

Contributing Factors to Boost Blood Donors Rate

By

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

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TO WHOMSOEVER MAY CONCERN

This is to certify that **Devina Khandelwal** student of MBA Hospital and Health Management (PGDHM) from The IIHMR University, Jaipur has undergone internship training at **Monilek Hospital and Research Center** from February 8th 2016 to May 5th 2016.

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
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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms.Devina Khandelwal** of INSTITUTE OF HEALTH MANAGEMENT RESEARCH, JAIPUR has successfully completed her training in our hospital, under the Supervision of Mrs.Kavita Kaushik. She has undertaken a project "Contributing Factors to boost blood donation rate" in Blood Bank Department. The period of her involvement in the aforesaid project was from 8th February 2016 to 5th May 2016.

We wish her all the best in her future endeavours.


Kavita Kaushik
(Quality Head)
Monilek Hospital and Research centre

THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Contributing Factors to Boost Blood Donors Rate** and submitted by **Devina Khandelwal Enrollment No. 2014-2016/0141** under the supervision of **Seema Mehta** for award of Postgraduate Diploma in Hospital and Health Management of the University carried out during the period from 8/2/2016 to 5/5/2016 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

ACKNOWLEDGEMENT

The internship opportunity I had with Monilek Hospital was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the Quality Manager Mrs. Kavita Kaushik who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

This training wouldn't have been completed without a substantial support from various departments and other staff members at Monilek Hospital for being so helpful all the time and making this summer training project an unforgettable experience.

I express my deepest thanks to Asst. Prof. Seema Mehta for her guidance and support. He supported to me by showing different method of information collection. She helped all time when i needed and she gave right direction toward completion of project.

I would also like to thank my institution and faculty members without whom this project would have been a distant reality.

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Abstract

Title: Contributing Factors to Boost Blood Donors Rate

Author: Devina khandelwal

Introduction: Blood banks are laboratory centers that are responsible for the collection, processing and storage of blood for research and medical purposes. Blood transfusion is the process of receiving blood products into ones circulation intravenously. In spite being a country with a population of 1.2 billion, India faces a blood shortage of 3 million units.

The demand for blood and blood products continues to increase because of the rise in human life expectancy and improvements in medical technology have led to the requirement of large quantities of blood and blood products. The fragile balance between blood supply and demand have forced blood banks to constantly search for more efficient ways to recruit and retain blood donors.

Objectives: The primary objective of the research is to explore the factors to boost blood donor rate.

The objectives of the study are outlined below:

- To identify the effective communication medium for creating blood donation awareness.
- To determine the significant factors impacting on blood donors satisfaction
- To investigate the perceptions and attitudes of existing blood donors on blood donation.
- To determine the Factors which Help in Retention of Blood Donors.

Methodology

Type of study: Descriptive study

Study Area: This study was carried in Jaipur where blood donation camps were organized by Monilek Hospital.

Study Subjects: The targeted population of the study consisted of the citizens who aged between 18 years and 60 years and were eligible to donate safe blood.

Sampling Procedure: The data for this study was collected from a volunteer's donors through convenience sampling technique

Sample Size: 92 Voluntary donors from the blood donation camp conducted in Jaipur by Monilek Hospital were undertaken for the study.

Data collection: Donors of age 18 to 60 years were key respondents for this study. Primary data was collected through Structured closed ended questionnaire consisting of six sections.

Tools used: Structured closed ended questionnaire consisting of six sections, divided into two parts.

Findings: The research has depicted that 'Internet' is the most effective communication medium for creating blood donation awareness. Better information about the blood donation events and its safety and giving certificates of recognition after blood donation are two important factors which increase the blood donation rate. Blood donors equally inform and encourage others to donate blood. Assurance of health safety after the blood donation is the most important criteria to enhance blood donor's satisfaction.

The research depicted that receiving electronic mails and short-message service to inform donors of the next blood donation event, increases the loyalty among blood donors. Humanitarian request by blood services associations helps in retention of blood donors.

Conclusion: The study has revealed that donors want certificate of recognition and they want to be more empowered with information pertaining to safety issues. Integrating blogs and communities where blood donors can post their comments and queries.

Key words: Blood Donation Rate, Contributing Factors, incentives, loyalty, communication medium, retention.

Project

CONTRIBUTING FACTORS TO BOOST BLOOD DONORS RATE

Introduction

Blood banks are laboratory centers that are responsible for the collection, processing and storage of blood for research and medical purposes. Most blood collected for medical use is transfused into patients who need blood because of trauma, for surgery or for therapeutic treatment of diseases.

Blood transfusion is the process of receiving blood products into one's circulation intravenously. Transfusions are used in a variety of medical conditions to replace lost components of the blood.

Types of blood donors

There are 3 types of blood donors:

1. voluntary unpaid;
2. family/replacement; and
3. Paid.

India has four types of blood banks/centers. They are managed by the public (government) sector, Indian Red Cross Society (IRCS), nongovernment organizations (NGOs, on no profit basis), and commercial sectors. At present, India follows a procedure of mandatory licensing under the Drugs and Cosmetics Rules for blood banks.

Blood transfusion saves lives and improves health, but many patients requiring transfusion do not have timely access to safe blood. Providing safe and adequate blood should be an integral part of every country's national health care policy and infrastructure.

In spite of being a country with a population of 1.2 billion, India faces a blood shortage of 3 million units. The problem can be addressed if an additional two percent of Indians donated blood. In India, the ratio of usage of blood components to whole blood is 15:75, while globally it is 90:10.

Many blood banks in India still lack the needed facilities to make blood components and thus most of them issue whole blood; contributing to the shortage of blood and unnecessarily overburdening the patient cause harm at times, as blood transfusion reactions are more common in with whole blood transfusions.

Most donations are a result of replacement donations, which are non remunerated donations, provided by the relatives of patients who need blood on urgent basis or for transfusion during planned surgeries. Professional donors are those who donate blood in exchange for money. In this case, safety becomes an important question as they might not have a suitable health condition for to donate. Moreover, they do not provide for blood of relatively rare blood groups, thus, indicating the need and importance of voluntary blood donations.

Voluntary donors are non remunerated donors and donate blood voluntarily, without any incentives such as money or any other substitute of money. Such donations are very useful to society by not only providing adequate blood during emergent situations, but also because they are a source of safe blood. Thus indicating that a rise is needed in the number of voluntary donors, who refrain from donating blood because of their lack of awareness and ignorance, There has always been blood shortage in most of the blood banks because the blood banks fail to organize voluntary blood donation camps on a regular basis and depend mainly on replacement donors. As a result, there is always pressure on patient to procure blood when needed.

The demand for blood and blood products continues to increase because of the rise in human life expectancy and the implementation of new surgical methods requiring large quantities of blood and blood products. The fragile balance between blood supply and demand have forced blood banks to constantly search for more efficient ways to recruit blood donors.

With an ever increasing demand on blood supplies there is an immense need to ensure a safe and sufficient supply of blood products. However, recruiting and retaining blood donors remain key challenges for blood agencies.

Blood services associations / blood banks should create greater awareness on blood donation events by capitalizing on effective communication mediums. Several measures should be implemented to attract and gratify blood donors, like for example, promoting adequate blood donation campaigns during severe crisis periods and at the same time, providing loyalty plans to boost up the blood donor rate from repeated contributors. Blood services associations should also offer loyalty schemes and develop affective bonds with the existing blood donors in order to boost blood donor rate.

This research explores the contributing factors for boosting blood donor rate.

Literature review

Previous studies have investigated the predictive ability of a range of attitude and behaviour variables for the purpose of offering blood collection agencies guidance with formulating strategies to address donor shortages. Blood donation studies have taken is to examine how blood donors differ from non-donors in terms of their demographic characteristics: age, gender, marital status, ethnicity, education and income. A review of the blood donation literature by Piliavin and Callero (1991) concluded that there are no easily-identifiable characteristics of individuals that can readily predict who will become a regular, altruistic blood donor. More recent studies remain inconclusive, which suggests that demographic factors alone are insufficient to predict willingness to donate blood.

Although various attempts have been made to identify the variables that help explain the decision to donate blood, studies have still not found a reliable way to predict blood donation. Yet, if a reliable method of detecting differences between those who are more likely and less likely to donate were found, blood collection agencies could be assisted with the task of formulating specific strategies aimed at attracting and retaining those who are the most likely prospects.

While incentives in terms of gifts, vouchers and so have little impact on new potential donors, they appeared to work as a means of maintaining the flow of donations among existing donors (Nonis et al., 1996). The US Food and Drug Administration (FDA, 2000) found a consensus on several key points reached by successful blood centers. Donor recognition is an important component of a successful social marketing program (Custer et al., 2004). However, recognition does not generally mean providing incentives or gifts to donors, it means acknowledging donors' altruistic contribution for each blood donation. Advertising campaigns should be emotionally-oriented rather than adopting practical appeals; for example, just showing pictures of empty blood shelves is not effective (FDA, 2000). On the contrary, while advertising increases awareness, it does not automatically generate more donors (Knight, 1983) and similarly, donors themselves want greater recognition compared to incentives (FDA, 2000).

The above literature review has provided an insightful review on the application of social marketing and the diverse attitudes towards blood donation. The factors for encouraging blood donation and blood donors' attitudes and perceptions have been fully discussed.

Research rationale :

This study was undertaken to identify the factors for encouraging blood donation and blood donor's attitudes and perceptions.

And to identify the significance of incentives and recognition to encourage blood donation.

Objectives of the study:

The primary objective of the research is to explore the factors to boost blood donation rate

The main objectives of the study are outlined below:

- To identify the effective communication medium for creating blood donation awareness.
- To assess the factors which contribute/ increase the rate for blood donation
- To determine the significant factors impacting on blood donors satisfaction
- To investigate the perceptions and attitudes of existing blood donors on blood donation
- To assess the Factors which Increases Loyalty among Blood Donors
- To determine the Factors which Help in Retention of Blood Donor

METHODOLOGY

Type of study:

Descriptive study design used in this study; this study provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. It includes cross sectional and longitudinal studies using questionnaire or structured interview for data collection , with the intent of generalizing from a sample to a population.

