

A STUDY OF CONSUMER BEHAVIOR PATTERN FOR SELECT EYE-CARE FACILITIES IN VASHI AND KOPARKHAIRNE, NAVI MUMBAI

SHITAL NAIKWADE¹ & NITIN SIPPY²

¹Research Scholar & Asst Professor, D Y Patil University, Navi Mumbai, India

²Associate Professor, D Y Patil University, Navi Mumbai, India

ABSTRACT

The sudden spur of many Eye hospitals in and around Navi Mumbai, especially the nodes of Vashi and Koparkhairne area, has raised the very basic question of whether the facilities being provided are to the satisfaction of these consumers or not. Is there any scope for any expansion or a new eye care facility. The sample market chosen comprised of the various major hospitals and clinics offering eye care services in Vashi and Koparkhairne cities of Navi Mumbai. The management personnel and the doctors/ surgeons of few hospitals were taken as a source of information regarding the market they are employed in and their experience. Another population sample comprising of the clients/ patients visiting the hospital/ clinic were approached for getting information regarding the market dynamics and few other facts essential for the success of the project. Areas like Consumption trends, Competition, Cost structure, Consumer behaviour, intentions, motivations, attitudes, preferences and requirements were tried to cover in the said study.

KEYWORDS: Consumer Behavior, Eye Care, Navi Mumbai