

A study on the consumer buying behavior towards DayToDay Health care management product.

Presented by : Dr. Divya Chauhan

Guided by : Dr. P.R. Sodani

Introduction

- Care Management refers to a comprehensive mix of services and activities that helps patients with chronic illness to manage their health better. The main goal of care management is to improve the patients' health.
- DayToDay Health is an acute care management company providing end to end acute care management to the patients outside the hospital by guiding patients from the pre-operative preparation to faster recovery post-operatively and continuation of care.
- It is based on a highly tech integrated online platform and mobile application through which care of patients is managed. The package given to each patient ensures patient centricity as it can be customized depending upon patient and caregivers' needs.

- DayToDay Health care management product provides holistic care to the patient which involves:
 - Pre-procedure care - patients are guided through all the tests, tasks, information, and mental preparation required for the procedure.
 - Post-procedure care - patients are guided on a daily and step-by-step basis with care coaches checking in to answer questions and looking out for any concerned symptoms.
 - Remote Care
 - Nursing services
 - Nutritional services
 - Physiotherapy services
 - Psychological support

Aim of the Study

The study is aimed towards understanding the consumer buying behavior towards DayToDay Health care management product and identifying ways to gain better consumer engagement.

Objectives of the Study

► Broad Objective

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 consolidate a few suggestions for better consumer engagement during the buying process.

Review of Literature

Author	Year	Comment
Walter and Paul	1970	Consumer behavior is a process by which an individual decides what, when, where, how and from whom to buy. Consequently it is the attitude or expression of the consumer while purchasing products. It is the result of such purchases which gives immense satisfaction to the consumer according to requirements.
Du-Plessis et al and Engel et al	1991	Consumer buying behavior are those actions and pattern of the customers in the decision making process which directly involved the acquisition and consuming of goods and services on account of satisfying their demands.
Engel et al	1992	The variables which are given more importance and draw more attention by researchers are demographic, socioeconomic and lifestyle
Fishein and Ajzen	1975	amongst the internal factors, the determinants which are considered most important are belief, attitude, intention and mental set up of the purchaser.
Grossman	1972	older individuals tend to possess a lower value of health capital than younger individuals and, consequently, are more devoted to improving their health by using health-promoting goods and services

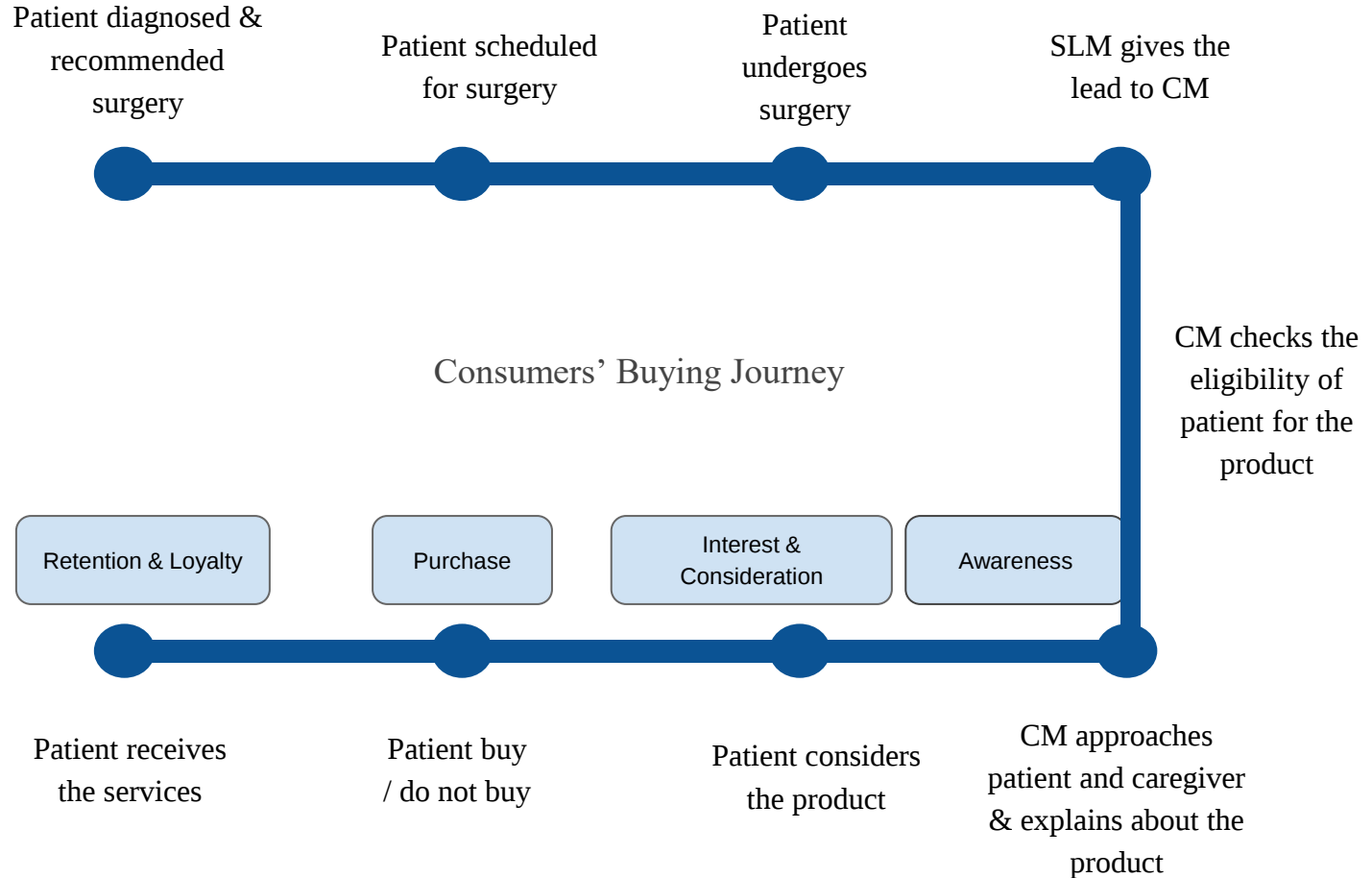
- Nature of the study – Descriptive
- It was carried out in two parts: Empirical and Theoretical.
- Duration :
Empirical - 1st Feb, 2020 – 1st Apr, 2020
Theoretical - 10th Feb, 2020 – 10th May, 2020
- Data Analysis – Ms Excel
- Sentiment Analysis was carried out using R studio tool

