

Marketing positioning for medical optics – Dayane GT Impex S.R.L.: Part IV, Analytical presentation of the research approach

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Abstract

Market positioning, concept introduced by Jack Trout and Al Ries, initially focused on the idea of creating a unique position in the mind of the consumer through advertising and branding, and evolved over time to include a more comprehensive marketing strategy, including product design, packaging, pricing, and distribution strategies. Positioning in the medical optics industry requires a specific approach due to the highly specialized nature of the market and the importance of trust, precision and innovation. The field of medical optics is characterized by innovation and progress offering revolutionary solutions that redefine how medical conditions are diagnosed, treated and managed. The present work explores the marketing positioning in the case of a business that deals with the marketing of medical optical products, but also provides medical services in order to run the business (consultations, optometry exams, glasses repairs). To determine how this business positions itself against the competition, we can analyze the strengths for which the consumer chooses these services, but also the points that can be improved for better positioning on the market. Part IV of the present work presents the research approach carried out, which includes a description of the data collection method (using a questionnaire), variables used in the research, the proposed objectives, the formulated hypotheses that will be tested and validated/invalidated using graphs. Also, in this chapter, the data collected are presented, analyzed and interpreted in accordance with the theoretical and methodological aspects of the first chapter. The positioning approach for a period of five years will be presented in the next HMM issue.

Keywords: Marketing positioning, Marketing of medical optical products, Marketing of medical services, Healthcare consumer

JEL Classification: D21; D83; L84; M31; M37

3.1. Conceptual framework for launching the scientific approach

The research conducted aims to understand the elements through which the company Dayane GT Impex SRL tries to stand out. The results of this research contribute to the formulation of the marketing positioning strategy for the next 5 years. The purpose of the research is to improve the company's image through the analysis and interpretation of data collected through the questionnaire applied to the 120 respondents.

3.1.1. Research objectives

Objective 1. Determining the channels through which consumers learned about the medical optics services provided by the company.

Objective 2. Establishing the reasons why consumers turn to the Dayane medical optics services over other competitors on the relevant market.

Objective 3. Determining the factors why customers return to the company to purchase medical optics products.

Objective 4. Understanding the less pleasant aspects in order to improve the workflow.

Objective 5. Determining the degree of customer satisfaction.

Objective 6. Determining the extent to which customers will further recommend the medical optics services provided by the Dayane company.

3.1.2. Research hypotheses

Hypothesis 1. Over 50% of respondents learned about the Dayane company due to its presence as a brand on social media.

Hypothesis 2. Consumers use the company's services due to recommendations, price-quality ratio, promotions, and location.

Hypothesis 3. Respondents return to the company's services due to the quality of services offered during and after the sales process.

Hypothesis 4. Among the aspects less liked by customers is the lack of a company website for greater accessibility, but also for appointments.

Hypothesis 5. Over 70% of respondents are satisfied customers with the services.

Hypothesis 6. More than half of respondents will recommend the Dayane company further.

3.1.3. Research variables

Table 3.1. – Research variables

No. crt.	Variable	Conceptual definition	Operational definition
1.	General variables to classify respondents in the sample	Sex - physical and morphological characteristics that distinguish two distinct gender categories ¹ Age - the length of time an individual has lived since birth ² Environment of origin - the place where an individual was born and/or lives ³ Occupation - the activity, job of a person	Female/ Male Under 18 years old/ 16-20/ 21-30/ 31-50/ over 50 years old In Bucharest/ Outside Bucharest Student/ Employed/ Unemployed/ Retired
2.	Variables related to the categorization of customer types	Loyal/ new	Yes No, it is for the first time
3.	Variables related to a customer's preference for a specific product	Appreciation of one object over another object	Quality Variety Price Sales and after-sales services
4.	Variables related to the degree of customer satisfaction	The feeling of satisfaction, pleasure that an individual has regarding a certain aspect ⁴	Value scale from 1 to 5 Unsatisfied Satisfied

¹ <https://dexonline.ro/definitie/sex> - Accessed 08.06.2024

² <https://dexonline.ro/definitie/varsta> - Accessed 08.06.2024

³ <https://dexonline.ro/definitie/provenien%C8%9B%C4%83> – Accessed 08.06.2024

⁴ <https://dexonline.ro/definitie/motiv> - Accessed 08.06.2024

3.2. Method applied in the empirical approach

3.2.1. Sample and data collection used for the empirical approach

The sample chosen for the present research is made up of consumers over 16 years of age who are users of medical optics services (loyal, new and occasional). The data were collected through the quantitative survey method using a questionnaire.

