Frequency	Percent
Affects fully	60	14.8%
Affects	135	33.3%
No idea	107	26.4%
Not affect	65	16.0%
Not affect at all	39	9.6%
Total	406	100.0%

For the question asked to the participants if center preference of patients is affected by explanatory information catalogues and leaflets related to the demanded treatment/care service, it is seen that their preference is affected by 33.3%.

Table:4.11: Regarding my preference for a health center, being a sponsor for social responsibility projects by Private Health Institution

	Frequency	Percent
Affects fully	79	19.5%
Affects	140	34.5%
No idea	103	25.4%
Not affect	57	14.0%
Not affect at all	27	6.7%
Total	406	100.0%

It is seen that service demand of participants is affected by sponsoring social responsibility projects by health institutions by 34.5%.

Table:4.12: Regarding my service demand, establishment of foundations, hospitals, schools, etc. by private health institutions

	Frequency	Percent
Affects fully	110	27.1%
Affects	165	40.6%
No idea	68	16.7%
Not affect	41	10.1%
Not affect at all	22	5.4%
Total	406	100.0%

It is seen that service demand of patients is affected by establishment of foundations, hospitals, schools, etc. by private health institutions by 40.6%.

Table 4.13: Regarding my preference, conducting environmental activities by the health institution

	Frequency	Percent
Affects fully	133	32.8%
Affects	169	41.6%
No idea	58	14.3%
Not affect	29	7.1%
Not affect at all	17	4.2%
Total	406	100.0%

It has been determined that if the health institution is involved in environmental activities, this affects the patients' choice by 41.6%.

Table:4:14 Regarding my service demand, promotion of the health center by impartial people

	Frequency	Percent
Affects fully	120	29.6%
Affects	169	41.6%
No idea	63	15.5%
Not affect	30	7.4%
Not affect at all	24	5.9%
Total	406	100.0%

It has been determined that if the health center is promoted by impartial people, this affects the patients' choice by 41.6%.

Table 4.15: Regarding my purchase of service, popularity of the health center

	Frequency	Percent
Affects fully	83	20.4%
Affects	194	47.8%
No idea	66	16.3%
Not affect	31	7.6%
Not affect at all	32	7.9%
Total	406	100.0%

If the health center is mentioned in the media frequently and popular among the treatment centers, this affects the center preference of patients by 47.8%.

Table 4.16: Regarding my service demand, since the information, leaflets explaining the health services ensure me to know the different types of treatments and care services, this

	Frequency	Percent
Affects fully	82	20.2%
Affects	189	46.6%
No idea	70	17.2%
Not affect	40	9.9%
Not affect at all	25	6.2%
Total	406	100.0%

The health institution preference of patients is affected by leaflets including information about different treatment services and types by 46.6%.

Table 4.17: Regarding my service demand, if the specialist giving health service is presentable

	Frequency	Percent
Affects fully	88	21.7%
Affects	181	44.6%
No idea	84	20.7%
Not affect	26	6.4%
Not affect at all	27	6.7%
Total	406	100.0%

It is seen that if the specialists giving health service are presentable , this affects the service demand of patients by 44.6%.

Table 4.18: Regarding my service demand, the behavior (warm, cold, etc.) of the team in the health institution

	Frequency	Percent
Affects fully	143	35.2%
Affects	183	45.1%
No idea	46	11.3%
Not affect	19	4.7%
Not affect at all	15	3.7%
Total	406	100.0%

The friendly and sincere behaviors of the team in the health institution affect the service demand of patients by 45.1%.

Table 4.19: Regarding my service demand, providing honest, understandable answers to my questions by the healthcare specialist

	Frequency	Percent
Affects fully	203	50.0%
Affects	156	38.4%
No idea	27	6.7%
Not affect	10	2.5%
Not affect at all	10	2.5%
Total	406	100.0%

Providing honest, understandable answers to the informative questions of patients related to the treatment by the specialist offering the health service affect the service demand of patients by 38.4%.

Table 4.20: Regarding my service demand, the knowledge of health employees related to treatment/care

	Frequency	Percent
Affects fully	169	41.6%
Affects	180	44.3%
No idea	27	6.7%
Not affect	17	4.2%
Not affect at all	13	3.2%
Total	406	100.0%

The knowledge and experience of health employees related to treatment/care affects the treatment center preference of patients significantly, by 44.3%.

Table 4.21: Regarding my service demand, having information about all details of the planned treatment and care services before and after

	Frequency	Percent
Affects fully	154	37.9%
Affects	180	44.3%
No idea	44	10.8%
Not affect	15	3.7%
Not affect at all	13	3.2%
Total	406	100.0%

It has been determined that giving information to patients regarding all details of the planned treatment and care services before and after and about all related stages affect the choice of a health institution by patients by 44.3%.

Table 4.22: The frequency distribution of effect of follow-up care after treatment on private health institution preference for service purchase

	Frequency	Percent
Affects fully	220	54.2%
Affects	138	34.0%
No idea	34	8.4%
Not affect	4	1.0%
Not affect at all	10	2.5%
Total	406	100.0%

It is seen that the frequency distribution of follow-up care after treatment on private health institution preference for service purchase is 220, and it affects fully with a rate of 54.2%.