Study Area:

This study was carried in Jaipur where blood donation camps were organized by Monilek Hospital.

Study Subjects:

The targeted population of the study consisted of the citizens who aged between 18 years and 60 years and were eligible to donate safe blood. The study was carried with the respondents in specific locations where blood donation events were being conducted.

Sampling Procedure:

The data for this study was collected from a convenience sample of volunteer's donors. This sampling design was chosen to survey the population so that accuracy and reliability of the data and analysis can be ensured.

Sample Size

To identify the factors required to increase the blood donors rate and for their satisfaction and retention. 92 Voluntary donors from the blood donation camp conducted in Jaipur by Monilek Hospital were undertaken for the study.

Data collection:

Donors of age 18 to 60 years were key respondents for this study. Primary data was collected through Structured closed ended questionnaire consisting of six sections.

Tools used:

Structured closed ended questionnaire consisting of six sections, divided into two parts.

Part A contains demographic profile of respondents

Part B contains contributing factors to increase blood donation rate , which is further divided into 6 sub categories . **Annexure 1 page number 28-30.**

PARAMETERS:

- Citizens who are aged between 18 years and 60 years.
- Apt to donate safe blood.

Limitations of the study

The study has explored the contributing factors for boosting blood donor rate. The study had some limitations as focus was only on perceptions of existing blood donors. The overall perceptions of non-blood donors have not been incorporated in the existing survey.

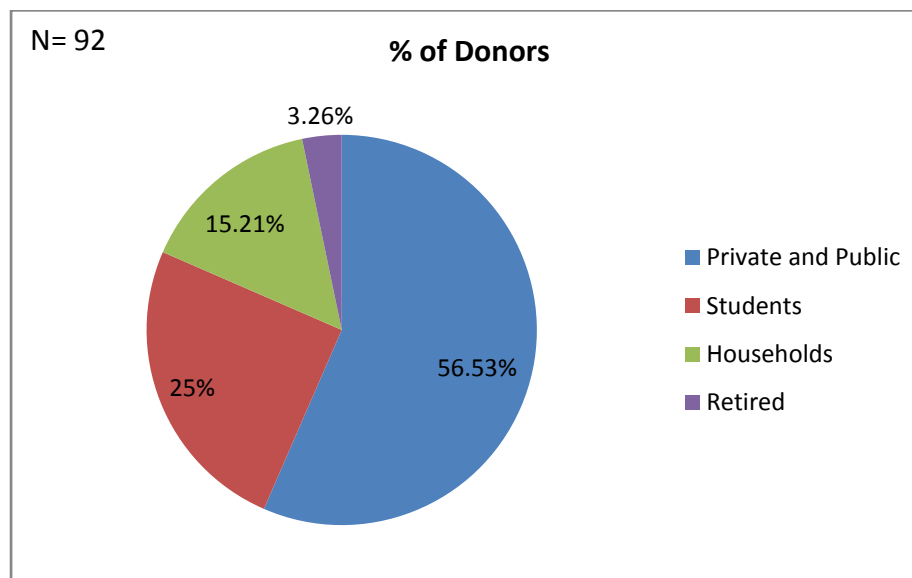
DATA ANALYSIS AND INTERPRETATION

PART A: DEMOGRAPHIC PROFILE OF RESPONDENTS

- **Occupational classification**

The study population was assessed into 4 categories based on their occupation classification. These 4 categories are private and public- respondents who worked as private or public employee. Students include respondents who were enrolled in a school/ college. Households include respondents who were looking after their houses and retired include respondents who were retired from their job.

Graph 1

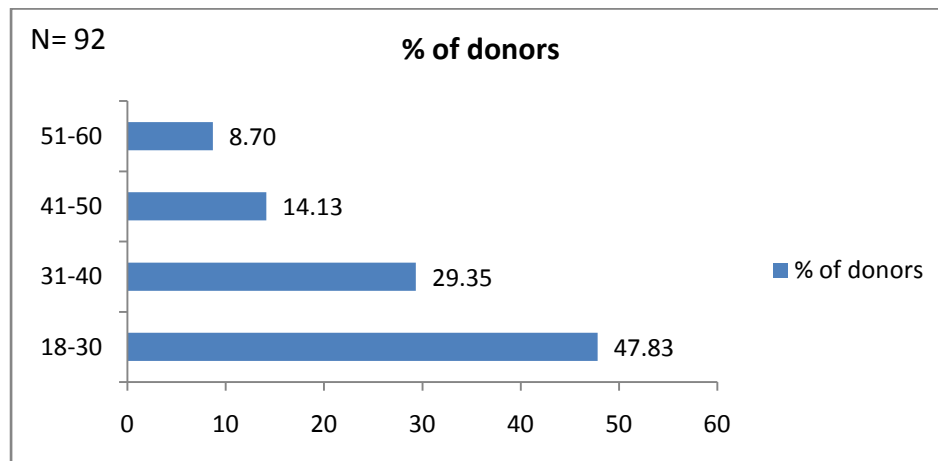


In terms of occupational classification, 57% of respondents representing the majority were Private and Public Employees, followed by Students (25%), Household Duties (15.21%) and Retired (3.26%).

- **Age classification**

Respondents were categorised on the basis on their age into 4 groups of 18-30 years, 31-40 years, 41-50 years and 51-60 years of age.

Graph 2

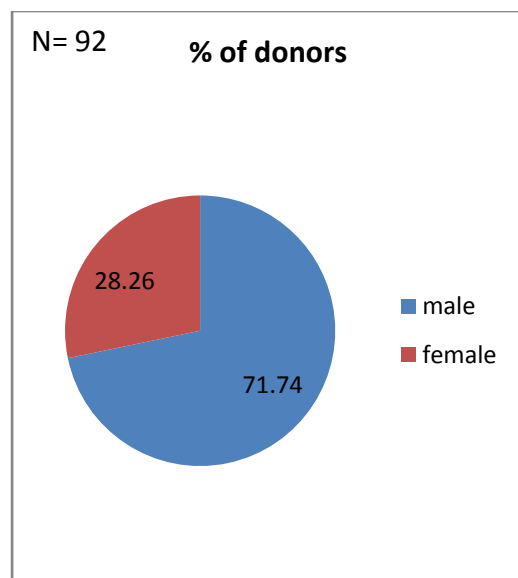


In terms of age classification of respondents, 48% were between 18 - 30 Years, followed by 29% between 31 – 40 Years, 14% between 41 – 50 Years and 9% are between 51 – 60 Years.

Gender

On the basis of gender, donors were grouped into male and female category

Graph 3

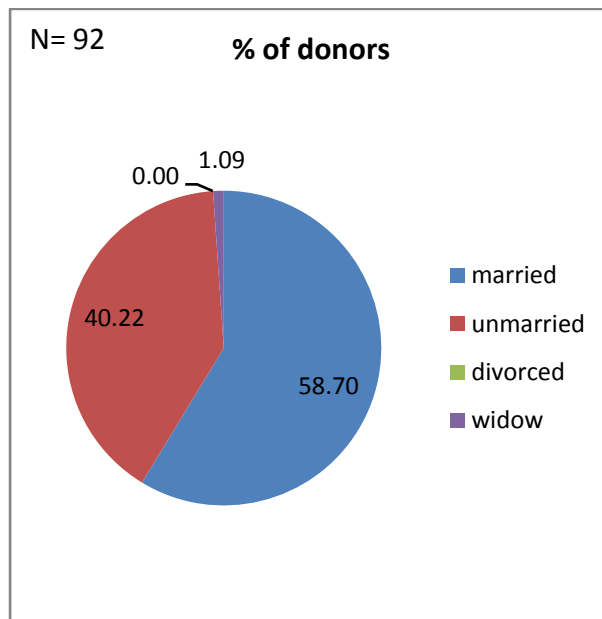


From a gender perspective, 72% which the majority are male and 28 % were female.

Marital status

On the basis of their marital status, respondents were grouped into married, un married, divorced and widow category.

Graph 4



In terms of marital status, 59% of the respondents were married, 40% are un married and remaining 1% were widow.

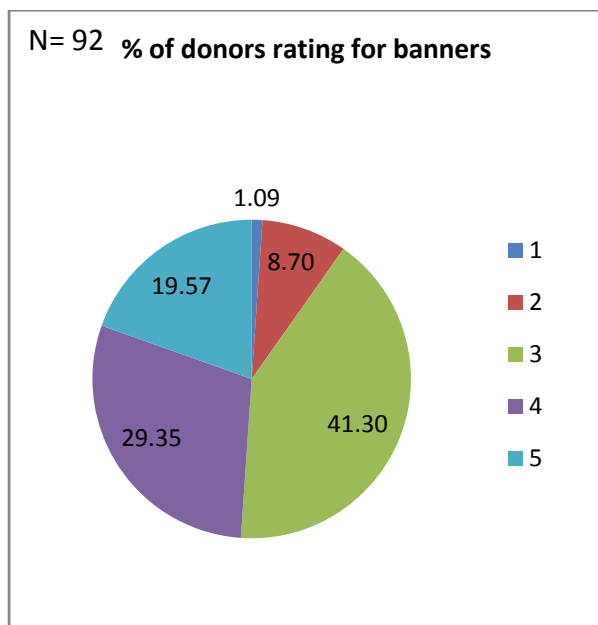
PART B: IDENTIFICATION OF FACTORS CONTRIBUTING TO INCREASE BLOOD DONATION RATIO

Factor 1- Effectiveness of Communication Medium for Creating Blood Donation Awareness

- **Banners**

Use of banners as a medium for creating blood donation awareness was assessed by the donors.

