

NEUROMARKETING TECHNIQUES IN INDIAN MEDICAL TOURISM INDUSTRY

I.M.Karthikeyan,
Research Scholar, Department of Management Studies,
Gandhigram Rural University,
Gandhigram,Dindugal Dist.,

E – Mail ID: imkarthikn11@gmail.com

&

Dr. K.Raja Alias Pranmalai,
Professor & Head,
Department of Rural Industries Management Studies,
Gandhigram Rural University,
Gandhigram,Dindugal Dist.

Abstract

Broad communications and travel offices have instituted a term Medical the travel industry; it is turning into a mainstream decision for traveler over the world. In current situation creating nations like India, Thailand, Malaysia, and so on are trying to advance restorative the travel industry. India is appreciating upper hand in social insurance section by its ease leeway. The key concerns confronting the Indian therapeutic the travel industry include: constrained government activity, absence of incorporated exertion to advance the business, absence of advancement and the absence of uniform estimating approaches and norms crosswise over emergency clinics. Ongoing years have seen a "blast" in the capacities of neuromarketing in creating compelling promotion battle. Sadly, it is minimal known and given an account of how promoting organizations make progressively viable medicinal services the travel industry ads. The reason for this paper is to dissect how neuromarketing systems may affect the purchaser reaction to Indian Medical the travel industry promoting efforts. The outcome demonstrates that utilizing neuromarketing techniques an Indian medicinal services organization can more readily comprehend the cognizant and oblivious shopper's musings and tailor explicit promoting messages. . At long last, this paper investigations and finishes up the fundamental elements, influencing the shopper conduct and why the creating nation like India should center these variables to draw in remote voyagers for the restorative treatment.

Key Words: Medical Tourism, Neuromarketing, Neuroscience, Advertising, Consumer behavior

INTRODUCTION OF MEDICAL TOURISM

Restorative the travel industry is a developing type of a specialty the travel industry advertise which has been quickly on the ascent in the ongoing years. The term medicinal the travel industry is the demonstration of meandering to different nations to achieve medicinal, dental and careful consideration. As indicated by Goodrich and Goodrich (1987), medicinal the

travel industry is the endeavor to make a focal point of consideration visitors by purposely advancing its medicinal services administrations and offices, in expansion to its standard vacationer enhancements.

A law (1996) has characterized medicinal the travel industry as a travel from home nation or home city to other nation or other city to enhance one's wellbeing condition as one kind of unwinding. It involves getting indigenous and elective therapeutic administrations, also, some other type of the travel industry attempted with the motivation behind centering a wellbeing concern.

Connell (2016) watches restorative the travel industry as a well known mass culture where locals travel to out of the nations to discover social insurance administrations and offices, for example, medicinal, dental and careful consideration indeed, even as having the chance to remain the visitor spots of that nation.

Carrera and Bridges (2006) have given another definition to medicinal the travel industry, as movement which is efficiently intended to keep up one's physical furthermore, mental wellness.

As indicated by GATS (General Agreement on Trade furthermore, Services), medicinal the travel industry is the consequent method of exchange wellbeing administrations. In this mode, Patients (clients) leave their nation of origin to get medicinal services administrations with master at sensible costs. Blouin et al., (2006).

Bookman and Bookman (2007) have characterized medicinal the travel industry as movement with the undertaking of enhancing one's wellbeing, and furthermore a financial action that involves exchange benefits and speaks to two segments: medication and the travel industry. Restorative the travel industry as per Dhaene (2009) is searching for accessible quality joined with financially savvy and low value wellbeing administrations while offering a comparable dimension of security to the patient.

By and large, standard of medicinal travelers come from created nations of the world particularly Europe, the UK, Middle East, Japan, U.S. what's more, Canada where the use of medicinal taking care of is extremely selective and there are much of the time long hanging tight occasions for medications. Other than India, nations that are right now advancing therapeutic the travel industry are Thailand, Malaysia, Singapore, South Korea Bolivia, Brazil, Belgium, Cuba, Costa Rica, Hungary, and Jordan. Private area extension in rising economies, for example, India, Thailand, Singapore, and certain Latin American countries— pulls in remote patients for modestly less expensive care: the uninsured, the underinsured, or the individuals who incline toward not to sit tight for treatment under a national medical coverage framework.

