PURCHASE INTENTION OF CHINESE CONSUMERS ON THE OVERSEAS MEDICAL TOURISM

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Abstract

Nowadays more and more Chinese people chose medical tourism on overseas, according to the prediction of the World Health Organization, by 2020, the service of medical and health industry will become the world's largest industry. And tourism and leisure travel related services will become the second.

This research focuses on purchase intention and its influencing factors of Chinese consumers on the overseas medical tourism. This study collect data from the 400 Chinese consumers in Beijing City, PRC. This research's independent variable included demographic profile: age, gender, annual income, marital status, educational, occupation. And service marketing mix (7P's): people, price, product, place, promotion, physical environment, process. The dependent variable is purchase intention of Chinese consumers on the overseas medial tourism. Data were analyzed descriptive and Chi-Square (X^2-Test) and correlation analysis.

This study found partial effect of demographic profile and the service marketing mix strategy (7P's) on the purchase intention of Chinese consumers on the overseas medical tourism.

Introduction

Despite the fact that China's economy has recently been growing at a slower pace, the country has undergone a steady increase in both rural and urban disposable income. However, urban population experienced higher income growth rate, and they are the segment of the Chinese population that changed its lifestyle and consumption habits. It is noticeable that urban Chinese consumers are becoming to be more attached to more advanced needs, being the primary ones already satisfied, and especially one among them is becoming more and more crucial: medical tourism.

Jiang Xinwei (an analyst specializing in the medical tourism industry at Beijing consulting firm Analysis, in 2017) said: the Chinese overseas medical tourists account for a small proportion of total Chinese outbound tourists, but they are the ones with the strongest purchasing power. From the Trip Advisor China & Ctrip reports said: generally, with different countries possessing their own advantage, Chinese medical tourists will do physical checkups in Japan, receive anti-aging injections in Switzerland, treat optical or bone problems in Germany, undergo plastic surgery in Korea or Thailand, and have gene testing or assisted reproduction operations in the US.

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Figure 1 The number of Chinese tourists traveling abroad
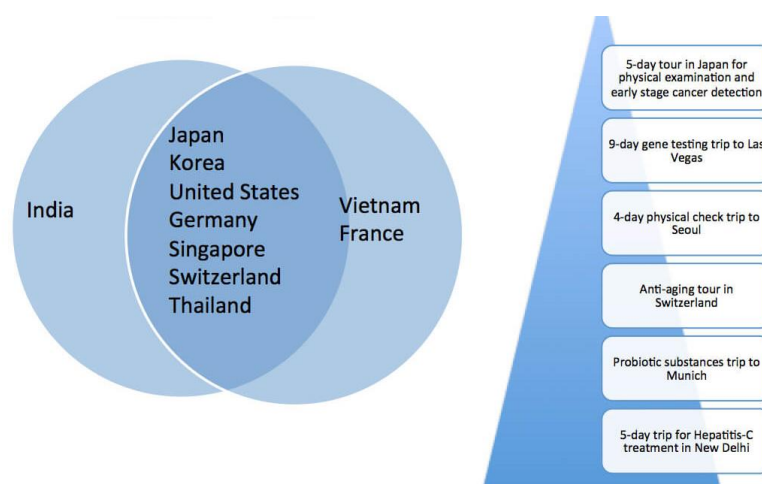**Source:** China National Tourism Administration

Figure 2 Top health tourism destinations overlap
Source: TripAdvisor China & Ctrip

In particular, with the improvement of health awareness and the improvement of personal wealth, with air traffic has become more convenient and with the advent of Chinese aging society, Chinese consumer to pursue health trends are increasingly eager: to go to Korea for plastic surgery, going to Switzerland for anti-aging treatment, going to Japan for health checkups, and going to the United States for oncological surgery have become one of the Chinese's new leisure programs. Chinese people are more willing to invest in health and gradually invest in cross-border medical care. At the same time, overseas new drugs are listed 6-8 years earlier than China, and the application of new drugs and new technologies has also prompted Chinese people to become increasingly keen on "cross-border medical tourism". According to the L.E.K. management consulting data, in 2014, over 100,000 Chinese traveled overseas for the primary purpose of seeking medical care (Guanglong, 2016). All of above shows that certain aspects of Chinese medical's technology, medical drug, medical price and medical service are not as up-to-date when compared to outside countries so that more and more Chinese tourists choose overseas medical tourism. Thus, this study proposes that studying factors affecting the purchase intention of Chinese consumers on the overseas medical tourism is needed.