Graph 5

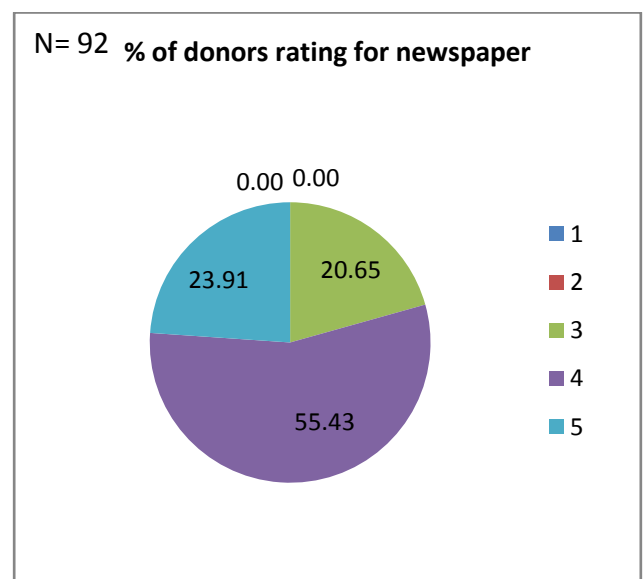


On the scale of 1 to 5, 41% of the respondent rated banners 3 as the effective communication medium for creating blood donation awareness.

- **Newspapers**

The graph assessed how the donors rated newspaper as the medium for creating blood donation awareness.

Graph 6

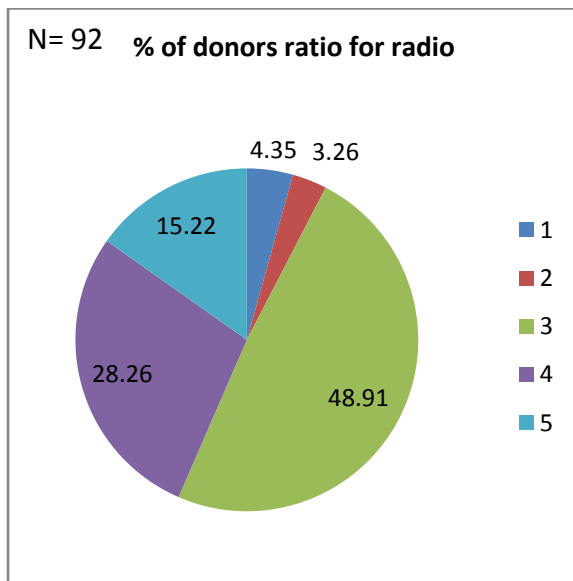


On the scale of 1 to 5, 55% of the respondent rated newspaper 4 as the effective communication medium for creating blood donation awareness.

- **Radio**

The following graph depicts the rating given by the donors for the factor radio as the medium for creating blood donation awareness.

Graph 7

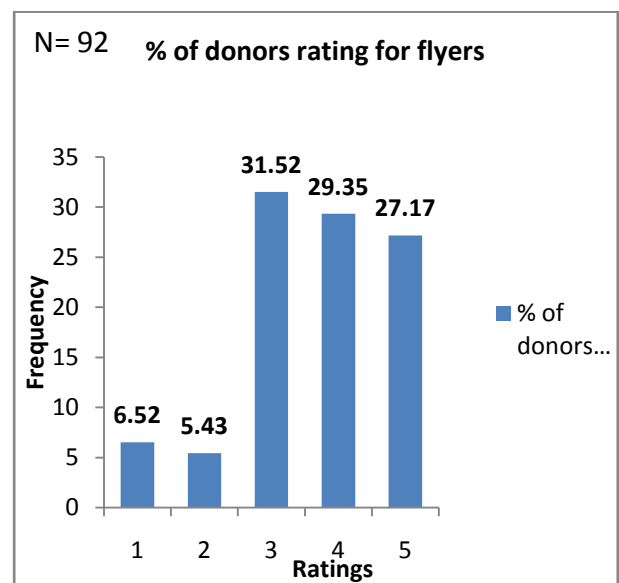


On the scale of 1 to 5, 49% of the respondent rated radio 3 as the effective communication medium for creating blood donation awareness.

- **Flyers/Pamphlets**

The following graph depicts the donors rating for flyers/ pamphlets as communication medium for blood donation

Graph 8

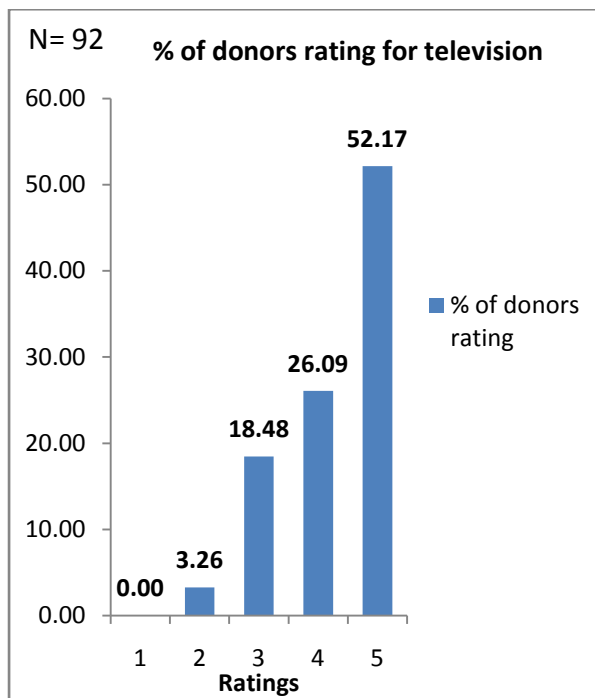


On the scale of 1 to 5, 32% of the respondent rated flyers/pamphlets 3 as the effective communication medium for creating blood donation awareness.

- **Television**

The following graph depicts the donors rating for Television as communication medium for blood donation

Graph 9

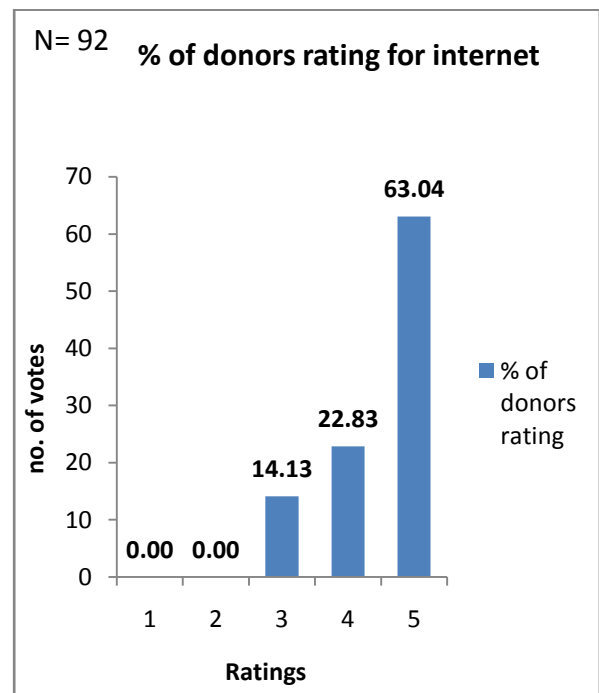


On the scale of 1 to 5, 52% of the respondent rated television 5 as the effective communication medium for creating blood donation awareness.

- **Internet**

Internet is the most advanced and available medium, thus the following graph depicts the donors rating for Internet as communication medium for blood donation

Graph 10

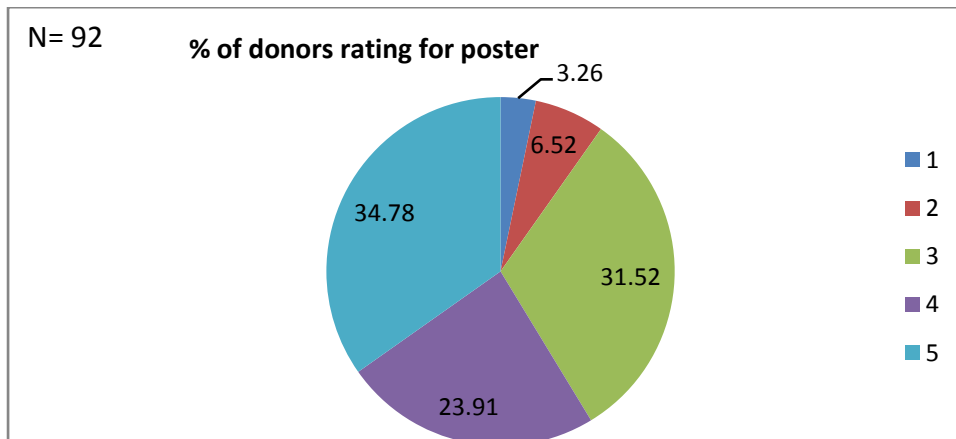


On the scale of 1 to 5, 63 % of the respondent rated Internet 5 as the effective communication medium for creating blood donation awareness

- **Poster**

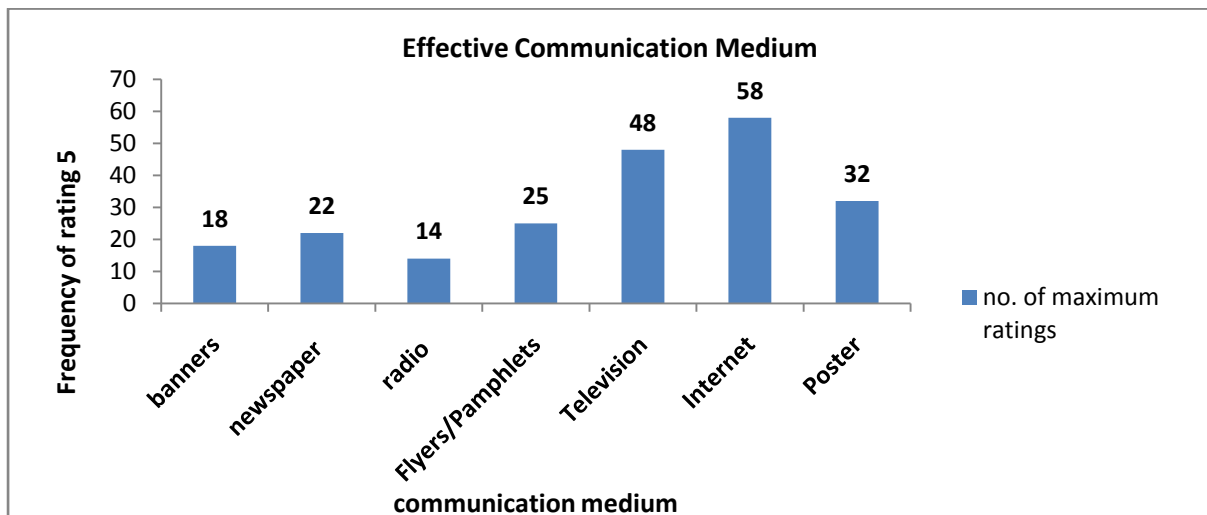
The following graph depicts the donors rating for Poster as communication medium for blood donation.

