

## **A Study On Attitude Of Nurses Towards Health Care Promotion In Private Hospitals In Sivaganga District**

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### **ABSTRACT**

Nurses are the most influential and significant contributors in promoting health care amongst various segments of people through their incomparable services and generating trust amongst them. Nearly half of nurses are having moderate level attitude towards health care promotion in private hospitals. Significant difference prevails amongst attitude towards health care promotion in private hospitals and profile of nurses. Attitude towards health care promotion in private hospitals is positively, significantly and moderately relating with their job involvement. Hence, nurses must know and familiar with all health care promotional activities of private hospitals and private hospital should give best packages for health care promotion in the interest of both nurses and patients.

**Key Words:** Attitude, Health Care Promotion, Nurses, Private Hospitals

### **1. INTRODUCTION**

Private health care sector is playing a major role in providing health care service to larger portion of people in India (Agarwal et al 2006) and number of private hospitals is significantly increasing over the last two decades because of multiple

reasons and policies of government for promotion of health care activities and they are acting as destinations for health tourism (Mogha et al 2012). In order to promote health care services by private hospitals amongst general public, nurses are the most influential and significant contributors in promoting health care amongst various segments of people through their incomparable services and generating trust amongst them. Nurses are spending most of their time with patients in hospitals and they are having a vast potential for promotion of health of patients (Irvine, 2005). Further, nurses are having close access with patients and opportunities for promoting health amongst them (Shuriquie et al 2007) and their involvement in promotion of health care is highly relying on their attitude towards it. Thus, it is necessary to study attitude of nurses towards health care promotion in private hospitals in Sivaganga district.

## **2. REVIEW OF LITERATURE**

Mooney et al (2011) found that nurses played an important role in promotion of healthcare activities and they had moderate and favourable attitude towards healthcare promotion amongst patients. Virani (2012) concluded that nurses were actively involved in management of patients and disease and promotional activities of health care for patients.

Kemppainen et al (2013) revealed that skills, competencies, hospital culture and attitude of nurses were significantly related with promotion of healthcare activities. Koch et al (2014) indicated that experience, power, self direction, education and personal interests of nurses were positively and significantly related with promotion of health care.

Hildingh et al (2015) showed that nurse students possessed positive attitude towards promotion of health care services and education had positive and significant influence on health care promotion amongst students of nursing. Munir et al (2016) found that health knowledge, behaviour and involvement of nurses and health care model were significantly affected promotion of healthcare of community.

Bhatnagar et al (2017) concluded that rewards, motivation, attitude, involvement and satisfaction of nurses were positively influencing promotion of health care amongst patients. Delaney (2018) revealed that capability, collaboration, knowledge, experience and attitude of nurses were positively related with health care promotion for patients.

## **3. OBJECTIVES OF THE STUDY**

1. To examine attitude of nurses towards health care promotion in private hospitals.
2. To scrutinize difference amongst profile of nurses and their attitude towards health care promotion in private hospitals.
3. To analyze relation amongst attitude towards health care promotion in private hospitals and job involvement of nurses.

#### **4. HYPOTHESES OF THE STUDY**

1. There is no significant difference amongst attitude towards health care promotion in private hospitals and profile of nurses.
2. There is no significant relation amongst attitude towards health care promotion in private hospitals and job involvement of nurses.

#### **5. METHODOLOGY**

The present study is done in Sivaganga district. Simple random sampling method is employed to choose nurses and data are collected from 300 nurses through structured questionnaire. Percentages are used to understand profile of nurses and mean and standard deviation are done to know attitude of nurses towards health care promotion in private hospitals. t-test and Analysis of Variance (ANOVA) test are applied to scrutinize difference amongst profile of nurses and their attitude towards health care promotion in private hospitals. Simple correlation analysis is employed to analyze relation amongst attitude towards health care promotion in private hospitals and job involvement of nurses.

