

SYNOPSIS

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by

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SYNOPSIS OF DISSERTATION

Title: Brand Perception and Purchasing Decisions of Ophthalmologists Regarding Ophthalmic/Surgical Equipment in Delhi

Introduction

The study explores the factors that influence purchasing decisions of ophthalmologists regarding ophthalmic and surgical equipment. With rapid technological advancements in ophthalmology, equipment procurement decisions are increasingly shaped by product quality, innovation, vendor support, reliability, and cost considerations.

Background and Rationale

Understanding brand perception among ophthalmologists is important for manufacturers, distributors, and healthcare organizations. The study provides insights into the decision-making process associated with equipment selection and procurement.

Aim

To assess brand perception and identify factors influencing purchasing decisions of ophthalmologists regarding ophthalmic and surgical equipment in Delhi.

Objectives

- Examine brand perception among ophthalmologists.
- Identify factors affecting purchasing decisions.
- Assess the role of quality, cost, technology, vendor reputation, and after-sales support.
- Understand purchasing preferences across healthcare settings.

Methodology

A descriptive cross-sectional study was conducted using a structured questionnaire administered to ophthalmologists. Primary data were collected directly from respondents, while secondary information was obtained from published literature, industry reports, and academic journals. The collected data were analyzed using descriptive statistical techniques.

Key Findings

Product quality, reliability, clinical outcomes, and after-sales service emerged as major determinants of purchasing decisions. Cost and financing options were important

considerations, while technological advancement and operational efficiency influenced brand preference.

Significance

The findings can support healthcare institutions in making informed procurement decisions and help vendors align their offerings with the expectations of ophthalmologists.

Keywords

Healthcare Analytics, Ophthalmic Equipment, Surgical Equipment, Brand Perception, Procurement Decisions