

## ABSTRACT

Customer-based Brand Equity (CBBE) is a measure of the perceived value of a brand and yet there is sparseness in research for CBBE in the domain of medical tourism (MT). This empirical research creates a novel CBBE scale for medical tourism in emerging economies with recent findings from PESTEL framework, gravity model, and signaling theory. Till date, there is no established CBBE scale for medical tourism with a firm number of dimensions and items. There is also a gap in knowledge regarding the actual effect of perceived service quality. Though different dimensions and items can be selected for different MT contexts, we have predominantly chosen the dimensions for targeting and positioning purposes. High-quality services have a chance to increase market share and profitability. In this research, we have mainly focused on perceived service quality, and its probable moderating variables, to provide an outlook for socio-economic (culture and infrastructure) and socio-demographic (income and education) attributes for targeting and positioning. The research develops a CBBE scale for MT with service industry CBBE scale dimensions such as awareness, association, perceived quality, and loyalty. Perceived infrastructure quality and culture emerged as moderating variables for the relationship between perceived quality and the CBBE. Education and income levels of consumers emerged as moderating variables between culture and infrastructure, and CBBE for MT. The research contributes to scale refining, dimension assessment and fine-tuning items for the newly explored literature gaps and qualitative analysis using multiple software. In-depth literature reviews from leading academic journals, books, and web information were used to theoretically propose the scale. The lavaan package in R (3.4.4) has been used for the quantitative analysis. Our research could only cover patients from India for data analysis and only orthopaedic, cardiac patients with minor tourism plans are considered as samples.

**Keywords:** Medical Tourism, Customer-based brand equity scale, Culture, Infrastructure