

How Decision Factors and Country-Based Performance Influence Chinese' Willingness to Consider Other Asia Medical Tourism Countries for Physical Examination?

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Abstract. As health awareness continually growing among Chinese people, the requirement of medical requirement gradually transfers from the disease curing to disease-preventing. Thus, the demand for physical examination moves into top gear. However, some problems exist in China's medical check-up market, like long waiting lines, lack of doctors, lack of advanced treatment, poor customer service, low technology, and lack of patient relationships. So, some wealthy Chinese patients consider going to different countries with hundreds of medical centers, hospitals, and clinics searching for quality health services.

Countries like Japan, Thailand, Singapore, and South Korea have significant growth and development in the medical tourism industry. There were able to provide advance and various treatment and more economy medical programs for foreigners. These countries also share similar cultural backgrounds and life habits with China, therefore become popular medical destinations for Chinese. Although the medical tourism industry is at a high growth rate, there are still not many people who choose to take the medical tourism for various concerns. Hence, this research aims to identify critical factors that influence Chinese willingness to consider other Asia countries as their destination for physical examination programs.

The Medical Tourism Index (MTI), a tool for measuring the medical tourism country-based performance and decision-making criteria such as evaluating medical confidence, development & safety, culture, and travel logistics factors are applied to create the conceptual model and build up the research survey. Research data was collected through an online survey in China. Regression analysis was used to evaluate whether those factors significantly impact the willingness to participate in medical tourism. This research provides insight into how Chinese formulate their willingness towards receiving medical check-up from nearby Asia countries. It offers suggestions in developing marketing strategies and policies marketing strategies and policies for those wishing to attract the Chinese outbound tourism market.

Keywords: Medical tourism, Physical examination, Chinese, Medical Tourism Index, decision-making criteria

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