#### **6. RESULTS**

##### **6.1. PROFILE OF NURSES**

The profile of nurses is given in Table-1. The results disclose that 70.67 per cent of nurses are females, whilst, 29.33 per cent of them are males and 34.34 per cent of them are falling to age category of 31 – 35 years, whilst, 17.33 per cent of them are falling to age category of 21 – 25 years. The results explain that 63.00 per cent of them are holding B.Sc (Nursing), whilst, 37.00 per cent of them are holding diploma in nursing and 32.33 per cent of them are bearing 9 – 12 years of working experience, whilst, 11.33 per cent of them are bearing 13 – 16 years of working experience and 38.00 per cent of them are obtaining monthly income of Rs.10,001 – Rs.15,000, whilst, 13.67 per cent of them are obtaining monthly income of more than Rs.20,000,

**Table-1. Profile of Nurses**

| <b>Profile</b>            | <b>Number of Nurses</b> | <b>Percentage</b> |
|---------------------------|-------------------------|-------------------|
| <b>Gender</b>             |                         |                   |
| Male                      | 88                      | 29.33             |
| Female                    | 212                     | 70.67             |
| <b>Age Category</b>       |                         |                   |
| 21 – 25 Years             | 52                      | 17.33             |
| 26 – 30 Years             | 85                      | 28.33             |
| 31 – 35 Years             | 103                     | 34.34             |
| 36 – 40 Years             | 60                      | 20.00             |
| <b>Education</b>          |                         |                   |
| Diploma in Nursing        | 111                     | 37.00             |
| B.Sc (Nursing)            | 189                     | 63.00             |
| <b>Working Experience</b> |                         |                   |
| 1 – 4 Years               | 77                      | 25.67             |
| 5 – 8 Years               | 92                      | 30.67             |
| 9 – 12 Years              | 97                      | 32.33             |
| 13 – 16 Years             | 34                      | 11.33             |
| <b>Monthly Income</b>     |                         |                   |
| Less than Rs.10,000       | 66                      | 33.00             |
| Rs.10,001 – Rs.15,000     | 114                     | 38.00             |
| Rs.15,001 – Rs.20,000     | 79                      | 26.33             |
| More than Rs.20,000       | 41                      | 13.67             |

## **6.2. ATTITUDE OF NURSES TOWARDS HEALTH CARE PROMOTION IN PRIVATE HOSPITALS**

The attitude of nurses towards health care promotion in private hospitals is given in Table-2.

**Table-2. Attitude of Nurses towards Health Care Promotion in Private Hospitals**

| <b>Attitude towards Health Care Promotion in Private Hospitals</b>     | <b>Mean</b> | <b>Standard Deviation</b> |
|------------------------------------------------------------------------|-------------|---------------------------|
| I admire health care promotional activities                            | 3.90        | 0.93                      |
| I am optimistic for health care promotion                              | 3.84        | 1.03                      |
| I know all health care promotional activities                          | 3.36        | 1.12                      |
| I understand significance of health care promotion                     | 3.86        | 1.01                      |
| I am excited to know more things concerning with health care promotion | 3.83        | 1.06                      |
| I like packages of health care promotion                               | 3.38        | 1.10                      |
| Health care promotion has social values                                | 3.80        | 1.08                      |

The nurses are agreed with they admire health care promotional activities, they are optimistic for health care promotion, they understand significance of health care promotion, they are excited to know more things concerning with health care promotion and health care promotion has social values, whilst, they are unsure with they know all health care promotional activities and they like packages of health care promotion.

### **6.3. PROFILE OF NURSES AND THEIR ATTITUDE TOWARDS HEALTH CARE PROMOTION IN PRIVATE HOSPITALS**

The distribution of nurses on the basis of their attitude towards health care promotion in private hospitals is given in Table-3. The attitude for health care promotion in private hospitals is split into low, moderate and high levels based on Mean  $\pm$  SD. Mean is 25.96, whilst, SD is 3.51.

**Table-3. Distribution of Nurses on the Basis of Their Attitude towards Health Care Promotion in Private Hospitals**

| <b>Level of Attitude towards Health Care Promotion in Private Hospitals</b> | <b>Number of Nurses</b> | <b>Percentage</b> |
|-----------------------------------------------------------------------------|-------------------------|-------------------|
| Low                                                                         | 65                      | 21.67             |
| Moderate                                                                    | 139                     | 46.33             |
| High                                                                        | 96                      | 32.00             |
| <b>Total</b>                                                                | <b>300</b>              | <b>100.00</b>     |

Amongst 300 nurses, 32.00 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 21.67 per cent of them have low level of it.