4.1. Relationship Hypotheses

4.1.1. The relationship between the education level of participants and holding of promotional activities or not

H10: There is no relationship between the education level of the participants and the opinions about whether promotional activities to be held or not.

H11: There is a relationship between the education level of the participants and the opinions about whether promotional activities to be held or not.

4.2. Chi Square Test 1

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.075 ^a	6	.000
Likelihood Ratio	27.173	6	.000
N of Valid Cases	406		

The minimum expected count is 1.08.

In the calculated chi square test, the value of Asymp. Sig. (2-tailed) is considered and this is called p value. If $P < 0.05$, there is a relationship between the education level of the participants and the opinions about whether promotional activities to be held or not. If $P > 0.05$, it is concluded that there is no relationship between the education level of the participants and the opinions about whether promotional activities to be held or not.

Since Asymp. Sig. value is found lower than 0.05 in the analysis conducted, the H11 hypothesis is accepted. It is apparent that there is a relationship between the education level of the participants and the opinions about whether promotional activities to be held or not. As the level of education increases, the consumer becomes more conscious and follows promotional activities more effectively.

4.3. The relationship between the age of participants and their thoughts on preferring to purchase service from private health institutions

H20: There is no relationship between the age of participants and their thoughts on preferring to purchase service from private health institutions.

H21: There is a relationship between the age of participants and their thoughts on preferring to purchase service from private health institutions.

4.3. Chi Square Test 2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.987 ^a	8	.538
Likelihood Ratio	10.817	8	.212
N of Valid Cases	406		

The minimum expected count is 1.73.

In the calculated chi square test, the value of Asymp. Sig. (2-tailed) is considered and this is called p value. If $P < 0.05$, there is a relationship between the age of participants and their thoughts on preferring to purchase service from private health institutions. If $P > 0.05$, it is concluded that there is no relationship between the age of participants and their service demand. Since Asymp. Sig. value is found higher than 0.05 in the analysis conducted, the H20 hypothesis is accepted. It is apparent that there is no relationship between the age of participants and their thoughts on preferring to purchase service from private health institutions.

4.4. The relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions

H30 : There is no significant relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions.

H31: There is a significant relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions.

4.5. Chi Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.991 ^a	4	.000
Likelihood Ratio	54.212	4	.000
N of Valid Cases	406		

1 cell (11.1%) is expected.

In the calculated chi square test, the value of Asymp. Sig. (2-tailed) is considered and this is called p value. If $P < 0.05$, there is a significant relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions. If $P > 0.05$, it is concluded that there is no significant relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions. Since Asymp. Sig. value is found lower than 0.05 in the analysis conducted, the H31 is accepted. It is apparent that there is a significant relationship between the promotional activities and the thoughts of participants on preferring to purchase service from private health institutions.

CONCLUSIONS

Access to information is easier today as a result of advances in technology, and this has caused the consumers to become more investigative and inquisitive. While deciding to purchase service, they prefer a health center after lots of filtering process. The biggest expectation of the consumer from a company is to be treated with the same interest level during after sales support as like the one shown during the sales. For this reason, many patients prefer well-established corporate health companies. Regardless of the sector, the biggest expectation of patients is that to be treated with the same interest level during support process after the treatment and care service as like the one shown during the service giving process. Therefore, many patients prefer well-established corporate companies. As well as the importance of marketing strategies, all promotional activities are important for consumers.

Today, quality awareness is the first priority of individuals and it has been stated that promotional activities are not effective in companies that have not proven their quality. In other words, the quality is very important in health. If they will be transparent in post-treatment services, the service quality in promotional activities will be a reason for preference by the patient. Patients' trust in treatment centers makes them preferable and recommendable. The participants responded to the questionnaire stating if the promotional activities in health institutions are important for the attitudes and behaviors of the patients have stated that it is important for them to receive complete information about the treatments. As a result of these answers, we can say that they should know the services and that the promotional activities increase the brand awareness of the institutions. The promotion activity coming in the first rank for the people participating in the research is personal promotion. The reason why the personal promotion is critical for patients is that they think that they can get accurate and detailed information about the services. The companies offering health services should have an ethical approach expected by the consumers, and they should provide their service in a reliable manner. They should first determine their duties and objectives, and in this direction, they should set their goals. It should meet the expectations of consumers during their activities for technology development. Health tourism is becoming more and more common nowadays and for all these reasons, attaching great importance to the expert team, technological infrastructure, hygienic and physical conditions, and the most important of all, to the understanding of friendly and sincere service by the health institutions is a must. The health institutions should adapt to developments in terms of specialist number and treatment facilities of the centers in order to compete with the leading health institutions of the world, so that they will not become inadequate in terms of technological infrastructure. The companies offering health services should calculate their service costs and treatment expenses correctly and they should also add promotional activities to this to ensure correct pricing in services, and they should maintain price stability at all times. They should attach importance to patient loyalty programs, and they should provide the highest service quality by investing in post-treatment support. The health institutions that fulfill service quality and patient expectations thanks to the promotional activities can be preferred much more by increasing their capacity. For ensuring corporate sustainability and development, companies that also engage in environmental activities and allocate budget for social responsibility projects can be one step ahead of others.

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