This study aims to explore the factors affecting purchase intention of Chinese consumers on the overseas medical tourism. Based on the objectives of the research study, the study variables and the proposed relationship are depicted in Figure 3 below:
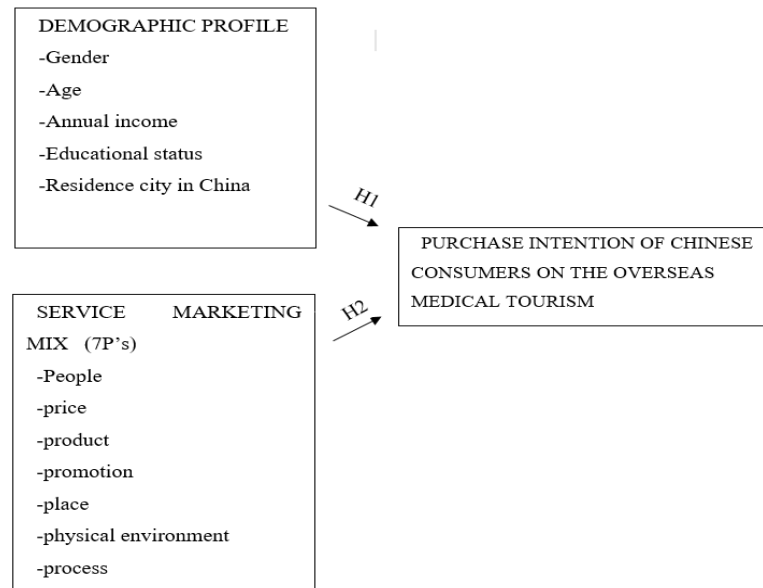
Figure 3 conceptual framework of the study

According to the conceptual framework of the research study, the study hypotheses are listed below:

H1: The demographic profile has an effect on the purchase intention of Chinese consumers on the overseas medical tourism.

H2: The marketing mix 7P's has an effect on the purchase intention of Chinese consumers on the overseas medical tourism.

Research Methodology

This research design adopted for this study is the descriptive research design and inferential Statistic. The study describes purchase intention of Chinese consumers on the overseas medical tourism, inferential Statistic was used to examine demographic profile and service marketing mix 7P's whether influence on the purchase intention of Chinese consumers on overseas medical tourism.

1. Demographic profile: gender, age, annual income, educational atatus, residence city in China
2. Service marketing mix (7P's): people , price, product, promotion, place, physical environment, process

Respondents involved in this study consist of 4 major districts, it is included Chaoyang District, Fengtai District, Daxing District and Haidian District of Beijing City, PRC. According to the sample size calculation's table and Taro Yamane's (1967) formula, a sample size of 384 was arrived at. The population size over than 100,000 people, the researcher used a target of 400 in order to take care of unreturned questionnaires and questionnaires that were not properly filled. The main data collection tool in this study is questionnaires. This questionnaire includes closed-ended questions and Five-point Liker questions. Data analysis tool included Descriptive analysis (frequency, percentage, means and standard deviation), and Inferential statistic for hypothesis testing, it include Chi-Square (X^2-test) and Correlation analysis.

