

Introduction

E-Tailing is the sale of goods and services through the Internet. Electronic retailing, or e-tailing can includes business-to-business and business-to-consumer sales. E-tailing requires businesses to tailor traditional business models to the rapidly changing face of the Internet and its users. The Indian medical devices sector is worth approximately USD 3 Billion and is growing at a CAGR of 15 % which makes it Asia's fourth largest market.

Rationale

Traditional distribution system of medical devices have certain lacunae like low penetration, accessibility, affordability, awareness etc. To overcome these inefficiencies in the distribution system there is a need to develop effective innovative technology which is where e-retailing of medical devices emerges as an option. So the purpose of this study is to find out the suitability of E-Tail business model to medical device industry.

Objectives

- To determine the current trade practices prevailing in the market related to medical devices.
- To identify perception and determine the level of consumer awareness towards online retailing.
- To find out the key expectations of the prospective buyer.

Methodology

Study Design:

Descriptive study

Sample population:

Medical professionals
(Doctors and Nurses)

Sampling:

Non probability convenience sampling

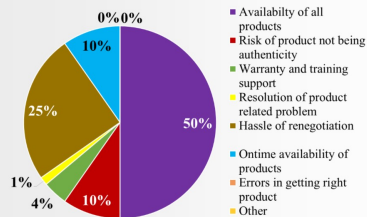
Tool & Technique:

An online survey was conducted using structured questionnaire.

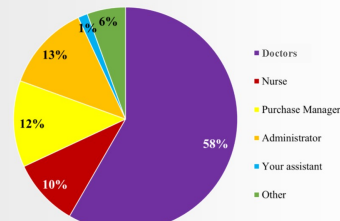
Sample size:

72 respondents

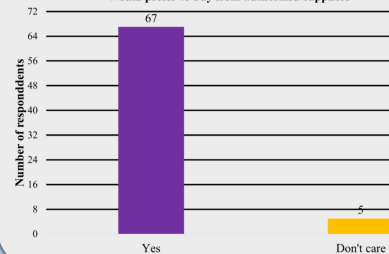
Challenge faced with current supplier



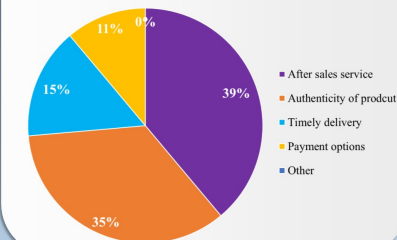
Decision for purchasing is made by



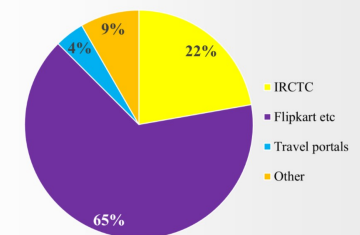
Would prefer to buy from authorized suppliers



Biggest concern in buying medical devices



Have done transactions at



Conclusion

- Majority of respondents buy from local distributors and avail credit limits ranging from 0-15 days. The decision making is mostly controlled by Doctors themselves. Trustworthiness is still the backbone of business.
- Respondents perceive that they can get lower prices for medical devices if supplied by company distributors. Respondents are also well aware of online buying and also do banking transactions with ease over the internet.
- The key factor that remains at the back of mind of a buyer when purchasing medical devices is the After Sale Services associated with it followed by Authenticity of the product.

Recommendations

- All displayed products must be available so as to fulfill the claim of "On Time Delivery".
- "After Sale Service" should be given a high priority while designing the e-retailing portal for medical devices
- Tie up with brand leaders in the market for specific medical device e.g. Littman stethoscope
- Logistics and supply chain management should be taken care.
- Promotional tools and techniques for medical devices must be doctor centric.