Consumer Awareness of Medical Internet Marketing Services

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Abstract

This study is designed to empirically verify consumer acceptance and satisfaction of ‘Hospital Marketing Activity’, the most widely used of medical marketing. For this purpose, 26 subjects set out in the medical service were classified as ‘insurance course’ and ‘non-insurance course’. As for the process of consumers accepting the hospital’s Internet marketing activities, the empirical analysis was conducted based on the ‘Technical Acceptance Model’, a typical theoretical model on acceptance of the technology, and the analysis was conducted using the structural modality model. The study found that consumers felt more comfortable with marketing activities for ‘non-insurance courses’, intended to accept internet marketing, and that satisfaction also had a positive effect. On the other hand, Internet marketing in the field of ‘insurance courses’ was able to confirm that convenience, rather than usefulness, had a prior impact on marketing acceptance. These results have allowed us to infer that, in the case of an essential healthcare subject, a marketing strategy that allows consumers to feel useful rather than aggressive marketing activities. In contrast, it concluded that for ‘non-insured subjects’ such as skin-soluble type, health examination, and health promotion programs, it was effective to focus on more aggressive marketing activities that enhance the professionalism of medical.

Keywords: Technical acceptance model, Medical marketing, Internet marketing activities, Consumer acceptance, Consumer satisfaction

1. Introduction

The definition of marketing varies from one scholar to another, but the typical definition is viewed as the process of planning and executing products, prices, promotion and distribution on ideas, products and services in order to achieve the goals of individuals and organizations [1]. According to the American Marketing Association [1], it is considered a series of actions, institutions and processes to create, inform, communicate and exchange socially valuable offerings to customers and clients.

And Kotler [2] says it as ‘a kind of program that effectively plans, performs and controls to increase the acceptability of social values, causes and habits within the target market.’ After all, marketing can be arranged as an ‘exchange of communication with consumers to achieve objectives’.

As of 2019, online marketing, which is most actively used by hospitals among various medical marketing methods, has spread to all ages of 5 to 60 over the Internet-friendly 2-40s [3]. Under South Korea’s medical law revised in 2018, medical marketing is banned entirely.
from advertising or hinting, providing photos and handouts on the functions of certain institutions or specific medical personnel, medical methods, careers, or medicinal effects [4]. Even content such as a patient’s post-treatment period can be considered illegal and punished. In other words, the extent to which medical advertising is available has been limited to external factors. In the past, there were no specific restrictions on the latter period patients left on the hospital’s website, but after the revision of the medical law [4], it has become a situation in which patients can be accused or punished even if they were posted before it. With such limited content on medical marketing, academic research is not very diverse compared to interest in medical marketing [5].

This study aims to conduct an analysis on empirical acceptance and satisfaction by utilizing the Technology Acceptance Model (TAM), a typical theoretical model on acceptance of new technologies by consumers for the process of accepting the hospital’s Internet marketing activities. To this end, I going to conduct an empirical analysis on the home page, which is a representative target of the hospital’s Internet marketing, about the relationship between consumer acceptance and satisfaction depending on the characteristics of each subject (insurance application whether or not). The results of this study will be basic data on medical internet marketing policies and services.

2. Theoretical background

2.1. Marketing of medical services

Korea’s economic development and industrialization have brought a shift to values that emphasize the importance of a healthy life, naturally leading to a high level of expectation for medical services. On the other hand, the changing medical service environment, such as the rapid rise in health care costs and the competition among the intensified medical institutions, has also increased the relevance of marketing activities by medical institutions. The benefits of marketing medical services using the Internet can be provided to potential health care consumers before they receive medical services, and can also be encouraged to access them by giving consumers confidence in the service. For this reason, the importance of marketing through the Internet can be emphasized.

However, since the opening of the medical market, the number of medical service providers that have been put out of service is increasing due to increased competition among medical institutions. There is even a change in the market for the consumer of medical services. In fact, if medical services were accepted unilaterally by consumers in the past, they are now recognized as services chosen by consumers through medical marketing. As a result, many hospitals are conducting Internet marketing using homepages, and the contents of medical service providers’ homepages have come as professional marketing elements, not contents that have been one-sided. In particular, this process required different marketing strategies depending on the course of care, and based on these contents, we will conduct a study to examine consumers’ acceptance responses regarding Internet marketing according to the course of care.

