

Study to Analyze the Consumer Behavior of Medical and Dental Products through E-Commerce

By

Alladi Shashank Kumar

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that A Shashank Kumar student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar)

from February 5th, 2018 to May 4th, 2018.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

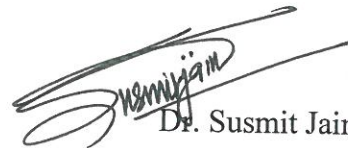
I wish him all success in all his future endeavors.



Col. (Dr.) Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Dr. Susmit Jain

Assistant Professor

The IIHMR University, Jaipur

Date: 5th May 2018

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To Whomsoever It May Concern:

This is to certify that Dr. A. Shashank Kumar, the student of Institute of Health Management Research (IIHMR), Jaipur has undergone Dissertation at BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar) from 5th February 2018 to 4th May 2018. His dissertation work involved "A study to analyze the consumer behaviour of medical/dental products through E commerce".

The candidate has successfully carried out the study assigned to him while working as "Intern" for the period of 3 months. His approach to the study has been sincere, scientific & analytical.

This work is partial fulfilment towards the course requirements and is recommended for MBA in Health and Hospital Management. This letter, is being provided at the express request of the Intern for his Dissertation, this in no way confers any direct or indirect liability on Boston Ivy Healthcare Solutions Pvt. Ltd

We wish him all the success in all his future endeavors.

Thanking you,
For Boston Ivy Healthcare Solutions Pvt. Ltd.

Vinod Kumar

Authorized Signatory



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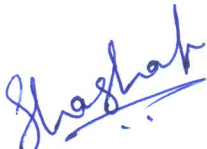
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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **A Study to Analyze the Consumer Behavior of Medical and Dental Products through E-commerce** and submitted by **Dr. A Shashank Kumar**, Enrolment No **0370** under the supervision of **Dr. Susmit Jain** for award of MBA in Hospital and Health of the University carried out during the period from **February 5, 2018 to May 4, 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

ABSTRACT

A Study to Analyze the Consumer Behavior of Medical and Dental Products through E-commerce.

A. Shashank Kumar
BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar)
Guided by: Dr. Susmit Jain

Background:

Consumer behavior with respect to e-commerce site has been of great interest to sales and marketing. The knowledge of the e-commerce consumer behavior helps the sales and marketing team to understand how the consumers think, feel and select alternative ways of procurement. A consumer buying behavior is mostly influenced by various cultural, social, personal, and most importantly technological factors for procurement via e-commerce site. Most of these factors are unpredictable and beyond the hands of the sales and marketing team but should be considered while understanding the complex behavior of consumers towards e-commerce procurement. The current study was conducted to analyze the consumer behavior knowledge, attitude towards buying the medical and dental products from any e-commerce site/app.

Objectives:

- To analyze the consumer behavior of medical devices through an e-commerce portal.
- To determine and analyze the gaps in logistics and distribution process of the organization. (e-commerce).
- To develop effective strategies to implement for efficient selling of medical equipment and device through e-commerce.

Methodology:

- **Study Design:** Descriptive Cross-Sectional Study.
- **Study Setting:** BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar) Hyderabad.
- **Sample Size:** 151 (which includes Procurement offices/managers of hospitals, Doctors, Dentists, Physicians).
- **Sampling Technique:** The sampling technique used in the study was Purposive Sampling.

- **Data Collection Procedure**
- **Data Analysis Procedure:** Data Analysis was done with the help of MS Excel, SPSS.
- **Data Collection Instrument:** A Set of structured Questionnaire Containing Open-Ended Questions were used.
- **Ethical Considerations:** An informed consent was taken before commencing the survey from the association. The confidentiality of the respondents will be maintained. Respondents will be assured that participation in the study is completely voluntary and participants can withdraw from study at any stage. The respondents will be informed that the collected data will be shared only with the guide allotted for the study and that it is for academic purpose.

Findings:

Out of the sample of 151, it was found that only 38% of the Hospitals, diagnostic centers, nursing home, day care center prefer to use any online method or e-commerce site for procurement of the medical products and the remaining 62% fulfill their requirements by offline purchase or contract-based procurement

47.5% of dentist use an e-commerce site to procure the dental products whereas the 52.6% of dentist fulfill their requirements by an offline method such as vendors/suppliers etc.

Conclusion:

It was found out that the Doctors and Physician who use e-commerce site for their procurement fall in the age between 25 to 35 who are guided by the sales/business development team of the website or app who show them the advantage of using the site or the app and are also influenced by an ad of the website. The doctors, physician, and procurement managers who use

e-commerce website for few set reasons and advantages which they consider is not available with a vendor/supplier

Key words:

e-commerce, procurement.

ACKNOWLEDGEMENT

I convey my heartfelt gratitude to Mr. Vivek Tiwari, CEO, BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar), for giving me the opportunity to work with Medikabazaar and allow me to conduct the project during the dissertation period.

I would like to convey my thanks to Mr. Ketan Malkan, CFO, BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar) and Mr. Devashish Chowdary, Vice president, BOSTON IVY HEALTHCARE SOLUTIONS Pvt Ltd (Medikabazaar), for mentoring and guiding me and for their constant encouragement and continuous support when it came to guidance, suggestions and their expertise during my dissertation period at Medikabazaar.

I express my sincere thanks to my internal guide Dr. Susmit Jain for his valuable guidance and timely suggestions as and when I was seeking them.

I would also like to take this opportunity to thank Dr. Ashok Kaushik, Dean (Academics) and Professor cum Proctor and Mr. Hem K Bhargava, General Manager, Corporate (Academics), Dy. Registrar (Academics) for providing me with the necessary support and for their faith in me.

Last but not the least, I would like to express my gratitude for my parents and for their constant encouragement and faith in me during my summer internship.

Above all, I would like to thank God for giving me the strength to manage the difficulties which I faced during this period.

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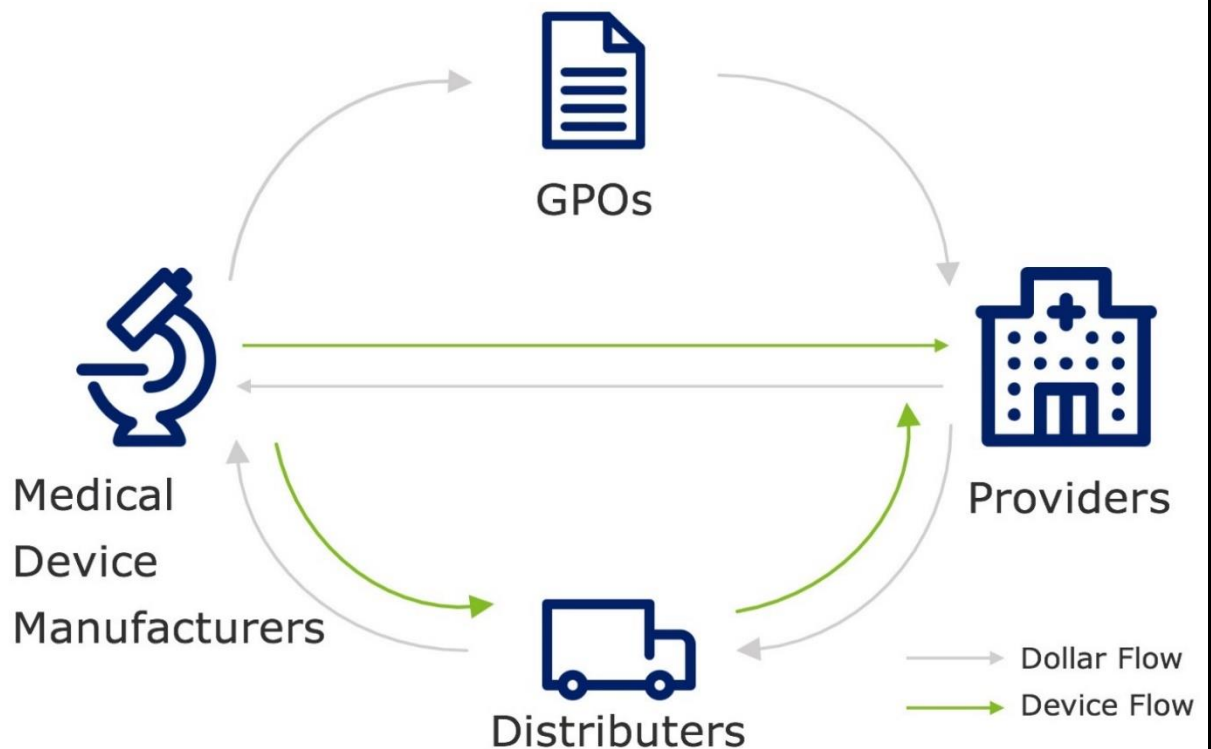
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1. INTRODUCTION

As per Ostrow and Smith consumer behavior refers to the actions of the consumer in the market place and the underlying motives for those actions. Consumer behavior is a study which shows how an individual makes decision to spend their available resources (time, money) on consumption of a product, this study also shows what they buy, when where and why do they buy it, and how often they buy it. The study attempts to understand the buyer's decision-making process. It studies characteristics of individual consumers such as demographic and behavioral variables to understand people's wants.

Consumer behavior does not apply to physical stores today as e-commerce has become more prevalent. Shopping online has become more popular due to efficiency, speed and convenience it provides. As e-consumerism has increased profusely the retailers and e-tailers must apply the psychology of marketing to understand and satisfy the customer needs and grow the sales. It is also important to identify how online buyers think and feel about where they hangout online can help marketers improve existing campaigns and flesh out strategies that can reach consumers better. The Consumer behavior with respect to e-commerce site has been of great interest to sales and marketing. The knowledge of the e-commerce consumer behavior helps the sales and marketing team to understand how the consumers think, feel and select alternative ways of procurement. A consumer buying behavior is mostly influenced by various cultural, social, personal, psychological and most importantly technological factors for procurement via e-commerce site. Most of these factors are unpredictable and beyond the hands of the sales and marketing team but should be considered while understanding the complex behavior of consumers towards e-commerce procurement. While analyzing the consumer behavior, it is necessary to evaluate the aggregate buying behavior of the consumer. The aggregate buying behavior of the consumer includes procurement process, logistics, distribution process, and efficient buying of medical equipment's/devices. The study aims to understand the consumer behavior of medical devices with respect to Business to Business (B2B) e-commerce site on how individual's experiences to satisfy their needs and wants. The Business to Business (B2B) site for medical procurement is changing supplier and customer relationship in profound ways. The site makes market more efficient by reducing the complexity of procuring and purchasing medical supplies by redefining the existing supply chain and logistics process. The healthcare professionals consider that the eco-system of the healthcare is built on maintaining the relationships among Patients, Providers, Payers, Policymakers, and pharma and the device manufacturers, but however the things get much simpler in the eyes of the e-commerce players by making the eco-system of

supply into two parts i.e. Distribution and manufacturing. The figure helps us explaining the medical and dental product supply chain.



The above figure shows use that the E-commerce could help the customers to buy the products or Devices directly from the manufacturers which will in turn decrease the additional charges which are been added by the vendors and suppliers for their profits. The e-commerce website or app can help the Hospitals and Clinic to reduce the cost which are been charged by the Local vendors and suppliers.