Limitations of the Study

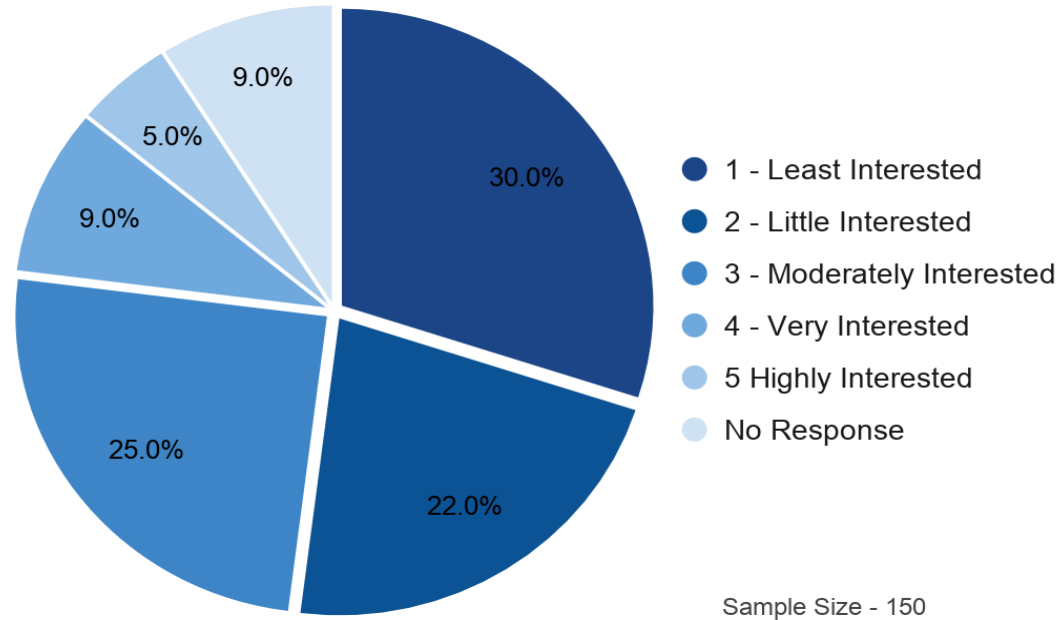
- The study was conducted to understand the consumer buying behavior from limited data available in the organization. There is wide variation in consumer behavior and preferences and the factors like demographic, socioeconomic and psychographic across different regions play a crucial role.
- The study is limited to patient data from Bengaluru hospitals only.
- The NPS study data is not very reliable due to potential bias in method of data collection and representation of the results

