

## **CHAPTER IV**

### **RESEARCH RESULTS**

This is a cross-sectional descriptive and analytical study at a point in time concerning consumer's need on home visit by health workers in Nuea Khlong district, Krabi province. It is conducted in attempt to study the level of consumer's need on home visit according to the marketing mix in aspect of product/service, place, price and promotion. It also elucidate the level of consumer's need on home visit in each aspect sorted by sex, age, marital status, religion, occupation, household's monthly income, household's attribute, health conditions of the household members, type of health insurance, and villages. The sample populations are the head of households in Nuea Khlong district, Krabi province for 377 persons from 12,950 households (2.9%), 25-30 samples from each different village and 13 out of 56 villages. The samples were randomly assigned by using systematic sampling. The data had been gathered during October to November 2004 by the researcher through the interview according the questions in the questionnaire form that designed by the researcher. The content of questionnaire had been validated by three experts, then adjusted and corrected accordingly. The instrument was initially tested by 30 samples in different areas that similar to the study group to find its reliability. The reliability had been calculated by using Cronbach's alpha coefficient formula. The final result is 0.89. Using a descriptive statistic, which consisting of frequency, percentage, mean, standard

deviation and test statistics did data analysis. The difference of defined factors was tested by use non-parameter (two-independent-Sample Test: Mann-Whitney in case of comparing 2 sets of data, and more than 2. independent samples: Kruskal-Wallis in case of comparing more than 2 sets of data.) A processed SPSS v.10 program was used to analyze the data. The result was illustrated in the form of tables with description. The result can be categorized into 4 parts.

- |        |  |
|--------|--|
| Part 1 | General Data of the subjects and households  |
| Part 2 | The level of consumer's need on home visit   |
| Part 3 | Compare the differences of average scores of the need in home visit in aspect of product/service, place, price and promotion which sorted by sex, age, marital status, religion, occupation, household's monthly income, household's attribute, health conditions of the household members, type of health insurance and villages. |
| Part 4 | Conclusion, proposals, suggestions and opinions of the samples   |

The details can be illustrated as below

**Part 1 General data of the subjects and households:**

It can be categorized into 6 sections which consisting of

1. General data of the subjects sorted by the relationship with the head of the household, sex, age, marital status and educational background. The general data of the subjects' families will be sorted by religion, occupation, household's monthly income, type of accommodation, household's attribute, health conditions of the household members and health insurance.

2. Data of home visit received.

3. Data of a home visit needed in aspect of day and time.
4. Ranking the first three target groups and
5. Sources of health information in the villages

### **1.1 General data of the subjects and households**

According to the result of data collection, it was found that most of respondents were heads of household and follow by their spouses (51.5 % and 36.3% respectively). Most of heads of households were female with the ratio of male to female at 1:1.5. The average age is 43.0 years old (SD= 15.23). There were 80.6 % of subjects married and living with their spouses and 68.4 % completed the highest education at the primary school level. For the data of household, there were 70.3% of subjects were Buddhists and 29.7% were Muslim. In respect of occupation, the subjects are agriculturists (Para rubber and oil palm)(72.9%) The average monthly income was at 8,085.94 baht (SD =6,758.89). The type of accommodation was a single household with 4-6 members (95%). Most of subjects are the owners of the house (98.9%) and the houses were rather permanent and durable (95.8%). It was found that the households have a patient or handicap (27.3%). When looking at the health insurance and welfare aspect, most of households were eligible to have the universal healthcare scheme or “30-baht healthcare scheme” (82.0%) as illustrated in tables 4.1 and 4.2

Table 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.