The basic products or equipment's that are purchased regularly by the hospitals and clinics and could be procured on an e-commerce website/app for a better and competitive pricing than a vendor/supplier price

- Implants (orthopaedic joints, pacemakers, ICDs, Dental implants, Artificial bone graft)
- Instruments (scissors, scalpels, surgical staplers, vessel sealers, General dental instruments)
- Capital equipment (X-ray machines, CT/MRI scanners, Dental chairs and x-ray units, RVG)
- Supplies (syringes, catheters, surgical gloves)

The opportunities for an E-commerce website/app of a medical and dental product could be

2. **Logistics:** It seems like a natural extension of e-commerce players' B2B business to get medical device manufacturer's products into hospitals, physician's offices, and labs. e-commerce players extensive distribution network, fast delivery model, and reputation for reliable service can give it a competitive edge in negotiations with hospitals for medical supplies business, particularly if they can price competitively to the GPOs. Hospitals' data collection represents another viable market opportunity. e-commerce players can leverage their technical expertise in data management as a Trojan Horse into hospitals for the supplies business.
3. **Device manufacturing (device label):** It is not necessary for e-commerce players to alter hospital purchaser behaviour – orders are already entered online (device companies or GPOs' online portal). According to a hospital management survey, hospital administrators usually concern about the size of shipments (bulk vs. break bulk pallets), fill rates, and logistics service as reasons to switch away from current distribution vendors. Hospital customers expect next day delivery of medical supplies six days per week and target close to a 99% fill rate. The logistics can be complex as hospitals work closely with their distributor to manage inventory levels in tandem and often rely on their distributor to break bulk orders from manufacturers and create customized deliveries as hospitals are space constrained.

Some cited from the survey they would consider switching their entire book of business if given a 15% price discount below their current distribution/GPO contracts. We would expect those big e-commerce players will establish their own self-manufactured/private label offering of commoditized items to meet the providers' needs in competitive pricing and customized logistic services in a long term.

When a customer decides to buy a product from an e-commerce site or an app he undergoes few stages, at each stage the customer has an expectation which has to be met by the e-commerce seller and as well the seller also goes through various stages to satisfy the customer needs and wants. These stages are listed below

BUYER



IDENTIFY A NEED



SEARCH FOR PRODUCT OR SERVICES THAT WILL SATISFY THE NEED



NEGOTIATE A PURCHASE TRANSACTION



MAKE PAYMENT



ARRANGE FOR DELIVERY



INSPECTION, TESTING AND ACCEPTANCE



WARRANTY CLAIMS AND REGULAR MAINTENANCE

SELLER



IDENTIFY CUSTOMER NEEDS



CREATE A PRODUCT OR SERVICE THAT WILL MEET CUSTOMER NEEDS

ADVERTISE AND PROMOTE THE PRODUCT



NEGOTIATE A SALE TRANSACTION



INVOICE AND BILL CUSTOMER



RECEIVE AND PROCESS CUSTOMER PAYMENTS

ARRANGE FOR DELIVERY — PROVIDE AFTER SALE SUPPORT AND SERVICE

2. AIM OF THE STUDY:

The main aim of this study is to understand the consumer behavior toward the E-commerce website/app for the purchase of the medical and dental products and increasing or maximizing the utility behavior of the customer towards the e-commerce purchase. This study focuses on how an individual makes decision to spend their available resources (time, money) on consumption of a product, the study also shows when where and why do they buy it, and how often they buy it. In this study it has been shown that which age group prefers to use an e-commerce website/app for the purchase of their medical or dental products and what was the reason to shift from offline to an online mode of purchase and who or what has influenced them to shift from offline mode to online mode of purchase. This study also shows the difference in which profession would like to choose the online mode of purchase more often and why have the choose e-commerce for the procurement. As most of the doctors and procurement managers still choose the offline method to fulfill their procurement needs this study introduces them to the e-commerce website/app showing their uses and advantages of using these apps for the purchase of products. Transparency in pricing is the most important aspect for the doctors or procurement mangers so that they could charge the patient accordingly and e-commerce website/app have a transparency in their prices and was be shown to the doctors and managers.

3. OBJECTIVES OF THE STUDY:

The study has tried to address the following research objectives

3.1 General objectives:

To understand and analyze the consumer behavior of the Doctors, Procurement managers, and others why they have chosen the alternate way for purchase of the products.

3.2 Specific objectives:

- To analyze the consumer behavior of medical devices through an e-commerce portal.
- To determine and analyze the gaps in logistics and distribution process of the organization. (e-commerce).
- To develop effective strategies to implement for efficient selling of medical equipment and device through e-commerce.

4. OUTLINE OF THE STUDY

The study consists of a set of questions that have been circulated to the Doctors, Procurement managers, other Managers who are involved in the purchase of the material in the hospitals, clinics, diagnostic centers, nursing homes, day care centers through e-mail and text messaging services. This questionnaire probe various dimensions of consumers such as attitude, trust, behavior and commitment towards offline and online method of purchasing. Ethics had been taken into consideration by taking an informed consent from the respondents before answering the questionnaire. The respondents were assured that the participation in the study was completely voluntary and they were free to withdraw from the study at any stage. The respondents were informed that the data collected would be shared with the guide allotted for the study and that the study was being conducted for academic purposes only.

5. LIMITATIONS:

1. The time period of the study is limited to three months.
2. Due to a limited amount of time and resources involved to carry out this study was restricted to a very limited sample size.

6. REVIEW OF LITERATURE

Knowing the consumer behavior can help many of the medical equipment's supplier companies to maintain their competitive strength and employ more effective strategies. The goal of this study was to study of determinants influencing the buying behavior of purchasing medical equipment's from e-commerce website.

According to Veysel Yilmaz and H. Eray celik the technology acceptance model is a very important modelling approach in information technology research. The consumer behavior study is made to explain the consumer acceptance of e-shopping by means of extended model based on TAM. Perceived trust, perceived enjoyment, perceived information quality, perceived system quality and perceived service quality factors are added to the classical TAM.

According to Brian J Corbitt and Han yi, increasing use of the World Wide Web as a B2C commercial tool raises interest in understanding the key issues in building relationships with customers on the Internet. Trust is believed to be the key to these relationships. Given the differences between a virtual and a conventional marketplace, antecedents and consequences of trust merit re-examination.

According to Theerasak Thanasankit research suggest that people are more likely to purchase from the web if they perceive more trust in e-commerce and have more experience in using the web. Customer's trust levels are likely to be influenced by the level of perceived market orientation, site quality, technical trustworthiness, and user's web experience. People with a higher level of perceived site quality seem to have a higher level of perceived market orientation and trustworthiness towards e-commerce. Furthermore, people with a higher level of trust in e-commerce are more likely to participate in e-commerce. Positive 'word of mouth', money back warranty and partnerships with well-known business partners, rank as the top three effective risk reduction tactics.

E-commerce is also riding the wave of growth in the healthcare tech sector. This is because healthcare is the next big thing in the online retailing space as there is large amounts of untapped potential. The increase in life expectancy together with the increase in demand for quality healthcare products has increased the demand for healthcare supplies.

According to iResearch's 2015 china online medical product consumer behavior More than 70% of online medical product consumers made online purchases because of the "lower prices", "direct delivery service" and "category variety." Nearly 60% of the consumers made online purchases for protecting their privacy.

iResearch's analysis indicates that online medical product retailers can work to increase publicity efforts so that the public becomes more aware of the possibility of purchasing medical products online. By doing this, retailers can establish a good brand image which will in turn result in an increase in online medical product purchases.

According to iResearch's 2015 china online medical product consumer behavior Over half of online medical product consumers paid close attention to the price and quality of products, the retailer's website reputation, product variety, the reputation of the corresponding offline drugstore and delivery speed.

7. RESEARCH METHODOLOGY

7.1 STUDY DESIGN

The study is a quantitative and cross-sectional study in nature. Methodology included a questionnaire-based survey circulated among Doctors, Procurement managers, Managers who are involved in the purchase of material for their clinics, hospitals, nursing home, day care center, diagnostics. The questionnaire consisted of 12 closed ended questions on which the analysis was done.

7.2 STUDY SETTING

The study was conducted in Hyderabad, the capital city of Telangana, a southern State in India. Hyderabad is a major metropolitan city and urban region with more than 200 dental clinics more than 100 hospitals and more than 300 diagnostic centers. The sample was selected randomly, and the questionnaire was sent to them on mails or on texts to validate their responses.

7.3 DURATION OF STUDY

The study was conducted for a period of 90 days (three months), from February 05, 2018, to May 05, 2018, until the sample size was reached up to 150.

7.4 SAMPLING METHOD

This study included respondents who are responsible for the material purchase for their organization. Primary data was collected from 150 respondents with diverse ages from different parts of the city and who are involved in the procurement process for their organization using a questionnaire. The questionnaire was floated to the respondents through e-mail and text message services and the data collected was analyzed on MS-Excel.

7.5 SAMPLE SELECTION

7.5.1 Inclusion criteria:

- All those who are included in the procurement process for their organization
- All the hospitals, dental clinics, diagnostic services, and nursing homes where there is monthly or weekly purchase are done was included.
- All the ages have been included
- Junior residents and dentist are included

7.5.2 Exclusion criteria:

- Students or interns have been excluded
- Respondents who gave partial/incomplete information

8. RESULTS

The study was aimed to address the following objectives

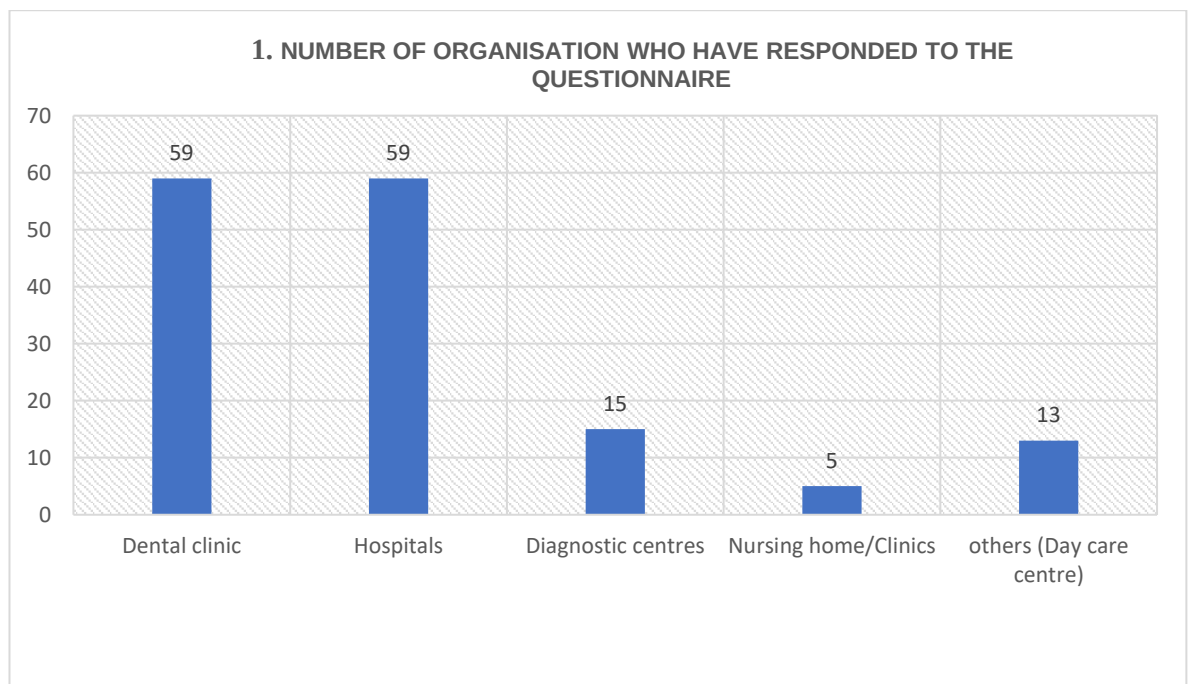
- To analyze the consumer behavior of medical devices through an e-commerce portal.
- To determine and analyze the gaps in logistics and distribution process of the organization. (e-commerce).
- To develop effective strategies to implement for efficient selling of medical equipment and device through e-commerce.

