

SYNOPSIS

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by

Divesh Pal

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Dr. Ram Krishan Chahar

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SYNOPSIS

Title:

Factors Influencing the Purchase Decision of Dialysis Consumables in Hemodialysis Centers: A Market Analysis of Gujarat

1. Introduction

Chronic Kidney Disease (CKD) is a growing public health concern worldwide. Patients suffering from End-Stage Renal Disease (ESRD) require regular hemodialysis for survival. Hemodialysis treatment depends on various consumables such as dialyzers, blood tubing sets, AV fistula needles, transducer protectors, dialysate concentrates, IV sets, and disinfectants.

The increasing prevalence of CKD has resulted in a growing demand for dialysis services and dialysis consumables. Healthcare providers must ensure continuous availability of high-quality consumables while maintaining cost efficiency. Therefore, understanding the factors influencing purchasing decisions in dialysis centers is essential for manufacturers, distributors, and healthcare organizations.

This study aims to identify the key factors affecting procurement decisions for dialysis consumables in hemodialysis centers across Gujarat.

2. Problem Statement

Dialysis centers frequently evaluate multiple suppliers and brands when purchasing dialysis consumables. Factors such as product quality, pricing, supplier support, availability, and clinical performance significantly influence procurement decisions. However, limited research exists regarding the purchasing behavior of dialysis centers in Gujarat.

Therefore, there is a need to assess the factors that influence dialysis consumable procurement decisions and understand market preferences among healthcare providers.

3. Need for the Study

- Growing dialysis patient population.
- Increasing demand for dialysis consumables.
- Competitive market with multiple suppliers.
- Need for cost-effective procurement strategies.
- Support business expansion and market development.
- Help manufacturers understand customer requirements.

4. Objectives of the Study

Primary Objective

To identify factors influencing the purchase decision of dialysis consumables in hemodialysis centers.

Secondary Objectives

1. To evaluate the importance of product quality in purchasing decisions.
2. To assess the impact of pricing on procurement behavior.
3. To analyze supplier service and delivery performance.
4. To examine brand preference among dialysis centers.
5. To recommend strategies for improving customer satisfaction and sales performance.

5. Review of Literature

1. Apel et al. (2021) highlighted the importance of value-based healthcare in dialysis services and emphasized balancing cost and quality.
2. Just et al. (2008) discussed economic factors affecting dialysis procurement and reimbursement systems.
3. Heaf et al. (2021) identified organizational factors influencing dialysis-related decisions.
4. Murdeshwar et al. (2023) described clinical aspects of hemodialysis and consumable utilization.
5. Studies indicate that supplier reliability, technical support, and product quality significantly impact procurement decisions in healthcare organizations.

6. Research Methodology

Research Design

Descriptive Research Design

Study Area

Gujarat State

Target Population

- Dialysis Centers
- Nephrologists
- Dialysis Technicians
- Purchase Managers
- Hospital Administrators

Sample Size

50 Respondents

Sampling Technique

Convenience Sampling

Data Collection

Primary Data:

- Structured Questionnaire
- Personal Interviews

Secondary Data:

- PubMed
- Research Articles
- Company Reports
- Government Reports

7. Variables

Independent Variables

- Product Quality
- Product Price
- Brand Reputation
- Supplier Support
- Product Availability
- Delivery Time
- Credit Facility
- Technical Support

Dependent Variable

Purchase Decision of Dialysis Consumables

8. Hypothesis

H1: Product quality significantly influences purchase decisions.

H2: Price significantly influences purchase decisions.

H3: Supplier support significantly influences purchase decisions.

H4: Brand reputation significantly influences purchase decisions.

9. Data Analysis Tools

- Microsoft Excel
- SPSS
- Descriptive Statistics
- Frequency Analysis
- Mean Score Analysis
- Correlation Analysis
- Regression Analysis

10. Expected Outcomes

- Identification of key purchasing factors.

- Understanding customer preferences.
- Recommendations for sales strategy improvement.
- Market insights for dialysis consumable manufacturers.

11. Scope of Study

The study focuses on dialysis centers located in Gujarat and examines procurement decisions related to dialysis consumables used in hemodialysis treatment.

12. Limitations

- Limited geographical coverage.
- Time constraints.
- Dependence on respondent feedback.
- Availability of respondents during data collection.

13. Conclusion

The study will provide insights into purchasing behavior and procurement practices of dialysis centers. The findings can support manufacturers, distributors, and healthcare organizations in developing effective market strategies and improving customer satisfaction.