

## **Influence of Age and Education on Blood Donation: A Qualitative Research**

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**ABSTRACT** Studies on blood donor motivations in Indian context are scarce. The aim of this study was to examine the variables that cardinaly affect the blood donors' decision on donating blood in India. Responses were collected from 670 prospective donors from three cities by adopting snowball and convenience sampling approach. Content analysis was firstly performed with the help of software for qualitative data analysis with an aim to know the perception of donors. Secondly, correspondence analysis was used to decipher an association among variables relating to blood donation and demographics (age and education). Findings suggest that new variables such as religion, caste and peaceful protest influence blood donation in India. Correspondence analysis justified the association of demographics. Blood banks may use these inputs to launch awareness programmes to motivate and educate individuals for blood donation and help them in recruitment and retention of donors to ensure adequate supply of safe blood.