

Use Theory of Planned Behavior to Discuss Health Examination Intention in Foreign-Capital Medical Institutes - Evidence on Xiamen Chang Gung Hospital

Chung-Hsun Chuang^{1,3} and Wen-Cheng Li^{2,3*}

¹Department of Emergency Medicine, Linkou Chang-Gung Memorial Hospital, Taoyuan, Taiwan

²Department of Occupation Medicine, Taipei Chang-Gung Memorial Hospital, Taipei, Taiwan

³Department of Emergency Medicine, Xiamen Chang-Gung Memorial Hospital, Xiamen, China

KEYWORDS Planned Behavior. Health Examination. Behavioral Intention. Medical. Taiwanese

ABSTRACT Taiwanese health industry started to invest in China in 1990s. When the first Taiwanese hospital, Chang Gung Hospital, entered the China market, the territory of Taiwan-capital hospitals in the mainland market was opened. The healthcare expenses in China are so high that most citizens avoid seeking healthcare. In comparison with public hospitals, the charging standards of foreign-capital hospitals are much higher; however, the equipment and services are comparatively higher that some citizens would continuously seek healthcare at public hospitals. Theory of Planned Behavior is utilized in this study for discussing Xiamen citizens' intention of health examinations at Taiwan-capital hospitals. Total 533 valid copies of questionnaire are analyzed with Multiple Regression. The findings show that Chinese citizens with higher intention of health examinations at Xiamen Chang Gung Hospital appear stronger actual behaviors; and, the seniors would be more willing to visit the hospital for health examination.