



## Service Marketing Strategy of Health Management Industry Based on Consumer Behavior Analysis: Guokang Health

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### ABSTRACT

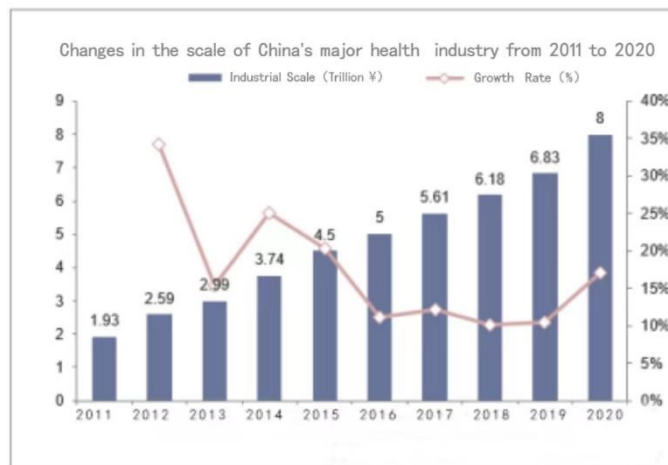
To actively respond to the implementation of the strategy of "Healthy China 2030 Plan Outline" of The State Council, the adjustment of the health policy in the new era (the Law on the Promotion of Basic Medical Care and Health in June 2020) and the update of people's health concept have gradually increased people's attention to health, and the health industry will gradually become a pillar industry of the national economy. To meet the increasingly specialized and high-standard health management service demands of consumers, health management enterprises have developed service marketing strategies with industry characteristics. Taking "Guokang Health" as the research object, the author aims to analyze the consumer behavior in the health management industry, discuss the service marketing strategy of Guokang Health, and investigate the service marketing practice of the company, to provide reference for other health management enterprises in the industry, which is conducive to improving its operation level, service quality, competitiveness and service level. Using 7Ps theory (product, price, channel, promotion, personnel, process, tangible display) and 4Cs theory (customer, cost, convenience, communication) as the supporting basis, this paper adopts the method of combining literature research and questionnaire research to comprehensively and empirically analyze the influence of service marketing strategy of health management industry on consumer behavior. It has important practical significance for enterprise strategy formulation, consumer psychology, and service marketing strategy optimization.

**Keywords:** Health Management, Consumer Behavior, Service Marketing Strategies

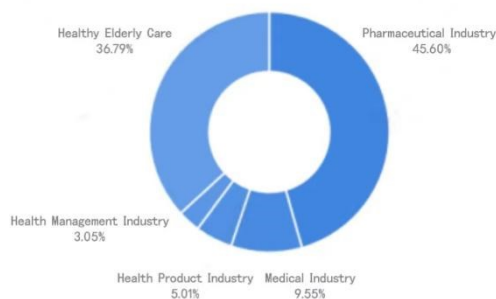
### 1. Introduction

With the continuous development of the global economy, technology, and medical level, people's quality of life is constantly improving, and average life expectancy is also increasing. From 77.0 years old in 2018 to 77.3 years old in 2019 by the National Health and Health Commission, but at the same time, social problems such as urbanization, aging, and chronic diseases have become increasingly prominent. The proportion of Chinese people in sub-health is as high as 76%. Therefore, to actively promote the implementation of the "Healthy China 2030 Plan Outline" strategy

proposed by China, the consumption demand for the management service concept of the big health industry has also changed from simple medical treatment to high-quality healthcare management demand. From 2011 to 2020, the scale of China's big health industry has developed from 1.93 trillion yuan in 2011 to 8 trillion yuan in 2020, and the growth rate has been at a high level for a long time. The market segment size of health management in China's big health industry has also increased year by year, reaching 3.05%. This paper takes Shenzhen Guokang Health Management Service Co., LTD. (hereinafter referred to as "Guokang Health") as an example to deeply analyze the impact of the service marketing strategy of Guokang Health on the consumer market. Understand the basic situation of health management service marketing, consumer market demand, as well as the shortcomings of service marketing strategy to make an improvement plan.



