

CHAPTER: 10

HO 29: A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS DAY-TO-DAY HEALTH CARE MANAGEMENT PRODUCT

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INTRODUCTION

The care management program includes all clinically based, patient-specific activities, ensuring that each patient follows a coordinated care plan and receives appropriate services. The core of care management lies in a carefully crafted care plan developed collaboratively by the care provider and the patient. This plan aims to optimize the patient's health status and improve their overall quality of life. According to Walter and Paul (1970) [1], consumer behavior is the process by which an individual decides what, when, where, how, and from whom to make a purchase, reflecting the consumer's attitude or expression during product acquisitions. The satisfaction derived from such purchases is substantial and aligns with the consumer's needs. Engel et al. (1991) [3] emphasized that consumer buying behavior encompasses the actions and patterns of customers in the decision-making process, directly involved in obtaining and using goods and services to meet their needs.

Consumer buying behavior is influenced by two main categories of factors: internal and external. Researchers place greater emphasis on variables such as demographics, socioeconomic status, and lifestyle, as noted by Engel et al. in 1972 [3]. Fishein and Ajzen (1975) [4] and Bettman (1979) [5] have concluded that among internal factors, beliefs, attitudes, intentions, and the mental disposition of the purchaser are considered the most important determinants. According to Grossman's study in 1972 [2], older individuals tend to have a lower value of health capital compared to younger individuals, making them more dedicated to improving their health using health-promoting goods and services.

Research indicates that consumer behavior holds great significance for organizations as it allows them to comprehend and anticipate consumer purchasing patterns. It goes beyond merely what consumers buy, extending to the reasons, timing, locations, and methods of their purchases. Furthermore, it delves into the frequency of purchases and how consumers use or dispose of products. Attracting and retaining customers relies on effective marketing strategies, and the success of these strategies hinges on a deep understanding of, service to, and

influence on consumers.

RATIONALE

Understanding consumer buying behavior is crucial for any organization. All organizations strive to comprehend and satisfy consumer needs more effectively than their competitors. The objective of this study is to enhance knowledge about the consumer buying process and the factors influencing consumer behavior. The study aims to provide valuable insights for a deeper understanding of consumer needs, ultimately assisting the organization in improving product sales to consumers.

AIM

The research aimed to comprehend how consumers behaved when purchasing the DayToDay Health care management product and seeks to identify strategies for improving consumer engagement.

RESEARCH OBJECTIVES

Broad Objective

1. To study the consumer buying behavior towards DayToDay Health Care management product.

Specific Objectives

1. To understand the consumer buying process for DayToDay Health Care management product.
2. To identify the scope of improvement for service delivery, admin portal and app to sell better to consumers.
3. To suggest a few recommendations for better consumer engagement during the buying process.

RESEARCH METHODOLOGY

The research was structured as a descriptive study and comprised two components: Empirical and Theoretical. The Empirical segment took place from February 1, 2020, to April 1, 2020, involving the

analysis of available data to gain insights into various patient behavioral aspects. The Theoretical study, conducted from February 10, 2020, to May 10, 2020, relied on observations and secondary research. Ms Excel served as the analysis tool, while R Studio was employed for sentiment analysis.

RESULTS & DISCUSSION

The study's findings concentrate on key consumer behavioral aspects and the quantification of the current consumer response to care management products and services. It outlines strategies and actionable measures to enhance consumer engagement. The theoretical study, on the other hand, was centered on comprehensively understanding the consumer buying process for the DayToDay Healthcare management product. It encompassed a thorough examination of consumer behavior practices in healthcare and other industries to identify effective strategies that could be implemented for DayToDay Health consumers. The theoretical study's findings present strategies applicable to each stage of the consumer buying process, with the goal of improving the overall consumer experience and boosting sales.

The empirical study sought to understand and measure current consumer behavior related to the care management product. Its objective was to identify aspects of the product that could be enhanced to better align with the needs and expectations of consumers, ultimately leading to increased satisfaction and loyalty. The study addressed various elements, including patient interest in the care management product, responses from different age groups, reasons for refusal, patient ratings for different services, aspects valued by patients, and their recommendations. Additionally, sentiment scores for customer feedback were taken into account.

CONCLUSION

The research indicated that DayToDay Health consumers exhibited minimal interest when presented with information about care management products and often declined to make a purchase. This response was consistent within the targeted age group of consumers as

well. Consequently, measures were required to enhance patients' interest and engagement during their initial interaction with the product. The primary reasons for product refusal, such as lack of patient interest, difficulty in understanding the package, having a family member who is a doctor, and affordability issues, collectively accounted for approximately 80% of refusals.

It was crucial to take into account recommendations related to products and services for ongoing improvements, contributing to the continuous enhancement of both products and services and ultimately enhancing the product's market suitability. Sentiment analysis indicated a predominantly positive perception among consumers regarding both the product and the organization.

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