Graph 11



On the scale of 1 to 5, 35% of the respondent rated poster 5 as the effective communication medium for creating blood donation awareness.

Graph 12



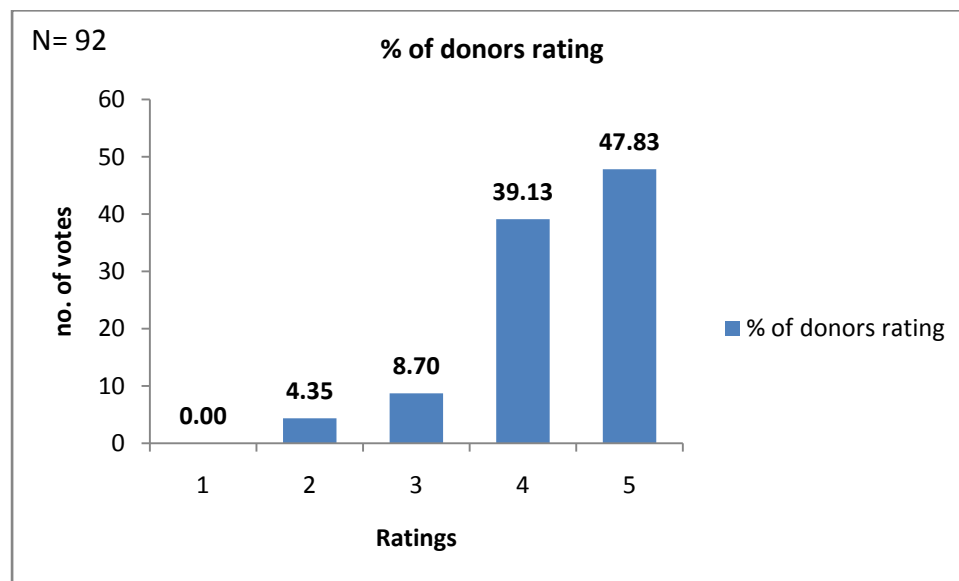
Factor 1 group's attributes pertaining to the contribution of communication media in creating awareness on blood donation. These factors broadly evaluate the effectiveness of communication mediums and the research has depicted that 'Internet' is the most effective communication medium for creating blood donation awareness, followed by 'Television' and then 'Poster', 'Radio' being the least effective medium.

Factor 2 –Factors which Contribute/ Increases the Rate for Blood Donations

- Donors are better informed about blood donation events and its safety.

This factor determines that information regarding blood donation and its safety should be provided to the donors. The following graph depicts the rating of this factor as criteria for increase in blood donation rate.

Graph 13

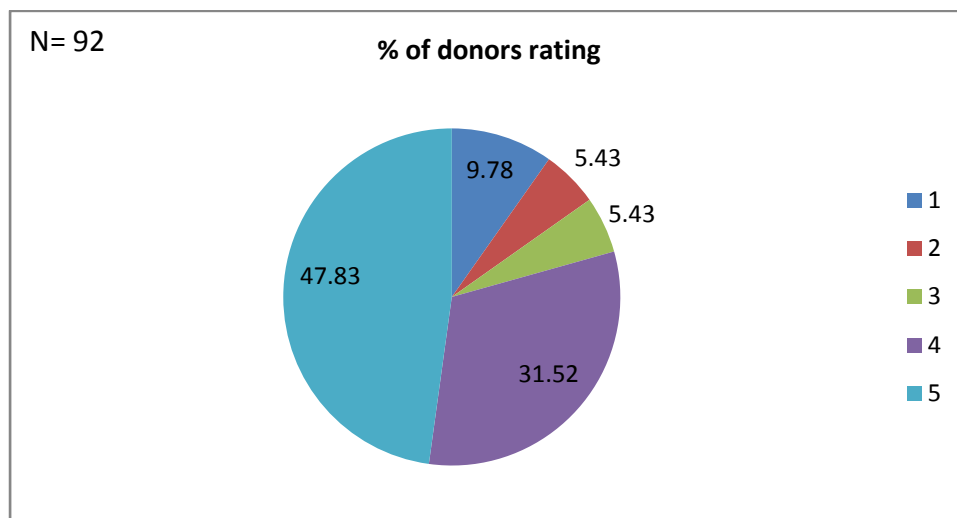


On the scale of 1 to 5, 48% of the respondent felt that providing information to the donors about the blood donation events and its safety will increase the rate for blood donation.

- Giving of certificate of recognition after blood donation.

This factor assesses the criteria that recognition of blood donors after the donation affect the rate of blood donation. The following graph depicts the rating of this factor by the donors as criteria for increase in blood donation rate.

Graph 14

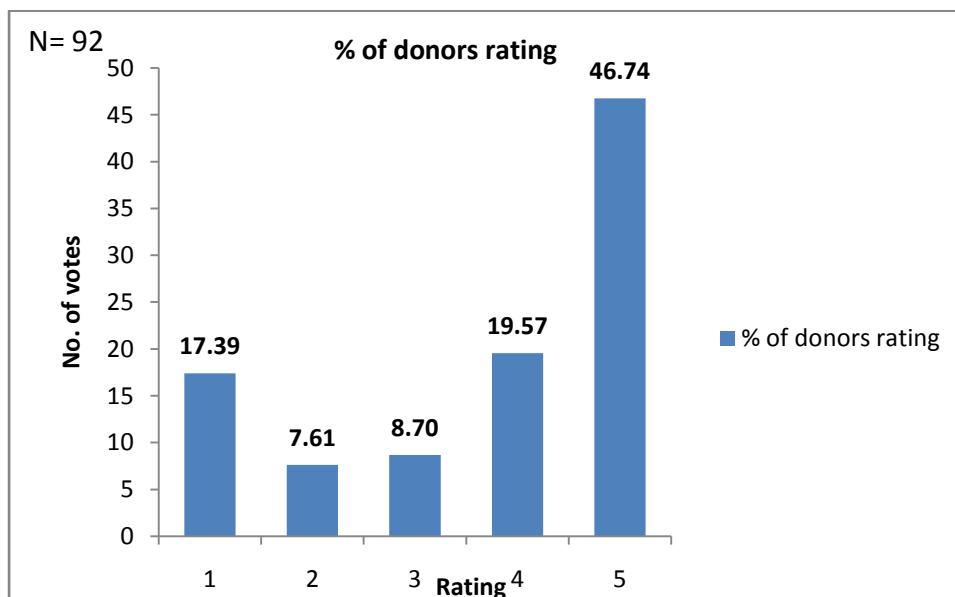


On the scale of 1 to 5, 48% of the respondent felt that Giving of certificate of recognition to the donors after blood donation will increase the rate for blood donation.

- Hosting of blood donation camp by celebrity.

The effect of celebrity/idol on the blood donation rate is depicted in the following graph

Graph15

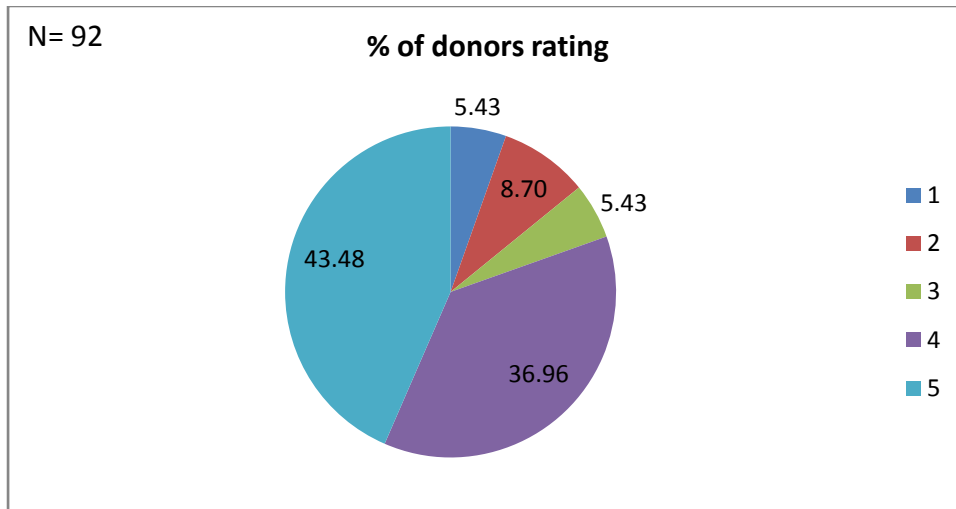


On the scale of 1 to 5, 47% of the respondent felt that hosting of blood donation camp by celebrity will increase the rate for blood donation.

- The location of blood donation camp is important for blood donation.

