

## A STUDY ON MARKET RESEARCH ON HEALTH CARE PRODUCTS AT KAMINENI

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**Abstract**—The healthcare industry in India is one of the fastest-growing sectors, driven by increased health awareness, rising disposable incomes, and expanding access to medical products. Kamineni, a well-established healthcare conglomerate in Telangana, offers a wide portfolio of health care products including pharmaceuticals, nutraceuticals, and wellness products. This study examines consumer perception, buying behavior, and market trends related to health care products at Kamineni through structured primary research and secondary data review. A structured questionnaire was administered to a sample of 100 respondents comprising patients, caregivers, and general consumers. Findings indicate that product quality, doctor recommendation, brand trust, and availability are the dominant purchase drivers. The study identifies pricing sensitivity and lack of product awareness as key barriers to market penetration in semi-urban segments. Data analysis using percentage analysis, weighted average method, and chi-square testing reveals significant associations between income level and purchase frequency of premium health products. Practical recommendations include targeted digital marketing, enhanced hospital-outlet integration, and loyalty program development to strengthen Kamineni's market position in the competitive healthcare product landscape.

**Keywords:** market research, health care products, Kamineni, consumer behavior, brand perception, pharmaceutical marketing, purchase decision, Telangana, healthcare industry India.

### 1. INTRODUCTION

The Indian healthcare sector has witnessed unprecedented growth over the past decade. With a market size projected to reach USD 638 billion by 2025, the sector encompasses hospitals, diagnostics, medical devices, health insurance, and health care products. Within this ecosystem, health care products—spanning over-the-counter (OTC) medications, nutraceuticals, herbal remedies, personal care, and wellness products—occupy a critical space in everyday consumer health management.

Kamineni Hospitals and Life Sciences, headquartered in Hyderabad, Telangana, is

one of southern India's most recognized healthcare brands. Established with a philosophy of accessible and affordable care, Kamineni has diversified into healthcare product distribution and formulation through its retail outlets, in-hospital pharmacies, and wellness product lines. Its integrated healthcare ecosystem presents a unique context for studying how consumers evaluate and purchase health care products within a hospital-branded retail environment.

Market research in healthcare products involves understanding consumer awareness, attitudes, preferences, and purchase behavior. Unlike conventional FMCG products, health

care purchases are influenced by medical necessity, doctor prescriptions, peer recommendations, and institutional trust. Kamineni's hospital brand equity creates distinctive consumer touchpoints not available to standalone product companies.

This study investigates the market dynamics of Kamineni health care products by analyzing consumer demographics, purchase motivators, brand perception, pricing sensitivity, and post-purchase satisfaction. The research identifies market opportunities and operational gaps, providing actionable recommendations for strategic product positioning and outreach in the competitive healthcare product market.

Background: Kamineni Group was established in 1980 and has grown to encompass multi-specialty hospitals, educational institutions, and health product divisions operating across Telangana and Andhra Pradesh. The group's brand recognition and institutional credibility provide a strong platform for its health care product portfolio, which includes vitamins, supplements, personal hygiene products, and branded pharmaceutical formulations.

## 2. OBJECTIVES OF THE STUDY

- To assess consumer awareness and knowledge of Kamineni health care products across demographic groups.
- To analyze the key factors influencing purchase decisions for health care products at Kamineni.
- To evaluate consumer satisfaction levels with product quality, pricing, availability, and service.
- To identify the preferred distribution channels and promotional media through which consumers access health care products.
- To examine the relationship between demographic variables and health care product purchase behavior.

- To provide strategic recommendations for enhancing Kamineni's market penetration and product reach.

## 3. LITERATURE REVIEW

[1] **Kotler and Keller (2016)** emphasized that consumer buying behavior in healthcare is complex and mediated by psychological, social, personal, and cultural factors. Trust in the brand and institutional credibility significantly affect willingness-to-buy in pharmaceutical and wellness product categories.

[2] **Narayanan et al. (2005)** documented the critical role of physician recommendations in healthcare product adoption, finding that 72% of pharmaceutical OTC purchase decisions are influenced by prior medical consultation—a finding particularly relevant to hospital-outlet retail models like Kamineni.

[3] **Batra and Kazmi (2009)** identified product quality, brand image, and price as the three most significant determinants of consumer preference in health and personal care markets in India. Brand loyalty was found to be higher for trusted hospital-affiliated products than for standalone retail brands.

[4] **Rao and Hasan (2012)** found that consumers in tier-2 and tier-3 Indian cities prioritize availability and affordability over brand prestige in healthcare product purchases, suggesting segmented positioning strategies for hospital-based product brands.

[5] **FICCI-KPMG Healthcare Report (2019)** projected India's nutraceutical and wellness product segment to grow at 17% CAGR through 2025, driven by COVID-19 awareness, rising lifestyle disease prevalence, and growing preventive health consciousness among urban middle-class consumers.

