

A STUDY ON THE IMPACT OF BRAND PERCEPTION AND CUSTOMER SERVICE ON BRAND LOYALTY

Turpu Likhitha Reddy *

PG Research Scholar, Department of Management Studies
Global Academy of Technology, Bengaluru

Dr. Shreelatha H.R*

Professor, Department of Management Studies
Global Academy of Technology, Bengaluru

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Abstract: *The COVID-19 crisis has had a profound impact on healthcare organizations worldwide, including Wellness Hospitals in Hyderabad. This study aims to conduct a comprehensive financial analysis of Wellness Hospitals during the COVID-19 crisis and identify its implications for healthcare organizations. Using financial ratios, trend analysis, and t-tests, the researcher has analysed the hospital's financial performance and provide suggestions to improve financial resilience during similar crises. The study's findings highlight the challenges faced by Wellness Hospitals and offer insights for effective financial management strategies in the healthcare sector.*

Key words: financial Analysis, financial resilience

Introduction

The COVID-19 crisis has had far-reaching consequences globally, impacting various sectors and industries, including healthcare. Healthcare organizations, including hospitals, have faced unprecedented challenges due to the pandemic, with significant financial implications. Wellness Hospitals, located in Hyderabad, have not been immune to these challenges, experiencing substantial disruptions to their financial operations. Therefore, this study aims to conduct a comprehensive financial analysis of Wellness Hospitals during the COVID-19 crisis. By doing so, it aims to shed light on the impact of the pandemic on the hospital's financial performance and provide valuable recommendations for healthcare organizations facing similar crises.

The COVID-19 pandemic has presented unique challenges for healthcare organizations worldwide. The rapid spread of the virus, coupled with the increased demand for medical resources and the need to implement stringent infection control measures, has placed a significant strain on hospitals' operations. Wellness Hospitals, like many other healthcare institutions, have faced a multitude of challenges during this crisis.

In summary, this study aims to conduct a comprehensive financial analysis of Wellness Hospitals during the COVID-19 crisis, examining the impact on their financial performance and providing valuable recommendations for healthcare organizations facing similar crises. By understanding the financial implications of the pandemic and identifying effective

strategies, healthcare organizations can enhance their financial resilience and ensure the provision of quality care during unprecedented times.

Scope of the Study

The COVID-19 pandemic has caused unprecedented challenges for healthcare organizations worldwide. In India, healthcare organizations have been particularly affected by the pandemic, with increased demand for healthcare services and significant financial pressures. It is essential to conduct a comprehensive financial analysis of healthcare organizations during such crises to identify the impact of the pandemic on their financial performance and provide recommendations to improve their financial health. This study is needed to provide insights into the financial performance of Wellness Hospitals during the COVID-19 crisis and to provide recommendations for healthcare organizations in similar situations.

Statement of the Problem

The COVID-19 pandemic has had a significant impact on the healthcare industry worldwide. Healthcare organizations have had to adapt to the changing situation and implement measures to ensure the safety of patients and staff. This has led to financial challenges for many organizations, including Wellness Hospitals in Hyderabad. This study aims to conduct a comprehensive financial analysis of Wellness Hospitals during the COVID-19 crisis to identify the financial impact of the pandemic on the hospital and provide recommendations for healthcare organizations to improve their financial performance during such crises.

Objectives

The objectives of this study are as follows:

1. To conduct a comprehensive financial analysis of Wellness Hospitals in Hyderabad during the COVID-19 crisis.
2. To identify the impact of the COVID-19 crisis on the hospital's financial performance.

Review of Literature

- (Rincon-Hoyos HG, Barrios -Rivera J, & Parra-Rojas MA, 2021), This systematic review examines the financial impact of the COVID-19 pandemic on hospitals. The review identifies the financial challenges faced by hospitals during the pandemic and provides recommendations for improving financial performance during similar crises.
- (Ahmed H, Ahmed Z , & KHAN MA , 2021), This literature review examines the impact of the COVID-19 pandemic on the financial performance of healthcare organizations, including hospitals. The review identifies the challenges faced by healthcare

organizations and provides recommendations for improving financial performance during the pandemic.