Results

DayToDay's Consumers' Buying Journey

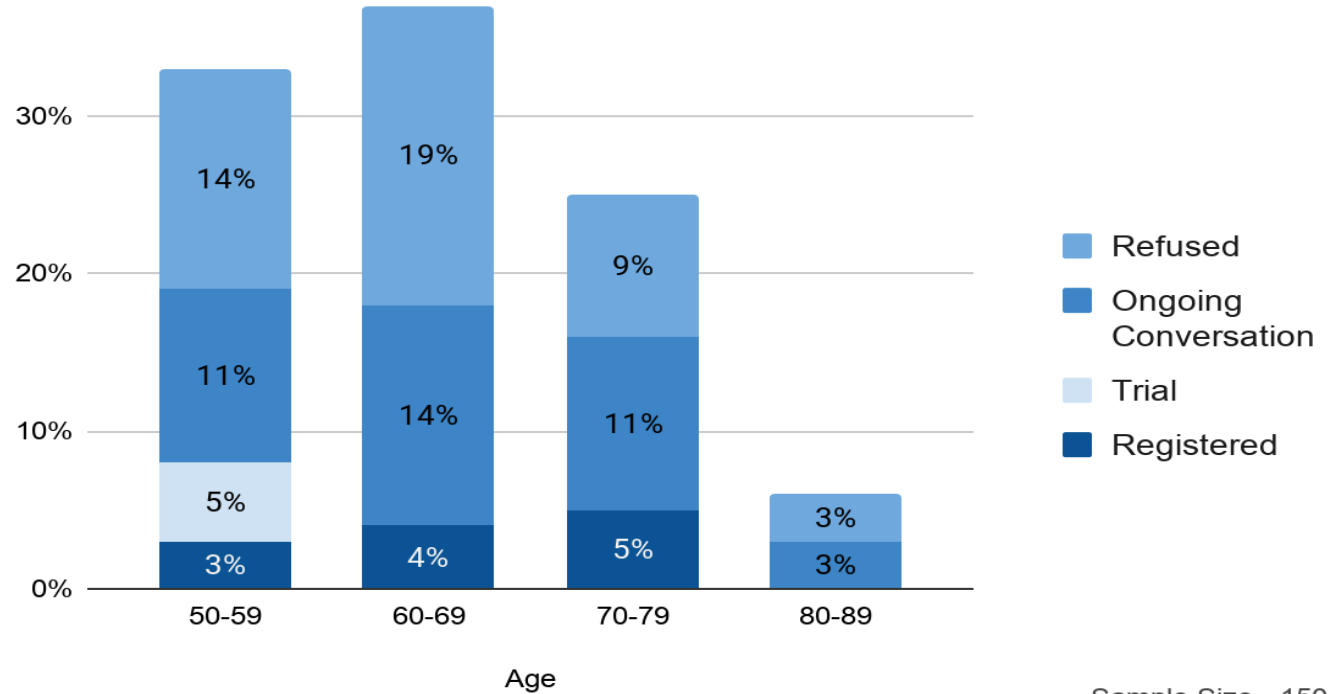


Patients' rating
for Interest in
DayToDay
Health Care
Management
Product



The proportion of patients moderately interested, very interested and highly interested in the product is relatively smaller than those who are little interested and least interested.