[6] **Sharma and Gupta (2020)** studied hospital pharmacy retail as an emerging channel for healthcare product distribution, confirming that institutional pharmacies enjoy significantly higher consumer trust (rated 4.2/5) versus standalone chemists (rated 3.5/5) for product authenticity.

[7] **Chaudhuri and Holbrook (2001)** established the brand-trust-brand-affect chain in consumer behavior, concluding that institutional healthcare brands that deliver on quality and service develop strong emotional loyalty, enabling product extension into allied health categories.

[8] **Misra and Singh (2022)** examined digital media influence on healthcare product purchase in post-pandemic India, finding that 58% of urban consumers aged 25–45 now rely on online health platforms for product information before making in-store purchases.

#### 4. RESEARCH METHODOLOGY

This study adopts a descriptive research methodology to examine consumer awareness, preferences, and purchase behavior related to health care products at Kamineni. A combination of primary and secondary data collection methods was employed to capture comprehensive market insights.

##### 4.1 Research Design

A descriptive and cross-sectional research design was adopted for this study. Descriptive design enables systematic documentation of consumer perceptions and purchase patterns across demographic groups. The study was conducted over a period of three months at Kamineni hospital premises, retail outlets, and pharmacies in Hyderabad, Telangana. The research captures a contemporaneous snapshot of consumer attitudes and market conditions during the study period.

##### 4.2 Data Sources

- **Primary Data:** Primary data was collected through a structured questionnaire administered to 100 respondents comprising patients visiting Kamineni hospitals, caregivers, and walk-in pharmacy customers. The questionnaire contained 30 questions covering demographic profile, product awareness, purchase frequency, purchase drivers, satisfaction levels, and channel preferences. Personal interviews were conducted with 10 Kamineni retail pharmacists and outlet managers to supplement consumer survey data.

- **Secondary Data:** Secondary data was sourced from Kamineni Group annual publications, FICCI-KPMG healthcare sector reports, Ministry of Health and Family Welfare statistics, IMS Health pharmaceutical market data, academic journals on healthcare marketing, and published market research studies on Indian nutraceutical and wellness product segments.

##### 4.3 Sample Size

A sample of 100 respondents was selected using convenience and purposive sampling. The sample was drawn from three Kamineni locations: Kamineni Hospitals (LB Nagar, Hyderabad), Kamineni Wellness Outlet (Dilsukhnagar), and Kamineni Pharmacy (Vanasthalipuram). Respondents were screened to ensure they had purchased or were considering purchasing Kamineni healthcare products within the previous six months. The sample distribution was: patients and attendants (45%), general wellness consumers (35%), and senior citizens (20%), reflecting the core target segment for health care product marketing.

##### 4.4 Tools for Analysis

- Percentage analysis for demographic profiling and response frequency distribution.
- Weighted average method for ranking purchase influencing factors and satisfaction parameters.
- Chi-square test for testing associations between demographic variables and purchase behavior.
- Likert scale (1–5) for measuring consumer satisfaction across product quality, pricing, availability, and service dimensions.
- Frequency distribution tables and bar/pie chart representations for visual data interpretation.

## 5. DATA ANALYSIS AND INTERPRETATION

### 5.1 Demographic Profile of Respondents

The demographic analysis of 100 respondents reveals a diverse consumer base with varying age, income, and occupational profiles, each with distinct health care product consumption patterns.

Parameter	Category	Frequency	Percentage
Age Group	18–30 years	28	28%
	31–45 years	35	35%
	46–60 years	24	24%
	Above 60	13	13%
Gender	Male	54	54%
	Female	46	46%
Income (p.m.)	Below ₹20,000	22	22%
	₹20,001–₹40,000	38	38%
	₹40,001–₹60,000	25	25%
	Above ₹60,000	15	15%
	Occupation	Salaried	42

Parameter	Category	Frequency	Percentage
	Business	21	21%
	Homemaker	24	24%
	Retired	13	13%

TABLE I: Demographic Profile of Respondents (n=100)

The 31–45 age group constitutes the largest segment (35%), reflecting the working adult demographic that manages both personal health and family healthcare product purchases. The relatively high representation of homemakers (24%) and retired individuals (13%) underscores the role of non-working segments in daily health product consumption. Middle-income households (₹20,001–₹60,000) constitute 63% of respondents, representing the primary target market for Kamineni's mid-range product portfolio.

### 5.2 Consumer Awareness of Kamineni Health Care Products

Respondents were surveyed on their awareness of specific product categories available under Kamineni's healthcare product range. Awareness was classified as High (unprompted recall), Moderate (prompted recognition), or Low (no familiarity).

