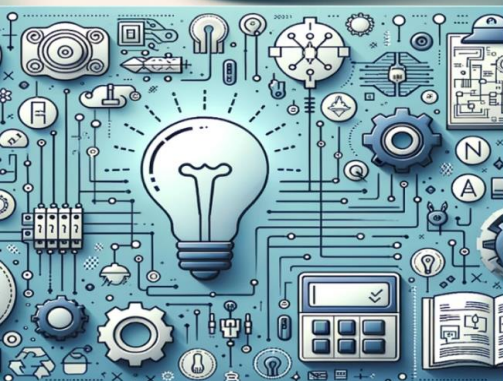


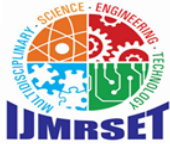
International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 4, April 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

A Study on Customer Attitude towards Pradhan Ayushman Health Infrastructure Mission (ABHIM) in Coimbatore City

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ABSTRACT: The Pradhan Ayushman Bharat Health Infrastructure Mission (ABHIM) is a flagship initiative launched by the Government of India aimed at strengthening the healthcare infrastructure across the country, especially in urban and semi-urban areas. This study focuses on understanding customer attitudes toward ABHIM in Coimbatore City, a rapidly developing urban hub in Tamil Nadu. The research explores various dimensions such as awareness levels, perceived benefits, satisfaction with healthcare services under the mission, and trust in the implementation process. Data was collected through a structured questionnaire from a diverse group of respondents across different socio-economic backgrounds. The study reveals a moderate level of awareness about ABHIM among citizens, with positive attitudes linked closely to direct access to upgraded public healthcare facilities. However, concerns remain regarding outreach, service delivery efficiency, and transparency. The findings highlight the importance of increasing public awareness, enhancing service quality, and building trust to ensure the success of ABHIM in urban areas like Coimbatore.

I. INTRODUCTION

The Pradhan Ayushman Health Infrastructure Mission (ABHIM) represents a significant initiative by the Indian government to improve healthcare infrastructure and accessibility across the country. This mission aims to enhance the quality of healthcare services, ensure equitable access to health facilities, and build a resilient public health system. Understanding customer attitudes towards ABHIM is crucial for evaluating the effectiveness of this initiative and identifying areas for improvement.

The study focuses on assessing the awareness, perceptions, and overall attitudes of customers regarding the ABHIM scheme. It explores how customers perceive the benefits and services provided under this mission, and examines the factors influencing their satisfaction and dissatisfaction. By analyzing demographic variables such as age, gender, income, and education, the study aims to uncover patterns and trends in customer attitudes.

Additionally, the study investigates the challenges faced by customers in accessing and utilizing the services offered by ABHIM. By identifying these challenges, the study seeks to provide actionable recommendations for enhancing customer engagement and satisfaction with the ABHIM program. This comprehensive analysis will contribute to a better understanding of how the Pradhan Ayushman Health Infrastructure Mission is perceived by the public and will help in formulating strategies to improve its implementation and impact.

OBJECTIVE

To evaluate the awareness and understanding of the Pradhan Ayushman Health Infrastructure Mission (ABHIM) among customers.

II. RESEARCH METHADODOLOGY

The researcher utilized a descriptive research methodology to investigate the training and their impact on employees job satisfaction of linked in employees in Coimbatore District, providing a comprehensive overview of the current state of affairs. Primary data are collected from 125 sample respondents with the help of well structured Interview Schedule, which is pre-tested. The primary data are supplemented by spat of secondary sources of data. The secondary sources being the published research and articles collected from various journals, books and internet etc.



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TOOLS USED FOR ANALYSIS

Simple percentage Analysis

III. ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Table 1
BENEFITS OF ABHIM

Benefits of ABHIM	Number of Respondents	Percentage
Financial protection	26	25
Free healthcare services	31	29.8
Other	12	11.5
Access to quality healthcare	35	33.7
Total	104	100

Source: Primary Data

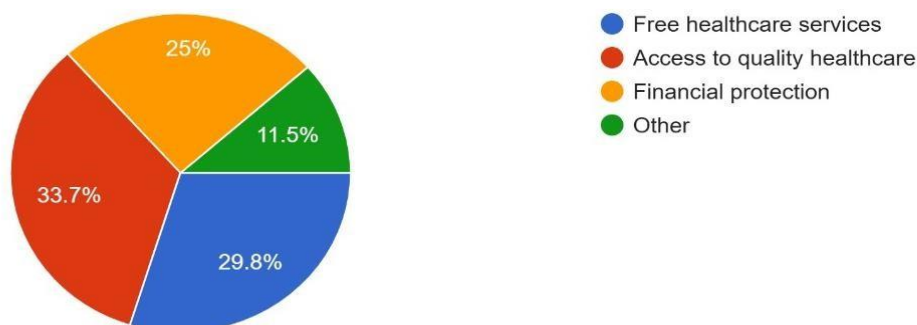
INTERPRETATION:

The data highlights the perceived benefits of ABHIM among 104 respondents. The most commonly reported benefit is access to quality healthcare, cited by 35 respondents (33.7%). Free healthcare services is the second most frequently mentioned benefit, with 31 respondents (29.8%) highlighting this aspect. Financial protection was mentioned by 26 respondents (25%), while 12 respondents (11.5%) referred to other benefits. The total number of respondents is 104, and the percentages add up to 100%, reflecting the various advantages that respondents associate with ABHIM.