To meet the requirement of the objectives the questionnaire which was circulated to the respondents consisted of 12 closed ended questions.

The questions help us to analyze the consumer behavior why they have chosen the alternative way of buying products.

The questionnaire consists of key parameters such as the type of the organization they are working at, age, awareness of online apps/website for purchase of medical and dental products, reasons and advantages for choosing the online or offline way of purchase, Rating for online purchase experience, Factors influenced to use e-commerce site/app for purchase, which app/site used for buying the products for both dental and medical. With the help of these questions an analysis has been made to understand the consumer behavior.

The graphical representation of the result of the survey is given below

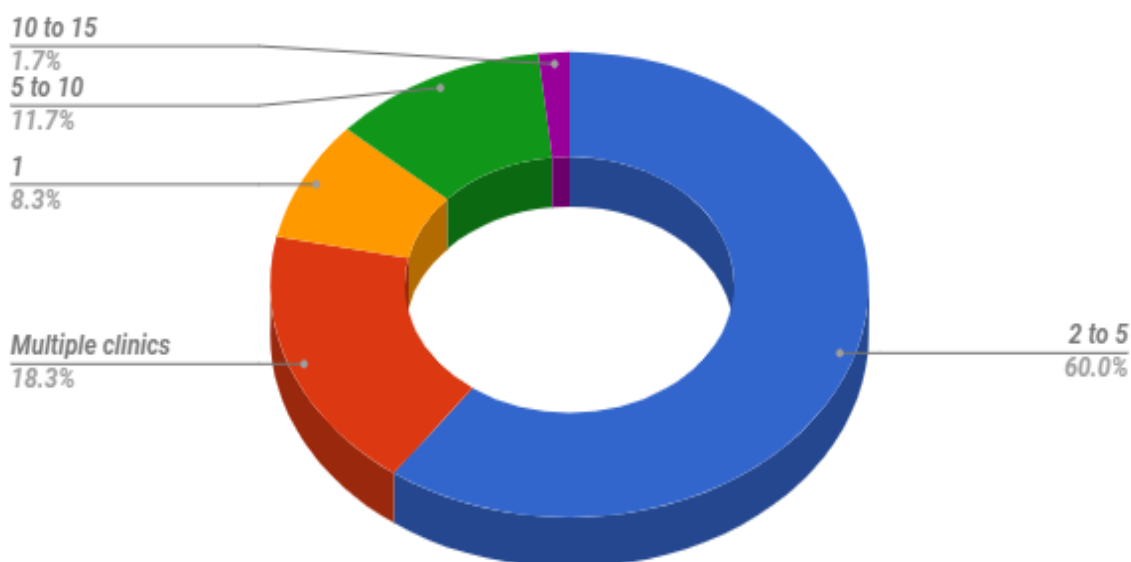


The above pie chart show that the total number of respondents involved in the study. The number of hospitals and clinics sample size taken was almost equal to find out the consumer behaviour of the staff involved in the purchase of material. The hospitals involved consisted of beds less than 50 to 300 and dental clincs involved are single clincs and a chain of clinics. Sample has been collected only from the staff or doctors involved in the regular purchase of material for their clinic or hospitals. The other respondents include diagnostic centres, nursing homes, day care centre.

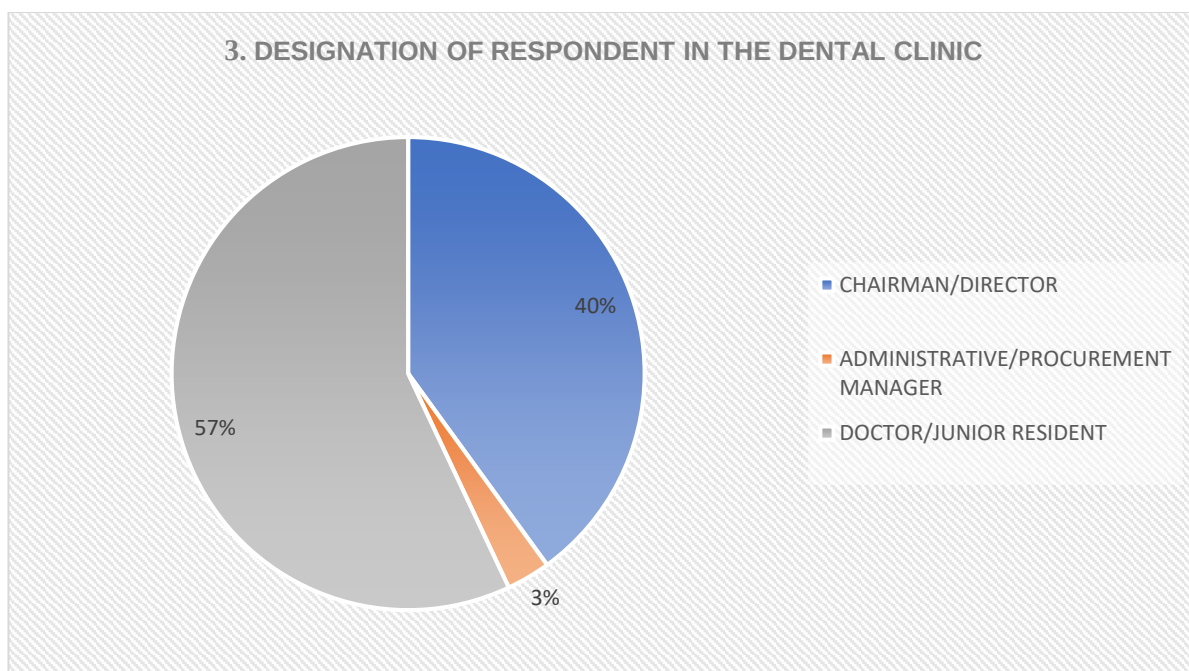
RESPONSES GIVEN BY DENTIST/PROCUREMENT MANGERS FOR ONLINE PURCHASE OF DENTAL PRODUCTS

The following graphs show the analysed data for dental clincs. The graph shows how many clincs or chairs a dentist has who has involved in the purchase of material for his clincs. This indicates the frequency of purchase and how do they purchase

2. Please select the number of Dental chairs in the clinic

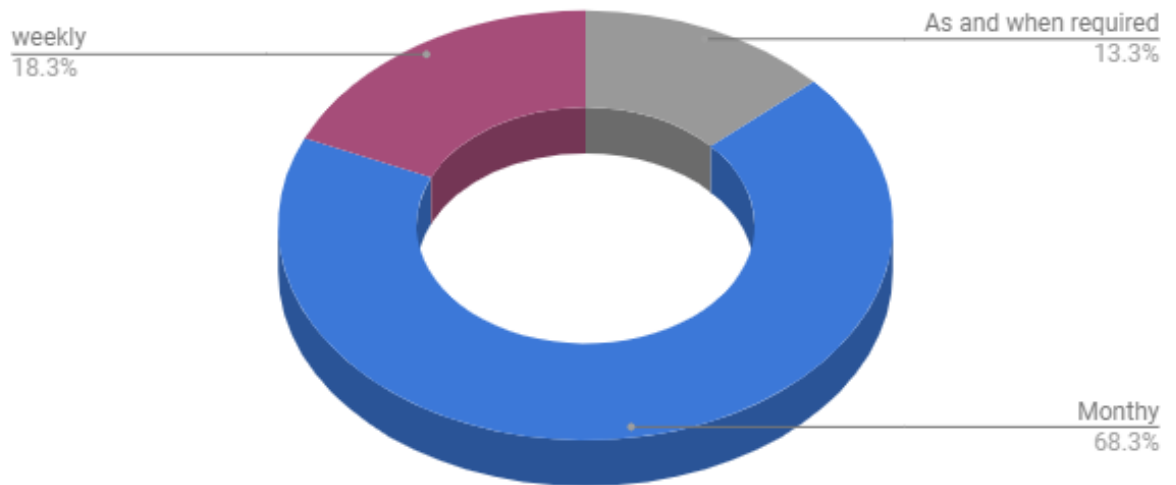


The following graphs shows the designation or role of the respondent in the organization who are involved in the procurement process. It can be seen clearly that most of the respondents are the chairman or directors of the dental clinics or the dental surgeon who work in that clinic. The 3% which includes procurement managers or administrative managers which is the untapped market by the e-commerce website/app and these mangers are found in the chain of clinic than a single clinic.



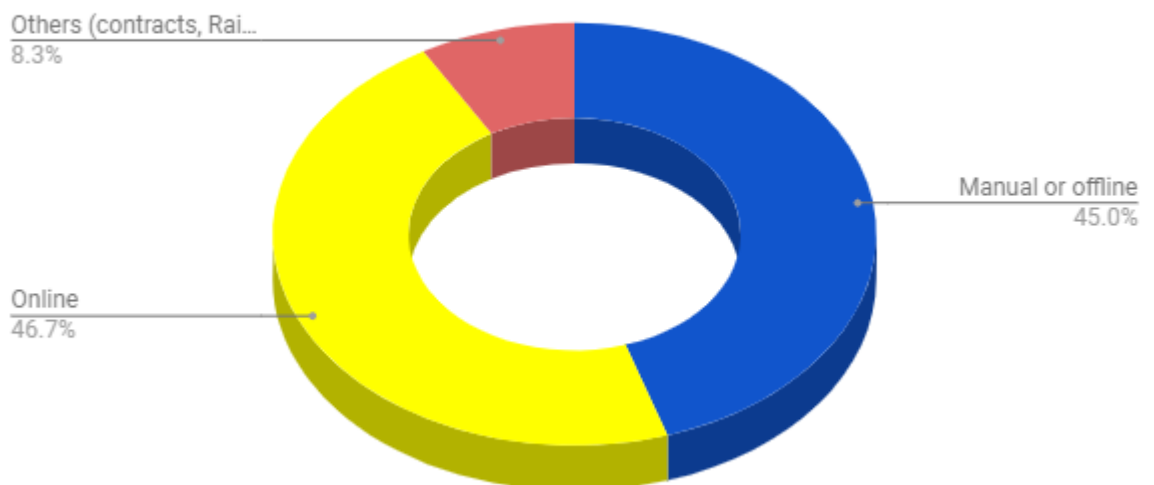
The following graph shows the frequency of the materials purchased. Here its seen that 68% of the dentist or procurement managers fulfill their stock on monthly basis 18% do it on weekly basis and 13% do it as and when there is requirement of material for future use or according to their patient appointments.