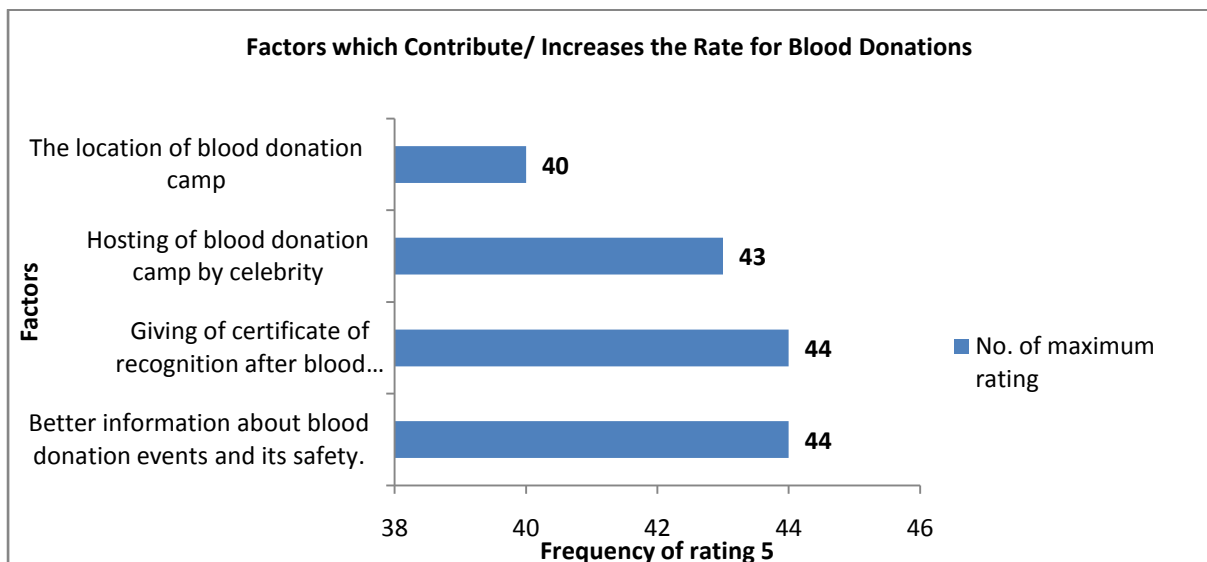
The effect of location on the blood donation rate is depicted in the following graph

Graph 16



On the scale of 1 to 5, 43% of the respondent felt that the location of blood donation camp will affect the blood donation rate.

Graph 17



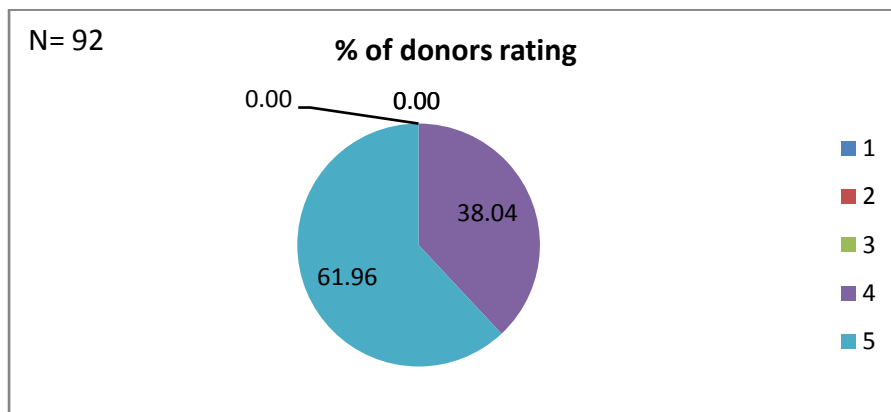
Better information about the blood donation events and its safety and giving certificates of recognition after blood donation are two important factors which contribute / increase the blood donation rate

Factor 3 - Attitudes and Perceptions of Blood Donors

- Donors should receive more information from the blood banks / hospitals.

The need for more information by the donors from blood associations is assessed in the following graph.

Graph 18

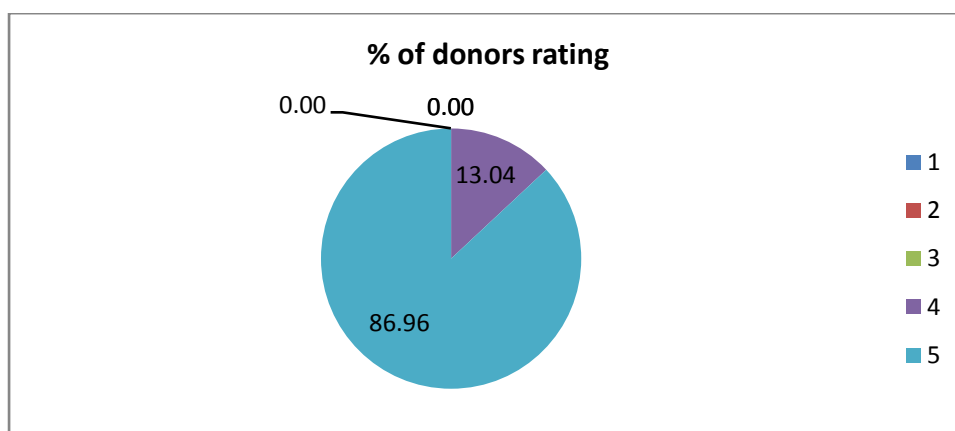


On the scale of 1 to 5, 62% of the respondent felt that they should receive more information from the blood banks / hospitals.

- Donors inform and encourage other people about blood donation.

The perception of donors about blood donation and its encouragement is depicted below

Graph 19

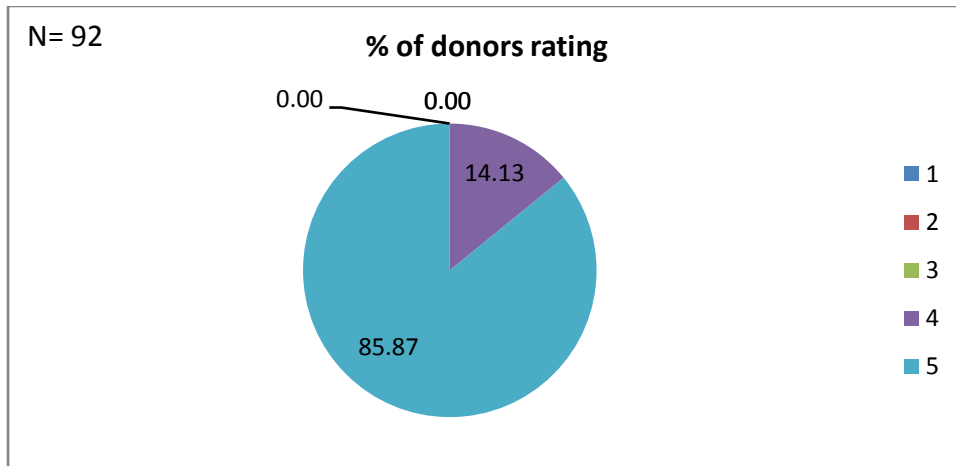


87% of donors inform and encourage other people about blood donation.

- Donors believe that donating blood saves human life.

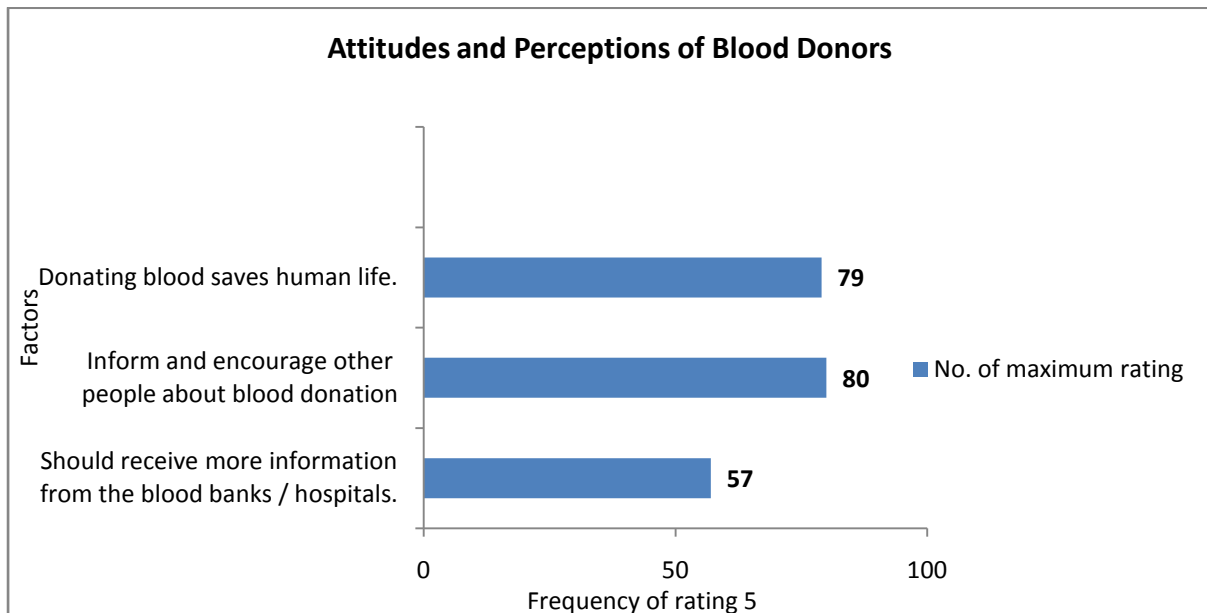
The believe of the donors that donation saves human life is assessed in the following graph

Graph 20



On the scale of 1 to 5, 85% of the donors believe that donating blood saves human life.

