

**CONSUMER'S NEEDS ON HOME VISIT BY HEALTH WORKERS  
IN NUEA KHLONG DISTRICT, KRABI PROVINCE**

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A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Public Health Program in Health Systems Development

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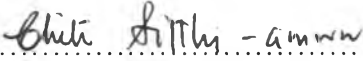
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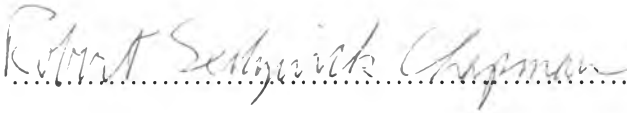
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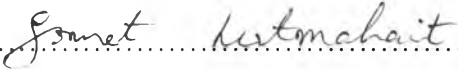
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**PACHARAPORN ASA: CONSUMER'S NEEDS ON HOME VISIT BY HEALTH WORKERS IN NUEA KHLONG DISTRICT, KRABI PROVINCE.**


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This research was conducted in an attempt to elucidate the level of consumer's needs on home visit by health workers in Nuea Khlong district, Krabi province by using the marketing mix tool which consists of 4 elements (4' Ps): product/service, place, price and promotion. It also aimed to compare and study the level of need in each aspect sorted by sex, age, marital status, education, religion, occupation, income, household's aspect, type of health insurance, health condition of household's members and villages. The samples are the head of each family in Nuea Khlong district, Krabi province for 377 persons from 12.950 households. The samples were randomly assigned by using systematic sampling method. The data collection instrument used in this thesis is questionnaire designed by the researcher. Data collection was done through the interview with the head of household. Data analysis was done by the use of SPSS V.10 with the descriptive statistics, comprising frequency, percentage, mean, standard deviation and test the difference of defined factors by using non-parameter: two-independent-Sample Test: Mann-Whitney and more than independent samples: Kruskal-Wallis

The results showed that most of all subjects were male to female at 1:1.5, 43.0 years olds, married (80.6%), the highest education at the primary school or lower level (68.4%), Buddhists (70.3%), agriculturists (72.9%) and the average monthly income was at 8.085.94 baht. The finding indicated that the average score of need in all aspects was 3.73 and the need was at high level (44.9%). The average score of overall item in product/service aspect was 3.80 and the consumer's need in all details was at high level (42.4%). When taking the place into account, the average score was 3.91 and the consumer's need was at highest level (41.4%). When considering the price aspect, 48.0% of subjects do not want to pay for the service charge or the level of need in this aspect was lowest. The average score was at 1.92. In aspect of promotion, 36.9 % of sample need home visit at highest level and the average score was 3.90. The result of analysis for the difference of need sorted by the defined factors illustrated that sex and monthly income factor had no difference of need in each aspect. For the overall picture/in all aspects (4' Ps), it showed that there are the difference of need in marital status, education, religion, occupation, type of health insurance and villages. In the aspect of place, the additional factors were age and house's attribute. Finally in the aspect of price, the additional factors were age and health condition of household's members with the statistical significance (p-value < 0.05)

As a result, the home visit service system should be improved in accordance with the consumer's need.

Field of study Health Systems Development Student's signature 

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## TABLE OF CONTENTS

	<b>Page</b>
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	x
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1. Backgrounds and Significance of Problem.....	1
2. Research Questions.....	5
3. Objectives.....	5
4. Research Hypothesis.....	6
5. Scope of Research.....	6
6. Operational Definitions.....	7
7. Expected Benefit and Application.....	8
<b>CHAPTER II LITERATURE REVIEWS.....</b>	<b>9</b>
1. Home Visit Concept.....	9
2. Needs Concept.....	14
3. Marketing Concept.....	16
4. Related Literature.....	20

## TABLE OF CONTENTS (continued)

	<b>Page</b>
5. Conceptual Framework in Consumer's Needs on Home Visit.....	21
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>	<b>23</b>
1. Research design.....	23
2. Populations and samples selection.....	23
3. Observations and Measurement.....	26
4. Data collection.....	29
5. Data analysis.....	30
<b>CHAPTER IV RESEARCH RESULTS.....</b>	<b>33</b>
Part 1 General data of subjects and households.....	34
Part 2 The level of subjects' need on home visit categorized by each aspect of marketing mix.....	44
Part 3 Compare the level of consumer's need on home visit.....	50
Part 4 Conclusions, suggestions and opinions of the subjects.....	53
<b>CHAPTER V CONCLUSIONS, DISUSSIONS AND RECOMMENDATIONS .....</b>	<b>55</b>
1. Conclusions.....	56
2. Discussions.....	60
3. Recommendations.....	65

**TABLE OF CONTENTS (continued)**

	<b>Page</b>
<b>REFERENCES</b> .....	67
<b>APPENDICES</b> .....	70
Appendices A Questionnaire (English).....	71
Appendices B Questionnaire (Thai).....	77
Appendices C Compare the level of need on home visit .....	85
<b>CURRICULUM VITAE</b> .....	111

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
1.1 Number and Percentage of home visit of primary care unit in Krabi Province sorted by district comparing between fiscal year 2003-2003.....	3
3.1 Shows types of statistics, analyzed topic types of variables and the statistical methods.....	32
4.1 Shows the numbers and percentages of general data of the subjects sorted by the relationship with the head of the family, sex, age, marital status and level of education.....	36
4.2 Shows the numbers and percentages of general data of the subjects' families sorted by religion, occupation, monthly income, type of accommodation, type of family, the status of health of the family members.....	37
4.3 Shows the numbers and percentages of home visit received by the subjects.....	39
4.4 Shows the numbers and percentages of the need of a home visit of the subjects sorted by date and time.....	41
4.5 The need on home visit of the subjects group sorted by the ranking..	42
4.6 The sources of the information about health in the village.....	43



**LIST OF TABLES (continued)**

<b>Table</b>		<b>Page</b>
4.7	Shows the level of need on home visit sorted by product/service, place, price and promotion.....	46
4.8	Shows the level of need on home visit categorized by product/service, place, price and promotion in each item.....	47
4.9	Shows the P-value of the level of consumer's need on home visit....	52

## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
2.1 Conceptual Framework in Consumer's Needs on Home Visit by health workers.....	22