4. Mention the frequency of the material purchase.

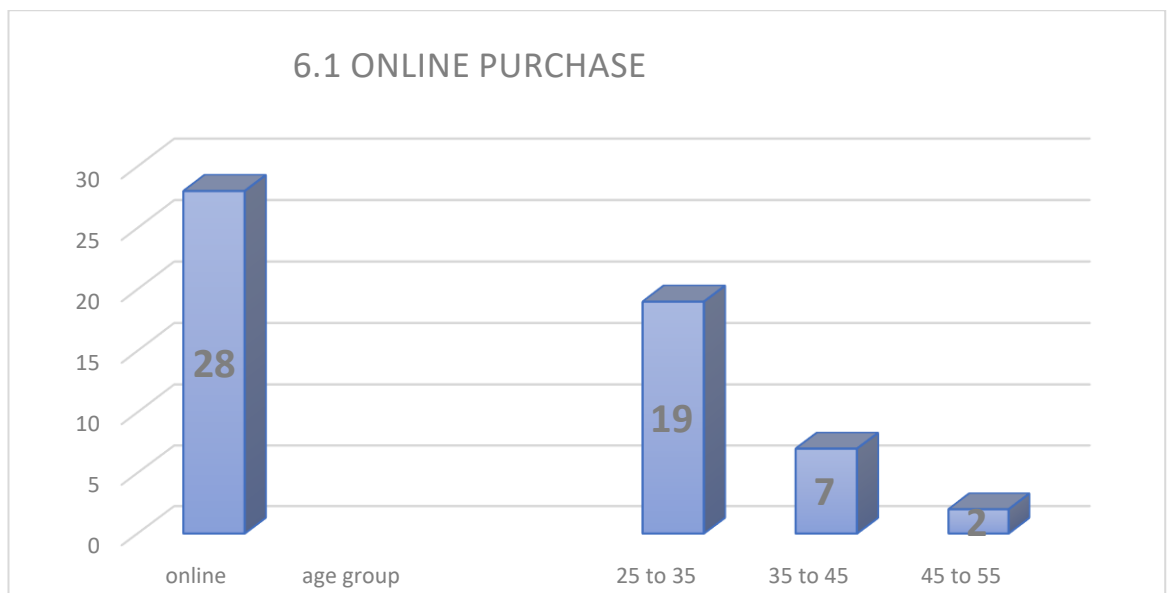
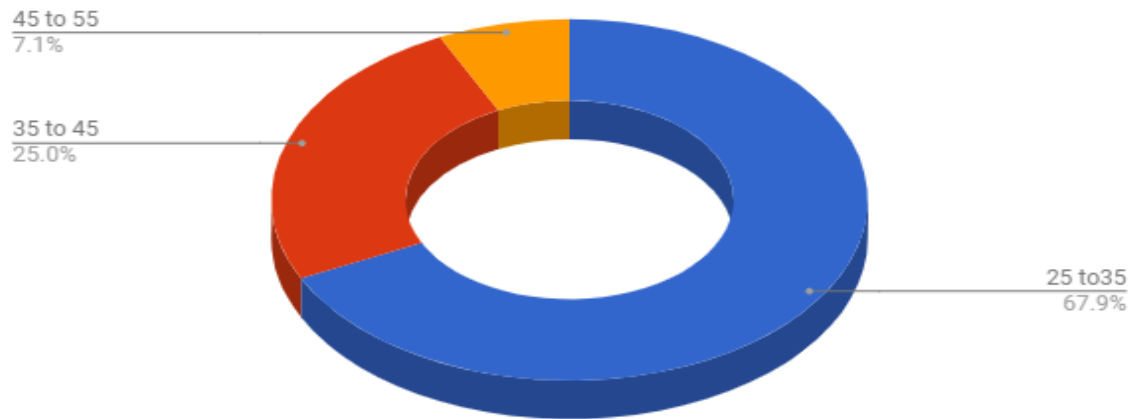


The following pie chart shows the mode of purchase made by the dentist or procurement manager. Here it is to be seen that 53% of the respondents still use offline methods or contract-based method for the purchase of the products. 45% of the dentist use online method to fulfill their material requirements

5. Specify the mode of purchase

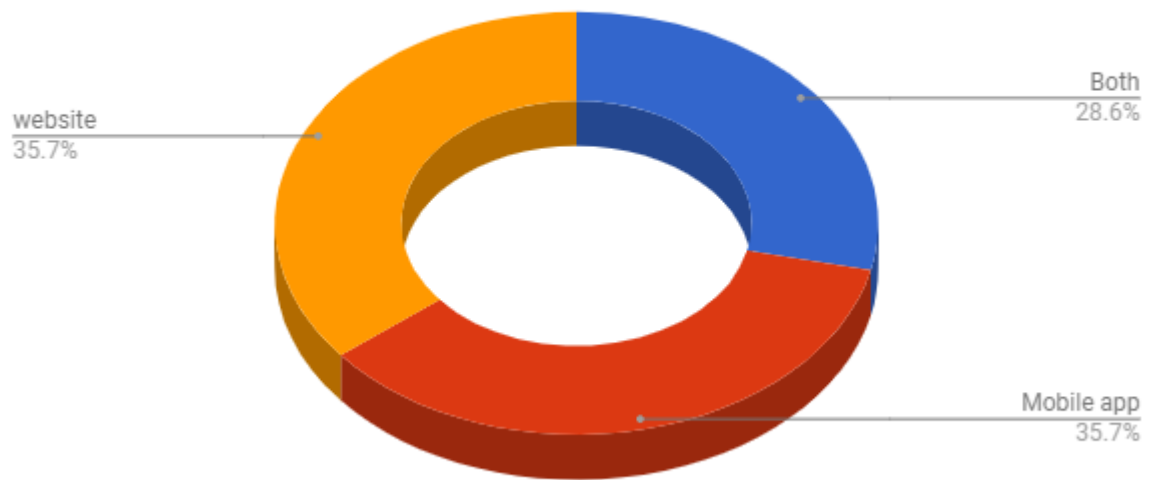


6. Please specify which age group do you belong to

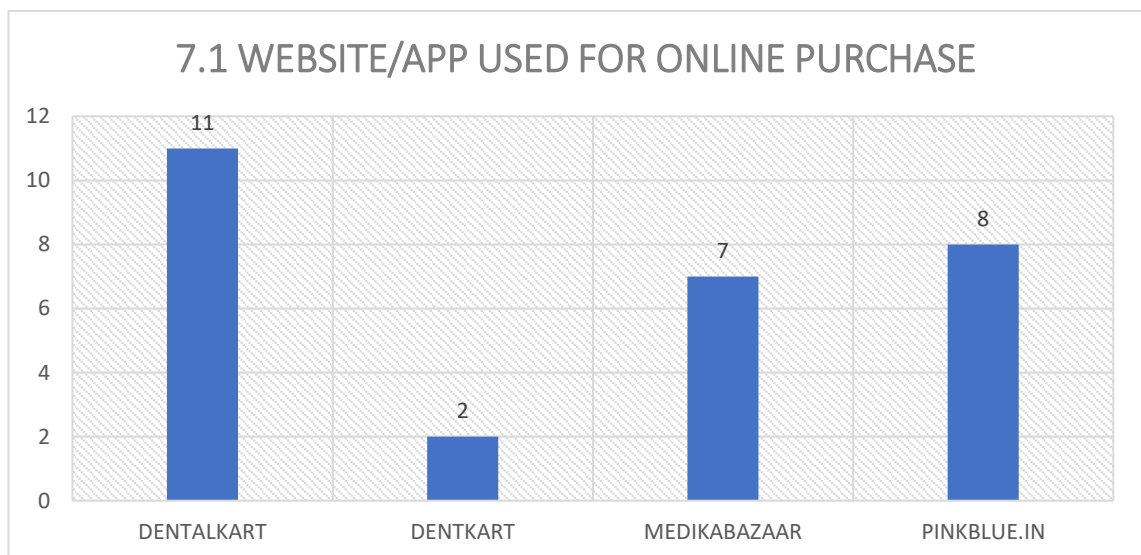


The above pie chart shows the total number of respondents who purchase from online according to their age group. It is seen that most of the respondent i.e. 68 who belong to the age of 25 to 35 purchase from online website/app 32% belong to different age groups. In the Online purchase in the graph it is shown the total number of respondents who purchase from an online site/app according to their age group

7. Please specify the online way of purchasing

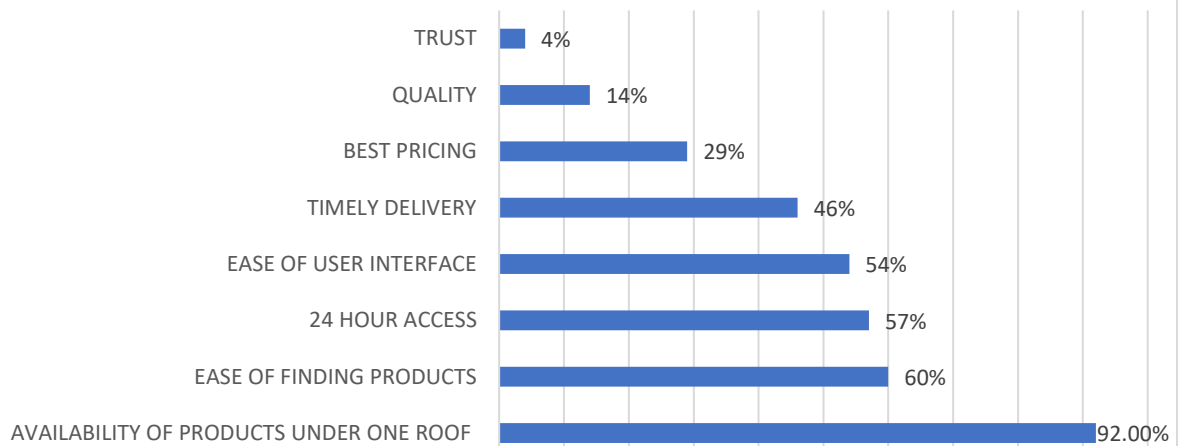


In the above it is seen that most of the respondents use the mobile app and the website equally i.e. 35% and 28% use both the app and the website to make an online transactions or material purchase.