#### **6.3.1. Gender and Attitude towards Health Care Promotion in Private Hospitals**

The relation amongst gender of nurses and attitude towards health care promotion in private hospitals is given in Table-4.

**Table-4. Gender and Attitude towards Health Care Promotion in Private Hospitals**

| Gender       | Level of Attitude towards Health Care Promotion in Private Hospitals |                        |                       | Total                   | t-Value | Sig. |
|--------------|----------------------------------------------------------------------|------------------------|-----------------------|-------------------------|---------|------|
|              | Low                                                                  | Moderate               | High                  |                         |         |      |
| Male         | 22<br>(25.00)                                                        | 43<br>(48.86)          | 23<br>(26.14)         | 88<br>(29.33)           | 4.285   | .000 |
| Female       | 43<br>(20.28)                                                        | 96<br>(45.28)          | 73<br>(34.44)         | 212<br>(70.67)          |         |      |
| <b>Total</b> | <b>65<br/>(21.67)</b>                                                | <b>139<br/>(46.33)</b> | <b>96<br/>(32.00)</b> | <b>300<br/>(100.00)</b> | -       | -    |

(The figures in the parentheses are per cent to total)

Amongst 88 male nurses, 26.14 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 25.00 per cent of them have low level of it. Amongst 212 female nurses, 34.44 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 20.28 per cent of them have low level of it.

The t-value of 4.285 is making clear that significant difference is existing amongst attitude towards health care promotion in private hospitals and gender of nurses at one per cent level. In this view, the null hypothesis is not accepted.

### **6.3.2. Age Category and Attitude towards Health Care Promotion in Private Hospitals**

The relation amongst age category of nurses and attitude towards health care promotion in private hospitals is given in Table-5.

**Table-5. Age Category and Attitude towards Health Care Promotion in Private Hospitals**

| Age Category  | Level of Attitude towards Health Care Promotion in Private Hospitals |               |               | Total         | F-Value | Sig. |
|---------------|----------------------------------------------------------------------|---------------|---------------|---------------|---------|------|
|               | Low                                                                  | Moderate      | High          |               |         |      |
| 21 – 25 Years | 7<br>(13.46)                                                         | 25<br>(48.08) | 20<br>(38.46) | 52<br>(17.33) | 4.312   | .005 |
| 26 – 30 Years | 22                                                                   | 43            | 20            | 85            |         |      |

|               |                       |                        |                       |                         |   |   |
|---------------|-----------------------|------------------------|-----------------------|-------------------------|---|---|
|               | (25.88)               | (50.59)                | (23.53)               | <b>(28.33)</b>          |   |   |
| 31 – 35 Years | 21<br>(20.39)         | 50<br>(48.54)          | 32<br>(31.07)         | <b>103<br/>(34.34)</b>  |   |   |
| 36 – 40 Years | 15<br>(25.00)         | 21<br>(35.00)          | 24<br>(40.00)         | <b>60<br/>(20.00)</b>   |   |   |
| <b>Total</b>  | <b>65<br/>(21.67)</b> | <b>139<br/>(46.33)</b> | <b>96<br/>(32.00)</b> | <b>300<br/>(100.00)</b> | - | - |

(The figures in the parentheses are per cent to total)

Amongst 52 nurses falling to age category of 21 – 25 years, 38.46 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 13.46 per cent of them have low level of it. Amongst 85 nurses falling to age category of 26 – 30 years, 23.53 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 25.88 per cent of them have low level of it.

Amongst 103 nurses falling to age category of 31 – 35 years, 31.07 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 20.39 per cent of them have low level of it. Amongst 60 nurses falling to age category of 36 – 40 years, 40.00 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 25.00 per cent of them have low level of it.

The F-value of 4.312 is making clear that significant difference is existing in attitude towards health care promotion in private hospitals amongst age category of nurses at one per cent level. In this view, the null hypothesis is not accepted.

### **6.3.3. Education and Attitude towards Health Care Promotion in Private Hospitals**

The relation amongst education of nurses and attitude towards health care promotion in private hospitals is given in Table-6.