Graph 21



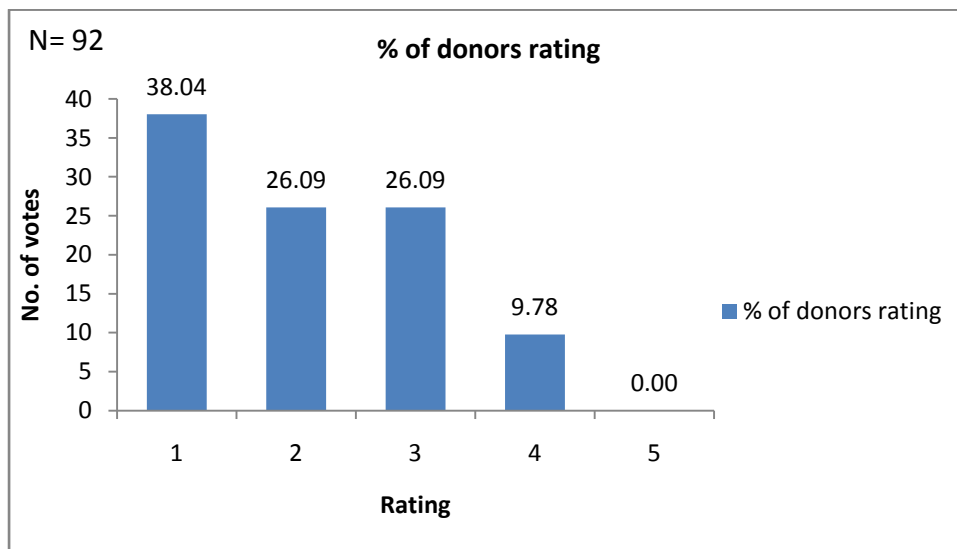
This factor group 4 attributes which explains the attitudes and perceptions of blood donors. Blood donors equally inform and encourage their relatives and friends to donate blood

Factor 4 - Criteria to Enhance Donors Satisfaction

- Accurate information from blood banks / hospital is important.

The importance of accurate information from blood services associations is depicted in the following graph

Graph 22

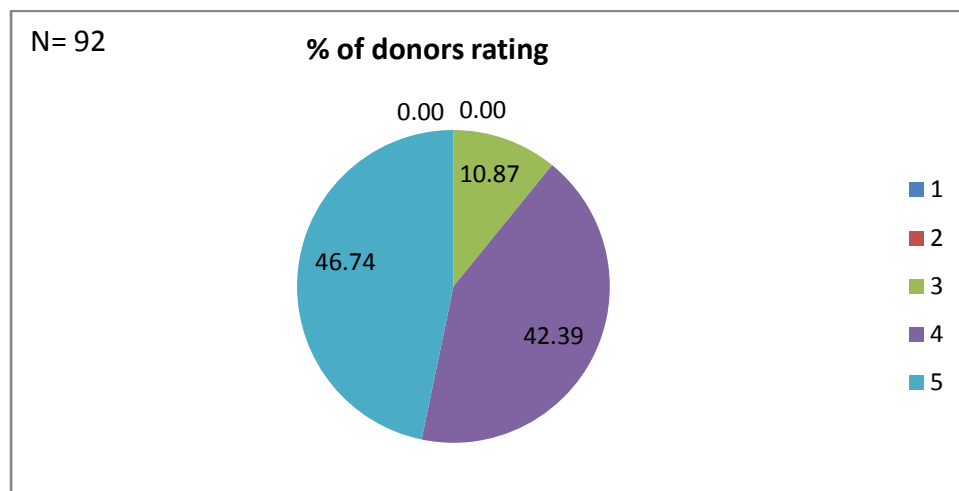


On the scale of 1 to 5, 38% of the donors rated this factor 1 as criteria to enhance donor's satisfaction.

- The assistance of blood camp staff is important for encouraging blood donors.

The importance of Positive assistance of staff of the blood donation camp is represented in the following graph

Graph 23

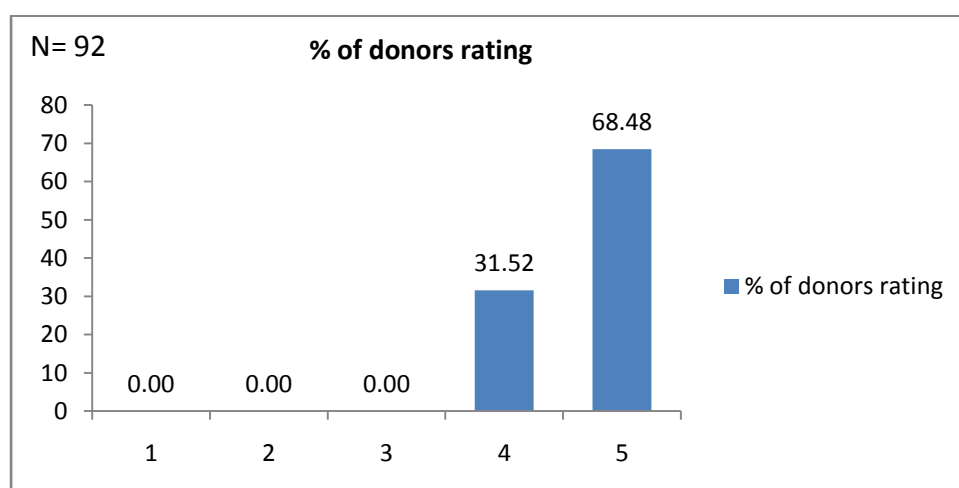


On the scale of 1 to 5, 48% of the donors believed that the assistance of blood camp staff is important for encouraging blood donors and thus criteria to enhance donor's satisfaction

- There need to be adequate assurance for health safety after the blood donation

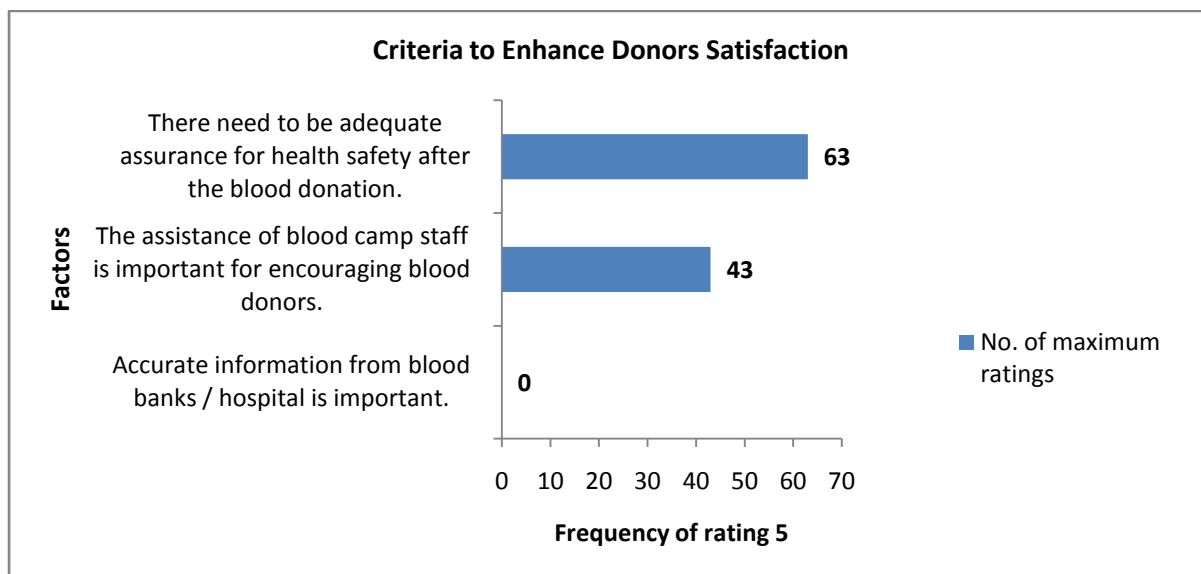
The following graph depicts the importance of health safety assurance as a factor to enhance blood donor's satisfaction.

Graph 24



On the scale of 1 to 5, 68% of the donors believed that to enhance donor's satisfaction there need to be adequate assurance for health safety after the blood donation.

Graph 25



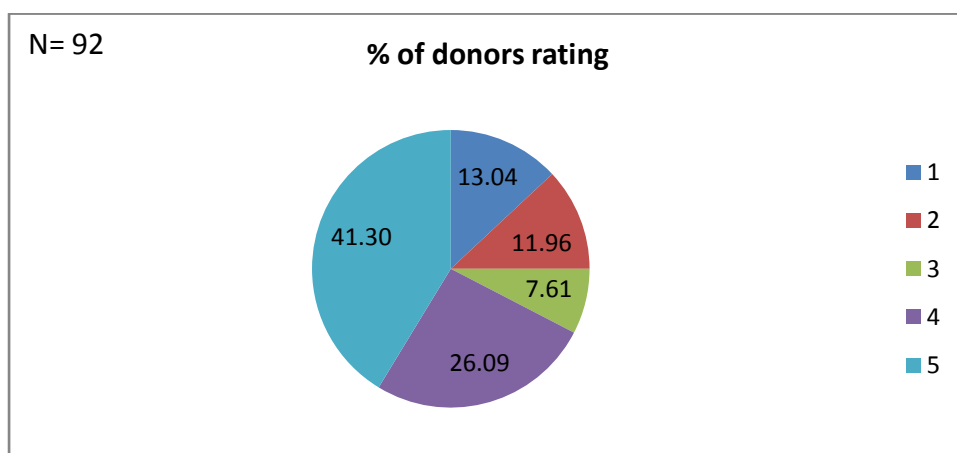
Assurance of health safety after the blood donation is the most important criteria to enhance blood donor's satisfaction.

Factor 5 –Factors which Increases Loyalty among Blood Donors

- Receiving “thank you “notes via mail after blood donation.

The following graph depicts the importance of receiving thank you notes by the donors after blood donation increases the loyalty of donors.

Graph 26

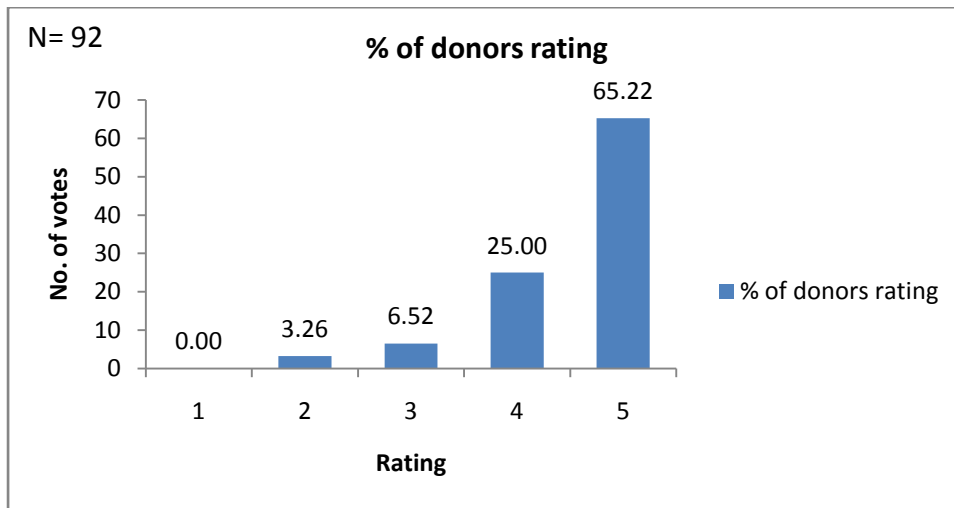


On the scale of 1 to 5, 41% of the donors believed that receiving “thank you “notes via mail after blood donation will increase loyalty among the donors.