Reliability validity

The research utilized primary source of data. This was obtained through questionnaire administration. To assess the reliability, one primary sample consisting of 50 questionnaires was pre-tested and then using data obtained from questionnaire, the reliability coefficient was calculated by KMO and Bartlett's Test. In most academic and business studies, KMO &

Bartlett's test play an important role for accepting the sample adequacy. While the KMO ranges from 0 to 1, the accepted index is over 0.5 (Hair et al., 2005). The value close to 1 indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors. Also, the Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem being addressed through the study. For Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05 which means there are some relationships between the variables. The significance of questionnaire was 0.942 that shows the questionnaire has the required reliability.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.942
Bartlett's Test of Sphericity	Approx. Chi-Square	7400.629
	df	703
	Sig.	.000

Table 1 Reliability values for each factor

Research findings

After examining measurement models and assessing their validity by Cronbach's Alpha, we can study the relationships between variables. Thus, Descriptive analysis and Inferential Statistic are used to test the hypotheses.

The researcher distributed 400 questionnaires and received 394 usable questionnaires for the analysis.

1. Demographic profile and purchase intention

H1. The demographic profile has an effect on the purchase intention of Chinese consumers on the overseas medical tourism.

Chi-Square (X^2-Test) and Descriptive analysis were used to test Hypothesis 1

Table 2 reported the demographic data of respondents as: The majority of respondents were male (54.3%), 20-39 years old (45.9%), less than 200,000yuan (32.5%), are single (30.2%), got bachelor's degree (28.2%), are private employee (24.6%), and resident Haidian District (28.9%).

Table 2 Descriptive results of Demographic profile data.

	Items	Percent
Gender	male	54.3
	female	45.7
Age	< 20	9.6
	20-39	45.9
	40-59	38.3
	> 59	6.1
Annual Income	< 200,000	32.5
	200,000-399,999	27.4
	400,000- 599.999	31.5
	> 599,999	8.6
Marital Status	married with children	27.7
	married no children	28.7
	single	30.2
	separated / widowed	13.5
Educational Level	secondary school	12.9
	high school	18
	vocational certifies	25.9
	bachelor's degree	28.2
	master's degree	12.2
	doctoral degree	2.8
Occupation	student	9.6
	freelancer	20.1
	private employee	24.6
	business owner	22.1
	government/ officials	11.2
	state enterprise employee	4.3
	other	8.1
Residence District	Chaoyang District	23.4
	Fengtai District	20.1
	Haidian District	28.9
	Daxing District	27.7

From table 8-10, the finding of this study that the partial demographic profile significant impact on purchasing intention of Chinese consumers on the overseas medical tourism, such as age, annual income (year), marital status, educational level, occupation and residence district in Beijing City ($P<0.05$). Gender hasn't effect on the purchase intention of Chinese consumers on the overseas medical tourism ($P>0.05$).

Table 3 Gender impact on purchase intention

Gender Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	4.960	4	0.291
I will purchase overseas medical tourism	8.964	4	0.062
I am not sure whether to purchase overseas medical tourism	1.744	4	0.783
I will not purchase overseas medical tourism	5.434	4	0.246
I will definitely not purchase overseas medical tourism	9.236	4	0.055
Overall, I find overseas medical tourism is worth of the purchase.	3.631	4	0.458

*.level of significant $\alpha =0.05$.

Table 4 Age impact on purchase intention

Age Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	16.460	12	0.171
I will purchase overseas medical tourism	23.367	12	0.025*
I am not sure whether to purchase overseas medical tourism	3.191	12	0.994
I will not purchase overseas medical tourism	14.503	12	0.270
I will definitely not purchase overseas medical tourism	10.638	12	0.560
Overall, I find overseas medical tourism is worth of the purchase.	11.029	12	0.526

*.level of significant α =0.05.

Table 5 Income impact on purchasing intention

Income Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	21.047	12	0.050*
I will purchase overseas medical tourism	30.528	12	0.002*
I am not sure whether to purchase overseas medical tourism	15.089	12	0.237
I will not purchase overseas medical tourism	14.011	12	0.3
I will definitely not purchase overseas medical tourism	29.27	12	0.004*
Overall, I find overseas medical tourism is worth of the purchase.	31.982	12	0.001*

*.level of significant α =0.05.