**Table-6. Education and Attitude towards Health Care Promotion in Private Hospitals**

| <b>Education</b> | <b>Level of Attitude towards Health Care Promotion in Private Hospitals</b> | <b>Total</b> | <b>t-Value</b> | <b>Sig.</b> |
|------------------|-----------------------------------------------------------------------------|--------------|----------------|-------------|
|                  |                                                                             |              |                |             |

|                    | <b>Low</b>                  | <b>Moderate</b>              | <b>High</b>                 |                               |       |      |
|--------------------|-----------------------------|------------------------------|-----------------------------|-------------------------------|-------|------|
| Diploma in Nursing | 17<br>(15.32)               | 58<br>(52.25)                | 36<br>(32.43)               | <b>111</b><br><b>(37.00)</b>  | 4.764 | .000 |
| B.Sc (Nursing)     | 48<br>(25.39)               | 81<br>(42.86)                | 60<br>(31.75)               | <b>189</b><br><b>(63.00)</b>  |       |      |
| <b>Total</b>       | <b>65</b><br><b>(21.67)</b> | <b>139</b><br><b>(46.33)</b> | <b>96</b><br><b>(32.00)</b> | <b>300</b><br><b>(100.00)</b> | -     | -    |

(The figures in the parentheses are per cent to total)

Amongst 111 nurses possessing diploma in nursing, 32.43 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 15.32 per cent of them have low level of it. Amongst 189 nurses possessing B.Sc(Nursing), 31.75 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 25.39 per cent of them have low level of it.

The t-value of 4.764 is making clear that significant difference is existing in attitude towards health care promotion in private hospitals amongst education of nurses at one per cent level. In this view, the null hypothesis is not accepted.

#### **6.3.4. Working Experience and Attitude towards Health Care Promotion in Private Hospitals**

The relation amongst working experience of nurses and attitude towards health care promotion in private hospitals is given in Table-7.

**Table-7. Working Experience and Attitude towards Health Care Promotion in Private Hospitals**

| <b>Working Experience</b> | <b>Level of Attitude towards Health Care Promotion in Private Hospitals</b> |                 |               | <b>Total</b>                | <b>F-Value</b> | <b>Sig.</b> |
|---------------------------|-----------------------------------------------------------------------------|-----------------|---------------|-----------------------------|----------------|-------------|
|                           | <b>Low</b>                                                                  | <b>Moderate</b> | <b>High</b>   |                             |                |             |
| 1 – 4 Years               | 16<br>(20.78)                                                               | 35<br>(45.45)   | 26<br>(33.77) | <b>77</b><br><b>(25.67)</b> | 6.498          | .000        |
| 5 – 8 Years               | 44<br>(47.83)                                                               | 19<br>(20.65)   | 29<br>(31.52) | <b>92</b><br><b>(30.67)</b> |                |             |
| 9 – 12 Years              | 4<br>(4.12)                                                                 | 62<br>(63.92)   | 31<br>(31.96) | <b>97</b>                   |                |             |

|               |                             |                              |                             |                               |   |   |
|---------------|-----------------------------|------------------------------|-----------------------------|-------------------------------|---|---|
|               |                             |                              |                             | (32.33)                       |   |   |
| 13 – 16 Years | 1<br>(2.94)                 | 23<br>(67.65)                | 10<br>(29.41)               | 34<br>(11.33)                 |   |   |
| <b>Total</b>  | <b>65</b><br><b>(21.67)</b> | <b>139</b><br><b>(46.33)</b> | <b>96</b><br><b>(32.00)</b> | <b>300</b><br><b>(100.00)</b> | - | - |

(The figures in the parentheses are per cent to total)

Amongst 77 nurses bear 1 – 4 years of working experience, 33.77 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 20.78 per cent of them have low level of it. Amongst 92 nurses bear 5 – 8 years of working experience, 31.52 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 47.83 per cent of them have low level of it.

Amongst 97 nurses bear 9 – 12 years of working experience, 31.96 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 4.12 per cent of them have low level of it. Amongst 34 nurses bear 13 – 16 years of working experience, 29.41 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 2.94 per cent of them have low level of it.