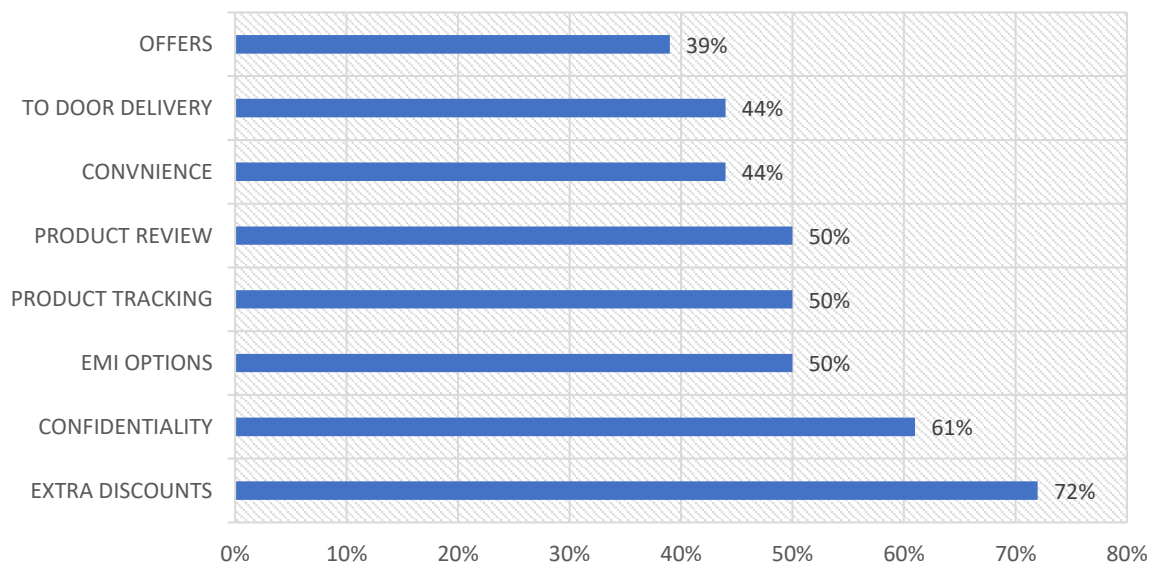
In the above graph it is seen that most of the respondents use 2 website/app most commonly that is dentalkart and pinkblue and Medikabazaar being a new start up has a good growth comparatively

8. REASONS FOR CHOOSING AN ONLINE PORTAL FOR PURCHASE OF DENTAL PRODUCTS



The graph above shows the reason why the respondent uses an online website/app for purchase of his/her material for their dental clinic. Here it's seen that 92% of the respondent said availability of all products under one roof and 60% responded for finding products easily and 57% responded for 24-hour access.

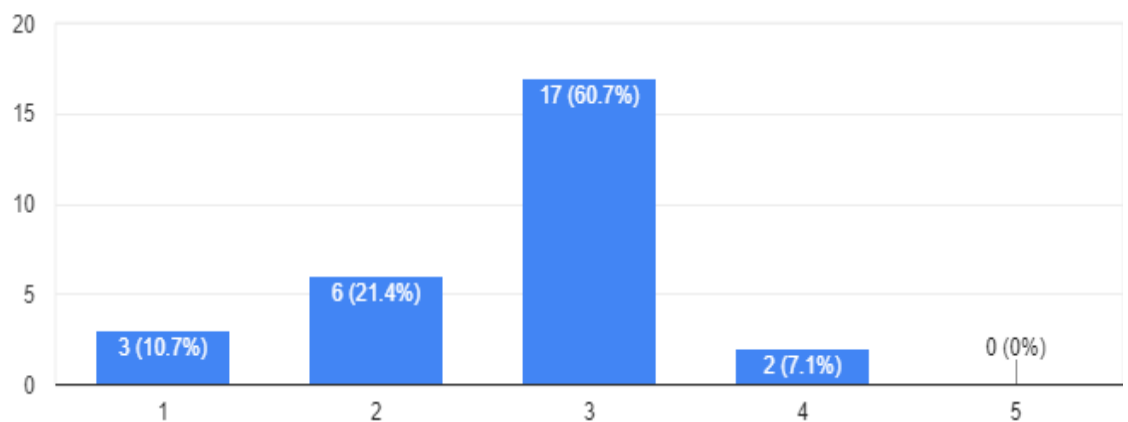
9. ADVANTAGES OF PURCHASING MEDICAL PRODUCTS ONLINE



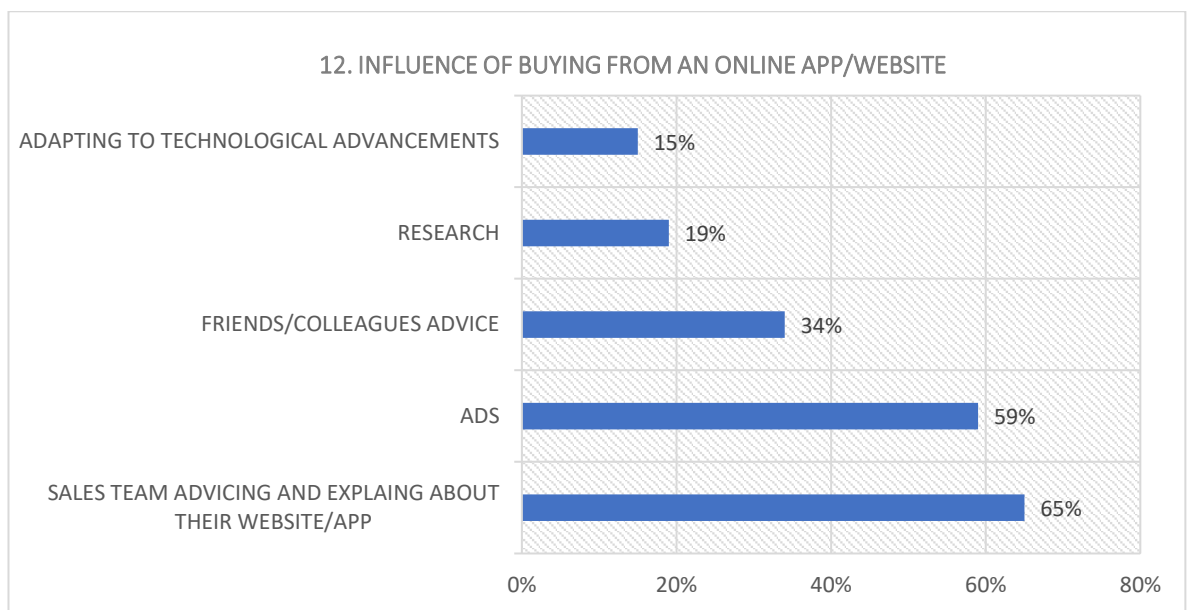
The Graph Above Shows the Advantages They Receive on Choosing Online Purchase of Medical Products.

Rate your experience of buying Dental products online

28 responses



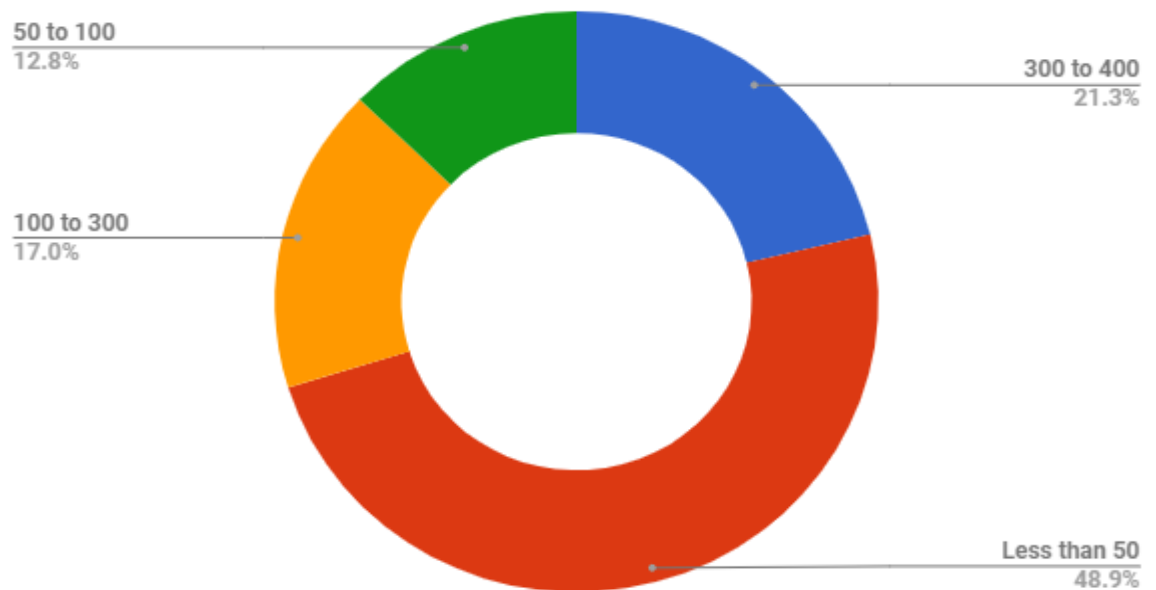
In the above graph it has been shown the rating given to the app/website used by the respondents. 60% has given a rating of 3 which is partially satisfactory and only 21% have given a rating of satisfactory and 10% have given highly satisfactory.



The graph above shows the influencing factor to use an online app or a website for purchase. More than 15 respondents have selected the option of sales team introducing the app or a website and showing its advantages to the dentist.

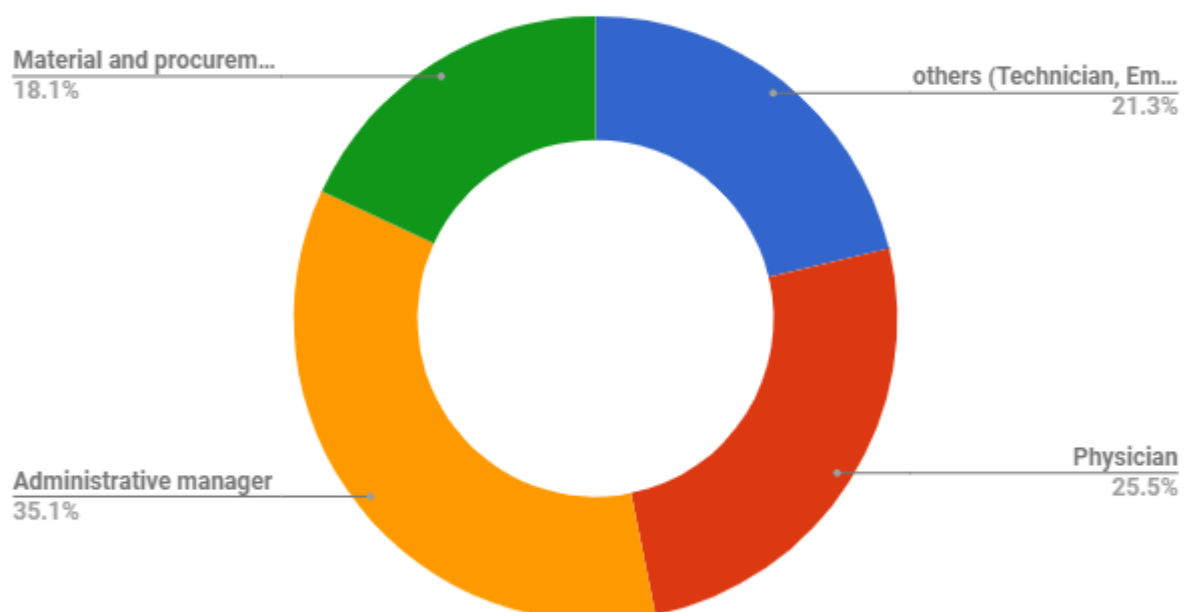
RESPONSE GIVEN BY RESPONDENTS AT HOSPITALS FOR ONLINE PURCHASE OF MEDICAL PRODUCTS

13. Please select the number of beds in the organisation



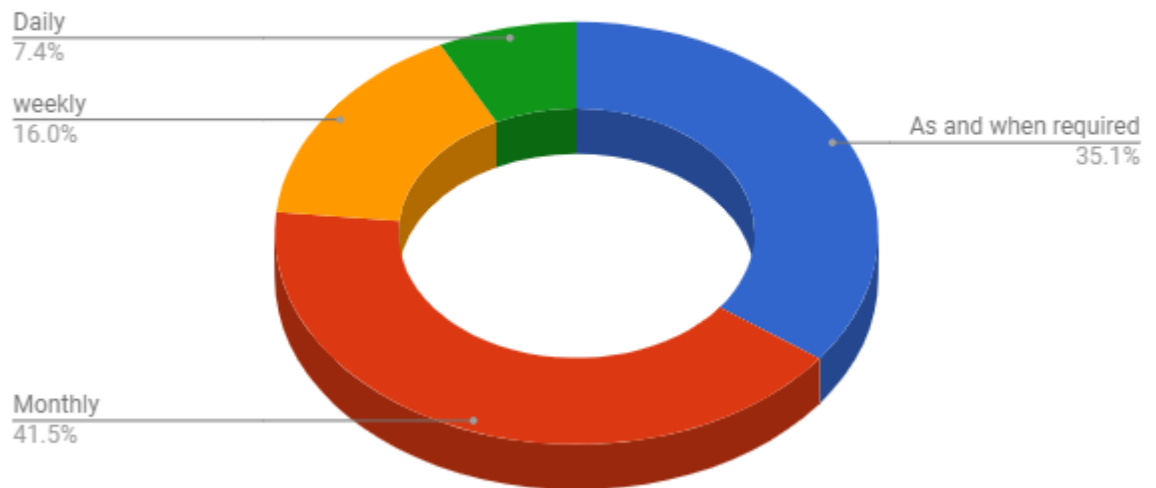
The above graphs show analysis of the respondents who choose online method for purchase of material for their hospitals and it is shown here that 48.9% of the hospitals which has a bed size less than 50 use a website/app for purchase of the material.

