

FACTORS INFLUENCING THE PURCHASE DECISION OF DIALYSIS CONSUMABLES IN HEMODIALYSIS CENTERS: A MARKET ANALYSIS OF GUJARAT

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WHY THIS STUDY?

Growing Burden of Kidney Disease

- Increasing CKD prevalence
- Rising dialysis dependency
- Growing demand for dialysis consumables

Market Challenge

Hospitals must choose between multiple suppliers offering similar products.

Research Need

Understanding the factors that influence procurement decisions can help suppliers improve customer satisfaction and market penetration.

GLOBAL DIALYSIS MARKET

Market Drivers

- Diabetes
- Hypertension
- Aging Population
- Improved Healthcare Access

Global Trends

- Growing demand for dialysis
- Technology adoption
- Home dialysis expansion
- Focus on patient safety

INDIAN DIALYSIS MARKET

Industry Snapshot

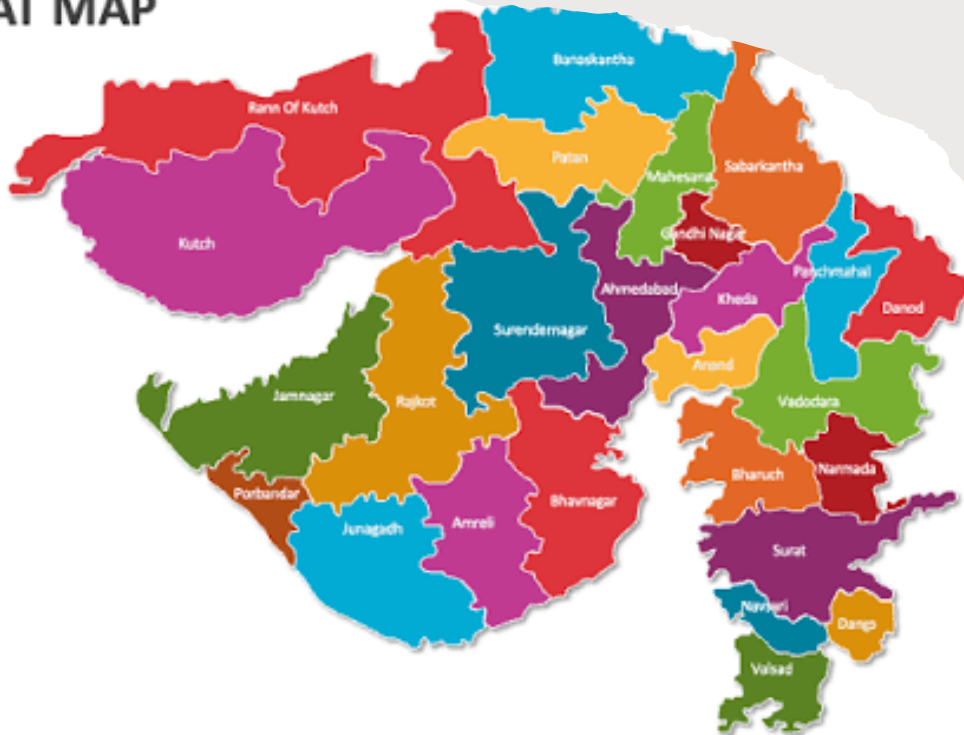
- Rapidly growing dialysis sector
- Government support through dialysis schemes
- Expansion of private dialysis centers

Market Opportunities

- Increasing patient volume
- Growth of consumable demand
- Expansion into Tier-2 and Tier-3 cities

GUJARAT MARKET OPPORTUNITY

GUJARAT MAP



Cities Covered

- Ahmedabad
- Surat
- Vadodara
- Bharuch
- Anand
- Vapi
- Navsari
- Valsad

Why Gujarat?

- Strong healthcare infrastructure
- High concentration of dialysis centers
- Significant growth potential



DIALYSIS CONSUMABLE ECOSYSTEM

Products Covered during each Dialysis session

- Dialyzers
- Blood Tubing Sets
- AVF Needles
- Dialysate Concentrates
- Transducer Protectors
- Disinfectants

Research Problem and Objective of the Study

RESEARCH PROBLEM

Current Situation

Multiple suppliers compete in the dialysis consumables market.