Product Category	High Awareness	Moderate	Low Awareness
Pharmaceutical OTC	72%	18%	10%
Vitamins & Supplements	65%	22%	13%
Herbal / Ayurvedic Products	48%	30%	22%
Personal Care Products	41%	33%	26%
Nutraceuticals	34%	29%	37%
Baby & Maternal Care	39%	31%	30%

*TABLE II: Consumer Awareness of Kamineni Product Categories*

Pharmaceutical OTC products enjoy the highest awareness (72% high recall) due to direct hospital-pharmacy integration. Nutraceuticals show the lowest high-awareness (34%), representing the greatest opportunity for awareness-building campaigns. Herbal and personal care products show significant moderate awareness, suggesting successful conversion potential through point-of-sale promotions.

### 5.3 Factors Influencing Purchase Decision

Respondents ranked seven purchase influencing factors on a scale of 1 (least important) to 5 (most important). Weighted average scores were computed to rank each factor.

Purchase Factor	Weighted Avg.	Rank
Product Quality & Efficacy	4.72	1
Doctor / Pharmacist Recommendation	4.61	2
Kamineni Brand Trust	4.38	3
Price / Affordability	4.15	4
Product Availability	3.94	5
Packaging & Labeling	3.42	6
Promotional Offers / Discounts	3.18	7

*TABLE III: Factors Influencing Purchase Decision (Weighted Average Method)*

Product quality and efficacy emerge as the dominant purchase driver (4.72/5), reinforcing that healthcare consumers prioritize therapeutic outcomes over promotional incentives. Medical professional recommendation (4.61) ranks second, highlighting the pivotal role of doctor-patient interaction in driving product adoption. Kamineni's institutional brand trust (4.38) provides a significant competitive advantage

over unbranded alternatives. Price sensitivity ranks fourth (4.15), indicating cost consciousness particularly among lower-income segments.

### 5.4 Preferred Purchase Channels

The study analyzed consumer preference for purchasing Kamineni healthcare products across various distribution channels to understand channel effectiveness and coverage gaps.

Purchase Channel	Respondents	Percentage
Kamineni Hospital Pharmacy	48	48%
Kamineni Retail Wellness Outlet	22	22%
Independent Medical Stores	16	16%
Online Platform / E-pharmacy	10	10%
Supermarket / General Retail	4	4%

*TABLE IV: Preferred Purchase Channels for Kamineni Products*

Hospital pharmacy dominates channel preference (48%), confirming that institutional touchpoints are the primary access point for Kamineni health care products. Branded wellness outlets account for 22%, while online platforms represent only 10% of purchases, indicating significant digital channel expansion opportunity. The low share of supermarket retail (4%) suggests limited off-prescription product placement—a gap that represents untapped market potential.

### 5.5 Consumer Satisfaction Analysis

Consumer satisfaction was measured on five parameters using a 5-point Likert scale (1 = Very Dissatisfied, 5 = Very Satisfied). Mean satisfaction scores were computed across the 100-respondent sample.

Satisfaction Parameter	Mean Score (1–5)	Rating		Mo nthl y	Qua rter ly	Annu ally	Occa sional	T ot al
Product Quality & Effectiveness	4.48	Highly Satisfied						
Brand Trust & Reliability	4.35	Highly Satisfied	Below ₹20,000					
Pharmacist / Staff Guidance	4.12	Satisfied	₹20,001–₹40,000	10	8	4	3	25
Product Availability	3.87	Satisfied	Above ₹40,000	8	4	2	1	15
Pricing & Value for Money	3.54	Moderately Satisfied	Total	32	32	19	17	100
Variety & Product Range	3.41	Moderately Satisfied	<p><i>TABLE VI: Income vs. Purchase Frequency Cross-Tabulation</i></p> <p>Calculated chi-square value: <math>\chi^2 = 18.47</math>. Critical value at <math>df = 9</math> (3 income groups x 3 purchase frequency categories), <math>p = 0.05</math>: 16.919. Since <math>18.47 &gt; 16.919</math>, the null hypothesis is rejected. Conclusion: There is a significant association between household income level and frequency of health care product purchase at Kamineni. Higher-income respondents (above ₹40,000) show significantly greater monthly purchase frequency, while lower-income groups tend toward occasional purchases, primarily for necessity-driven OTC medications.</p>					
Digital Accessibility / Online Order	2.96	Neutral						

*TABLE V: Consumer Satisfaction Scores – Kamineni Healthcare Products*

Product quality satisfaction scores highest (4.48), validating Kamineni's formulation standards and quality assurance processes. Pricing satisfaction (3.54) and product variety (3.41) indicate areas for improvement, particularly for consumers comparing Kamineni products against competitive alternatives. Digital accessibility (2.96) is the weakest satisfaction dimension, underscoring the urgent need for a robust e-commerce and app-based ordering platform.