Market segment size of China's large health industry (unit:%)



The concept of health management service originated from the American insurance industry in the 1970s and 1980s. In the beginning, doctors used health risk assessment and other means to guide patients to self-manage their health and to reduce the

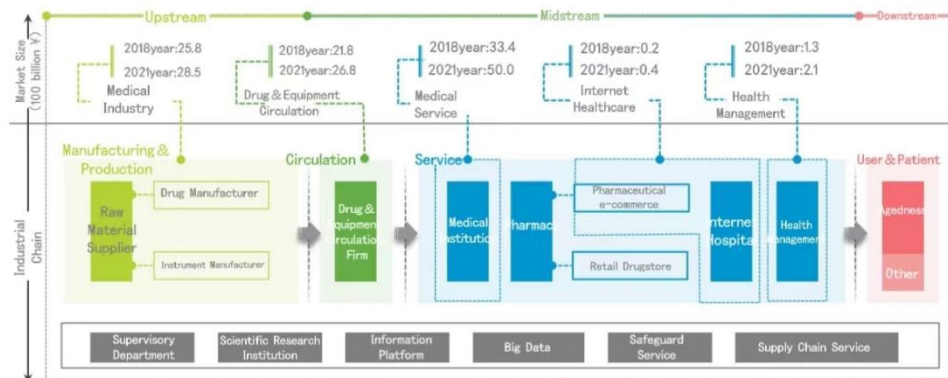


insurance company's indemnity ratio and medical expenses (Zhao, 2008). Subsequently, developed countries such as the United Kingdom, Germany, Japan, and

Finland also actively introduced and followed suit in the 1990s, and gradually established health management organizations. Currently, there are approximately 650 health management organizations in the United States. More than 77 million people enjoy medical services, and more than 90 million Americans are beneficiaries and users of health management plans. American experts have predicted that "the 21st century is the century of health management". Health management services in China started late and are still in the embryonic stage (Zhao, 2007). After the 21st century, health management services gradually rose in our country and quickly became a sun-rising industry. At present, there are more than one million health management-related enterprises in China, and the number of health service institutions is increasing year by year, and the business layout is perfect. But in general, the medical service is still "dominant", the health management and promotion service is "small", and the commercial health insurance is "weak" situation has not changed. At the same time, the existing theoretical system cannot support the increasingly changing consumer market, the lack of understanding of health management systems, and the difficulty of forming comprehensive, scientific, accurate, and effective health service products is an important reason.

China's big health industry chain mainly includes 1. Upstream pharmaceutical equipment manufacturing (pharmaceutical industry, supply of drugs and medical devices), 2. Midstream pharmaceutical and mechanical circulation provides product circulation and distribution services. 3. Downstream medical services/retail pharmacies provide medical services and products for patients, while health management, as another segment field in the middle and downstream, effectively connects the middle and downstream industries. It is a new industry gradually emerging with the development of the social economy, and its main service object is consumers who pay more and more attention to health management and prevention in modern society. As people pay more attention to health, the market demand for health management is also expanding. Therefore, it is very necessary and urgent to study the consumer behavior of health management and service marketing strategy.

## China's Big Health Industry Chain & Market Size



Experts at U.S. News and World Report's 2016 "Healthcare of Tomorrow" conference also argued that comprehensive health management is the key to cost savings in medical services. In their opinion, the ways to reduce medical costs include better nursing services, improving the level of community health management, running a health management system, changing the way of medical education, etc.

## 2. Literature Review and Research Related

As an industry, health management has gradually risen in recent decades. Guided by modern health concepts and the idea of "treating diseases without illness" of traditional Chinese medicine, health management services apply theories, techniques, and methods of medicine, management, and other related disciplines to conduct comprehensive and continuous detection, assessment, and intervention on the health status of individuals or groups and the risk factors affecting health. To achieve a new medical service process aimed at promoting the health of all.