Challenge

Hospitals evaluate:

- Product Quality
- Product Availability
- Clinical Performance
- Pricing
- Service Support
- Brand Reputation

Research Question

What are the key drivers of purchasing decisions?

OBJECTIVES OF STUDY

Primary Objective

- Identify factors influencing purchase decisions.

Secondary Objectives

- Understand customer preferences
- Evaluate supplier selection criteria
- Study pricing impact
- Analyze service quality

RESEARCH METHODOLOGY

Research Design

Descriptive
Research

Sample Size

50 Respondents

Respondents

- Nephrologists
- Dialysis Technicians
- Purchase Managers
- Administrators

Data Collection

- Surveys
- Interviews
- Hospital Visits

RESEARCH PROBLEM IDENTIFICATION

LITERATURE REVIEW

RESEARCH OBJECTIVES

RESEARCH DESIGN
(Descriptive Research)

Sample Size (n=50)

Respondent Selection

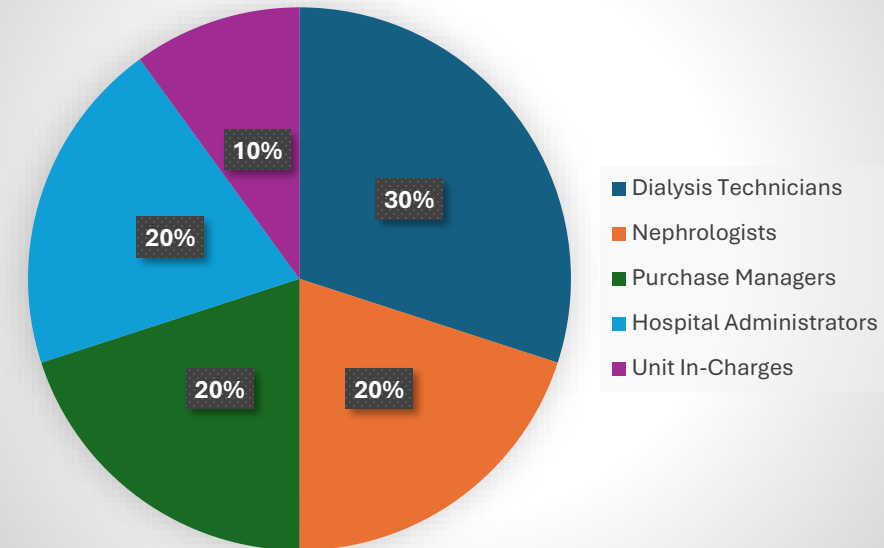
Data Collection
(Survey + Interview + Hospital Visits)

Data Analysis (Excel)

