

## **ABSTRACT**

The purpose of this research was to explore the factors influencing purchasing decisions about clinical diagnostic products in medical laboratories in order to identify laboratory needs. The purchasing behavior of diagnostic laboratory products was also studied in this research.

The instrument used in this study was a questionnaire sent to laboratory managers who worked in a hospital with more than 201 beds and private laboratories throughout the country. It was found that most of the respondents were between 31-40 years old, and possessed at least a Bachelor's degree specializing in medical technology, with a professional license and working in regional and provincial government hospitals. The largest proportion of laboratory managers replaced their current analyzers with new chemistry and immunology instruments every 4-5 years with the major source of product information being sales representatives. The major reason for laboratory managers replacing their products or suppliers was the inaccuracy of results, while the biggest reason for laboratory managers to remain with current products or suppliers was their confidence in results from current products or suppliers.

The most important factors influencing purchasing decisions about clinical diagnostic products in medical laboratories in this survey were service, sales representatives, product, price, company & executives and promotional factors with the mean of 4.42, 4.22, 4.15, 4.13, 4.11 and 3.54, respectively.