14. Please specify your designation in the organisation



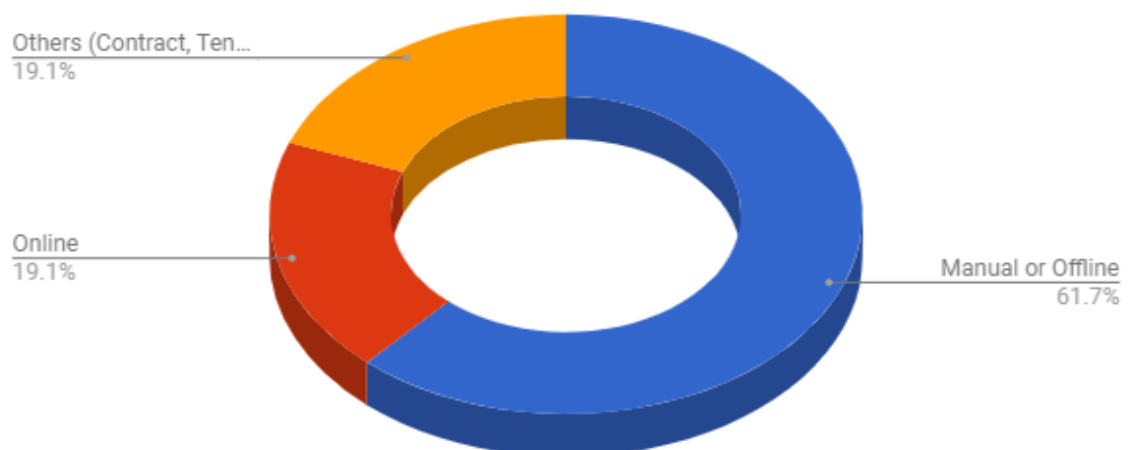
The above graph shows the respondents who chose online purchase according to their designation.

15. Mention the frequency of the material purchase.



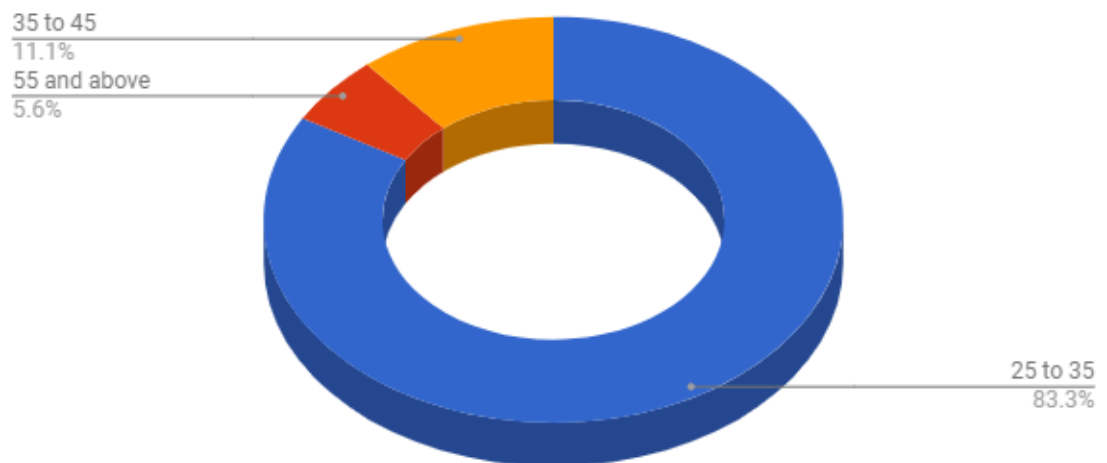
The above graph shows that most of the respondents purchase material on monthly bases i.e. 41.5% and 35.1% purchase as and when required.

16. Specify the Mode of purchase



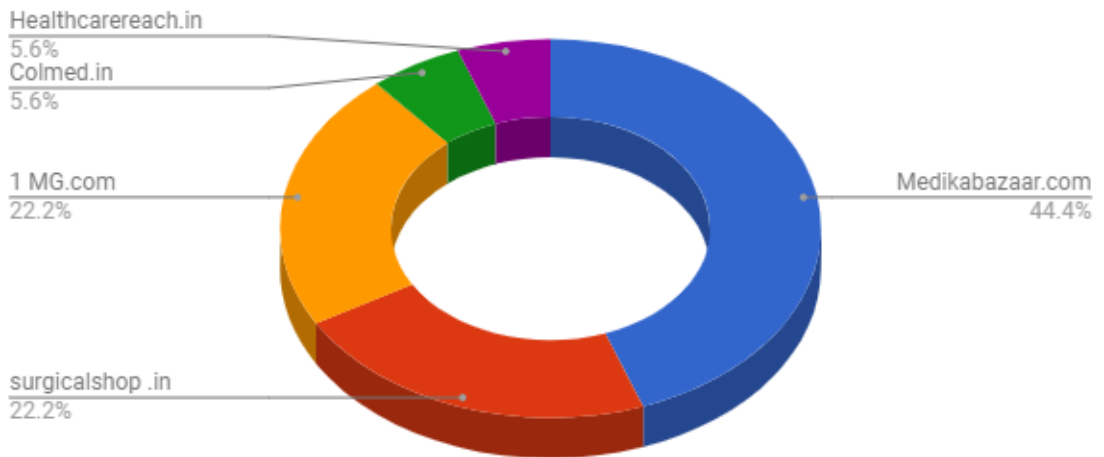
The pie chart above shows that 61% of the respondents chose offline or manual method of purchasing and only 19% of the respondents choose online and the rest 19.1% chose other methods such as contracts.

17. Which age group do you belong



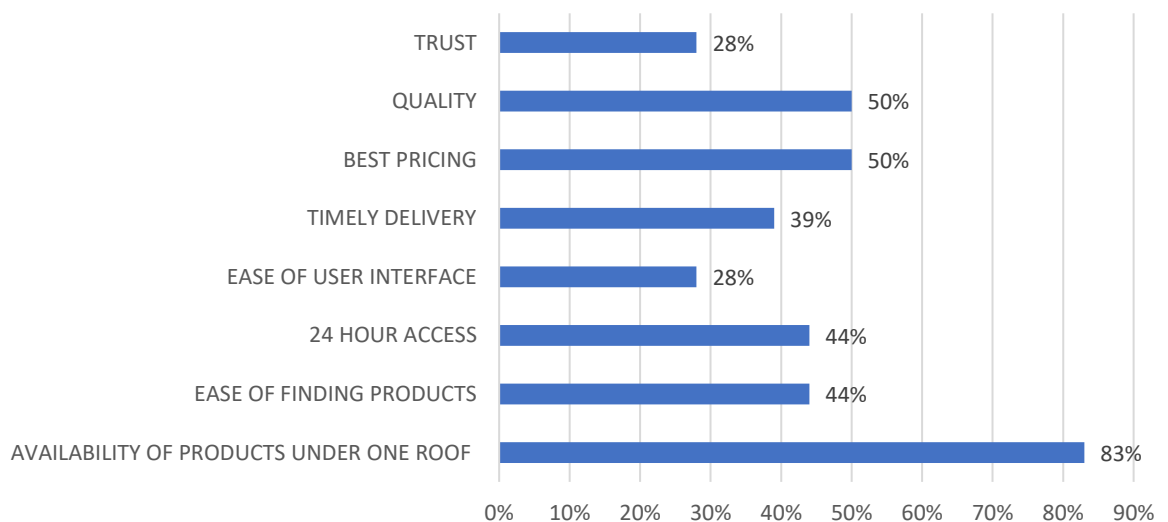
The above graph shows the age group of the respondents who use an online way of purchase to buy material. It is seen that 83% of the respondents fall under the age category of 25 to 35 and 11% of the respondents are 35 to 45 age group and only 5% are under the age group of 55 and above.

18. What are your preferred website for the purchase of your medical product?



In the above graph it is seen that most of the of the respondents who has used an online way of purchase has chosen Medikabazaar most of the time 44% and 22. %has chosen 1mg and surgical shop app/website for its material purchase

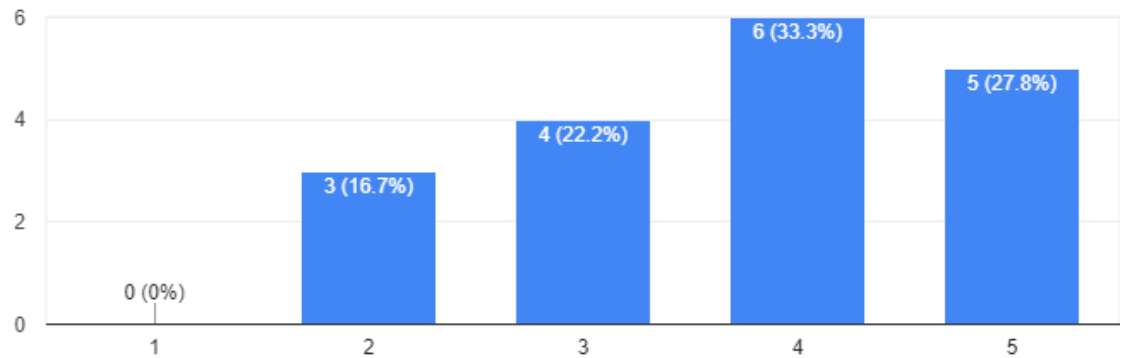
19.ADVANTAGES FOR CHOOSING A ONLINE PORTAL FOR PURCHASE OF MEDICAL PRODUCTS



The graph above shows the reason why the respondent uses an online website/app for purchase of his/her material for their dental clinic. Here its seen that 83% of the respondent said availability of all products under one roof and 50% responded for quality and best pricing ,44% responded for 24-hour access and ease of finding products.

