

Consumer Behavior on Buying Patterns for Capital Market Products in the Medical Device Industry

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Introduction

- Capital equipment includes electrosurgical units and diagnostic systems.
- Long buying cycles involving multiple stakeholders.
- Western Trading Co. is a Medtronic/Covidien & Aesculap channel partner.
- Buyer insights help optimize marketing and sales strategies.

Objectives & Research Questions

Objectives:

- Analyze factors influencing capital purchases
- Study decision-making in healthcare institutions
- Evaluate brand, pricing, service & innovation

Key Questions:

- What drives hospital purchases?
- Role of brand, service & financing?
- Replacement/upgradation cycles?

Methodology

- Mixed-method: 50 surveys, 10 interviews
- Tools: Descriptive stats & thematic coding
- Software: Excel
- Ethics: Consent, confidentiality, IRB approval

Key Findings

1. 50% corporate hospitals; 40% respondents >10 yrs experience
 - Influencers:
 - Product Quality (90%)
 - After-sales Support (85%)
 - Brand Reputation (80%)
 - Demo Trials (65%)
2. Decisions involve multiple stakeholders

Buying Patterns

- Procurement cycle: 3–6 months
- Channels: 60% via partners, 30% direct
- 65% say demos are critical
- Decision process: consultative and strategic



Recommendations

1. Involve clinicians throughout the buying process
2. Offer demo units and robust after-sales support
3. KOL-driven marketing (webinars/testimonials)
4. Provide flexible financing (EMI, lease-to-own)

Strategic Insights

- Adopt value-based consultative selling.
- Leverage digital engagement & education.
- Build long-term customer relationships.
- Feedback loops improve product fit.

Conclusion & Device Showcase

- Capital equipment buying is strategic.
- Key drivers: trust, efficacy, service.
- Align strategy to buyer behavior for advantage

Devices: Medtronic Valley lab FT10 |
Aesculap EV 3.0



THANK YOU