The questionnaire was participated by 120 respondents (who gave their consent after being informed of the purpose of completion) who used the Dayane company's services at least once. The sample size is appropriate for research of this type, meeting the minimum scientifically accepted size.⁵

The data were collected using questionnaires sent to customers who participated in at least one consultation within the Dayane company. The responses were collected using Google Forms, and the platform generated a series of statistics in graphical form in order to process and interpret the data obtained with greater ease.

3.2.2. Questionnaire structure

The questionnaire consisted of 15 questions, of which 13 were closed and two were open questions.

Of the 13 closed questions, 5 had multiple predefined answer options, 3 had only 2 answer options (yes/no and in the city/Outside the city), 3 questions with an answer in the form of a 1 - 5 scale (very poor - very good, not at all - to a very high extent).

3.3. Analysis of the data obtained in the questionnaire

The questionnaire was designed to collect information about the customer experience within the company. It was built in such a way as to cover a series of questions in order to obtain information about the respondents' experience, from demographic information to information regarding satisfaction levels but also information regarding brand or service preference.

By analyzing these responses, we identified patterns, strengths, and less positive aspects that will influence strategic decisions, marketing campaigns, financial plans, and the services offered in sales and after-sales.

⁵ Onwuegbuzie, A.J. and Collins, K.M., A typology of mixed methods sampling designs in social science research. Qualitative Report, 12(2), pp.281-316, 2007

Question 1 - Gender breakdown of respondents

The gender breakdown of respondents showed a difference between male and female customers. With 59.2% of respondents being female and 40.8% male, there is a clear tendency for female participants to prefer the Dayane company's services more than male participants. This demographic information is essential as it can influence the interpretation of subsequent responses.

Question 2 - Age breakdown of respondents

The age distribution of respondents indicated a diverse range of age groups, with a significant portion being over 50 years old. Specifically, 5.8% are aged between 16-20 years old, 23.3% are 21-30 years old, 33.3% are 31-50 years old, and the largest group, 37.5%, is over 50 years old.

Given that the largest age group is over 50, we can speak of a strong demand for products suitable for an older audience (reading glasses/multi-focals). In addition, the significant presence of a younger demographic group (21-30 and 31-50 years old) should not be overlooked, indicating the potential of the market and the Dayane company's strategy must also adapt to this significant presence with the help of the marketing mix - mainly communication channels.

Question 3 - Categorizing respondents by occupation and observing employment rate

The occupational distribution of respondents revealed a dominant segment of people active in the labor market, representing 60% of the total. Students represent 16.7%, retirees represent 20%, and the unemployed constitute a small part, approximately 3.3%.

This distribution highlights the fact that the main customer base for the company is made up of working professionals.

Question 4 - Categorizing respondents by location

A significant majority of respondents, 74.2%, live in the city, while 25.8% live outside the city. This distribution suggested that the Dayane company has a predominantly urban customer base.

Thus, strategies could include localized advertising in the city, partnerships with local businesses, and participation in community events to increase visibility. However, the 25.8% of respondents who live outside the city should not be neglected, so online marketing campaigns can be initiated, offering delivery services.

Question 5 - Categorizing respondents by frequency of purchases

The graph obtained in the context showed that 63.3% of respondents have purchased products from the company, while 36.7% have not done so before. For the scientific approach, this information is quite valuable. The significant proportion of existing customers suggests a strong base of loyal customers, which the business can capitalize on through loyalty programs, discounts and personalized marketing campaigns. For the 36.7% who have not used the services before, the company could focus on brand awareness and incentives.

