

Brand Communication Survey Analysis (Malaysia)

Non-Customer Survey & Demographic Results

Overall Demographics of Malaysia



KUALA LUMPUR

Malay: 45.9%
Bumiputera: 1.6%
Chinese: 40%
Indian: 10.3%
Other: 1.2%
Non Malay: 1%



IPOH

Malay: 0.1%
Bumiputera: 38.5%
Chinese: 44.1%
Indian: 14.1%
Other: 0.2%
Non Malay: 3%



JOHOR BAHRU

Malay: 47.5%
Bumiputera: 0.3%
Chinese: 34.2%
Indian: 9%
Other: 0.3%
Non Malay: 8.7%



PENANG

Malay: 43.6%
Bumiputera: 0%
Chinese: 45.6%
Indian: 10.4%
Other: 0.4%
Non Malay: 0%

In Numbers

- Kuala Lumpur
- Only 26 respondents
- Ratio is 26: 100
 - # of people who actually filled it out compared to the # of surveys distributed

Key Learning

- Survey results & participation
- Negative Experience(s) and consolidated feedback
- Confidence in business model & service model
- Customer Expectations

Overall Non-Customer Profile



92% of non-customers have never used our service &

77% have never even heard of Portea



Age: 34% 25-30, 19% 35-40, 15% 18-24, 32% other

Gender: 54% Male, 46% Female

Race: Indian, Malay, Chinese, and Other/Non-Citizen



0% live with grandparents



Average Family Size: 3-5
69% live with their family

Demographic Detailing: Most of the respondents have an interest in reading, spending time with family, travelling, and listening to music

Purchase Patterns

89% of non critical visits to the hospital annually are between 0-5 times



Out of that 89% about 69% of people go to the hospital for themselves 1-5 times annually and 30% go 1-5 times for their family members

Our customers top priority when it comes to healthcare is QUALITY

- 46% of people have an issue of health and well being due to lack of proper facilities

77% of existing customers use multiple healthcare brands

23% use only one brand

Top 3 Reasons for Loyalty Towards a Brand
Kuala Lumpur
Trust/Known Doctor
Accessibility
Price

Considerations when choosing a healthcare brand

- Price: 50%
- Quality: 62%
- If family likes it: 8%
- If family dislikes it: 15%
- Reputation: 58%
- All the above: 8%

Concerns with today's healthcare brands

- Untimely & lacks process: 39%
- Short-staffed: 23%
- Lack of expertise: 54%
- Lack of hygiene: 12%
- Logistics: 39%
- Poor Infrastructure: 23%

Quantitative Media Influence

Media	Preference for Awareness	Preference for Trust
Print Ads	15%	12%
Word of Mouth	65%	50%
Online/Social	81%	46%
Newspaper/Magazine Articles	39%	39%
Outdoor Media	15%	15%
Known Reference	69%	46%

Service Brand Awareness

- 54% have heard of home medical care services
 - 12% have heard of Portea, 8% can't remember the name of the company they've heard about, 4% heard from their Doctor, and 30% didn't respond
- 46% have not heard of home medical care services

Themselves or a family member is in need of our services:

- 46% physiotherapy, 35% nurse, and 27% caregiver
- 65% of people said they would TRY our services depending on the convenience, price, quality of service, and motivation of staff

Concerns about Home Medical Services:

- Safety & Security: 50%
- Lack of Infrastructure: 46%
- Quality of Healthcare: 58%
- Price: 58%

Brand Review: Image 1

Doctors are pledged to reduce the pain or suffering of humanity,
Then why aggravate your sufferings by travelling to meet them?



**IT'S TIME THEY
WALK TO YOU**

**Call Portea.
Call Doctors at Home**

care@portea.com | (STD CODE) 33554554 | www.portea.com

Delhi/NCR • Bangalore • Chennai • Mumbai • Pune • Kolkata • Ahmedabad • Jaipur • Hyderabad • Lucknow • Coimbatore

- Catchy sentence
- Welcoming
- Quality
- Focused on patients' care
- Too text heavy
- Convenient
- Expensive
- At home services

Brand Review: Image 2

DOCTOR AT YOUR DOOR 

"It is cruel to subject an elderly patient to pothole-ridden roads, traffic, and parking problems. Moreover it becomes a two-hour visit for a 10-minute consultation."



Call the portea doctor home.

care@portea.com | (STD CODE) 33554554 | www.portea.com

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- Simple (which is good)
- Not patient friendly
- “Too salesy”
- Convenient, especially for elderly
- Quality
- Expensive
- Not sure if trustable

Brand Review: Image 3



PORTEA
HOME MEDICAL CARE SERVICES

**Shifted to a new place?
Searching for a good DOCTOR?**

We do home visits
Call us : 080-33197515

- Can't tell it's a home doctor
- Lack of important information
- Convenient/saves time
- Home visits
- Does not look like a medical ad
- Security/Trustworthy
- More stylish

Brand Review: Image 4

Print Ads - Nursing



- Too many words
- Too difficult to understand
- Very informative
- Nursing
- Clear, concise, compact
- Print ads should be visually appealing

Able to understand...

- Key Message
 - Yes: 46%, No: 23%
- Visual Appeal
 - Yes: 39%, No: 31%
- Call to action
 - Yes: 42%, No: 27%

Do these images together...?

- Create interest to know more
 - Yes: 42%, No: 27%
- Develop a desire to try
 - Yes: 46%, No: 23%
- Make you feel indifferent
 - Yes: 35%, No: 35%

100- Total for each bullet point (%yes + %no) = the number of people who didn't respond

Brand Communication Summary

Customer Demographic Profile

Customer Family Profile

Customer Purchase Cycles

Concerns regarding hospitals

Trust Clinicians

Media Preferences

THANK YOU!