### 2.1 Foreign research

In the 1970s and 1980s, the American insurance industry put forward the concept of health management, and the federal government also issued relevant policies to support the inclusion of health management into the national health care plan. At present, because of earlier research, foreign countries have a mature health management system, to study the relevant health management service marketing strategy.

International Red Cross (2000). The most effective measures against chronic diseases are regular health check-ups and early intervention to delay or reverse the course of a disease before it becomes irreversible. The British government's Expert Patient Program (EPP) (2001), implements self-management of chronic diseases within the National Health System (NHS), which enhances patients' subjective initiative and self-confidence to overcome diseases to the greatest extent and achieves the purpose of treating or slowing down the process of chronic diseases.



Clay Marshall (2011), is the senior president of the Health Management Center of Ohio State Hospital. Their marketing strategies are 4P models, namely, predicate, preventive, personalized, and participatory. Prediction is the application of treatments or changes in consumer behavior to avoid or delay the onset of disease. Personalization is to establish different consumption patterns according to different consumers' living and working environments, values, education, and health status. Participation is the direct involvement of patients in health management. Becky Davidson (2012), studied the data of health management centers and proposed that data is the key for health management centers to develop service marketing strategies.

Giuseppe Aceto (2020), there is a large body of work demonstrating that digital health technologies have the potential to facilitate and transform healthcare for older people, from mobile health applications to intelligent monitoring and telecare solutions, see Helbostad et al., 2017; Longi et al., 2017; Milligan et al., 2011). There is evidence that mobile technology has the power to transform healthcare in aging societies (Chiarini et al., 2013) and enable patients to self-manage their healthcare, thereby improving self-efficacy and health outcomes (Gaikwad and Warren, 2009). Sandra Varey (2020), from "Medical and public health practices enabled by smart mobile devices", or "smart health management and medical services using information technology", to "pay-per-use for best medical practices via the Internet using technologies such as smartphones, smart cards, robots, sensors, and telemedicine systems". Wang (2023), firstly, physical exercise can improve one's physical function and psychological pleasure; The second is to conduct rehabilitation training for patients or exercise intervention to prevent sarcopenia, chronic nonspecific pain, and Alzheimer's disease.

## **2.2 Chinese research**

Li Jiangzhong (2013), built a professional marketing team, established a sound salary incentive mechanism, built a marketing network information system, created an advanced health management corporate culture, and paid attention to the overall service quality of the health management center.

Liu Zhiqiang (2017), established the enterprise culture and relevant system of service marketing, clarified the concept of service marketing, realized personalized service, attached the value of "service brand", enhanced the brand image, strengthened the training of service personnel, rely on service quality to obtain good evaluation from customers, attract customers by word of mouth, maintain and enhance the relationship with customers. To achieve the purpose of marketing.

Yang Shasha (2017), enriched the industrial theory of health management in China and innovated service marketing strategies, namely, the innovation of research perspective, the innovation of problem-solving strategies, and the innovation of research methods. Yin Qinxue (2019), created a traffic platform, realized the series of

people, goods, and fields in the field of fitness, gave full play to the advantages of the platform, established a new retail system, and created a scene-oriented life mode. This mode also provided the development direction for the new business model of the health management industry, that is, to realize the combination with the medical and insurance system and serve society.

Zhang Ruijue, Xiao Mei (2020), focusing on service quality and patient experience and needs is the key. To carry out the service camp work, medical institutions need to constantly perceive the needs in the service marketing management, find the gap between patients' expectations and actual perceptions, and improve their services according to these needs, to bring better experience and perception to customers.

Tan Qinlingda (2020), established the correct concept of service marketing, constructed the enterprise culture and system of service marketing, and improved personnel training.