| General characteristic of the subjects                 | Numbers (n=377) | %    |
|--|-----------------|------|
| <b>The relationship with the head of the household</b> |                 |      |
| Head of the household                                  | 194             | 51.5 |
| Spouse (wife/husband)                                  | 137             | 36.3 |
| Children   | 40              | 10.6 |
| Parents of the household's head                        | 6               | 1.6  |
| <b>Sex</b>   |                 |      |
| Male   | 154             | 40.8 |
| Female   | 223             | 59.2 |
| Ratio Male to Female = 1:1.5                           |                 |      |
| <b>Age</b>   |                 |      |
| 15-34 years old  | 114             | 30.2 |
| 35-54 years old  | 184             | 48.8 |
| Over 54 years old                                      | 79              | 21.0 |
| Mean = 43.0, median = 42.0, SD= 15.2, min=15, max =91  |                 |      |
| <b>Marital status</b>                                  |                 |      |
| Single, Separated, Divorced, Widow or widower          | 73              | 19.4 |
| Married  | 304             | 80.6 |
| <b>Educational background</b>                          |                 |      |
| Primary school or lower                                | 258             | 68.4 |
| High school or higher                                  | 119             | 31.6 |

**Table 4.2 shows the numbers and percentages of the general data of the subjects' families sorted by religion, dominant occupation, monthly income, type of accommodation, type of family, the status of health of the family members.**

| <b>General characteristic of the subjects</b>                            | <b>Numbers (n=377)</b> | <b>%</b> |
|--|------------------------|----------|
| <b>Religion</b>  |                        |          |
| Buddhism   | 262                    | 70.3     |
| Muslim   | 112                    | 29.7     |
| <b>Occupation</b>  |                        |          |
| Service and/or commerce  | 102                    | 27.1     |
| Agriculture (Para rubber, oil palm)                                      | 275                    | 72.9     |
| <b>Family's monthly income</b>   |                        |          |
| Less than 5,000 baht   | 189                    | 50.1     |
| 5.001 baht – 10.000 baht   | 117                    | 31.0     |
| More than 10,001 baht  | 71                     | 18.8     |
| Mean = 8,085.94, median= 5.000, SI)= 6.758.89.<br>min=1,500, max =50.000 |                        |          |
| <b>Type of accommodation</b>   |                        |          |
| Ownership Owned  | 373                    | 98.9     |
| Rented   | 4                      | 1.1      |
| Condition Built with permanent materials                                 | 361                    | 95.8     |
| Built with non-permanent materials                                       | 16                     | 4.2      |
| <b>Household's attribute</b>   |                        |          |
| <b>Numbers of household</b>  |                        |          |
| Single household   | 358                    | 95.0     |
| Extended household (more than 2 households)                              | 19                     | 5.0      |
| <b>Number of the family members</b>                                      |                        |          |
| 1 - 3 member(s)  | 99                     | 26.3     |
| 4 – 6 members  | 241                    | 63.9     |
| More than 6 members  | 37                     | 9.8      |
| Mean = 4.4, median= 4, SD=1.72, min=1,max =11                            |                        |          |

Table 4.2 (continued)

| General characteristic of the subjects                     | Numbers (n=377) | %    |
|--|-----------------|------|
| <b>Type of health insurance of the household members</b>   |                 |      |
| Civil servant's welfare/ State enterprise, Social security | 68              | 18.0 |
| Universal Health care Scheme (Gold card 30 baht)           | 309             | 82.0 |
| <b>Health conditions</b>                                   |                 |      |
| Household with a patient/ a handicap                       | 103             | 27.3 |
| Household without any patient/ handicap                    | 274             | 72.7 |

## 1.2 Data of home visit received

As can be seen from table 4.3, most of the target group could give the name of the family care unit (69.2%), and occasionally received a home visit service from the public health personnel within the past 6 months 31.6%, mostly received one visit. The other unit, which paid them a home visit, was the public health volunteers (63.7%).