Table 6 Marital status impact on purchasing intention

Marital Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	10.490	12	0.573
I will purchase overseas medical tourism	40.876	12	0.000*
I am not sure whether to purchase overseas medical tourism	10.556	12	0.567
I will not purchase overseas medical tourism	10.995	12	0.529
I will definitely not purchase overseas medical tourism	16.169	12	0.187
Overall, I find overseas medical tourism is worth of the purchase.	21.905	12	0.039*

*.level of significant α =0.05.

Table 7 Educational level impacts on purchasing intention

Educational Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	22.561	12	0.032*
I will purchase overseas medical tourism	38.429	12	0.000*
I am not sure whether to purchase overseas medical tourism	18.879	12	0.091
I will not purchase overseas medical tourism	13.091	12	0.362
I will definitely not purchase overseas medical tourism	19.271	12	0.082
Overall, I find overseas medical tourism is worth of the purchase.	23.214	12	0.026*

*.level of significant α =0.05.

Table 8 Occupation impacts on purchasing intention

Occupation Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	18.753	20	0.538
I will purchase overseas medical tourism	26.23	20	0.158
I am not sure whether to purchase overseas medical tourism	31.714	20	0.046*
I will not purchase overseas medical tourism	41.649	20	0.003*
I will definitely not purchase overseas medical tourism	32.107	20	0.042*
Overall, I find overseas medical tourism is worth of the purchase.	27.04	20	0.131

*.level of significant α =0.05.

Table 9 Residence district impacts on purchasing intention

Residence District Chi-Square Test			
Items	Value	Df	Sig.
I will definitely purchase overseas medical tourism	19.556	24	0.722
I will purchase overseas medical tourism	42.841	24	0.010*
I am not sure whether to purchase overseas medical tourism	36.74	24	0.046*
I will not purchase overseas medical tourism	30.148	24	0.180
I will definitely not purchase overseas medical tourism	36.806	24	.046*
Overall, I find overseas medical tourism is worth of the purchase.	33.156	24	0.101

*.level of significant α =0.05.

2. Service marketing mix (7P's) and purchase intention

H2. The marketing mix 7P's impact on the purchase intention of Chinese consumers on the overseas medical tourism.

Correlation analysis was used to test Hypothesis 2.

The following tables show that the results of the marketing mix (7P's) has partial impact on the purchase intention of Chinese consumers on the overseas medical tourism, included people, price, product, place, promotion, physical environment and process. The finding point out that marketing mix 7P's has relationship with purchase intention of Chinese consumers on the overseas medical tourism, and this finding shows partial significant impact

of product, promotion, place, physical, environment and process on the purchasing intention (-1<R<1, P<0.05).

Table 10 Effect of people strategy on purchasing intention

People Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I prefer medical tourism service in overseas countries that staffs know the Chinese culture	Pearson Correlation	-.046	.303**	.448**	.363**	.374**	.368**
	Sig. (2-tailed)	.357	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in countries that staffs speak Chinese	Pearson Correlation	-.043	.344**	.512**	.353**	.379**	.391**
	Sig. (2-tailed)	.393	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in countries that staffs are friendly	Pearson Correlation	.062	.447**	.373**	.392**	.438**	.375**
	Sig. (2-tailed)	.222	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in overseas countries that staffs are reliable	Pearson Correlation	-.041	.329**	.458**	.348**	.388**	.453**
	Sig. (2-tailed)	.415	.000**	.000**	.000**	.000**	.000**
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 11 Effect of price strategy on purchasing intention

Price Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I think the pricing of medical service in overseas are cheaper than in China	Pearson Correlation	.041	.274**	.376**	.293**	.365**	.321**
	Sig. (2-tailed)	.419	.000**	.000**	.000**	.000**	.000**
I think Medical tourism service in overseas is worth of the price	Pearson Correlation	-.025	.376**	.329**	.337**	.341**	.362**
	Sig. (2-tailed)	.624	.000**	.000**	.000**	.000**	.000**
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 12 Effect of product strategy on purchasing intention