Question 6 - Customer information channels

Illustrating the data on how respondents learned about the company highlighted the most important information, communication and promotion channels. Friend recommendation stands out as the primary source for 51.7% of respondents, followed by doctor recommendation for 23.3% of them, offline advertisements (billboards) for 17.5% and social media for 7.5%.

Question 7 - Reasons why customers choose the Dayane company's services

The data collected showed that the most cited reason is the quality of the products, with 74.2% of respondents appreciating carefully selected eyeglass frames, resistant materials and lenses with durability and clarity treatments. Affordable prices are also very important, being mentioned by 70.8% of respondents, indicating that affordability is a significant attraction for customers.

In addition, the experience of the staff is a notable advantage, with 65.8% appreciating consultations carried out by experienced ophthalmologists, this professional competence builds trust in the service provided. Friendly staff is another important factor, noted by 46.7% of respondents, suggesting that excellent customer service improves the overall experience.

Product variety is appreciated by 38.3% of respondents, while services such as quick lens fitting and eyeglass repair are rated by 54.2%, indicating that convenience and a wide range of options also play a vital role in customer satisfaction. Interestingly, only 6.7% of respondents do not believe that the company has an advantage over competitors.

Question 8 - Interaction with optician staff

Respondents' feedback on their interaction with the Dayane company's staff was overwhelmingly positive. A staggering 85% of respondents rated their experience as a 5. An additional 12.5% rated it as a 4, indicating good interactions. Only a small fraction, 1.7%, rated their experience as a 3 and even fewer, 0.8%, gave it a rating of 2. Notably, no respondents rated their interaction with the staff as a 1.

Question 9 - Appreciation of the processes related to the clinic's services

The data obtained showed that a significant majority, 77.5% of respondents, rated the waiting time as “very good”, while another 21.7% considered it “good”. Only a small proportion, 0.8%, found the waiting time slightly inadequate. This high level of satisfaction with waiting time indicates that the Dayane company is efficient in processing orders and delivering services promptly.

Question 10 - Assessment of the level of information provided by company professionals

The data collected showed that an impressive 88.2% of respondents considered the information to be very clear. Another 10.9% considered the information to be clear but saw room for improvement. A minimum of 0.8% found the information to be a little unclear and felt that more was needed and, notably, no respondents found the information to be completely unclear. These results indicate that company personnel are extremely effective in communicating essential information about diagnoses, products and costs.

Question 11 - Reasons why respondents purchase from this company

The results obtained showed the following reasons:

Value for money products: A significant majority of respondents, 86, indicated that the value for money influenced their decision to a very great extent, another 33 to a great extent. Only one respondent considered that this factor had a low impact; this predominant preference for the Dayane company’s services highlights the importance of offering high quality products at competitive prices.

Professionalism and friendliness of the staff: This factor also played a crucial role, with 62 respondents stating that it influenced their decision to a very great extent, and 53 to a great extent. A smaller number, 5, mentioned that it affected their decision to a small extent. Marketing strategies should focus on showcasing the expertise of the staff, training and excellent customer service, as these aspects are highly valued by customers.

Fast service (consulting/order processing): Fast service is another major factor, with 75 respondents being influenced to a very high degree and 35 to a high degree. Ten respondents were affected to a low degree. Marketing campaigns could highlight the speed and reliability of service, positioning the Dayane company as a supplier that values customers’ time and provides prompt service.

After-sales service: The answers are varied: 44 respondents were influenced to a very high degree, 44 to a high degree, 29 to a low degree and 3 not at all. While many customers value after-sales service, there is a significant portion that is less affected by this factor. Marketing should further emphasize the availability and quality of after-sales support, such as repairs and follow-up consultations.

Recommendations from people you know: Word of mouth marketing remains an effective way of promotion, with 83 respondents being very highly influenced and 30 being highly influenced. Only 5 respondents were somewhat influenced and 2 were not at all. Encouraging satisfied customers to share their positive experiences through referral programs and online reviews can further leverage this powerful influence.

Question 12 - Negative Customer Experiences – “Have you had any negative experiences with optical services or products? If so, please mention them.”

The data obtained showed that the majority of respondents did not report any negative experiences, indicating a high level of satisfaction with the services and products provided. Only a few outliers mentioned moderately long waiting times before consultations as a minor issue.