**Table 4.3 Show the numbers and percentages of home visit received by the subjects.**

| General characteristic of the subjects   | Numbers (n=377) | %      |
|--|-----------------|--------|
| <b>Give the name of the family care unit</b>   |                 |        |
| Correctly  | 261             | 69.2   |
| Incorrectly/ Unable to tell/ Unsure  | 116             | 30.8   |
| <b>A home visit conducted by the public health officer from the primary care unit within the past 6 months</b> |                 |        |
| Yes  | 119             | 31.6   |
| No   | 222             | 58.9   |
| Not known  | 36              | 9.5    |
| <b>Frequency of home visit</b>   | (n = 119)       |        |
| 1-3 times  | 104             | 87.4   |
| ≥ 4 times  | 15              | 12.6   |
| Mean = 1.8, median= 1, SD= 1.6 min =1, max =8  |                 |        |
| <b>Home visit conducted by other units within the past 6 months (can give &gt; 1 answer if necessary)</b>      | (261)           | (69.2) |
| Public health volunteer  | 244             | 64.7   |
| Infections disease by insect control unit  | 65              | 17.2   |
| Agricultural officer   | 13              | 3.4    |
| Social worker  | 5               | 1.3    |
| Teacher  | 5               | 1.3    |
| Never  | (104)           | (27.6) |
| Not know   | (12)            | (3.2)  |

### 1.3 Data on home visit needed in aspect of day and time

As illustrated in Table 4.4, the subjects prefer to receive a home visit by the health officers in the primary care unit (89.9%). In term of the frequency of visit, most of them prefer to have a home visit any day (69.9%), followed by some days (30.1%). Friday was highest at 31.4%, followed by weekends at 25.5%, Tuesday at 12.7% and Monday at 10.8% respectively. In aspect of time, most of all subjects prefer to receive a home visit at a certain time (66.1%) and afternoon period (1.00 – 4.00 pm) was highest at 58.9%.



Table 4.4 shows the numbers and percentages of the need of a home visit of the subjects sorted by date and time

| <b>The need on home visit</b>                           | <b>Numbers (n=377)</b> | <b>%</b> |
|---|------------------------|----------|
| <b>The need on a home visit</b>                         |                        |          |
| Yes   | 339                    | 89.9     |
| No  | 38                     | 10.1     |
| <b>The need for a home visit in the matter of date</b>  | (n=339)                |          |
| Any day   | (237)                  | (69.9)   |
| Some days   | (102)                  | (30.1)   |
| - Monday  | 11                     | 10.8     |
| - Tuesday   | 13                     | 12.7     |
| - Wednesday   | 3                      | 2.9      |
| - Thursday  | 5                      | 4.9      |
| - Friday  | 32                     | 31.4     |
| - Saturday  | 26                     | 25.5     |
| - Sunday  | 26                     | 25.5     |
| <b>The need for a home visit in the matter of time.</b> | (n=339)                |          |
| Anytime (8 AM – 6 PM)                                   | (115)                  | (33.9)   |
| Some period of time                                     | (224)                  | (66.1)   |
| In the morning (8.00 AM – 12.00 PM)                     | 32                     | 14.3     |
| At noon (12.00 – 1.00 PM)                               | 34                     | 10.0     |
| In the afternoon (1.00 PM – 4.00 PM)                    | 132                    | 58.9     |
| In the evening (4.30 PM – 6.00PM)                       | 26                     | 11.6     |

### 1.4 Ranking the first three target groups

The elderly group has the highest need on home visit, followed by mother and infant group, and patient and handicap group respectively as shown in Table 4.5.

**Table 4.5 the need on home visit of the subjects group sorted by the ranking.**

| The subjects group              | The First rank |      | The second rank |      | The third rank |      |
|---------------------------------|----------------|------|-----------------|------|----------------|------|
|                                 | Numbers        | %    | Numbers         | %    | Numbers        | %    |
|                                 | (366)          |      | (311)           |      | (273)          |      |
| Elderly                         | 153            | 41.8 | 96              | 30.9 | 40             | 14.7 |
| Mother and infant               | 87             | 23.8 | 107             | 34.4 | 122            | 44.7 |
| Patient/handicap                | 83             | 22.7 | 70              | 22.5 | 61             | 22.3 |
| School age children / teenagers | 43             | 11.8 | 38              | 12.2 | 50             | 18.3 |

- Criteria:
- 1<sup>st</sup> Rank (1) Select the most among 1<sup>st</sup> rank
  - 2<sup>nd</sup> Rank (1) Select the most among 2<sup>nd</sup> rank  
And (2) if it is not the group selected from 1st rank, consider the next most groups
  - 3<sup>rd</sup> Rank (1) Select the most among the third rank  
And (2) if it is not the group selected from the first and second rank, consider the next most groups.