Product Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I think medical tourism service in overseas is more professional than in Chinese	Pearson Correlation	-.018	.072	.059	.021	.082	.100*
	Sig. (2-tailed)	.726	.155	.239	.675	.105	0.046**
I think medical tourism guide service in overseas is more considerate than in China	Pearson Correlation	.040	.438**	.298**	.343**	.320**	.282**
	Sig. (2-tailed)	.429	.000**	.000**	.000**	.000**	.000**
I think medical tourism service in overseas countries that has good post-treatment management services	Pearson Correlation	-.067	.215**	.338**	.205**	.256**	.211**
	Sig. (2-tailed)	.182	.000**	.000**	.000**	.000**	.000**
I think medical tourism in overseas that treatment is more effective than in China	Pearson Correlation	-.003	.299**	.438**	.341**	.322**	.326**
	Sig. (2-tailed)	.946	.000**	.000**	.000**	.000**	.000**
I think medical tourism service in overseas has more friendly services for patients' family than in China	Pearson Correlation	.000	.328**	.298**	.268**	.248**	.261**
	Sig. (2-tailed)	.993	.000**	.000**	.000**	.000**	.000**
I think medical registration in overseas is more convenience than in China	Pearson Correlation	-.026	.360**	.310**	.267**	.228**	.254**
	Sig. (2-tailed)	.601	.000**	.000**	.000**	.000**	.000**
I think medical procedures are more efficiency than in China	Pearson Correlation	.059	.508**	.304**	.321**	.388**	.338**
	Sig. (2-tailed)	.245	.000**	.000**	.000**	.000**	.000**

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 13 Effect of promotion strategy on purchasing intention

Promotion Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I prefer medical tourism service in overseas countries that have good facilities and services for family	Pearson Correlation	-.049	.382**	.405**	.318**	.372**	.417**
	Sig. (2-tailed)	.328	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in overseas countries that have package service	Pearson Correlation	.098	.548**	.401**	.376**	.386**	.338**
	Sig. (2-tailed)	.052	.000**	.000**	.000**	.000**	.000**

**. Correlation is significant at the 0.01 level (2-tailed).

Table 14 Effect of place strategy on purchasing intention

Place Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I think transportation to medical service venues in overseas is more convenient than in China	Pearson Correlation	-.050	.341**	.374**	.299**	.384**	.386**
	Sig. (2-tailed)	.325	.000**	.000**	.000**	.000**	.000**
I prefer choose overseas countries close China to get medical service	Pearson Correlation	-.019	.506**	.323**	.375**	.409**	.320**
	Sig. (2-tailed)	.711	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in overseas because it often locates close to shopping areas, e.g. in Thailand.	Pearson Correlation	-.020	.381**	.454**	.357**	.454**	.435**
	Sig. (2-tailed)	.696	.000**	.000**	.000**	.000**	.000**
A medical service venue on overseas often locate near other recreation services e.g. sport gymnasium.	Pearson Correlation	-.029	.403**	.368**	.379**	.342**	.291**
	Sig. (2-tailed)	.569	.000**	.000**	.000**	.000**	.000**

**. Correlation is significant at the 0.01 level (2-tailed).

Table 15 Effect of physical environment strategy on purchasing intention

Physical Environment Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I prefer medical tourism environment in overseas countries that environmental climate conducive to treatment	Pearson Correlation	-.037	.365**	.464**	.346**	.321**	.337**
	Sig. (2-tailed)	.467	.000**	.000**	.000**	.000**	.000**
I prefer medical equipment in overseas is more technical than in China	Pearson Correlation	-.004	.445**	.429**	.418**	.410**	.392**
	Sig. (2-tailed)	.942	.000**	.000**	.000**	.000**	.000**
I prefer medical service in overseas have a certificate indorsed by some organization	Pearson Correlation	-.052	-.179**	-.155**	-.123*	-.200**	-.133**
	Sig. (2-tailed)	.306	.000**	0.002**	0.015**	.000**	0.008**