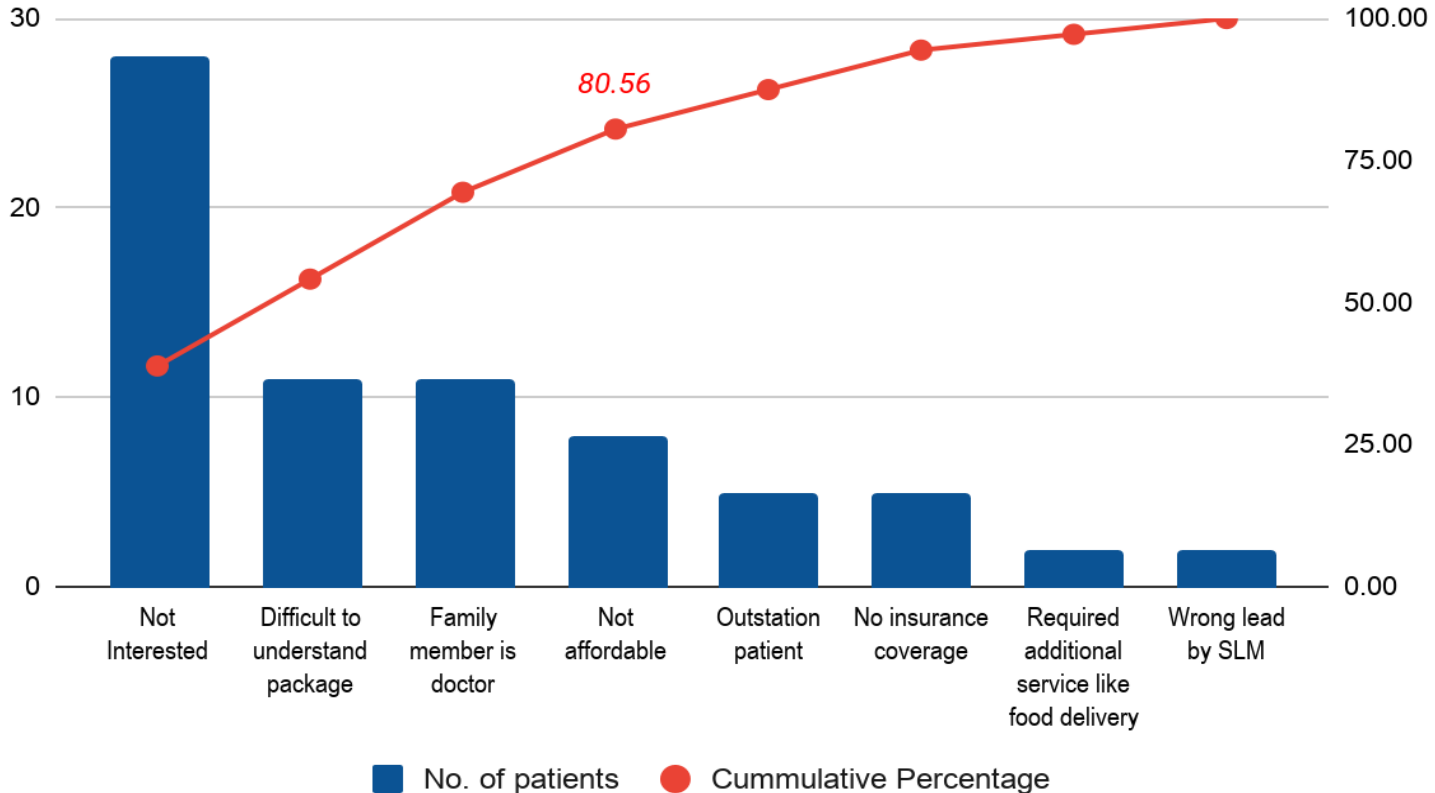
Response of
target age group
towards the
DayToDay
Health Care
Management
Product



