

FACTORS INFLUENCING BUYING BEHAVIORS TOWARDS HEALTHCARE SERVICES: A STUDY IN THE MADHU HOSPITAL, MUMBAI WITH SPECIFIC REFERENCE TO ORTHOPEDIC SERVICES

Gopal Shantaram Raorane*
Prof. (Dr.) Pradip Manjrekar**

ABSTRACT

This Research Paper Studies Social Factors, Personal Factors, Psychological Factors & Culture factors vis-à-vis buying behaviors in Madhu Hospital, Mumbai with specific reference to Orthopedic Services. This study concludes Social Factors are the most influential on buying behavior in Madhu Hospital, Mumbai with specific reference to orthopedic Services. Psychological factors are second most influential on buying behaviors in Madhu Hospital, Mumbai with specific reference to orthopedic Services. Rank wise personal factors are third most influential on buying behaviors in Madhu Hospital, Mumbai with specific reference to cardiology department & cultural factors are not very influential on buying behaviors in Madhu Hospital in Mumbai with specific reference to Orthopedic Services. This study improves the patient satisfaction & quality of the orthopedic services in Madhu Hospital Mumbai.

KEYWORDS: *Social Factors, Psychological Factors, Buying Behaviors, Orthopedic Services.*

Introduction

Patients Buying Behavior is the study of patients, departments or hospitals & the processes which they use to select secure & dispose of services & products or ideas to complete the needs & impact of these processes on patients & Orthopedic Services in Madhu Hospital, Mumbai. There are various factors influencing the buying behavior of patients such as social, cultural, personal and Psychological.

- **Culture Factors:** Patients behaviors are not very influenced by culture factors such Patient culture, Sub culture & Social class in Madhu Hospital Mumbai with specific reference to orthopedic services.
 - **Patient Culture:** Basically culture is part of every society & important cause of patients wants needs & behavior. The influence of culture on buying behavior change or varies from region to region, state to state & also country to country therefore Orthopedic Hospitals have to be very careful in analyzing the culture of different groups, region or even countries.
 - **Sub Culture:** Every culture contains different subcultures such as religions, nationalities, geographic region, racial groups etc. orthopedic Hospitals can use these groups by segmenting market in to various small portions. For example orthopedic hospital can design services according to the needs of a particular geographic group.
 - **Social Class:** Every society creates some form of social class which is important to the Orthopedic care hospitals because the service buying behavior of people given social class

* PhD Scholar, ICFAI University, Jharkhand, India, 201, SHC (Biotronik), Nilakanth Business Park, Vidhyavihar West, Mumbai, Maharashtra.

** PhD in Industrial & Business Management (S.Gujarat University); PhD in Pharmaceutical/ Medicinal Chemistry (Mumbai University); D.Sc., D.Y.Patil University School of Management, Navi Mumbai, Maharashtra, India.