From different past research it has been seen that following elements are driving the development of medicinal the travel industry in India are: (i) the long holding up records in the

created nations, (ii) the minimal effort of medicinal medications In India, muddled surgeries are being done at one-tenth of the expense when contrasted with the methodology in the created nations, (iii) The cheap worldwide air tolls and ideal trade rates, (iv) the Internet; with the advancement of correspondences, new organizations have developed who goes about as go between universal patients and clinic systems (v) the most recent innovation, master specialists, medical attendants and paramedical staffs that has been embraced by the huge medical clinics and diagnostics focuses in India.

MEDICAL TOURISM IN INDIA – THE CURRENT SCENARIO

As per a Mckinsey-CII think about the business' acquiring potential assessed at Rs.5000-10000 Crores by 2012 (CII-Mckinsey, 2002). Medicinal the travel industry can contribute Rs 5,000-10,000 crore extra income for up-showcase tertiary clinics by 2012 and will represent 3-5% of the aggregate human services conveyance showcase, says the Confederation of Indian Industry (CII)- McKinsey consider social insurance. The key specialist co-ops in Indian therapeutic the travel industry are: In Private division clinics like Apollo Emergency clinics, Escorts Hospital, Fortis Hospitals, Rupture Candy, Hinduja, Mumbai's Asian Heart Foundation, Arvind Eye Hospitals, Manipal Hospitals, Mallya Hospital, Shankara Nethralaya and so forth an In open - division clinic, AIIMs is additionally in the shred. In terms of areas – Delhi, Chennai, Bangalore and Mumbai suit to the most extreme number of prosperity voyagers and are creating as well known medicinal the travel industry center points of India. India imagines top of the line human services benefits through BPO firms like Hinduja TMT, Apollo Heart Street, Comat Innovations, Datamatics and Lapiz that work in the regions of case settlement, charging and coding, interpretations and frame handling. Along these lines, it is clear that the chances and difficulties for development in the wellbeing division are seen fundamentally inside the private/corporate area, not in the open area.

Presently days India is eminent for most recent restorative rehearses just as indigenous restorative practices. All these customary human services frameworks are pulling in national and worldwide patients, and produce the travel industry streams. The restorative the travel industry game plan in India is portrayed in figure1.

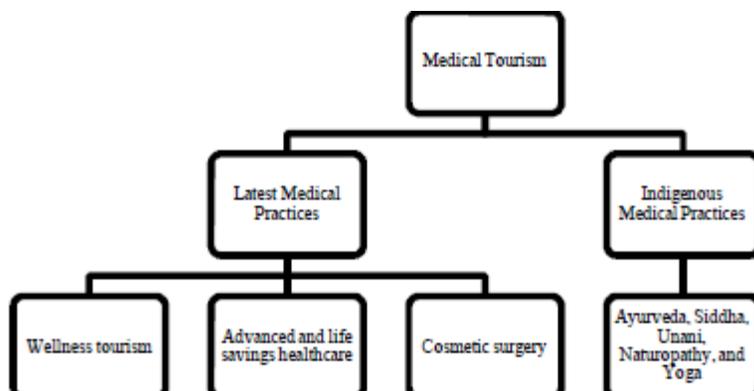


Table 1: Categorization of the services range of medical tourism

	Wellness tourism	Alternative systems of medicine	Cosmetic surgery	Advanced and life savings healthcare
Services offered	Spas, Stress relief, rejuvenation centres	Ayurvedics, Siddha treatment for diseases e.g. Arthritis, Rheumatism	Dental Care, Plastic Surgery, breast enhancement, Tummy reduction, Skin Treatment	Open transplants, cardio vascular surgery, Eye treatment, Hip Replacement, In vitro fertilization
Profit Margin	Low	Low	Medium	High
Key Competitors	Thailand, South Africa	--	South Africa, Cuba, Thailand	Singapore, Jordan, Thailand

NEUROMARKETING

Neuromarketing is a developing showcasing idea that utilizes medicinal strategies to know how focal sensory system responds to promoting upgrades. The term of neuromarketing was at first authored by the Nobel Prize victor, Ale Smidts, in 2002 and characterizes "the investigation of the cerebral instrument to comprehend the buyer's conduct so as to enhance the showcasing methodologies" Specifically, new monetary sciences created neuromarketing, neurofinance, neuroaccounting or neuromanagement. These new trains have increasingly vital scholarly points, yet additionally viable perspectives are connected. Dr. Eric Kandel, neuroscientist what's more, victor of the Nobel Price for Psychology and Medicine said that "Understanding the human personality in natural terms has developed as the focal test of science in the twenty-first century".