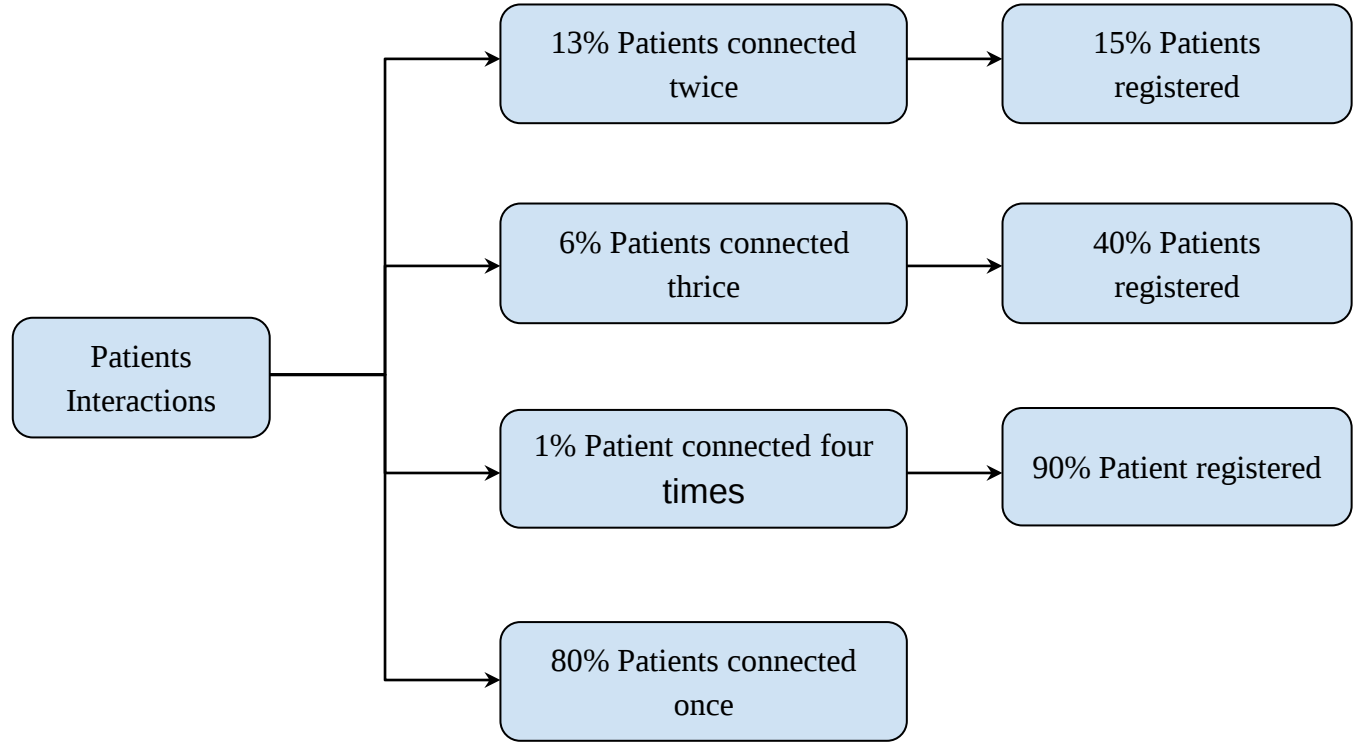
Sample Size - 150

The clustered columns show that response from the target age group towards the care management product is on the lower side for acceptance and registration for the care management product.

Reasons for refusal by the patients



Effect of multiple visits to the patient on sale



Sample Size - 107

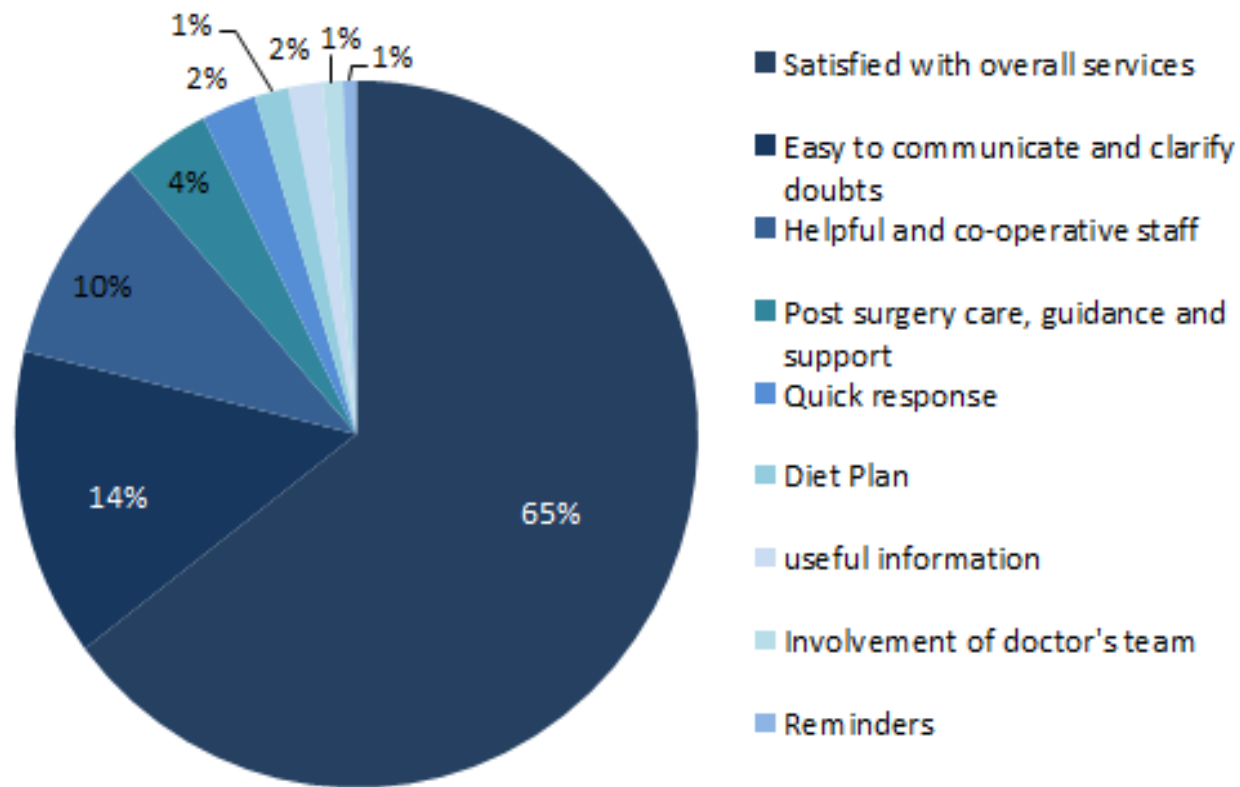
Average Rating
by the patients
for the services
provided

