MARKET SEGMENTATION TECHNIQUES IN THE HEALTH CARE INDUSTRY: A REVIEW FOR APPLICABILITY IN INDIA

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ABSTRACT
Over the last decade and a half the health care sector in India has been growing at a healthy rate of around 15% annually on a compound rate basis. The sector was valued at around 40 billion US $ in 2012. The health care sector poses many challenges to the practitioners as well as academicians. These challenges also provide opportunities to study the sector in details. The importance of management fields of study like financing the sector demands, marketing the health care services to the consumers and training, recruiting qualified personnel have been stressed time and again in the literature. The present study deals with stressing on the importance of marketing and especially segmentation techniques in the health care sector. This paper reviews the various segmentation techniques that have been used by various authors over the last two decades for healthcare sector.

KEYWORDS: Health marketing, predictive modeling, segmentation.