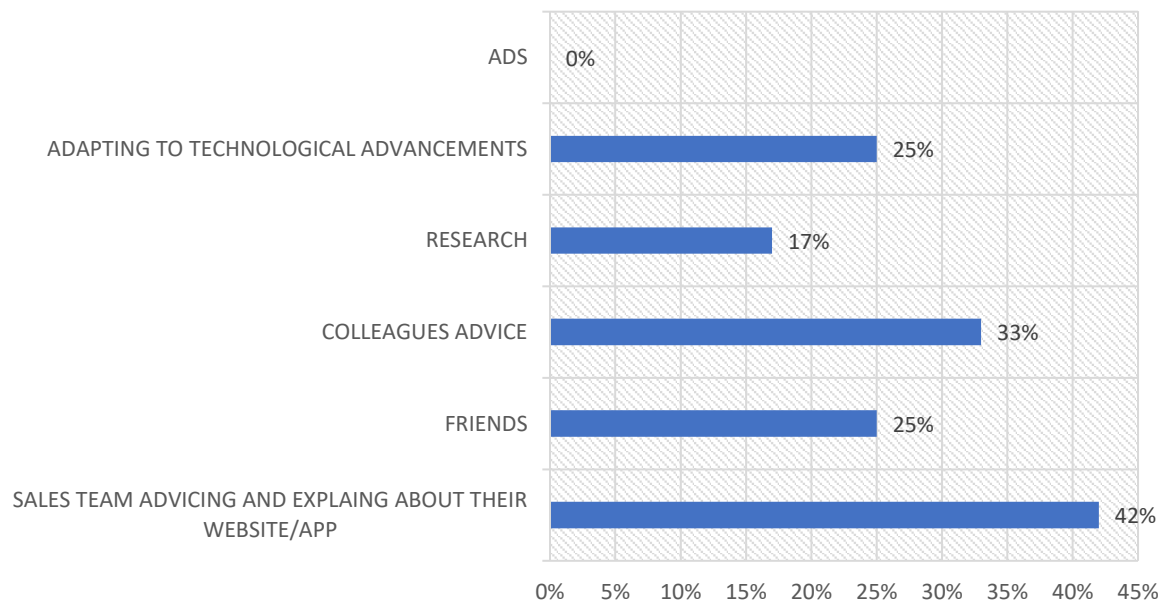
Please rate your experience for online purchase

18 responses



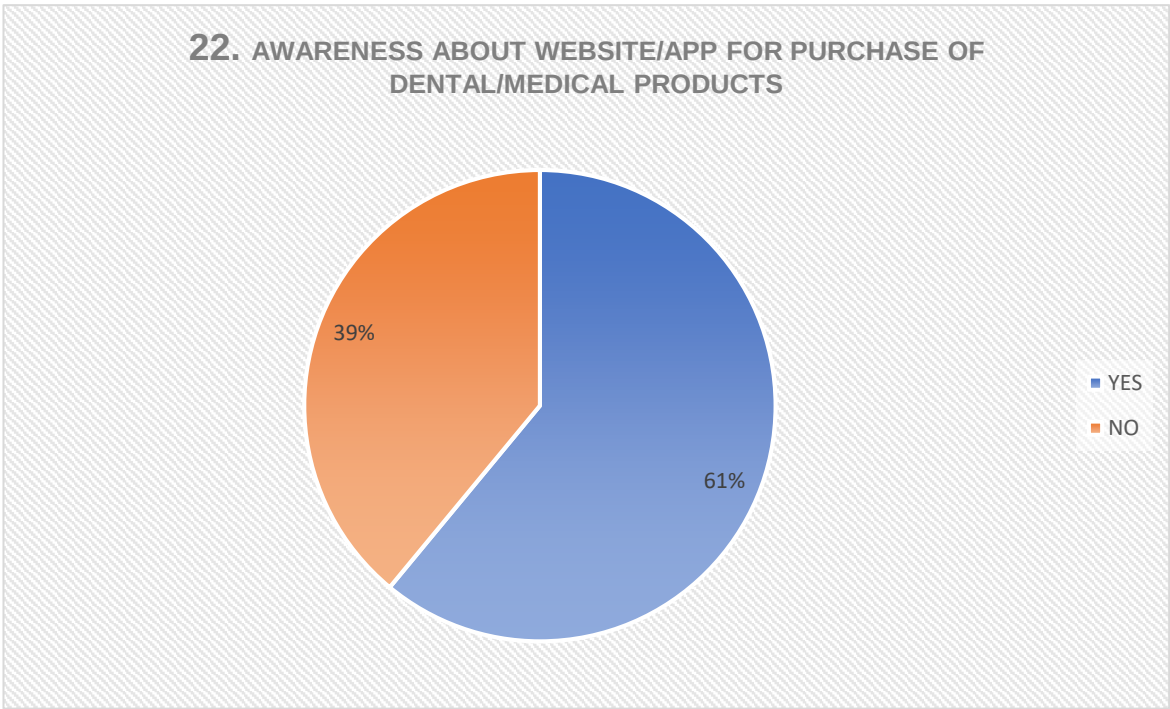
In the above graph it has been shown the rating given to the app/website used by the respondents. 33.3% has given a rating of 4 which is good and only 22.2% have given a rating of partially satisfactory and 16.7% have given satisfied.

21. INFLUENCE TO BUY PRODUCTS ONLINE

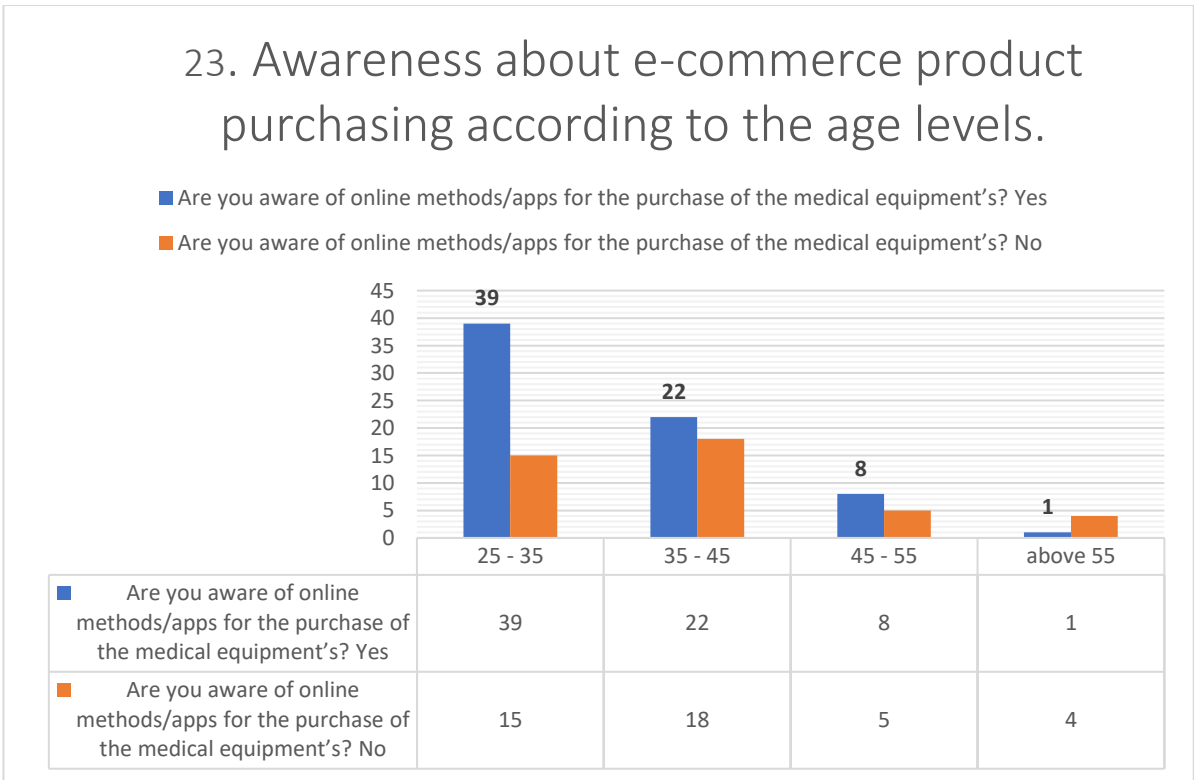


The graph above shows the influencing factor to use an online app or a website for purchase. More than 41% respondents have selected the option of sales team introducing the app or a website and showings its advantages to the doctor and 33% was advised by their colleagues.

OFFLINE PURCHASE RESPONSE FOR BOTH MEDICAL AND DENTAL PRODUCTS



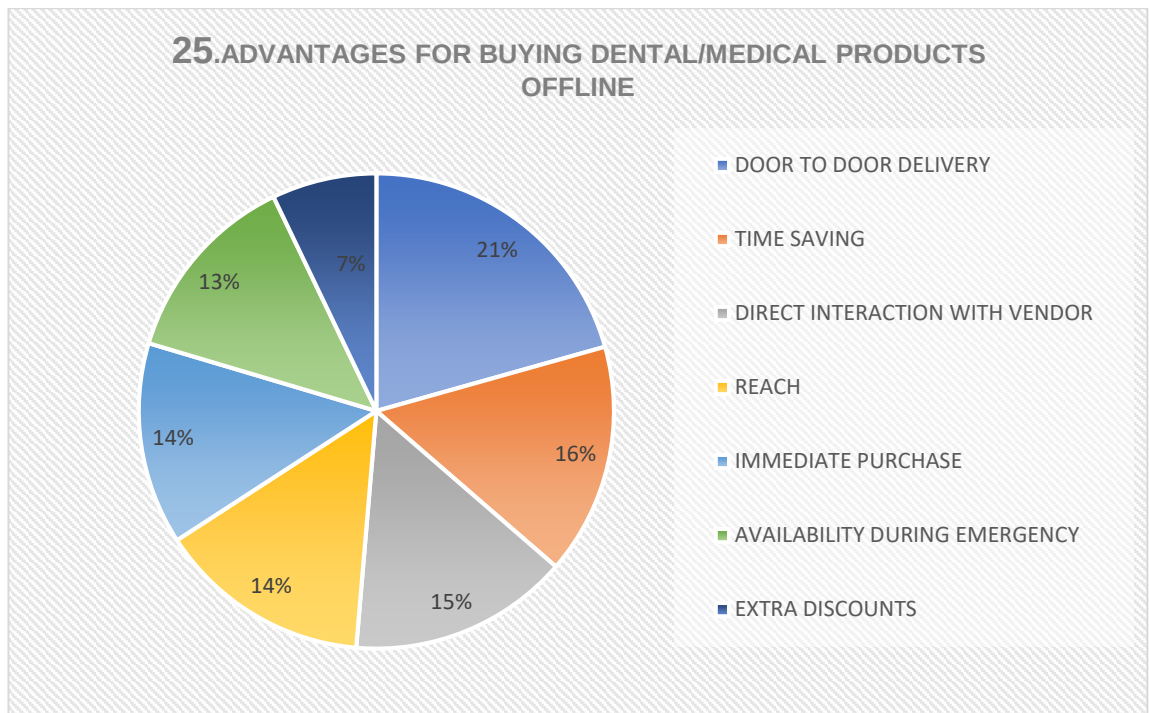
The above graph shows that most of the doctors, procurement managers know about the online way of purchasing the goods. About 61% of the respondents are aware about the online apps/websites and 38% are unaware about e-commerce about medical and dental products. This leading to doctors not being tech savvy.