Average Rating					
	Care Coaches	Nutrition & Dietary Services	Referring to friend	Application	Daily Call and Timings
Overall	9.24	9.22	9.01	9.29	9.52
CABG Patients	9.62	9.23	9.05	9.11	9.50
PTCA Patients	9.63	9.21	8.96	9.41	9.53

Sample Size - 283

The table shows that ratings are on the higher side with slight variations in rating among the application and other services.

What patients
liked?

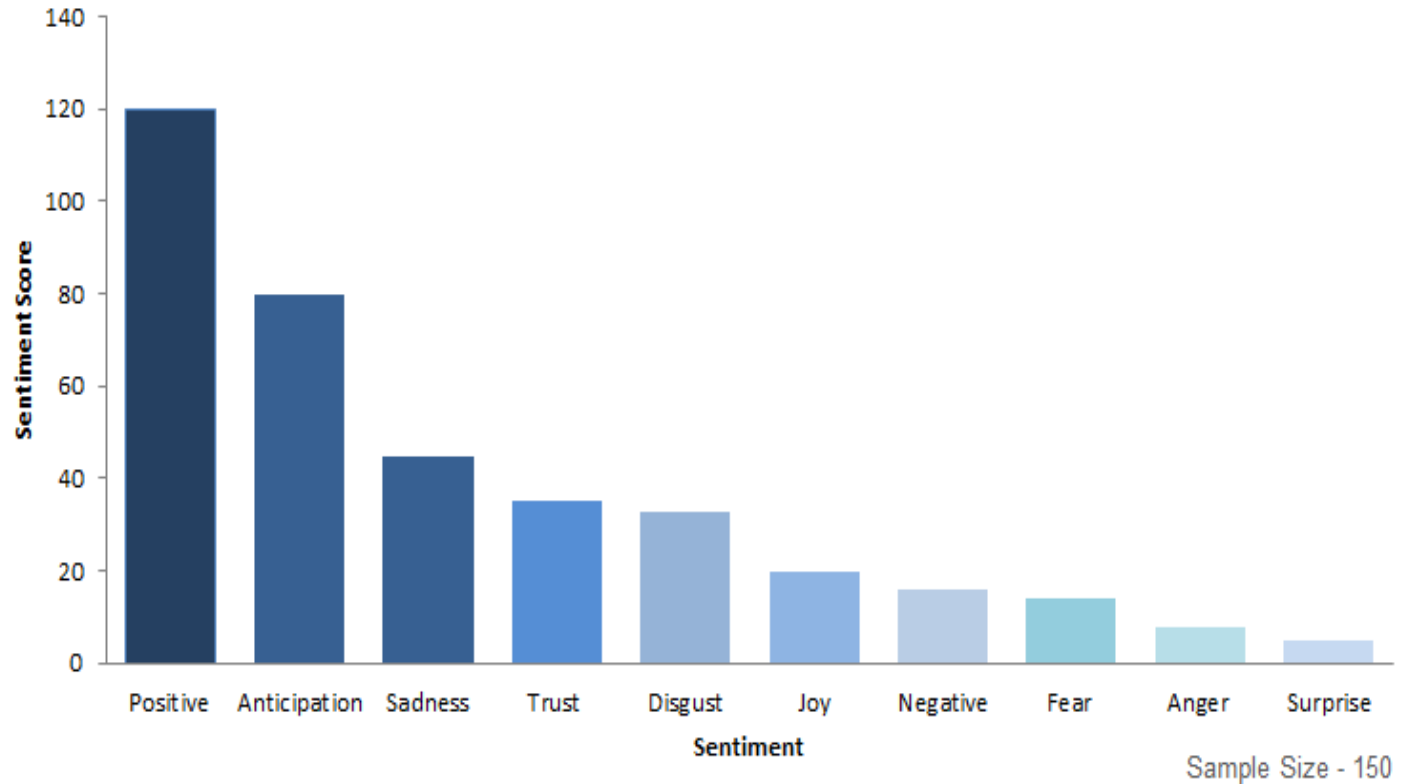


Sample Size - 283

Suggestions by the patients

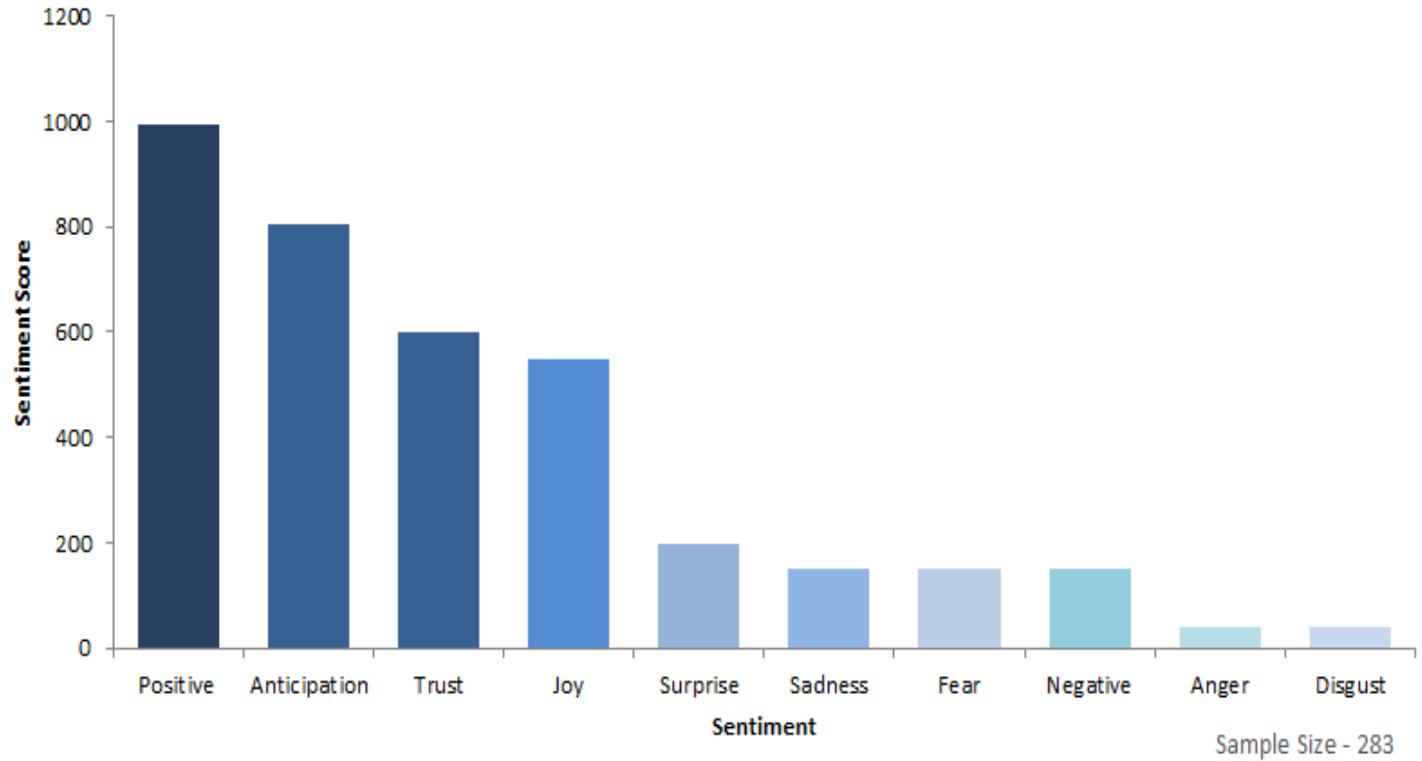
Suggestions	Percentage of patients
App should be improved	25%
App should be made compatible for less technology knowledgeable patients	22%
Arrangement of homecare nursing services	15%
Content should be in Multiple languages	12%
Weekly summary of patient's condition should be sent to the caregiver	11%
Instructions should directly come from the doctor	11%
Information regarding medicines and exercises should be added	8%
Repeated questions should be avoided	6%
Wound care should not be repeated daily	3%
More recipes and daily diet tips should be added	1%

Sentiment Analysis - I



The graph shows a high positive sentiment of patients towards the product. However there is a need to understand the reasons for high anticipation and sadness sentiment of patients.

Sentiment Analysis - II



The graph shows high positive sentiment of patients around emotions like trust and joy, which shows that patients are happy with services delivered to them and anticipation emotion is high which shows that patients have high expectations from the product.

Suggestions

The suggestions have been presented in a stepwise and chronological manner to be more effective in increasing the consumer engagement throughout the buying journey.

Problem recognition

- Focus on content marketing by creating relevant content to highlight the need and benefits of Care management. Reinforce content with facts and testimonials.
- Adapt Omni channel approach to reach patients through articles, blogs and social media like LinkedIn to increase awareness about the product.
- Identify and standardize criteria for identifying potential patients and focus on engaging potential patients for selling the product.