The F-value of 7.225 is making clear that significant difference is existing in attitude towards health care promotion in private hospitals amongst working experience of nurses at one per cent level. In this view, the null hypothesis is not accepted.

### **6.3.5. Monthly Income and Attitude towards Health Care Promotion in Private Hospitals**

The relation amongst monthly income of nurses and attitude towards health care promotion in private hospitals is given in Table-8.

**Table-8. Monthly Income and Attitude towards Health Care Promotion in Private Hospitals**

| Monthly Income      | Level of Attitude towards Health Care Promotion in Private Hospitals |          |      | Total | F-Value | Sig. |
|---------------------|----------------------------------------------------------------------|----------|------|-------|---------|------|
|                     | Low                                                                  | Moderate | High |       |         |      |
| Less than Rs.10,000 | 13                                                                   | 24       | 29   | 66    | 6.806   | .000 |

|                       |                       |                        |                       |                         |   |   |
|-----------------------|-----------------------|------------------------|-----------------------|-------------------------|---|---|
|                       | (19.70)               | (36.36)                | (43.94)               | <b>(33.00)</b>          |   |   |
| Rs.10,001 – Rs.15,000 | 24<br>(21.05)         | 56<br>(49.12)          | 34<br>(29.83)         | <b>114<br/>(38.00)</b>  |   |   |
| Rs.15,001 – Rs.20,000 | 22<br>(27.85)         | 37<br>(46.83)          | 20<br>(25.32)         | <b>79<br/>(26.33)</b>   |   |   |
| More than Rs.20,000   | 6<br>(14.63)          | 22<br>(53.66)          | 13<br>(31.71)         | <b>41<br/>(13.67)</b>   |   |   |
| <b>Total</b>          | <b>65<br/>(21.67)</b> | <b>139<br/>(46.33)</b> | <b>96<br/>(32.00)</b> | <b>300<br/>(100.00)</b> | - | - |

(The figures in the parentheses are per cent to total)

Amongst 66 nurses obtaining monthly income of less than Rs.10,000, 43.94 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 19.70 per cent of them have low level of it. Amongst 114 nurses obtaining monthly income of Rs.10,001 – Rs.15,000, 29.83 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 21.05 per cent of them have low level of it.

Amongst 79 nurses obtaining monthly income of Rs.15,001 – Rs.20,000, 25.32 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 27.85 per cent of them have low level of it. Amongst 41 nurses obtaining monthly income of more than Rs.20,000, 31.71 per cent of them have high level of attitude towards health care promotion in private hospitals, whilst, 14.63 per cent of them have low level of it.

The F-value of 6.806 is making clear that significant difference is existing in attitude towards health care promotion in private hospitals amongst monthly income of nurses at one per cent level. In this view, the null hypothesis is not accepted.

#### **6.4. RELATION AMONGST ATTITUDE TOWARDS HEALTH CARE PROMOTION IN PRIVATE HOSPITALS AND JOB INVOLVEMENT OF NURSES**

The relation amongst relation amongst attitude towards health care promotion in private hospitals and job involvement of nurses was studied by employing correlation analysis and the results are given in Table-9.

**Table-9. Relation amongst Attitude towards Health Care Promotion in Private Hospitals and Job Involvement of Nurses**

| Particulars                                                                               | Correlation Co-efficient |
|-------------------------------------------------------------------------------------------|--------------------------|
| Attitude towards Health Care Promotion in Private Hospitals and Job Involvement of Nurses | 0.53**                   |

\*\* Significance at 1% level

The correlation coefficient amongst attitude towards health care promotion in private hospitals and job involvement of nurses is 0.53 and it is revealing that both are positively and moderately interrelated at one per cent level of significance. In this view, the null hypothesis is not accepted.

## 7. CONCLUSION

The results of this study elucidate that nearly half of nurses are having moderate level attitude towards health care promotion in private hospitals. Significant difference prevails amongst attitude towards health care promotion in private hospitals and profile of nurses. Attitude towards health care promotion in private hospitals is positively, significantly and moderately relating with their job involvement. Hence, nurses must know and familiar with all health care promotional activities of private hospitals and private hospital should give best packages for health care promotion in the interest of both nurses and patients.

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