In the above graph shows the awareness of the respondents about e-commerce app/website for the purchase of medical and dental equipment's. the graph shows that the age group of 25 to 35, 39 respondents are aware and 15 are unaware of the e-commerce and 35 to 45, 22 respondents are aware and 18 are unaware from age of 45to 55, 8 respondents are aware and 5 are unaware and the age group above 55, 1 respondent is aware and 4 are unaware



In the above graph it is seen that the respondents who chose to buy offline has given the following reasons to buy products offline. It is seen that 86% of the respondents choose trust and 75% chose quality. Here it is to be see that the long-term relation with the vendor/supplier helped to build a trust by his service to the respondent which must be the primary goal of the online e-commerce marketer to deal with.



This above graph shows the advantages they have choosing offline over online purchase. The graph shows to door delivery and on time delivery was 84% and time saving 64% and direct interaction with the vendor 60%.

9. CONCLUSION

Conclusions pertaining to consumer Behavior of Medical and Dental Products through E-commerce that were drawn from the analysis of results are as follows:

1. From the analysis it has been observed that most of dentist who belong to the age group of 25 to 35 are ready to accept the technological changes and are use technology for the procurement purpose. According to Nielsen Global Survey of E-commerce main target group of customers must be so called Millennia's as they are up to 63% more likely to buy things online than any other group. These age group are set to take the step to make changes in the traditional way of procurement and adapt technology to make things easier for the process. As we have discussed that the e-commerce website/app can directly provide the products from the manufacturer to the receiver. Generation X consumers are the next group in line whose age group is in the range of 35 top 45. The generation x can adapt to the technological advancements and start influencing others to make the change.
2. As it has been observed that most of the hospitals have not adapted the e-commerce way of procurement and still follow the traditional way. These hospitals are the one which have more than 150 beds who must take the approval from many departments. To these hospitals a proper channel must be followed to make a point about e-commerce and its advantages. A seminar or a presentation has to be done with all the key opinion leaders and procurement mangers and shown how a e-commerce website can reduce their overhead expenses and how it can directly get a product from the manufacturer and provide it to the customer at relatively lower pricing.
3. It was observed that most of the hospitals and diagnostic have a negative view towards the e-commerce app/website as they have a strong relationship and trust towards their vendors/suppliers.
4. The price transparency which cannot be achieved by the local vendor/supplier can be achieved form the e-commerce site which can be useful to set pricing for the surgeries and procedures according to the organizational profits and relieve burden for the healthcare consumers from excessive charges.

10. RECOMMENDATIONS

- Targeting the millennials who belong to the age group of 25 to 35 who are set to change the traditional way of purchasing the products in healthcare industry. In the analysis it was seen that most of the respondents who belong to the age group of 25 to 35 have opted for e-commerce for their needs at clinic or hospitals. It is also observed in the analysis that most of the millennial age group are aware of the online procurement, which could turn out to be a positive for the usage of the app/website for purchase. So, targeting this age group will help the e-commerce marketing and sales team to achieve their sales quantity in future who will be set to use it in future and this age group will be advising their colleagues about the advantages of e-commerce.
- The generation x is also the most important target, as these belong to the age group of 35 to 45. These age group are most probably in the decision-making process. They might even be a key opinion leader for the purchase department. There might be doctors who are the key opinion leaders at this age. Targeting this generation x and explain the advantages of an e-commerce site and how does it reduce their cost of material will surely change the consumer behavior.
- From the analysis it has been observed that most of the dentist in the age group of 25 to 35 have started to procure from the e-commerce website/app.
- Chain of clinic or hospitals are the best way to change the consumer behavior. Most of the chains follow the traditional way of purchase by have a registered vendor for every month, by showing them the advantages for e-commerce site/app the consumer can change their thoughts about traditional buying and shift to e-commerce.
- Most of the doctors or procurement mangers have shifted from an offline method to an online method by a sales team member explaining them the advantages of the app/website, as the doctors shifted this was due to the advantages which was not provide by the local vendors or dealers. These advantages for changing the consumer behavior are.

1. Competitive pricing
2. Selling at lower cost than the vendor
3. EMI options
4. Direct contact for post-sale services
5. Proper AMC and CMC maintained
6. Transparency in pricing
7. Documentation
8. Offers/discounts
9. Reward points for extra discounts
10. Faster delivery time
11. All the products under one roof
12. 24-hour access
13. Product review
14. Product tracking
15. Decentralized decisions for customer support
16. Analysis on the purchase of the customer.

- There are proven statistics about e-commerce consumer psychology 92% decide whether to use the website/app depending on the visual appearance and 52% abandon the website because they dislike the aesthetics of the app/website. 96% find the videos on the app helpful and 73% buy them after seeing the video. 76% say the ease of user interface is most important. Only 35% are ready to make an online payment and the rest want to gain trust over the app/website and then use the payment options. 58% drop out of the checkout or buy now options if the price of the product increases. 75% see for customer reviews about the product and decide to buy it. More than 68% are highly satisfied when they get an extra coupon for the purchase of their product. 70% of satisfied customers come back to purchase from the same app/website.

The awareness and the usage of the e-commerce can be increased by two models

1. TAM
2. Trust model.

TAM (technology acceptance model)

The TAM model suggests that when users are presented with a new technology a number of factors influence their decision and about how will they use it.

Perceived usefulness

Perceived ease of use

It is based on theory of reasoned action.

The other model to increase the usage of e-commerce is the trust model.

The trust model states that to achieve the sales on e-commerce the trust has to be generated within the customers

For example, the Dentist mostly use Dentalkart for online shopping rather than any other website/app because the Dentalkart was estd in 2014 and the rest other apps were estd during 2016. The Dentalkart has gained the trust of the dentist.

As the customers felt that the website was not easy to access on the phone Dentalkart came up with mobile app and made it easy for the customers to use, due to which the dentalkart is use mostly as it could asses the customer wants and needs and gained the trust.

The trust can also be gained by existing customer positive reviews on the website/app.

11. INSTRUMENTATION

Questionnaire for Respondents of Dental segmented.

NAME_____

AGE_____

ORGANISATION

WORKING

IN_____

SEX_____

1. Please select the type of organization
 - A. Hospital
 - B. Clinic
 - C. Diagnostic center
 - D. Nursing home
 - E. Others (please specify) _____
2. Please select the number of chairs in the clinic (answer only if you have selected option B in the previous question)
 - A. 1
 - B. 2 to 5
 - C. 5 to 10
 - D. 10 to 15
 - E. 15 or more
3. Please specify your designation in the organization
 - A. Chairman/Director of the clinic
 - B. Administrative manager
 - C. Doctor/Junior doctor
 - D. Consultant
4. Mention the frequency of the material purchase.
 - A. Daily
 - B. Weekly
 - C. Monthly
 - D. As and when required

5. Specify the mode of purchase
 - A. Manual (contracts/orders)
 - B. Online
 - C. Both
 - D. Others (specify)_____
6. Are you aware of online methods/apps for the purchase of the medical equipment's?
 - A. Yes
 - B. No
7. Which age group do you belong
 - A. 25 to 35
 - B. 35 to 45
 - C. 45 to 55
 - D. >55
8. Can you please specify the reasons for buying products offline (if your answer is “A” for the 5th question)?
 - A. Trust
 - B. Quality
 - C. Free samples
 - D. Best pricing
 - E. Timely delivery
 - F. Over draft (credit)
 - G. Easy return
 - H. Customer support
 - I. Availability
9. Can you please specify the advantages for buying the products offline (if your answer is “A” for the 5th question)?
 - A. Door to door delivery
 - B. Time saving
 - C. Reach
 - D. Direct interaction with the supplier/vendor
 - E. Extra Discounts
 - F. Immediate purchase

10. Can you please specify the online way of purchasing (if your answer is “B” for the 5th question)?

- A. Mobile apps
- B. Website
- C. Both

11. What are your preferred website for the purchase of your medical product?

- A. Medikabazaar.com
- B. 1mg
- C. Colmed.in
- D. Healthcarereach.in
- E. Surgicalshop.in
- F. Others

12. Rank the reasons to purchase medical products online

- A. Availability of products under one roof
- B. Timely delivery
- C. Best pricing
- D. Quality
- E. Trust
- F. 24 hours access
- G. Ease of finding products
- H. Ease of user interface

13. Rank the advantages to purchase medical products online

- A. Discounts
- B. Offers
- C. To door delivery
- D. Product reviews
- E. Confidentiality
- F. Convenience
- G. EMI options
- H. Product tracking

14. Please rate your experience for online/offline purchase

- A. Very good
- B. Good
- C. Neutral
- D. Bad
- E. Very bad

Questionnaire for Respondents of Medical, Diagnostic centers, Nursing home, Day care centers.

NAME_____

AGE_____

ORGANISATION

WORKING

IN_____

SEX_____

15. Please select the type of organization

- F. Hospital
- G. Clinic
- H. Diagnostic center
- I. Nursing home
- J. Others (please specify) _____

16. Please select the number of beds in the organization (answer only if you have selected option A and D in the previous question)

- A. Less than 100
- B. 100-200
- C. 300-400
- D. 400-500
- E. Above 500

17. Please specify your designation in the organization

- E. Physician
- F. Administrative manager
- G. Material and procurement manager

H. Other

(specify)

18. Mention the frequency of the material purchase.

E. Daily

F. Weekly

G. Monthly

H. As and when required

19. Specify the mode of purchase

E. Manual (contracts/orders)

F. Online

G. Both

H. Others (specify)_____

20. Are you aware of online methods/apps for the purchase of the medical equipment's?

C. Yes

D. No

21. Which age group do you belong

E. 25 to 35

F. 35 to 45

G. 45 to 55

H. >55

22. Can you please specify the reasons for buying products offline (if your answer is "A" for the 5th question)?

J. Trust

K. Quality

L. Free samples

M. Best pricing

N. Timely delivery

O. Over draft (credit)

P. Easy return

Q. Customer support

R. Availability

23. Can you please specify the advantages for buying the products offline (if your answer is "A" for the 5th question)?

G. Door to door delivery

- H. Time saving
- I. Reach
- J. Direct interaction with the supplier/vendor
- K. Extra Discounts
- L. Immediate purchase

24. Can you please specify the online way of purchasing (if your answer is “B” for the 5th question)?

- D. Mobile apps
- E. Website
- F. Both

25. What are your preferred website for the purchase of your medical product?

- G. Medikabazaar.com
- H. 1mg
- I. Colmed.in
- J. Healthcarereach.in
- K. Surgicalshop.in
- L. Others

26. Rank the reasons to purchase medical products online

- I. Availability of products under one roof
- J. Timely delivery
- K. Best pricing
- L. Quality
- M. Trust
- N. 24 hours access
- O. Ease of finding products
- P. Ease of user interface

27. Rank the advantages to purchase medical products online

- I. Discounts
- J. Offers
- K. To door delivery
- L. Product reviews
- M. Confidentiality
- N. Convenience
- O. EMI options

P. Product tracking

28. Please rate your experience for online/offline purchase

F. Very good

G. Good

H. Neutral

I. Bad

J. Very bad

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