Information seeking

- Approach patients early in the patient journey just after diagnosis and surgery prescription.
- Make information about the product very simple and easy to understand for the patients. Care managers can use catalogues and app demos for this purpose.
- Information about the company and product should be made available online through active blogs and up-to-date website.

Suggestions

Compare Alternatives

- Carry out standard competitor market analysis to look out for potential competitors and their service offerings.
- Making strategic partnerships with hospitals, clinics and physicians to grab potential patient markets.

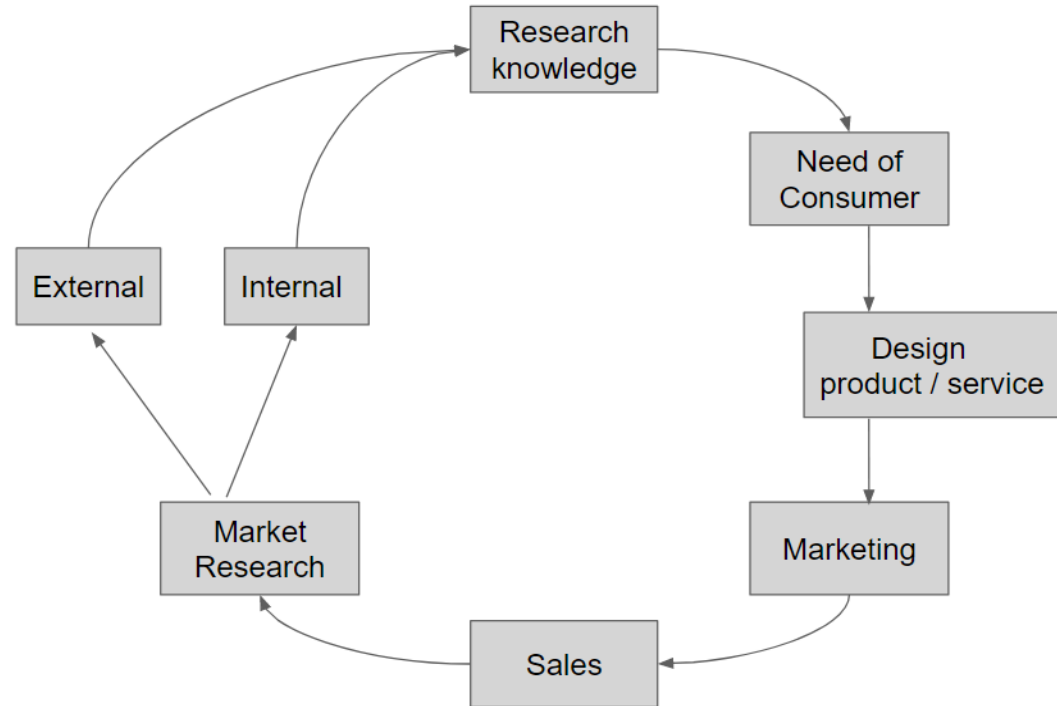
Evaluate Options

- Create standard pitch for patients which highlight the unique selling point of the product.
- Provide more detailed information to patients about the product through multiple visits during hospital stay.
- Ask questions to patients to assess patient needs and expectations from the product. This data can be used for continuous evolution of the product.

Make Purchase

- Maintain constant communication with the patient and caregiver throughout hospital stay through care managers.
- Create a standard and simple process of purchase for the patients.
- Create customized content for the patient like surgery specific or any patient need specific to increase patient engagement.

Way Forward in Consumer Research



The framework is suggested to maintain the knowledge of the organization about the market and consumer needs and expectations. It includes external market research as well as internal research. This research will also focus on the best practices of care management being followed in the healthcare industry.

Conclusion

- The study shows that DayToDay Health consumers are little interested when they are explained about care management product and tend to refuse to buy it. Same reaction is there from the target age group of consumers. Hence, actions are needed to improve patients' interest and engagement at the very first interaction.
- Also, the reasons for the refusal to buy the product like patient is not interested, difficult to understand the package, a family member is a doctor, and not affordable are the major reasons causing approximately 80% of the refusal.
- The suggestions regarding the product and services by patients which includes the improvement of mobile application, arrangement of homecare nursing services, and multiple language compatibility and others can be taken into consideration for continuous improvement in the product and services and contribute towards increasing the product market fit.
- The sentiment analysis shows a lot of positive sentiment in consumers mind regarding the product and the organization.

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Thank You!