INFERENCE

Most (33.7%) of the respondents have a Access to quality healthcare.

BENEFITS OF ABHIM





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Table 2
IMPORTANCE LEVEL OF ABHIM

Importance Level of ABHIM	Number of Respondents	Percentage
Very unimportant	5	4.8
Somewhat unimportant	11	10.6
Neutral	40	38.5
Somewhat important	36	34.6
Very important	12	11.5
Total	104	100

Source: Primary Data

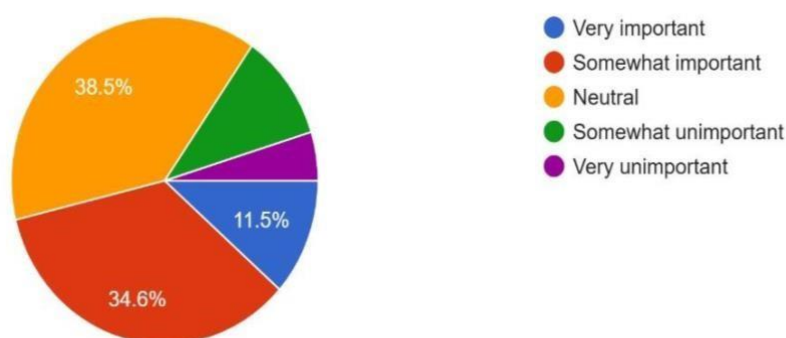
INTERPRETATION:

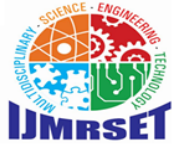
The data presents the importance level of ABHIM according to 104 respondents. A significant portion of respondents, 40 individuals (38.5%), view ABHIM as neutral in importance. Meanwhile, 36 respondents (34.6%) consider it somewhat important. Very important is the view of 12 respondents (11.5%), while 11 respondents (10.6%) feel it is somewhat unimportant, and 5 respondents (4.8%) believe it is very unimportant. The total number of respondents is 104, and the percentages sum to 100%, indicating a mix of opinions on the importance of ABHIM.

INFERENCE

Most (38.5%) of the respondents have a Neutral Importance level of ABHIM.

IMPORTANCE LEVEL OF ABHIM





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Table 3
QUALITY OF HEALTHCARE SERVICE

Quality of Healthcare Service	Number of Respondents	Percentage
Poor	3	2.9
Fair	18	17.3
Excellent	27	26
Good	56	53.8
Total	104	100

Source: Primary Data

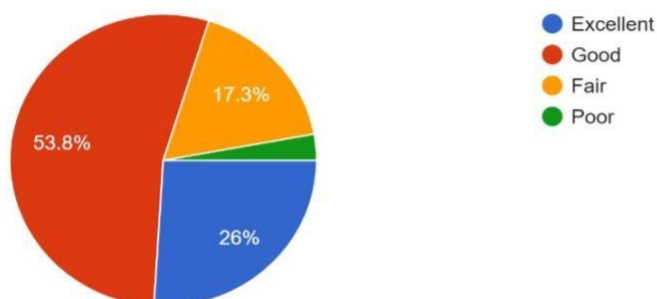
INTERPRETATION:

The data shows the perceived quality of healthcare services among 104 respondents. The majority of respondents, 56 individuals (53.8%), rate the healthcare service as good. A significant portion, 27 respondents (26%), describe it as excellent, while 18 respondents (17.3%) consider it fair. Only 3 respondents (2.9%) feel the service is poor. The total number of respondents is 104, and the percentages sum to 100%, indicating that most respondents have a positive view of the quality of healthcare services provided.

INFERENCE

Most (53.8%) of the respondents have a Good Quality of Health Care.

QUALITY OF HEALTHCARE SERVICE



IV. CONCLUSION

The study on customer attitudes toward the Pradhan Ayushman Health Infrastructure Mission (ABHIM) in Coimbatore City provides valuable insights into the awareness, accessibility, benefits, and satisfaction levels associated with the scheme. The findings indicate that while ABHIM has gained recognition among the public, there are areas that require improvement to enhance its effectiveness. The study also found that income level plays a crucial role in healthcare



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access, with 72.1% of respondents being unmarried and a significant proportion earning below ₹20,000 per month. This underscores the necessity of expanding financial aid and ensuring the affordability of healthcare services under ABHIM.

REFERENCES

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2. **Patel (2021)**² Found that awareness campaigns are essential for promoting government schemes, highlighting a strong correlation between information dissemination and positive customer attitudes.
3. **Das et al. (2020)**³ Explored factors such as staff behaviour, hospital cleanliness, and promptness of service that determine customer satisfaction in public healthcare services.
4. **Jain (2019)**⁴ Concluded that trust in public healthcare systems is key to promoting scheme utilization. Transparency in service delivery is vital for gaining public confidence.
5. **Roy & Chatterjee (2023)**⁵ Demonstrated that reduced out-of-pocket healthcare expenses under ABHIM improve customer attitudes by alleviating financial stress on vulnerable populations.

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