Question 13 - Aspects that the company could improve - “What aspects do you think the company could improve to make future experiences more enjoyable?”

The results showed that a significant portion of respondents expressed satisfaction with the current service, indicating that there is little to improve. However, another substantial group identified the need for an online platform, including the ability to schedule online consultations and access patient history, as well as a stronger presence on social media. In addition, several respondents mentioned the desire for financing options, such as installment payments or price reduction campaigns.

Question 14 – Respondents’ satisfaction level

The data collected showed an astonishing 89.2% who rated their satisfaction as 5, the highest possible score, indicating a very high level of satisfaction with their visit to the company. In addition, 9.2% rated their satisfaction as 4, which means a positive experience, while only a small portion, 1.7%, rated their satisfaction as 3. Notably, no respondents rated their satisfaction as 1 or 2, which would indicate a lack of dissatisfaction among the respondents.

Question 15 - The extent to which respondents would recommend the Dayane company

A unanimous “yes” response was obtained from the respondents, thus positive feedback. However, it is important to consider the context of this result, as respondents who took the time to complete the survey may be inherently biased towards a positive response. Additionally, it is possible that people who have had negative experiences or were dissatisfied with the company may not want to participate in the survey, thus creating a selection bias towards positive responses.

Considering the analysis of the answers, the research objectives are achieved and the hypotheses are validated/invalidated as follows:

- Question number 6 supported the achievement of the first objective proposed in the research, namely “determining the channels through which consumers learned about the Dayane company’s services”, and the answers **invalidate** the first hypothesis formulated: Over 50% of respondents learned about the company due to its presence as a brand on social media.
- Question number 7, as well as question number 11, aimed at achieving the second objective related to “establishing the reasons why consumers turn to the Dayane medical optics services to the detriment of other competitors on the relevant market”. The answers provided largely **validate** the second hypothesis formulated: Consumers turn to the company’s services due to recommendations, price-quality ratio, promotions, but also location.
- Questions number 8, 9 and 10 supported the achievement of the third objective – “Determining the factors for which customers return to the company to purchase medical optics” and largely **validate** hypothesis number 3: Respondents return to the company’s services due to the quality of the services provided during and after the sales process.
- Questions 12 and 13 aimed to obtain information on the less positive aspects of the products and/or services. These questions had the role of achieving the fourth proposed objective which is related to “understanding the less pleasant aspects in order to improve the workflow”. The answers are useful in order to largely **validate** hypothesis 4: Among the aspects less pleasant for customers is the lack of a company website for greater accessibility, but also for appointments.
- Question 14 was useful in achieving the penultimate objective proposed in the research, namely “determining the degree of customer satisfaction”. Hypothesis 5 - Over 70% of respondents are satisfied customers with the services is **validated** with a share of 89% satisfied customers.
- Question 15 had the role of fulfilling the last objective proposed in the present research, namely “determining the extent to which customers will further recommend the medical optics services provided by the Dayane company”. Hypothesis 6 according to which more than half of the respondents will further recommend the clinic is validated because 100% of the respondents will

Conclusions of the study

Following the analysis of the collected data, the following conclusions emerged:

- The Dayane company has been on the Romanian market since 1994, during which time it has created a loyal customer base that uses medical optics services. Furthermore, the company has a comprehensive selection of glasses, including eyeglasses, contact lenses, sunglasses and accessories for them.
- **Medical optics services** are the core of the company’s business. In the optics, optometric consultations and visual tests are performed by staff with extensive experience in the field.

- According to the analysis carried out in this paper, respondents have repeatedly mentioned their preference for the level of quality offered by Dayane medical optics, as well as the quality of services offered during consultations and sales, as well as the speed of solving customer needs.
- From the point of view of the price set by the company, it is a competitive business because the quality-price ratio is very good, an aspect also revealed by the answers received in the applied questionnaire.
- Promotion is rather traditional through displays in and around the location, the company is not active on social media but is only present through a Facebook page.
- The results of the questionnaire reveal that WOM marketing is a very important and relevant way of promotion in the case of this company.

(The positioning approach for a period of five years will be presented in the next HMM issue)

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