- (Moradi Z & Asadi F , 2021), This systematic review examines financial risk management in hospitals and identifies the key financial risks faced by hospitals. The review provides recommendations for improving financial risk management in hospitals and discusses the importance of financial risk management in improving financial performance.
- (Hsu HE, Ashe EM, & Silverstein ,M, 2021), This systematic review examines the impact of the COVID-19 pandemic on hospital revenue. The review identifies the financial challenges faced by hospitals during the pandemic and provides recommendations for improving financial performance during similar crises.
- (Purdy N, Pearson D, & Swartz D, 2021): This systematic review examines the impact of value-based payment models on the financial performance of healthcare organizations. The review analyses different value-based payment approaches, their effects on cost containment, and the implications for financial management in healthcare settings.
- (Qadri SS, et al., 2021): This systematic review examines the financial impact of telemedicine on healthcare organizations. The review analyses the cost-effectiveness of telemedicine services, the potential for revenue generation, and the financial considerations for implementing and sustaining telemedicine programs.
- (Ozcan YA, 2021): This literature review discusses the role of financial management in healthcare supply chain management. The review explores the financial implications of supply chain activities, such as inventory management, procurement, and distribution, and provides insights into improving financial performance through effective supply chain financial management.
- (Alshammary ZM, et al., 2021): This systematic review examines the financial challenges faced by community health centers. The review analyses the unique financial characteristics of community health centers, their funding sources, and strategies for enhancing financial sustainability and performance in these settings.
- (Bankas G, Liaropoulos L, & Kaitelidou D, 2020), This systematic review and meta-analysis examine the financial performance and efficiency of hospitals. The review identifies the factors that influence financial performance and efficiency in hospitals and provides recommendations for improving financial performance and efficiency.

- (Ziyae B, Mirzaei T, & Sadeghifar J, 2020), This literature review provides an overview of healthcare financial management and identifies the key financial management practices and challenges in healthcare organizations. The review also discusses the role of financial management in improving healthcare outcomes and the importance of financial management in healthcare organizations.

Research Methodology

To achieve the objectives of this study, the researcher has employed mixed-methods approach, combining quantitative analysis with financial ratios, trend analysis, and statistical tests. The study focuses on Wellness Hospitals in Hyderabad, utilizing their financial statements for the analysis. The financial ratios are calculated to assess liquidity, profitability, efficiency, and solvency. Trend analysis is employed to identify patterns and changes in the hospital's financial performance over time. Additionally, t-tests are conducted to determine significant differences in financial indicators before and during the COVID-19 crisis.

The researcher collected financial data for a specific period, including pre-pandemic and pandemic periods, to capture the impact of the COVID-19 crisis accurately. Data sources include the hospital's financial reports, audited statements, and relevant databases. The study performed in-depth data analysis to draw meaningful conclusions regarding the financial performance of Wellness Hospitals during the COVID-19 crisis.

Through this research methodology, it aimed to provide insightful analysis of the financial implications faced by Wellness Hospitals and contribute to the existing knowledge on effective financial management strategies for healthcare organizations during similar crises.

Hypothesis

To identify the impact of the COVID-19 crisis on the hospital's financial performance

H0: There is no significant difference in the financial performance of the hospital before and during the COVID-19 crisis.

H1: There is a significant difference in the financial performance of the hospital before and during the COVID-19 crisis.

Limitations of the Study

There are several limitations to this study that should be considered when interpreting the findings:

1. **Limited data availability:** The study will rely on secondary data sources, which may have limitations in terms of completeness, accuracy, and timeliness. The availability of data may also be limited, which could affect the scope and depth of the analysis.
2. **Time constraints:** The study will be conducted within a limited period, which may restrict the amount of data that can be collected and analysed.
3. **Case study design:** The study will focus on a particular case study of Wellness Hospitals, which may limit the generalizability of the findings to other healthcare organizations.
4. **External factors:** The financial performance of Wellness Hospitals may be influenced by external factors beyond the scope of the study, such as changes in government policies, economic conditions, or competitive pressures.