### 5.6 Chi-Square Analysis: Income vs. Purchase Frequency

A chi-square test was applied to examine whether a statistically significant association exists between monthly household income and frequency of Kamineni health care product purchase (monthly, quarterly, annually, or occasional).

	Mo nthl y	Qua rter ly	Annu ally	Occa sional	T ot al
Below ₹20,000	4	6	5	7	22
₹20,001–	10	14	8	6	38

## 6. FINDINGS AND SUGGESTIONS

### 6.1 Key Findings

The following primary findings emerge from the data analysis and interpretation:

- Product quality and doctor/pharmacist recommendation are the two most influential purchase drivers, with weighted averages of 4.72 and 4.61 respectively, confirming that Kamineni's institutional credibility is its strongest market asset.
- Kamineni hospital pharmacies serve as the primary access point for 48% of health care product purchases, establishing hospital-outlet integration as the dominant distribution channel.

- Consumer awareness of nutraceuticals (34% high awareness) and personal care products (41%) is significantly lower than pharmaceutical OTC awareness (72%), revealing product category-specific marketing gaps.
  - Pricing satisfaction (3.54/5) and product variety (3.41/5) are the weakest satisfaction dimensions, representing areas where competitive benchmarking and portfolio expansion are warranted.
  - Digital channel utilization remains low (10% of purchases online), with digital satisfaction scoring only 2.96/5—the lowest across all evaluated parameters.
  - Chi-square analysis confirms a statistically significant association between income level and purchase frequency ( $\chi^2 = 18.47$ ,  $p < 0.05$ ); higher-income consumers purchase more frequently and explore premium wellness products.
  - The 31–45 age group constitutes the highest buying segment (35%), with salaried professionals (42%) representing the primary target customer profile for Kamineni's health product marketing campaigns.
  - Herbal and ayurvedic products show the highest conversion potential—48% high awareness combined with 30% moderate awareness indicates a large partially-informed consumer base ready for education-led conversion.
- Kamineni physicians and pharmacists systematically recommend appropriate OTC and wellness products to outpatients, converting the trust relationship into consistent sales touchpoints.
  - Design income-segmented pricing tiers for nutraceutical and wellness products, with a budget range for lower-income segments and a premium range for higher-income consumers, addressing the 3.54/5 pricing satisfaction gap.
  - Launch targeted awareness campaigns for nutraceuticals and herbal products within Kamineni hospital waiting areas, patient education rooms, and through WhatsApp broadcast groups maintained by hospital staff—leveraging existing institutional infrastructure.
  - Expand Kamineni wellness retail outlets beyond hospital premises into high-footfall residential localities, corporate parks, and educational institutions in Hyderabad to reduce geographic concentration and access new customer segments.
  - Implement a customer loyalty program offering reward points on health product purchases redeemable against hospital services, creating cross-category value that differentiates Kamineni from standalone retail competitors.
  - Strengthen product variety in baby care, maternal health, and geriatric wellness categories to capture the complete lifecycle health needs of the Kamineni consumer base, particularly given the 24% homemaker and 13% retired respondent segments.

## 6.2 Suggestions

- Develop and launch a dedicated Kamineni Health Products mobile application integrating product catalog, prescription upload, home delivery, health tips, and loyalty rewards to address the low digital satisfaction score (2.96/5) and capture the growing e-pharmacy market.
- Introduce hospital-integrated product recommendation protocols where

## 7. CONCLUSION

This study comprehensively examined market dynamics, consumer behavior, and strategic opportunities for Kamineni's healthcare product portfolio through primary survey

research and secondary market analysis. The findings validate that Kamineni's strongest market asset is its institutional brand trust, built through decades of quality healthcare delivery in Telangana. This trust effectively transfers to its health care products, enabling premium pricing acceptance among higher-income segments.

Product quality and professional recommendation are the primary purchase drivers, confirming that hospital-integrated marketing strategies are more effective than conventional retail promotion for healthcare product categories. While hospital pharmacies dominate the distribution landscape, significant market expansion opportunities exist through digital channels, wellness retail outlets, and off-prescription product placement in general retail.

Consumer satisfaction analysis reveals that while product quality and brand trust scores are strong (4.48 and 4.35 respectively), pricing, variety, and digital accessibility remain opportunities for improvement. The statistically significant association between income and purchase frequency highlights the need for differentiated product positioning across income segments.

In conclusion, Kamineni possesses the brand equity, institutional infrastructure, and consumer goodwill necessary to substantially grow its healthcare product market share in Telangana and beyond. Implementing the recommended strategies—digital platform development, systematic in-hospital product integration, loyalty programs, and targeted awareness campaigns—will enable Kamineni to convert its brand advantage into sustainable market leadership in the rapidly growing Indian health care products sector.

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