Yixing Lu, Jingbo Zhang, Nini Chen, Xiaoyue Li, Ruchun Zheng, and Haoyu Luo (2022), constructed three models: 1. Relying on the service mode of hospitals, 2. Independently set up the service mode of health examination (management) institutions, 3. Community service mode strengthens the construction of health management specialty and promotes the independent establishment of health examination (management) institutions service uniformity, community service mode should improve the prevention and control ability of public health emergencies. Kuang Mengling, Rong Chao, and Xu Hongyan (2022), promote the enterprise health management model, highlighting the importance of health management, strengthening the enterprise health investment concept, rapidly developing the health insurance industry, implementing all-round and full-cycle health management services, carrying forward the excellent traditional Chinese culture, and promoting health management with traditional Chinese medicine characteristics.

### 2.3 4Cs theory

4Cs theory is an important concept in modern marketing, which was proposed by American scholar Professor Robert Lauterborn in 1990. This theory is based on consumer demand, which advocates that enterprises should put consumers' needs and expectations in the first place when formulating marketing strategies, to achieve a win-win situation for enterprises and consumers.

The 4Cs theory consists of the following four basic elements:

1. Customer: This is the core of the 4Cs theory. Companies should have a deep understanding of customers' needs, desires, and expectations, and design and provide products or services on this basis. Customer satisfaction is the key to enterprise success.

2. Cost: The cost mentioned here not only refers to the production cost of the enterprise but more importantly, the purchase cost of the customer. Enterprises should strive to reduce customers' purchase costs, including monetary costs, time costs, spiritual costs, etc., to improve the competitiveness of products.

3. Convenience: Enterprises should take into account the convenience of customers to buy products or services. This means that businesses need to establish effective distribution channels that make it easy for customers to purchase products or services.

4. Communication: In the 4Cs theory, communication is no longer a one-way promotion and persuasion of customers, but a common way to achieve their respective goals through communication between two parties. Enterprises need to establish a good relationship with customers, through effective communication to convey information, build trust and improve customer satisfaction.

In general, the 4Cs theory emphasizes the focus on consumers and their needs and expectations. By reducing customer costs, improving purchasing convenience, and strengthening communication, enterprises can achieve long-term development and maximize consumer value. This theory has had a profound influence on modern marketing practice.

#### **2.4 7Ps theory**

7Ps theory is a model in the field of service marketing, which extends the traditional 4Ps marketing theory (product, price, channel, promotion), adding three new elements, namely, people, process, and tangible display, forming seven key marketing elements.

1. Product: refers to the services and products provided by enterprises. In the service industry, products are often invisible.

2. Price: includes the monetary cost paid by the customer to obtain the product or service, as well as other forms of cost, such as time and energy.

3. Place: Information related to how the product or service is delivered to the customer, including how the customer obtains the service.

4. Promotion: It refers to how an enterprise communicates product or service information to customers through various means to promote sales.

5. People: In the service process, the attitude, knowledge, skills, and behavior of employees have a great impact on the perception and experience of customers.

6. Process: Service is provided through a series of activities and procedures, and the design and management of this process have a great impact on customer satisfaction and loyalty.

7. Physical Evidence: refers to the physical environment used in the service provision process, such as facilities, decoration, uniforms, etc., which are the tangible display of service products.

7Ps theory emphasizes customer experience and participation in service marketing, pointing out that enterprises should consider customers' feelings and experience in the whole service process when providing services, meet customers' needs, and enhance customer satisfaction and loyalty through effective service design and execution. This

theory provides a powerful guide for the marketing activities of enterprises in the service industry.

### 3. Research methodology

This paper is divided into five parts, taking the design of national health service marketing strategy as the research theme, mainly using 7PS theory, appropriate application of 4Cs theory, and combining theory with practice.

In the writing process, I mainly adopted the following three methods:

#### 1. Document retrieval method

A large number of Chinese and foreign literature on health management, service marketing consumer behavior, and related literature were consulted to provide the corresponding theoretical basis for the paper.