- Receiving mails and messages about next blood donation.

The following graph depicts the importance of mails and short messages from the blood associations to increase loyalty among donors.

Graph 27

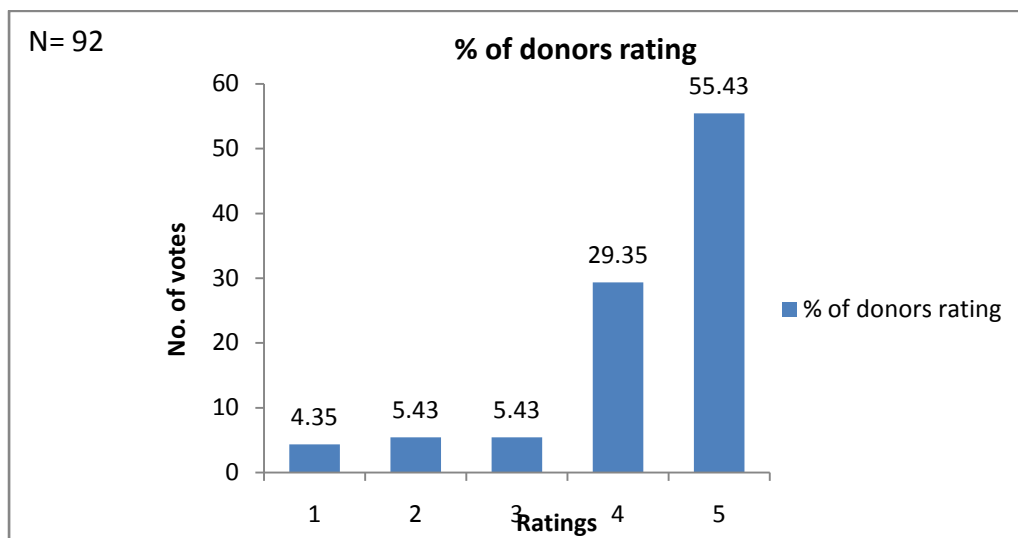


On the scale of 1 to 5, 65% of the donors believed that receiving mails and messages about next blood donation will increase loyalty among the donors.

- Online blogs would help you to develop affective bond with other donors and prospects.

The following graph shows how creating an online blogs where the donors and bond with other donors and receivers will increase loyalty among the donors.

Graph 28

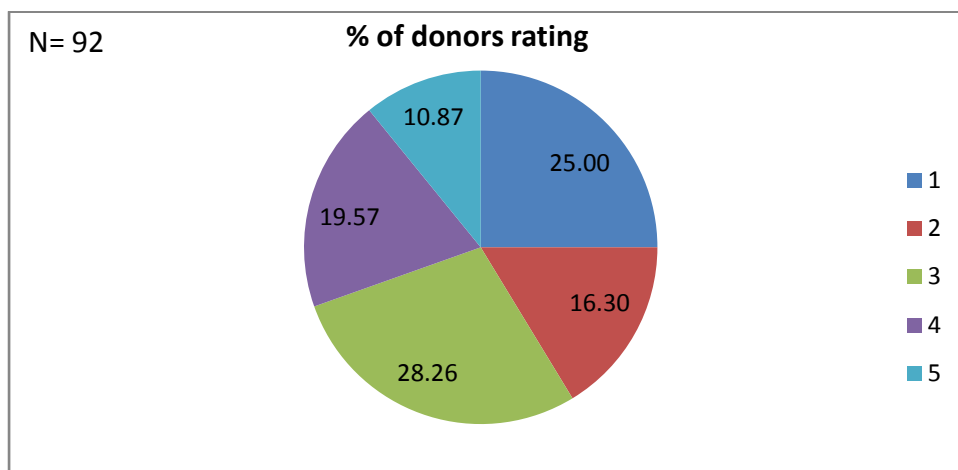


On the scale of 1 to 5, 55% of the donors believed that to increase loyalty among donors , online blogs should be develop which will help in bond with other donors and prospects.

- Publishing of donor's photographs and feedbacks on newspaper and websites.

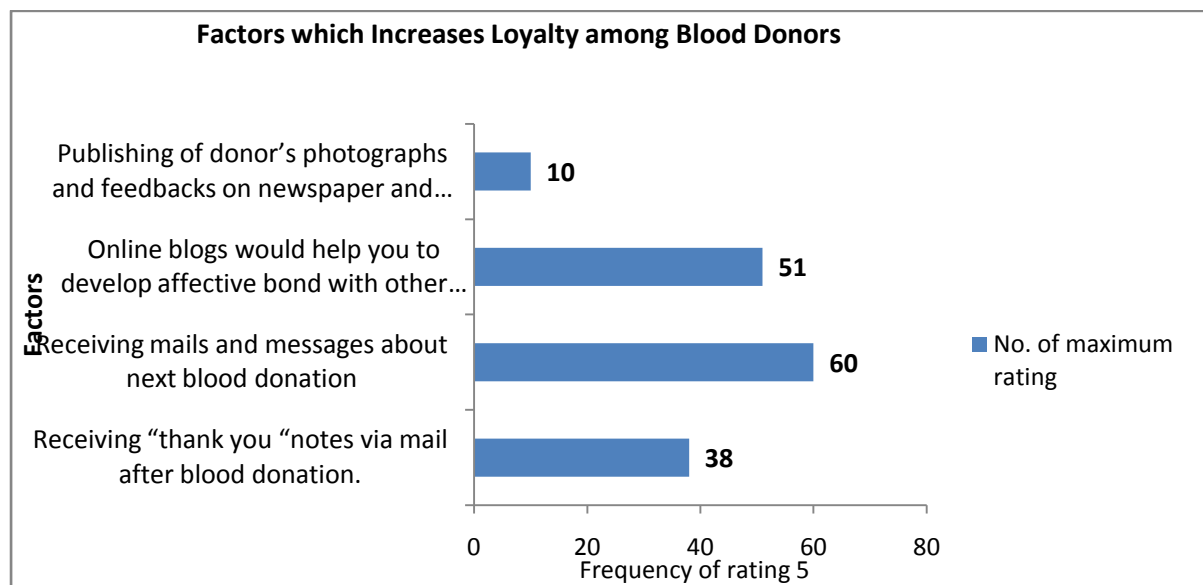
The following graph depicts the donors rating on publishing donor's photographs and feedbacks on newspaper and websites for increasing loyalty among them

Graph 29



On the scale of 1 to 5, 28% of the donors rated this factor as 3 believing that publishing of donors photographs and feedbacks are not that important as criteria to increase loyalty among blood donors.

Graph 30



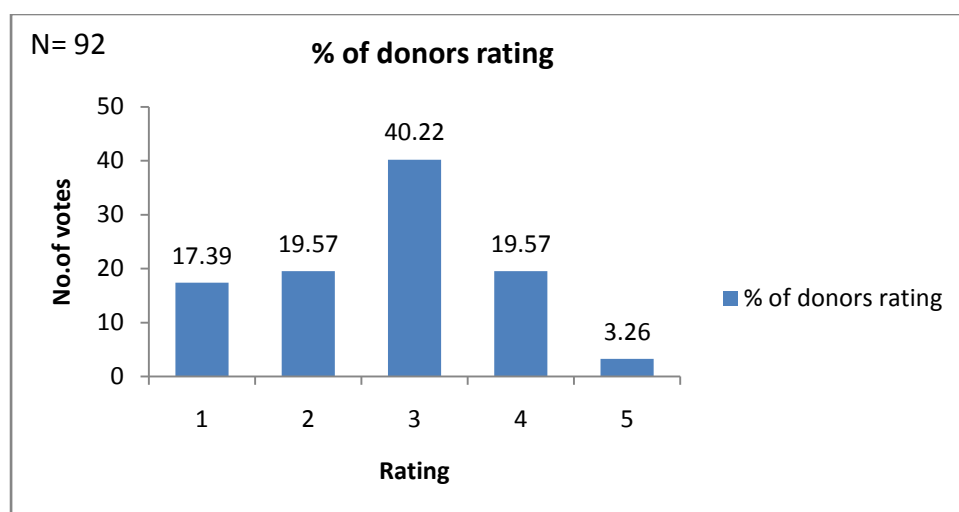
Respondents believed that receiving electronic mails and short-message service to inform them of the next blood donation event will increase loyalty among blood donors.

Factor 6 –Factors which Help in Retention of Blood Donors

- Giving of incentives.