Neuromarketing as a rule ponders the activity of FMRI, EEG, galvanic skin reaction and eye following. They are chosen for the potential outcomes what's more, cost of utilization. Among every one of the zones of research, the cerebrum is the most charming. The human mind is the most perplexing structure of our body. The neural connections change with involvement and learning, which gives an alternate picture for advertising pro when considering subjects with various age or then again dimension of training.

Dr. A. K. Pradeep, author and CEO at Neurofocus, a Nielsen organization, proposes that around 11 million bits of data is gathered by our cerebrum each second, however just 40 bits from that is prepared by our cognizant personality. Oblivious personality can uncover critical insights concerning the buy procedure and purchaser conduct, and end up one of the best needs in the neuromarketing considers.

In the book "Neuro Marketing. Le nerf de la vente", Patrick Renvoisé and Christophe Morin talk around three cerebrums and how purchasers take choices:

The reasoning cerebrum (neocortex) is the sound mind in control with the legitimate reasoning, and speaks to the cognizant personality. The passionate cerebrum (limbic framework) intervenes and controls the feelings and emotions. It is our instinctive cerebrum and speaks to the subliminal mind.

The old mind (reptilian cerebrum) controls the essential capacities like heart pulsating, breathings, control of adrenaline when it needs. It is the most crude cerebrum, yet with a pivotal job in taking choices.

OBJECTIVES OF THE STUDY

This examination works investigates ideas and the job of developing neuromarketing systems in advancement of Indian therapeutic the travel industry, and structuring the reasonable special systems for creating therapeutic the travel industry in India.

RESEARCH METHODOLOGY

It depends on an audit of the writing, including distributed research, sites, papers, and the travel and the travel industry magazines that convey medicinal the travel industry related data. This structures the systems being utilized for advancing medicinal the travel industry in India.

NEUROMARKETING TECHNIQUES IN MEDICAL TOURISM ADVERTISING

Social insurance part faces new difficulties in moving furthermore, publicizing their items. Imaginative medical procedures furthermore, restorative headway are discharged on the showcase. Because of the gainful business, the rivalry is solid. Every emergency clinic attempts to separate and draw in the last shoppers with their item's advantages. In this specific situation, promoting assumes a key job. Over the most recent couple of years, another science, called neuromarketing, has been making a difference organizations get more buyer bits of knowledge.

Client's response towards publicizing is slanted by numerous components like culture, job and routine with regards to promoting in various nations, sexual orientation, age, level of instruction and numerous others. While clients additionally have assorted variety on these all premise, however "the dialect of the mind is all inclusive"

Conventional showcasing researches have confinement and try not to reply to every one of the inquiries regarding shopper conduct. Coordinating the neuromarketing systems with the customary ones may make powerful promoting practices and help to achieve more profound customer and market bits of knowledge. Direct to restorative the travel industry promoting can fall into two classes: "Item Assert", "Help- Looking for", yet relying upon laws and directions these can differ from nation to nation. Due to the high measures of cash engaged with medicinal the travel industry publicizing, numerous organizations may profit from neuromarketing research. Every year, a trillion dollars is spent to induce the human cerebrum and "more than 400 billion dollars is put resources into promoting battles".

Therapeutic administration giving organizations can utilize neuromarketing strategies to make starter tests and select the best TV ads. This is conceivable by following neuromarketing systems:

FMRI (Functional Magnetic Resonance Imaging) is estimating the cerebrum's action by identifying the oxygen level in blood stream.

EEG (Electroencephalography) measures and records the electrical movement of the cerebrum.

SST (Steady State Topography) measures and records the cerebrum's movement amid TV promotions.

MEG (Magneto Encephalography) offer data about the cerebrum movement by utilizing a attractive field. It has high worldly and spatial goals.

Respiratory Rate implies the quantity of breaths typically taken amid one moment.

Pulse implies the quantity of pulses normally taken amid one moment.

Galvanic Skin Response or Skin Conductance measures the adjustments in the electrical properties of the skin, contingent upon the dimension of dampness.

Eye Tracking Method, which tracks where the eyes are taking a gander at.

The above neuromarketing instruments uncover that it is conceivable to gauge both Central Nervous System (CNS) response in charge of long haul correspondence results and furthermore recognizing short-term Fringe Nervous System (PNS) responses brought about by a TV advertisement.