#### 2. The method of combining theoretical research and empirical research

Drawing on the advanced service marketing theories (7Ps, 4Cs) at home and abroad, this paper analyzes the specific demands of consumer behavior and proposes new solutions through the analysis of service marketing strategies of health management enterprises.

#### 3. Questionnaire survey method

The questionnaire is as the research tool which aims at consumer behavior and service marketing strategies of consumers towards health management, and issues and returns questionnaires to Shenzhen Guokang Health and health management-related enterprises using a network platform. In the early stage of questionnaire design and distribution, to ensure the reliability and validity of the questionnaire, the questionnaire is designed into two parts. The first part is the basic personal information of the respondents, including gender, age, monthly income, health concern, education level, personal health investment cost, etc. The second part is the measurement scale of factors and variables of consumers' health management marketing mix, using the Lickett scale. The scoring standard format is as follows:

Number	Signifying
1	totally unnecessary
2	unnecessary
3	generally
4	necessary
5	totally necessary



The third part involves the purchasing and decision-making process of national health consumers, which involves five dimensions, including serviceability, product content, product price, marketing channels, and choice willingness. The empirical research in this paper will be divided into three stages: the first stage is the preliminary design of the questionnaire and the establishment of the scale. The second stage is to investigate and improve the questionnaire. The third stage is to obtain enough data for empirical analysis and model tests by issuing questionnaires.

#### 4. Research results

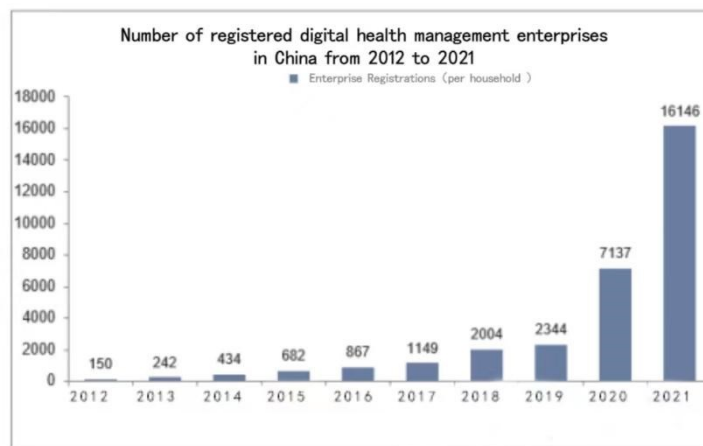
##### 1. Industry development process and current situation analysis

As people pay more and more attention to health problems, the health management industry has gradually become a new industry. This industry originated from Europe and America, spread to China rapidly, and in recent years has achieved rapid development. Data show that as of December 24, 2021, the number of registered digital health management enterprises in China has reached 16,146 (Note: Only the enterprise name, business scope, and brand products include digital health management enterprises/existing enterprises; Available until December 24, 2021.). After years of development, China's health management industry has gradually formed its characteristics. At present, the domestic health management industry mainly includes clinical type, family type, and community type. Among them, clinical health management institutions mainly provide services for people with chronic diseases or high-risk groups, family health management institutions provide family health management services based on the Internet platform, and community health management institutions use community resources to provide comprehensive, efficient, and high-quality health management services.

Development history of health service industry in China



### Development history of health service industry in China



However, the current health management industry still has some problems. First of all, the market competition is fierce, and enterprises invest a lot of money to compete for market share, leading to the decline of the overall benefit of the industry. Secondly, a lack of supervision, and many institutions lack professional qualifications and scientific, resulting in market chaos, and consumer trust in the industry is not high. In addition, the market positioning and service content, still need to be further improved.

In general, with the increasing health awareness and health demand, the future of the health management industry is still very promising. Domestic health management institutions should provide better health management services for consumers and promote the sustainable development of the industry from the aspects of development mode, innovative service content, and improvement of professional level.