Finding and Recommendations

Conclusion

Respondent Profile Analysis



DECISION MAKING PROCESS

Need Identification

Product Evaluation

Clinical Assessment

Price Comparison

Supplier Selection

Purchase Order

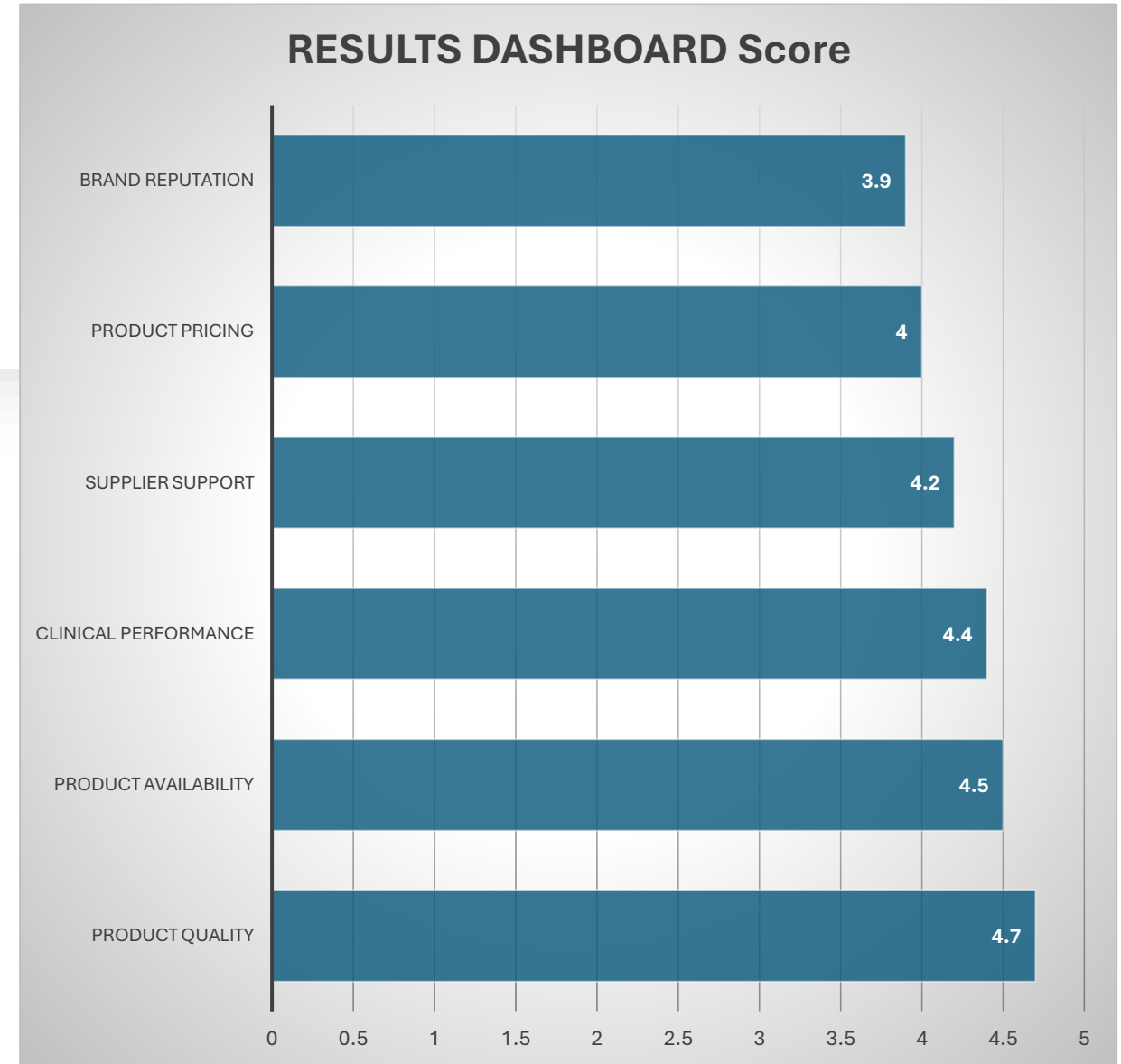
FACTORS ANALYZED AND RESULTS DASHBOARD

Independent Variables

- Product Quality
- Product Availability
- Clinical Performance
- Supplier Support
- Pricing
- Brand Reputation

Dependent Variable

- Purchase Decision



KEY FINDINGS

1

Finding 1

- Product Quality is the most influential factor.

2

Finding 2

- Availability significantly impacts procurement.

3

Finding 3

- Clinical outcomes influence brand preference.

4

Finding 4

- Technical support improves supplier retention.

5

Finding 5

- Price matters, but quality matters more.

SWOT ANALYSIS

Strengths

- Competitive pricing
- Strong service support

Weaknesses

- Lower brand visibility

Opportunities

- Expanding dialysis market

Threats

- Multinational competition



STRATEGIC RECOMMENDATIONS

Short-Term

- Improve product awareness
- Increase customer visits
- Conduct product demonstrations

Medium-Term

- Expand distribution network
- Strengthen technical support

Long-Term

- Develop key opinion leaders
- Increase market penetration





BUSINESS IMPACT FOR HIPPOCRAT BIOTECH



Expected Outcomes



Higher Customer Retention



Increased Market Share



Stronger Brand Positioning



Improved Customer Satisfaction



Revenue Growth



CONCLUSION

Hospitals prioritize:

- Product Quality
- Product Availability
- Clinical Performance
- Service Support

The success of dialysis consumable suppliers depends on their ability to deliver quality products, reliable supply, strong technical support, and long-term customer relationships.



THANK YOU