

## **CHAPTER: 05**

# **STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS DAY-TO-DAY HEALTH CARE MANAGEMENT PRODUCT**

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## **INTRODUCTION**

Care Management involves an extensive range of services and activities designed to assist individuals with chronic illnesses in effectively managing their health. The primary objective of care management is to enhance the health of patients. To accomplish this objective, the care management model focuses on enhancing care coordination, minimizing hospital visits, and increasing patient involvement in their care plans. Additionally, it aims to support healthcare providers in achieving improved health outcomes and heightened patient satisfaction.

An effective care management system requires a foundational analytical core, seamlessly integrated into its essence. This integration must be intrinsic, allowing the system to generate trends and patterns in data that can inform better decision-making and enhance the overall care management approach and program. Consumer buying behavior encompasses the actions and patterns of customers in the decision-making process related to the acquisition and consumption of goods and services to meet their demands. Researchers primarily focus on the internal and external factors influencing consumer buying behavior. External factors, such as demographics, socioeconomic status, and lifestyle, hold significance. Among internal factors, key determinants of consumer behavior include beliefs, attitudes, intentions, and the mental disposition of the purchaser [2,3].

## **RATIONALE**

Understanding consumer buying behavior was crucial for any organization striving to surpass its competitors by comprehending and meeting consumer needs effectively. The objective of this study was to enhance our understanding of the consumer buying process and the various factors influencing consumer behavior. The insights gained from this research would be valuable in deciphering consumer needs, enabling organizations to improve their product sales by catering to those needs more effectively.

## **RESEARCH QUESTION**

How do consumers behave when it comes to purchasing day-to-day health care management products?

## **RESEARCH OBJECTIVES**

1. To investigate how consumers behave when purchasing day-to-day health care management products.
2. To recognize opportunities for enhancing service delivery, administrative portal, and app to improve sales to consumers.
3. To gain insights into the consumer buying process for day-to-day health care management products.

## **RESEARCH METHODOLOGY**

The research was conducted at the Bengaluru office of Day-to-day Health and follows a descriptive design. It comprised two phases: Empirical and Theoretical. The Empirical study took place from February 20, 2020, to March 20, 2020, while the Theoretical study spanned from March 21, 2020, to April 20, 2020, totaling an 8-week duration. The Empirical segment utilized existing organizational data, including Customer feedback, NPS data, patient dashboard data, and home visits data for analysis.

The Theoretical study initiated by examining consumer buying behavior and the influencing factors through secondary research. All necessary permissions and ethical clearances were obtained from relevant authorities for the study.

## **RESULTS & DISCUSSION**

Patient interest and engagement with the care management product were currently low, necessitating proactive measures to boost both. The targeted age group exhibits a limited inclination for acceptance and registration for the care management product, highlighting the need for initiatives to enhance acceptance and registration rates within this demographic. Despite multiple attempts, only a small number of patients

were registering for the Day-to-day care management product, while the majority declined even after repeated interactions. This underscores the importance of focusing efforts on cultivating patient interest during the initial interaction, rather than relying on multiple approaches. Ratings, sourced from a net promoter score study, indicated generally high satisfaction levels with slight variations between the application and other services. However, since the data was confined to Bengaluru hospitals, conducting net promoter score studies on a larger scale was necessary for more accurate and comprehensive results.

## **CONCLUSION**

Analyzing consumer behavior was essential for organizations seeking to refine strategies and deliver optimal services, thereby increasing consumer satisfaction. It was imperative for every organization to have a thorough understanding of consumer needs, expectations, and reactions to their products and services.

The empirical study findings revealed that Day-to-day Health consumers exhibit limited interest when presented with information about the care management product, often opting to decline the purchase. This consistent reaction was also observed within the target age group of consumers. Consequently, there was a need for proactive measures to enhance patients' interest and engagement during the initial interaction.

## **REFERENCES**

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