2.2. Technology Acceptance Model: TAM

Research on whether users accept or reject information technology has been very important as it relates to the successful implementation and use of information technology and systems. The theory of technology acceptance can be verified using the Technology Acceptance Model (TAM) derived from theory of reasoned action [6]. Technology acceptance models can
predict users’ acceptance of information systems, leveraging two concepts of perceived usefulness and ease of use. This technology acceptance model is supported by various empirical studies because of its concise and strong explanatory power to the acceptance of information technology [6][6][7].

Davis et al [7], who proposed a technology acceptance model, proposed an exogenous variable in which visual elements of the system could influence the user’s intent to use the system in addition to the simple ease and ease of accepting the system, and since an expanded model was proposed with other determinants in addition to perceived usefulness or perceived convenience by various researchers [8], the study also seeks to expand the application of this TAM.

3. Research and methods

This study was based on the technology acceptance model, and examined the effect of perceived ease of use and perceived convenience on the intention to continue to accept Internet marketing services, that is, the intention to use services. The final dependent variable was set as consumer satisfaction. Currently, the Internet homepage is different according to whether or not the health care service in Korea is applied to the insurance. This study was to see how the usefulness and convenience of use of marketing activities through the internet homepage of hospitals are changed. In addition, the study was designed to understand the effects of the service use intention and the satisfaction of consumers with Internet marketing [Figure 1]. The reliability of each variable was measured through Cronbach $\alpha$, and it was from 0.87 to 0.92.

![Figure 1. A research model for this study](image)

H1: Consumers will be affected by the usefulness and ease of websites of non-insurance medical service providers.

H1a: The usefulness of (non-insurance course) medical website will affect consumers’ reuse intention.

H1b: The convenience of (non-insurance course) medical website will affect consumers’ reuse intention.
H2: Consumers will not be affected by the usefulness and ease of websites of insurance course medical service providers.
H2a: The usefulness of (insurance course) medical websites will not affect consumers’ reuse intention.
H2b: The convenience of (insurance course) medical websites will not affect consumers’ reuse intention.

4. The results of this study

The path analysis results for the non-insurance care subject are shown in Figure 2, showing that the service use pathways are not significant for perceived ease-of-use, but all other paths are significant. At this time, the population was 120 and the degree of freedom was 73, \( \chi^2 = 74.843 \) and Probability level = 0.001, the model was significant at \( p = 0.05 \) level. The model fits were shown as RMR=0.048, GFI=0.977, AGFI= 0.912, and PGFI=0.623, indicating overall good suitability. The results of the route analysis show that, for uninsured care, websites, an Internet marketing tool conducted by health care providers, are positively accepted by health care consumers, especially consumers, who are constantly willing to use the web site because of its convenience.

![Figure 2. Results of analysis of non-insurance subjects](image)

The results of a pathological analysis of the insurance subjects, internal medicine, pediatrics, urinary tract, orthopedics, neuropsychiatry, and ENT were shown in Figure 3. The population was 110 and the degree of freedom was 74, \( \chi^2 = 68.63 \), Probability level = 0.030. It also indicated that the model was significant at the level of \( p = 0.05 \). The suitability of this model is shown as RMR=0.061, GFI=0.942, AGFI=0.885, and PGFI=0.514. Overall, the model fits well. The pathways indicated that perceived ease-of-use → the pathway coefficient for consumer satisfaction was 0.701, and it was determined that perceived ease-of-use → route to Service Intention to use was 0.491. However, perceived ease of use → The path coefficient for use was not significant, and perceived ease of use → pathways to consumer satisfaction were also not significant.
5. Conclusion

This study was conducted with the aim of providing a theoretical basis for establishing strategies for Internet marketing more efficiently by uncovering the processes through which the satisfaction of Internet marketing activities accepted by consumers based on the course of care, measuring the usefulness of how valuable the Internet marketing activities of health service organizations they experienced were and the convenience of how much inconvenience they were.

The Technology Acceptance Model (TAM) was used to verify aspects of the Internet marketing techniques accepted by the medical service provider by the consumers. The current trend in the medical care industry is for medical service providers associated with specific care subjects together ate higher returns. In this case, the technology acceptance model (TAM) was used to verify aspects of the Internet marketing techniques accepted by the health service provider by the consumers and that consumers subject to its exposure would generally be able to accept these new marketing techniques. This criterion is whether or not insurance is applied.

In utilizing the Internet, a relatively new marketing tool, an in-depth analysis and access to the level of satisfaction and acceptability of marketing activities accepted by consumers is needed first. And this study helped establish a more efficient marketing strategy, because the medical subject identified the process of satisfying marketing activities regarding consumers’ satisfaction with the medical insurance application.

References