#### 2. Consumer behavior analysis

The consumer is the main market economy and the core of the health management industry. Consumer behavior has an important impact on the development and reform



of the health management industry. Therefore, the analysis of consumer behavior has become an important research direction in the health management industry.

First of all, consumers pay more attention to the quality and effect of services when choosing health management services. They are more likely to choose organizations or professional teams with professional qualification certification to ensure the professionalism and effectiveness of the service. Secondly, consumers are also very sensitive to the price of health management services. Some high-end health management agencies will sell high-priced health management services, which are relatively expensive for ordinary consumers, so they usually choose institutions with lower prices but relatively stable quality. Third, consumers prefer on-demand choice when choosing health management services, that is, they choose service projects and service programs according to their own needs and economic ability. Some consumers have a strong demand for comprehensive health management services, such as comprehensive physical examination, etc. Some consumers pay more attention to personalized services, such as nutrition experts, rehabilitation experts, and so on. Fourth, consumers also attach great importance to service places and the environment when choosing health management services. Many consumers prefer to choose the elegant environment, convenient facilities, and comfortable atmosphere of service institutions.

Finally, consumers also have a great influence on service attitude and professionalism. They are more willing to accept professional, friendly, patient, and careful service, which can greatly improve consumer satisfaction and loyalty. To sum up, consumer behavior and choice will have a profound impact on the development of the health management industry. To effectively understand and analyze the behavior characteristics of consumers, customize personalized services, and improve the quality and effect of service will become an important strategy for brand construction and competitiveness of the health management industry.

### 3. Analysis of service marketing strategy

In the health management industry, service marketing strategy is an important strategy to improve the competitiveness of enterprises. Based on consumer behavior analysis, scientific service marketing can not only meet the needs of different consumers but also establish a good brand image in the market. The analysis of service marketing strategy can be started from the following three aspects. First of all, when enterprises carry out service marketing, they should formulate service standards according to consumers' needs and psychological characteristics, to improve the quality and efficiency of services. Secondly, enterprises can improve the service awareness and quality of employees through excellent staff training, to enhance consumer satisfaction and loyalty. Finally, by strengthening the cooperative relationship with suppliers, enterprises can not only obtain more resources and information but also jointly develop market-leading health management products and enhance their market competitiveness.

In the implementation of its service marketing strategy, Guokang Health not only pays attention to product innovation and upgrading but also attaches importance to the establishment and maintenance of customer relationships. First of all, in terms of product development, Guokang Health has developed a series of health management products and services based on the needs and pain points of consumers to meet the needs and preferences of different consumers. Secondly, in terms of customer relationship maintenance, Guokang Health has adopted a variety of ways, such as customer return visits, complaint handling, and so on, to actively respond to consumer feedback, and improve service quality and satisfaction.

In addition, Guokang Health also through a reasonable price strategy and diversified marketing means, constantly improves brand awareness and market share. For example, in group buying, discounts, and other promotional activities, Guokang Health through clever play, attracted the attention of a large number of consumers and participation, improving the exposure and sales of enterprises.

Service marketing strategy is very important for enterprises in the health management industry. Through in-depth analysis of consumer demand and behavior, enterprises can develop reasonable and high-quality service standards and marketing strategies to enhance brand reputation and market competitiveness, to achieve sustainable development.

## **5. Conclusion and discussion**

### **5.1 The service marketing practice of Guokang Health**

#### **1. Design and implementation of service products**

Guokang Health is an enterprise focusing on health management. The design and implementation of its service products highlight its unique market positioning and competitive advantages. First of all, the service products of Gokang Health are mainly targeted at high-net-worth users. Through its mobile APP, WeChat official account, and other channels, it provides personalized health management solutions. The program includes comprehensive services such as analysis of physical examination reports, TCM physiotherapy, exercise, and disease prevention to meet the growing health needs of consumers.

