

CHAPTER III

METHODOLOGY

This chapter describes the data collection procedure, sampling design and survey instrument design. It also discusses the tools of data analysis used.

Data Collection

In this study, primary data collection was employed. Personal interviews were conducted with the respondents using a 9 page structured questionnaire. Data was collected over a period of two weeks due to time constraints.

Sampling Design

A non-probability judgemental type of sampling design was used. The researcher has chosen 20 large private hospitals in Peninsular Malaysia as representatives of private hospitals in Malaysia. This sampling design although has inherent shortcomings, is inexpensive and less time consuming. This study is exploratory in nature.

The 20 hospitals chosen are :

Penang

1. Lam Wah Ee Hospital
2. Penang Adventist Hospital

3. Penang Specialist Centre

4. Gleneagles Hospital

5. Medicare Hospital

Perak

6. Ipoh Specialist Centre

7. Fatimah Hospital

8. Perak Chinese Maternity

9. Kinta Medical Center

10. Pantai Puteri Hospital

Selangor

11. Subang Jaya Medical Centre

12. Assunta Hospital

13. Pantai Medical Centre

14. Ampang Puteri Hospital

15. Tawakal Medical Centre

16. Sentosa Medical Centre

17. Institute Jantung Negara

Melaka and Johor

18. Mahkota Medical Centre

19. Southern Hospital

20. Johore Specialist Centre

Survey Instrument Design

The survey instrument is a 9-page questionnaire which consists of four components .

Part 1 - Participants in the buying process

This part consisted of the buying centre based on functional roles of participants in the buying process. It seeks to gauge the extent of involvement of each member of the buying centre in a buying decision.

Part 2 - Factors influencing the industrial buying behaviour

This part seeks to understand the importance of environmental, organizational and sales personnel related factors which influences private hospital buying decision. The environmental factors analyzed are:- i)level of demand in the hospital. ii)Price increase. iii)Special offers iv)Competing services in the other private hospitals v)Customer service by supplier. vi)Cheaper price. vii)Unreliable supply

The organizational factors analyzed are:- i)Product specifications. ii)Price. iii)Delivery terms. iv)Prompt delivery. v)Customer service. vi)Payment terms. vii)Order quantities. viii)Acceptable suppliers. ix)Product quality image of products from different country of origin. x)Product quality image of products from different manufacturers. xi)Value limits of tender requirements. xii)number of quotations required for the three buying situations.

Sales personnel factors analyzed are:- i)Friendship with purchaser. ii)Managerial position. iii)Sex of sales personnel. iv)Attitude of sales personnel i.e aggressive, patient. v)Direct visits as compared to phone calls. v)Older sales personnel. vi)Qualification of sales personnel. vii)Expatriate versus local sales personnel

Part 3 - Communications and promotions

This part analyzes the influence of communication and promotion factors such as :-

i) Sponsorships. ii) Promotional Brochures. iii) Advertisement in local health care publications.

Part 4 - Distributors.

This part analyzes the influence of distributors' performance on private hospital buying decisions. It also surveys the purchasers rating of distributor performance in terms of the following factors:- i) Promptness. ii) Accuracy. iii) Service. iv) Reliability of supply. v) Overall factors

Five point Likert type scale is used to measure the individuals predisposition towards the factors which is deemed to influence private hospital buying decisions.

Data Analysis

Data is analysed using SPSS programme for MS Windows Release 6.1. Frequencies, percentages, mean and standard deviation are some of the techniques used for analysis.