FINDINGS

So as to influence the planned clients when viewing a social insurance business, neuromarketer's may endeavor to impact our reptilian cerebrum (old mind) by utilizing six essential variables:

- (a) The 'Old Brain' is egotistical – Healthcare ads ought to be centered around the purchaser's prosperity, and that's it.
- (b) The 'Old Brain' is survival driven – to feel better and to expand their life.
- (c) The 'Old Brain' looks for differentiations - previously/after, with/without, moderate/quick all these differences may grab the centralization of the social insurance watchers.
- (d) The 'Old Brain' is unmistakable - it prefers what is commonplace and spurs the purchasers to take choice.
- (e) The 'Old Brain' started and end – a social insurance business ought to focus on the first and last messages.
- (f) The 'Old Brain' is visual – "Utilize an image. It's worth a thousand words."

CONCLUSION

Openings in the therapeutic the travel industry area. This paper has proposed a portion of the neuromarketing driven therapeutic the travel industry promoting methodologies for further advancing therapeutic the travel industry in India. These incorporate developing and advancing the picture of India as master therapeutic the travel industry goal, structuring and advancing new amalgamation of therapeutic the travel industry items, keeping up the high standard of value medications at a sane cost, giving enlightening on the web and disconnected materials what's more, make them accessible to the potential clients.

REFERENCES

- ❖ Bivins T. *Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism*, 2009, Routledge, Taylor & Francis e- Library, New York, US, 12-13.
- ❖ Blouin C. Drager, N. & Smith, R. (2006): “*International Trade in Health Services and GATS: Current Issues and Debates*”, World Bank, Washington DC., ISBN-13.
- ❖ Bookman, M. & Bookman, K. (2007) :“*Medical Tourism in Developing Countries* “, New York : Palgrave Macmillan
- ❖ Boricean V.: Brief history of neuromarketing, ICEA – FAA Bucharest, 14 - 15th, November 2009, 119.
- ❖ Carrera , P.M. & Bridges J.F.P (2006) : “Globalisation and Healthcare :Understanding Health and Medical tourism”, *Expert review of Pharmacoeconomics and Outcomes Research* , 6(4), pp.447-454
- ❖ Carter R, Aldridge S, Page M, Parker S, Frith C.: *The human brain book*, DK, New York.
- ❖ CII-mckinsey (2002): “*Health Care in India: The Road Ahead*”, CII, mckinsey and Company and Indian Healthcare Federation, New Delhi.
- ❖ Connell, J. (2016): “Medical tourism: Sea, Sun, Sand and ... Surgery”, *Tourism Management* , 27 (6), pp. 1093-1100.
- ❖ Dawn, suman. K. & pal swati(2011): “Medical tourism in india: issues, opportunities and designing strategies for growth and development” *zenith International Journal of Multidisciplinary Research Vol.1, Iss:3,pp185-202*
- ❖ Fugate DL. *Neuromarketing: a layman's look at neuroscience and its potential application to marketing practice*, Emerald Group Publishing Limited, *Journal of Consumer Marketing*. 2007;Vol. 24,Iss: 7,385 – 394.
- ❖ Goodrich, G.& goodrichj. (1987): “Healthcare Tourism-An exploration study”, *Tourism Management*, September, pp.217-222.
- ❖ Laws, E.(1996) : “Health tourism : A business opportunity approach . In S. Clift and S.J. page (Eds.) *Health and the International Tourist* (pp. 199-214
- ❖ Lindstrom M.: *buy.ology*, 2010, Crown Publishing Group, a division of Random House Inc., New York, US.
- ❖ Morin Ch. *Neuromarketing: The new science of consumer behavior*, 2011, Springer Science and Business Media, California, US.
- ❖ Orzan G, Zara IA, Purcarea VL(2012): “Neuromarketing techniques in pharmaceutical drugs advertising.
- ❖ A discussion and agenda for future research” *Journal of Medicine and Life Vol. 5, Issue 4, , pp.428-432*

- ❖ Pradeep AK: The buying brain, Secrets for Selling to the Subconscious Mind, 2010,
- ❖ WILEY, Hoboken, New Jersey, 1-216.
- ❖ Neuromarketing science and business association, Neuromarketing magazine. Theory and practice. July 2012; Issue No. 2,4.

