

APPENDIX A
Questionnaire (English Version)

FACTORS INFLUENCING PURCHASING DECISIONS ABOUT CLINICAL
DIAGNOSTIC PRODUCTS

This questionnaire is part of a research paper as a partial fulfillment of the requirements for a Masters Degree of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire will be used to measure the factors influencing purchasing decisions about clinical diagnostic products by laboratory managers, to identify laboratory needs and to obtain suggestions from laboratory manager in order to improve the service level and maximize satisfaction in the future. I can assure you that your response will be treated with strict confidence and will be used for research purposes only. If you are not clear about the questions or need more information, please contact me at this number Mr.Charoenchai Ngoenprasopsuk Telephone Number 081-8558477.

Your cooperation in answering this questionnaire is highly appreciated.

This questionnaire is divided into four sections as follows:

1. Demographic information
 2. Characteristics of Routine work
 3. Factors influencing purchasing decisions
 4. Suggestions
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Instructions: Please read the following statements and write down the number in the box provided on the right-hand side, which most reflects your feelings and/or opinions.

Section 1: Demographic information

1. Sex
 1. Male
 2. Female
2. Age
3. Education
 1. Bachelor's
 2. Master's
 3. Ph.D.
4. Organization
 1. Government Hospital
 2. Private Hospital
 3. Private Laboratory
5. Number of beds
 1. 201 –300 beds
 2. 301 – 500 beds
 3. > 501 beds
6. Average number of specimens/day (Includes both clinical chemistry and immunology)
 1. 100 – 200 tubes
 2. 201 – 300 tubes
 3. 301 –400 tubes
 4. 401 –500 tubes
 5. > 501 tubes

Section 2: Characteristics of purchasing behavior

7. How often do you change the model of the chemistry or immunology analyzer?
 1. Every year
 2. 2-3 years
 3. 4-5 years
 4. >5 years
8. How do you get information about new products? (Please give ranking from the one you most prefer to the one you least prefer, 1=most preferable)
 1. Informed by sales representatives
 2. Attend both local and international booths, exhibitions & symposiums
 3. Ask your friends or a reference lab
 4. Search from internet & medical diagnostics magazines

9. What are the reasons that you change products in your laboratory? (Please give a ranking from the one you most prefer to the one you least prefer, 1=most preferable)

- | | |
|---|--------------------------|
| 1. Requirement of organization policy such as tender | <input type="checkbox"/> |
| 2. Support for incremental number of specimens/day or new assays | <input type="checkbox"/> |
| 3. Required to lower costs | <input type="checkbox"/> |
| 4. Prefer to be the first user of new technology and new models | <input type="checkbox"/> |
| 5. Unsatisfied with after-sales services from current company | <input type="checkbox"/> |
| 6. Follow a reference laboratory such as university hospital | <input type="checkbox"/> |
| 7. Dissatisfied with current products due to short expiration, too big kit size | <input type="checkbox"/> |
| 8. Low quality of results in terms of assay performance | <input type="checkbox"/> |
| 9. Attractive offers from new company such as free LIS | <input type="checkbox"/> |
| 10. Need more educational support | <input type="checkbox"/> |
| 11. Others (Please specify)..... | <input type="checkbox"/> |

10. What is (are) the reason (s) for you to continue using the current products in your laboratory? (Please give a ranking from the one you most prefer to the one you least prefer, 1=most preferable)

- | | |
|---------------------------|--------------------------|
| 1. Reasonable price | <input type="checkbox"/> |
| 2. No substitute products | <input type="checkbox"/> |

3. Confidence in results due to high quality of products

☐

4. You are satisfied with the good after sales service and educational support

☐

5. Long-term relationship with sales-reps and company

☐

6. High switching cost for training and operating

☐

7. Others (Please specify).....

☐

Section 3: Please indicate your agreement or disagreement with the following statements. Check only one response for each statement that most reflects your feelings and/or opinions.

Products	Most influential	Very influential	Moderately influential	A little influential	Least influential
11. Throughput of the analyzer					
12. Quality of assay performance (sensitivity, specificity, accuracy, precision and linearity)					
13. Ready to use reagent					
14. Time to first result					
15. Ability to run STAT samples anytime					
16. Compact size of analyzers					
17. Small samples size for pediatric specimens					
18. Ability to link with LIS					
19. Number of reagents on board					
20. Open systems which can run with other suppliers' reagents					

Products	Most influential	Very influential	Moderately influential	A little influential	Least influential
21. Low consumption of water electricity and other supply					
22. Easy to use and training					
23. Easy to do daily maintenance and takes short time					
24. New technology with continuous research and development					
25. Long shelf life of reagents					
26. Durability of analyzers and few service calls/year					
Price	Most influential	Very influential	Moderately influential	A little influential	Least influential
27. Good value for money					
28. Price includes all accessories					
29. Special discount for large group of check up samples					
30. Free reagent kit during the installation and training period					
31. Special discount after achieving minimum requirements of the company					
Sales-representatives	Most influential	Very influential	Moderately influential	A little influential	Least influential
32. Frequency of visits					
33. Product knowledge, selling skill and presentation skill					
34. Easy to contact					
35. Attentive and responsive					

Sales representatives	Most influential	Very influential	Moderately influential	A little influential	Least influential
36. Clear communication and understandable					
37. Works with ethics and honesty					
38. Friendliness and politeness					
39. Smart and clean attire					
40. Loyalty to the company					
41. High experience					
42. Listens to customers					
Promotions	Most influential	Very influential	Moderately influential	A little influential	Least influential
43. Frequently launches promotional campaigns					
44. Free gimmicks during the booth exhibitions					
45. Support for International exhibitions and symposiums					
Company & Executives	Most influential	Very influential	Moderately influential	A little influential	Least influential
46. World class brand & image					
47. Frequency of new products launched					
48. Science leadership and focus on continuous research and development of new products					
49. Reputation					
50. Listens to customers' requirements and complaints					
51. Work as a team					

Company & Executives	Most influential	Very influential	Moderately influential	A little influential	Least influential
52. Work with transparency, and ethics under a code of business conduct					
Service (Product Specialist, Engineers, Delivery)	Most influential	Very influential	Moderately influential	A little influential	Least influential
53. On-time reagent delivery					
54. Accuracy of invoices					
55. Frequency of product shortages and back orders					
56. Fast response to problems					
57. Engineering skill and ability to fix instruments within a short time					
58. Ability to provide 24 hour and 7 day service					
59. Frequency of updating diagnostics knowledge					
60. Ability to provide back up unit					

Section 4: Suggestions

61. Do you have any further opinions relating to the suppliers, their products or service that were not addressed in the survey? Please use this space to add any additional comments.

Thank you for your kind cooperation in answering the questionnaire