Secondly, in the implementation process of service products, Guokang Health emphasizes fine management, and constantly optimizes product design and implementation schemes through data analysis and algorithm models to improve consumer satisfaction. For example, in the link of physical examination report analysis, Guokang Health adopts the guidance of general practitioners, carries out targeted processing and interpretation of the report, and provides consumers with scientific health management suggestions based on the opinions of professional doctors.

Finally, in terms of service product design and implementation, Guokang pays attention to user experience and interactivity. Through humanized interaction design, introduction of social functions, and other means, it enhances the sense of participation and loyalty of consumers. For example, in the exercise link, Guokang Health has designed the daily lifestyle management function to guide consumers to eat, exercise, and sleep scientifically, and encourages consumers to share their exercise results and experiences through WeChat groups, moments, and other social channels, which enhances the interaction and communication among consumers and improves the brand awareness and reputation.

Guokang Health keeps innovating in the design and implementation of service products, pays attention to individuation, data-driven, and user experience, builds a good service brand image and brand loyalty, and sets a good example for the health management industry.

## 2. Implementation of marketing strategies

In the service marketing practice of Guokang Health, the implementation of its marketing strategy can be divided into three aspects: channel marketing, content marketing, and word-of-mouth marketing.

First of all, Guokang Health through multi-channel channel marketing, its service products to the market. In terms of promotion, Guokang Health has adopted a combination of online and offline. To be specific, Guokang Health provides its unique health service products on the mobile Internet and WeChat public account, including health self-tests, health consultation, online consultation, and so on. In addition, Guokang Health also carried out offline promotion activities in the market, and actively carried out community health lectures and health consulting services, to improve its brand recognition and market influence.

Secondly, content marketing is another heavyweight product of national health. In terms of content, Guokang Health pays attention to in-depth content mining in the field of health, as well as professional and scientific content. For some patients with chronic diseases, Guokang Health will provide more personalized health services from the aspects of nutrition, lifestyle, and drug selection. In addition, Guokang Health has also developed various types of health learning tools and courses, covering health knowledge, healthy diet, healthy exercise, and other aspects, further improving its professional and service quality in the field of health management.

Finally, through word-of-mouth marketing, Gohealth can better spread its service concept and experience. In terms of word-of-mouth marketing, Guokang Health adheres to the concept of "word-of-mouth is service", and takes meeting the individual needs of consumers as the starting point to provide consumers with identity, professional, customized, full-process health management services. On this basis, Guokang Health fully mines and uses consumer complaints and suggestions, further

improving the quality of service and user satisfaction. On the whole, Guokang Health has optimized many aspects of the implementation of marketing strategy, focusing on the service quality and user experience of health management, which has effectively improved the company's market competitiveness and brand image.

Guokang Health in the field of service marketing innovation and improvement, in the service product design and implementation has made a lot of efforts, using a variety of means to improve the service brand awareness and reputation, and also continue to evaluate and adjust the effect of service marketing. These efforts and exploration, for the health of the country to create a large high-quality customer group, improve the market competitiveness of the enterprise.

## 5.2 Summary and prospect

This can be explained by going back to the five questions raised above. The first question is: How much do people rely on and pay attention to health management? The attention samples of different health information showed significant effects on serviceability, product content, product price, marketing channels, and choice intention ( $p < 0.05$ ), people's concern about their health is very high. It is affected by many factors in the health management enterprise.

The second question is: Is there a correlation between consumer and service marketing strategies for health management? Through the maximum variance rotation method, it can be seen that the common degree value corresponding to all studies is higher than 0.4, which means that there is a strong correlation between consumers and service marketing strategies.

The third question is: Is there a significant difference between different groups in the aspects of product price and service marketing of health management? In this paper, five dimensions (service capability, product content, product price, marketing channels, and choice intention) were used to investigate the differences in gender, monthly income, and attention to physical health information, all of which showed significant differences ( $p < 0.05$ ).