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 16 Effect of process strategy on purchasing intention

Process Strategy Correlations		definitely purchase overseas medical tourism	purchase overseas medical tourism	not sure whether to purchase	not purchase	definitely no purchase	overseas medical tourism is worth to purshasing
I prefer medical tourism service in overseas countries that treatment processes are not confused	Pearson Correlation	.033	.493**	.356**	.392**	.431**	.339**
	Sig. (2-tailed)	.517	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in overseas countries that protect patients' privacy	Pearson Correlation	.021	.437**	.431**	.414**	.398**	.354**
	Sig. (2-tailed)	.681	.000**	.000**	.000**	.000**	.000**
I prefer medical tourism service in overseas countries that is convenient to get visa	Pearson Correlation	.049	.488**	.339**	.356**	.329**	.310**
	Sig. (2-tailed)	.330	.000**	.000**	.000**	.000**	.000**

**. Correlation is significant at the 0.01 level (2-tailed).

Conclusion and recommendations

Refer to H1: the demographic profile has an effect on the purchase intention of Chinese consumers on the overseas medical tourism then discuss with literature as follows:

The finding of this study that the partial demographic profile significant impact on purchasing intention of Chinese consumers on the overseas medical tourism, such as age, annual income (year), marital status, educational level, occupation and residence district in Beijing City. It means that consumers with different age, annual income (year), marital status, educational level and occupation have different purchase intention of overseas medical tourism (Poldongnok, 2009). Zeithaml, 1988 whose study showed that consumers will follow their experience, preference and external environment to collect information, evaluate alternatives, and make purchase decision. This was related to Keller (2001) whose study on customer knowledge, educational level influences purchase intention of consumer. However gender does not seem to be impacted on purchasing intention of Chinese consumers on the overseas medical tourism (from Table 4.1.2).

Refer to H2: the marketing mix 7P's impact on the purchase intention of Chinese consumers on the overseas medical tourism then discuss with literature as follows: The study has found the marketing mix 7P's impact on the purchase intention of Chinese consumers on the overseas medical tourism, included people, price, product, place, promotion, physical environment and process. The finding point out that marketing mix 7P's has relationship with purchase intention of Chinese consumers on the overseas medical tourism, and this finding shows significant impact of product, promotion, place, physical environment and process on the purchasing intention, and also lined with Mbaskool (2018) who showed many factors effect on purchase intention, such as people, product, process. In same context demonstrates that price has significant impact on purchasing intention, it is obvious that the price of a product is an important factor in the decision-making process, especially for those unconcerned consumers who are not willing to pay higher prices for medical tourism. (Moser. 2015). Promotion is related the product to the target market and how to persuade consumers to buy it (Lovelock, Patterson and Walker, 1998). Rust, Zahorik and Keiningham (1996), their study showed that physical environment, the ambience, the background music, the comfort of the seating, and the physical layout of the service facility, the appearance of the staff can greatly affect a customer's satisfaction with a service experience.

This study will be help hospitality and tourism professionals, medical facilities and destination marketers to gain more knowledge and information about the Chinese consumer demand for overseas medical tourism market. Some of the problems facing the market can be avoided by studying the factors which have led to success or failure in other medical tourism destinations. The information gained through this study should help hospitality and tourism professionals, medical facilities and destination marketers to focus their efforts on the most lucrative segments of the market, and to be more effective at developing and serving the medical tourism segment of their customer base.

Limitation and recommendation for future study

The study was based on China, future research may apply the model on different country. The sample also included only Chinese consumers, so all the respondents of the questionnaire were only from one culture which would be a great accomplishment if a future a study tested respondents who belonged to different cultures, the study also was exclusive to one type of industry (medical tourism).

1. It is recommended in future research to adapt the model in different industries, such as education service, internet service.

2. The future study may replicate this study and extend sampling frame to other districts in different city or country. The large sample size may help to increase the explanation power of the finding.

3. Recommendation for future study is associating risks and branding affecting purchasing intention of consumers on the overseas medical tourism.

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