The graph depicts the behaviour of the donors towards incentives as a factor for retaining blood donors

Graph 31

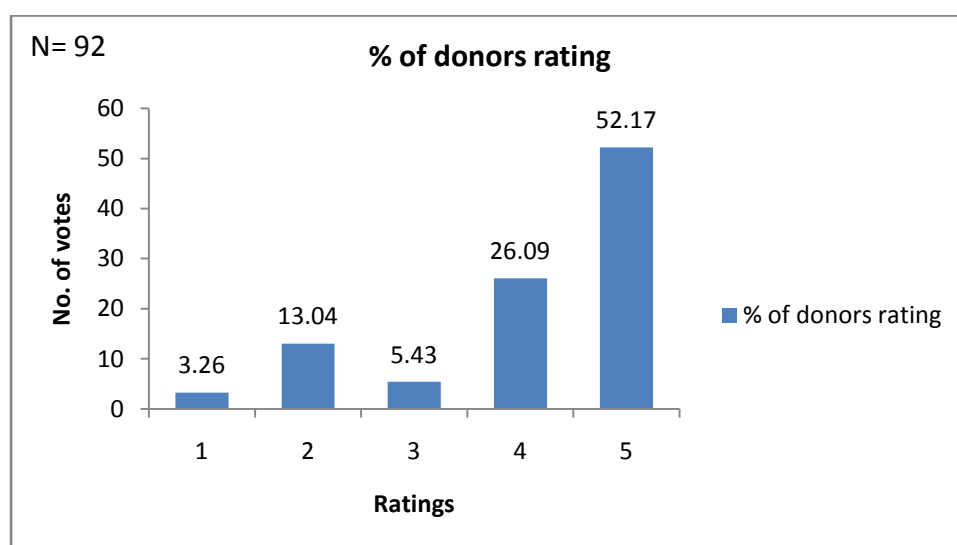


40% of the donors rated the factor ‘giving of incentives’ as 3, thus believing that it is not that important criterion for the retention of blood donors.

- Personalized visits by motivators of blood services associations will encourage blood donation.

This graph depicts how humanitarian request by blood services associations to prompt blood donation during blood crisis periods helps in retention of blood donors.

Graph 32

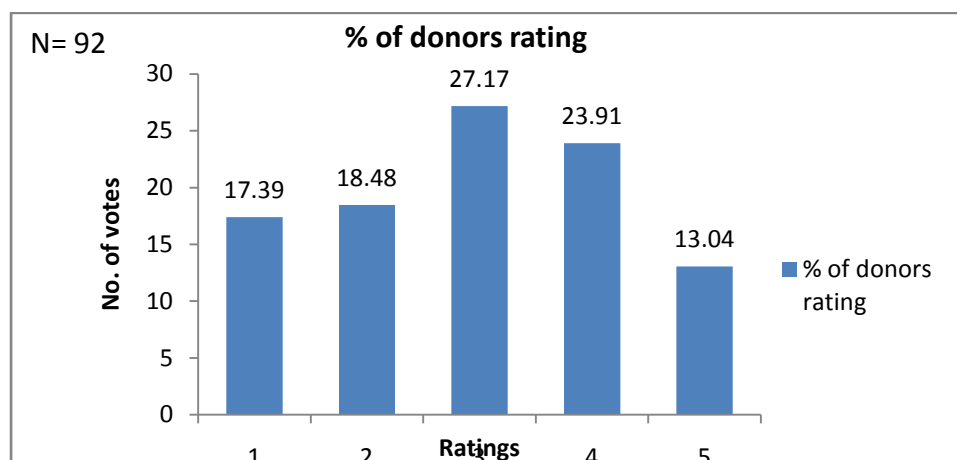


On the scale of 1 to 5, 52% of the donors believe that personalized visits by motivators of blood services associations will help in the retention of blood donors.

- Provision of discount voucher for medical checkups.

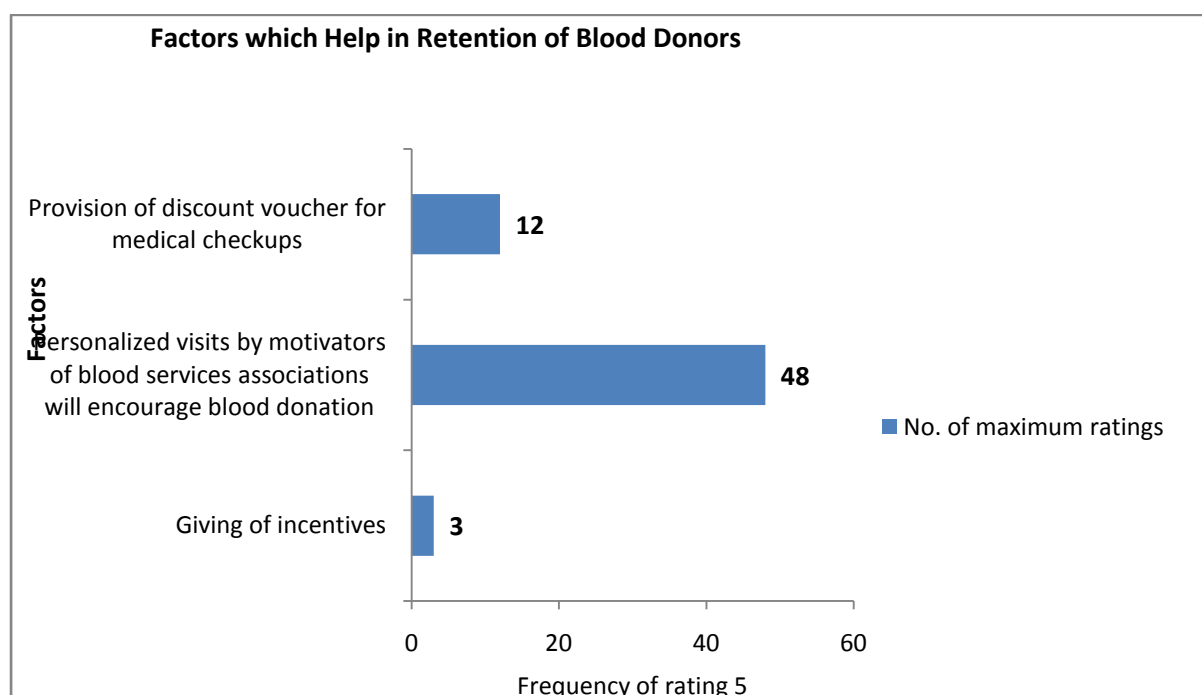
The graph depicts the behaviour of the donors towards provision of discount vouchers for medical checkups as a factor for retaining blood donors

Graph 33



27% of the donors rated the factor 'Provision of discount voucher for medical checkups' as 3, thus believing that it is not that important criterion for the retention of blood donors.

Graph 34



Humanitarian request by blood services associations to prompt urgent blood donation during blood crisis periods is the most important criteria for the retention of blood donors.

MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

Based upon the findings of the study, it is crucial for the blood services associations to boost blood donor rate. The findings have depicted that ‘Internet’, ‘television’ and ‘poster’ are effective communication mediums to generate awareness on blood donations.

The results have also addressed that donors want to be informed about blood donation events and its safety. Hence, a major implication for blood services associations is to inform the donors on the safety measures associated with blood donation. They should be further empowered with information concerning persons who need their blood.

The study has also depicted that ‘Certificates of recognition after blood donation’ are important factors to encourage blood donation decisions. Therefore, blood services associations should design recognition certificates with an emotional appeal. Another positive finding of the study is that blood donors are of the opinion that blood donation makes them healthier and they will equally inform and encourage their relatives and friends to donate blood.

In addition, experienced medical representatives need to reassure the health safety of the blood donors after their blood donation through effective one-to-one counselling sessions.

The empirical findings also demonstrate that donors would prefer to receive “thank you” notes via electronic mail and short-message service after each blood donation. Online blogs should be integrated to develop bonds with other donors and prospective donors. Some appealing testimonials of blood donors should be available online and emphasis should be laid on humanitarian values to save people’s lives.

Designing a medical web application that collects information of volunteer blood donors and alerts the donors about requirements during blood crisis.

Creating a database of donors with location, blood group, phone no. etc attributes.

CONCLUSION

There is an urgent need to educate, convince and retain blood donors by designing appropriate donor loyalty schemes. The study has revealed that donors want certificate of recognition and they want to be more empowered with information pertaining to safety issues. There is also enough evidence in the study for blood services associations to better inform the blood donors on safety issues and at the same time, integrating blogs and communities where blood donors can post their comments and queries. It is recommended that effective donor retention strategies are established to attain long-lasting relationships with the blood donors, which, in turn, will impact on blood donation decisions.

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Annexure

Questionnaire

CONTRIBUTING FACTORS TO BOOST BLOOD DONATION

PART A: DEMOGRAPHIC PROFILE OF RESPONDENTS

- **Occupational classification**

Private and public	Students	Households	Retired

- **Age classification**

Between 18-30	Between 31-40	Between 41-50	Between 51-60

- **Gender**

Male	Female

- **Marital status**

Married	Unmarried	Divorced	Widow

Part B IDENTIFICATION OF FACTORS CONTRIBUTING TO INCREASE BLOOD DONATION RATIO

Ratings: 1 to 5, 1 being least important to 5 being most important.

Factor 1- Effectiveness of Communication Medium for Creating Blood Donation Awareness

Factor	1	2	3	4	5
Banners					
Newspapers					
Radio					
Flyers/Pamphlets					
Television					
Internet					

Poster					

Factor 2 –Factors which Contribute/ Increases the Rate for Blood Donations

Factor	1	2	3	4	5
Donors are better informed about blood donation events and its safety.					
Giving of certificate of recognition after blood donation.					
Hosting of blood donation camp by celebrity.					
The location of blood donation camp is important for blood donation.					

Factor 3 - Attitudes and Perceptions of Blood Donors

Factor	1	2	3	4	5
You should receive more information from the blood banks / hospitals.					
You inform and encourage other people about blood donation.					
You firmly believe that donating blood saves human life.					

Factor 4 - Criteria to Enhance Donors Satisfaction

Factor	1	2	3	4	5
Accurate information from blood banks / hospital is important.					
The assistance of blood camp staff is important for encouraging blood donors.					

There need to be adequate assurance for health safety after the blood donation.					
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Factor 5 –Factors which Increases Loyalty among Blood Donors

Factor	1	2	3	4	5
Receiving “thank you “notes via mail after blood donation.					
Receiving mails and messages about next blood donation.					
Online blogs would help you to develop affective bond with other donors and prospects.					
Publishing of donor’s photographs and feedbacks on newspaper and websites.					

Factor 6 –Factors which Help in Retention of Blood Donors

Factor	1	2	3	4	5
Giving of incentives.					
Personalized visits by motivators of blood services associations will encourage blood donation.					
Provision of discount voucher for medical checkups.					