The fourth question is: Is the current service marketing strategy of health management enterprises satisfying consumers and how reliable is it? These are still the five most important dimensions for health management enterprises. In the Cronbach reliability analysis, it is found that when Cronbach's alpha value is higher than 0.7, it means that the multiple variables constructed have good internal consistency for the scale. Cronbach's Alpha values corresponding to the five dimensions designed in this paper are 0.901, 0.86, 0.803, 0.839 and 0.873 respectively, all of which are greater than 0.7, indicating that the current service marketing strategy has high credibility and makes consumers satisfied.

The fifth question is: how can we encourage people to take more care of their health? It needs to be looked at from the following aspects:



Strengthen health education. Health education is an important way to raise people's health awareness. The government can communicate health knowledge and information to the public through various channels, such as television, radio, newspapers, Internet, etc., so that people can understand the importance of health, master health knowledge and skills, and improve their self-care ability.

Strengthen health surveillance. Health monitoring is an important means to grasp people's health status in time. The government can establish health records, carry out regular physical examinations and health assessments of the population, detect and deal with health problems promptly, and improve people's health awareness and health level.

Strengthen health promotion. Health promotion is a comprehensive measure to promote people's health by improving the environment, providing health services, and promoting healthy lifestyle. The government can strengthen environmental health management, provide quality medical services and health education, promote healthy eating, exercise, rest, and other lifestyles, and guide people to develop healthy living habits.

Strengthen health management. Health management is a comprehensive measure to improve people's health through health assessment, intervention and management. The government can establish health management institutions to carry out health assessment and intervention on the population, provide personalized health management services, and help people master their health status, prevent and treat diseases, and improve their health level

Enhancing people's health awareness is a long-term and complex process, which requires the joint efforts of the government, social organizations, and individuals. Only through strengthening health education, health monitoring, health promotion, and health management measures, can we improve people's health awareness and health level, and realize the health of the whole people.

In this paper, the development and key issues of health management are discussed by combining and analyzing the current research status of consumer behavior and service marketing strategies of health management in the big health industry chain. The main research achievements and contributions of this paper can be summarized in the following aspects.

First of all, this paper conducts an in-depth study and discussion on consumer behavior of health management in the big health industry chain and finds out consumers' demand and preference for health management. With the increasing demand of consumers for health management, they have higher and higher requirements for the quality and effect of health management services. These aspects are analyzed and explained in detail in this paper, which provides a useful reference for industry research and practice.



Secondly, this paper systematically studies and evaluates the marketing strategies of health management services in the big health industry chain, to enhance the market scale and influence of services. Through investigation and empirical analysis, this paper not only reveals the existing problems and bottlenecks in the current health management service marketing strategy but also puts forward the corresponding optimization and improvement suggestions. These suggestions not only have a certain theoretical significance but also play a positive role in promoting the sustainable and innovative development of the industry.

Furthermore, the marketing strategy of health management services needs to be diversified and personalized. The traditional way of marketing has been unable to meet the needs of consumers. Service providers need to tailor services and marketing strategies according to the needs and characteristics of different consumers, improve the transparency and credibility of services, and improve consumer satisfaction.

Finally, the application of information technology in the big health industry chain will become an important direction for future development. Through the support of information technology, health management services can achieve more accurate and personalized services, and improve the quality of life and happiness. Information technology can also improve the efficiency and cost control of services, and bring more business opportunities and competitive advantages to service providers.

In conclusion, through an in-depth study of consumer behavior and service marketing strategies of health management in the big health industry chain, this paper has a certain enlightening and promoting effect on industry research and practice. Through the main research results and contributions of this paper, we believe that we can better understand and understand the health management service industry, promote its sustainable development, and make people pay more attention to their health, to maximize the public's health management attention and improve the economic benefits of enterprises, to provide people with better health services and healthy life.

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