Lack of qualitative data: The study will focus on quantitative data sources and may not include qualitative data such as interviews or surveys with stakeholders, which could provide additional insights into

Data Analysis

Table 1: t-test value

Variable	During -pandemic (Mean)	After -pandemic (Mean)	t-value	p-value
Revenue	283.61	433.27	-3.34	0.019*
Profitability	49.56	78.88	-2.68	0.040*

Note: * $p < 0.05$, indicating statistical significance, Source: prepared by the author

Interpretation

The objective of the study was to find out the impact of the COVID-19 pandemic on the financial performance of charitable hospitals in Hyderabad. The null hypothesis stated that there is no significant difference in turnover and profitability between the pre-pandemic and post-pandemic periods. The alternative hypothesis, on the other hand, stated that the pandemic has a significant impact on the financial performance of hospitals. The results showed that there was a significant difference in turnover and profitability between the pre-pandemic and post-pandemic periods. Specifically, average income increased from 283.61 to 433.27, while average profit increased from 49.56 to 78.88. The t-values for turnover and profitability were -3.34 and -2.68, both of which were statistically significant at

the pandemic; 0.05 level. Therefore, the null hypothesis was rejected, and it can be concluded that the financial performance of Wellness Hospitals Hyderabad has been significantly affected by the COVID-19 pandemic. Hospitals were able to increase their turnover and profit during the pandemic, likely due to increased demand for health services related to COVID-19.

Table 2: Paired Samples t-test

Variable	Pre-pandemic (Mean)	Post-pandemic (Mean)	t-value	p-value
Revenue	283.61	433.27	-3.34	0.019*
Other Income	5.87	6.03	-0.29	0.776

Note: *p < 0.05, indicating statistical significance, *Source: prepared by the author*

Interpretation

A paired-samples t-test shows a significant difference in returns before and after the COVID-19 pandemic ($t(3) = -3.34, p = 0.019$). Average sales increased from 283.61 Cr. 433.27 cr. after the pandemic. In contrast, there was no significant difference in mean other income before and after the pandemic ($t(3) = -0.29, p = 0.776$). Average other income increased from 5.87 cr to 6.03 cr before the pandemic. after the pandemic. Based on these results, it can be concluded that the null hypothesis is rejected and that the COVID-19 pandemic presents a significant opportunity to generate new revenue streams for wellness hospitals in Hyderabad, resulting in significant revenue increases. However, other revenue streams for hospitals before and after the pandemic did not differ significantly

Findings

1. Wellness Hospital's financial analysis reveals fluctuating current and quick ratios, indicating challenges in managing working capital effectively and meeting short-term liabilities with quick assets.
2. The hospital has shifted towards more equity financing and reduced reliance on debt financing, as evidenced by a decreasing debt-to-equity ratio.
3. There has been a significant improvement in Wellness Hospital's interest coverage ratio, indicating a better ability to meet interest expenses with earnings before interest and taxes.
4. The hospital's asset turnover ratio has been gradually increasing, displaying effective utilization of assets to generate revenue. However, the net profit margin and return on assets have fluctuated, with a decrease in profitability in 2022.

Conclusion

The financial analysis of Wellness Hospitals during the COVID-19 crisis provided important insights into their financial performance, highlighting challenges in managing working capital and profitability fluctuations. However, the hospital showed positive trends in resource utilization, reduced debt reliance, and improved efficiency. To address future challenges, the hospital needs to focus on managing expenses, enhancing operations, diversifying revenue streams, and investing in technology and human resources. This analysis offers valuable lessons for healthcare organizations, emphasizing the importance of financial sustainability, patient-centricity, and innovation in adapting to the changing healthcare landscape.

Suggestions

Based on the findings of the financial analysis of Wellness Hospital, the following suggestions can be made

1. Improve Working Capital Management:
 - Implement efficient inventory management systems.
 - Closely monitor the hospital's cash flow.
 - Take steps to stabilize the fluctuation in current ratio and quick ratio.
2. Consider Alternative Funding Sources:
 - Explore short-term capital or equity financing options.
 - Reduce reliance on debt financing.
 - Improve financial flexibility by diversifying funding sources.
3. Focus on Operational Efficiency:
 - Identify areas for cost reduction and productivity improvement.
 - Streamline processes and eliminate unnecessary expenses.
 - Enhance operational efficiency to increase profitability
4. Monitor Expenses Closely:
 - Implement a rigorous expense monitoring system.
 - Identify areas of potential cost savings.
 - Negotiate better deals with suppliers to reduce expenses.
5. Explore Revenue Diversification:
 - Evaluate opportunities to expand services offered by the hospital.
 - Consider forming partnerships with other healthcare providers.
 - Identify new revenue streams to reduce dependence on existing sources.

By implementing these suggestions, Wellness Hospital can improve its financial performance, enhance profitability, and ensure long-term sustainability.

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