### 1.5 Sources of health information in the village

The target groups can receive the health information and knowledge through the public health volunteers most, then the community information center and their neighbors respectively. The most convenient way to communicate with the members in the family is to contact through a public health volunteer in the village (67.4%) as shown in the table 4.6

**Table 4.6 the sources of the information about health in the village**

| Sources   | The First rank |      | The second rank |      | The third rank |      |
|---|----------------|------|-----------------|------|----------------|------|
|   | Numbers        | %    | Numbers         | %    | Numbers        | %    |
|   | (374)          |      | (246)           |      | (153)          |      |
| <b>Sources</b>  |                |      |                 |      |                |      |
| - Public health volunteer   | 236            | 63.1 | 77              | 31.3 | 13             | 8.5  |
| - Community information Center  | 81             | 21.7 | 61              | 24.8 | 11             | 7.2  |
| - Neighbors   | 34             | 9.1  | 92              | 37.4 | 65             | 42.5 |
| - Public health officers  | 13             | 3.5  | 11              | 4.5  | 60             | 39.2 |
| - Others (e.g. the village's headman/ sub-district administration office/clubs) | 10             | 2.7  | 5               | 2.0  | 4              | 2.6  |
| <b>Communication channel</b>  | (377)          |      |                 |      |                |      |
| - Public health volunteer   | 254            | 67.4 |                 |      |                |      |
| - Telephone   | 116            | 30.8 |                 |      |                |      |
| - Others (e.g. the village's headman/sub-district administration office clubs)  | 7              | 1.8  |                 |      |                |      |

## **Part 2: The level of subjects' need on home visit categorized by each aspect of the marketing mix**

The finding shows that the level of need on home visit in all aspects, which comprised product/service, place, price and promotion, was at high level (44.8%), followed by moderate level (32.9%) respectively. The average score of all aspects was  $(\bar{X}) = 3.73$  (SD = 0.70). The result can be categorized into each aspect as below.

### **Product/service:**

Most of all subjects need a home visit at high level (42.4%). The average of total score in this aspect was  $\bar{X} = 3.80$  (SD = 0.76). When looking at the health promotion, disease control and prevention item, the need was at high level (35.8%) and the average score was  $\bar{X} = 3.66$  (SD = 0.89). In term of nursing and health rehabilitation, 39.3 % of all subjects need it at highest level. The average score was  $\bar{X} = 3.88$  (SD = 1.10). For miscellaneous service item, 44.0% of all subjects need a home visit at high level and the average score was at  $\bar{X} = 3.84$  (SD = 0.78).

When considering the detail in each item of the health promotion, disease control and prevention, it shows that the subjects want to have the home visit conducted in the purpose of general visit including getting to know about the household's way of life, visiting elderly group, visiting school age children and teenagers and visiting mother and infant after giving birth at the highest level. In addition, most of all subjects wanted to have a home visit for the group of pregnant women and pre-school children at moderate level. For miscellaneous service item, service quality of healthcare personnel and service standard are needed at high level. The subjects also wanted to participate in service management at moderate level participate in product/service.

**Place:**

Most of all subjects (41.4%) need to have a family care unit and a home visit at highest level. The average score was.  $\bar{X}=3.91$  (SD=0.96)

**Price:**

In terms of price which identified the result into 5 scale: the highest means high willingness to pay for the home visit, it was found that most of all subjects (48.0%) did not want the home visit service to be charged or need it at the lowest level. The average score was  $\bar{X}=1.92$  (SD=1.09).

**Promotion:**

It includes advertising, public relation, informing news in advance, brochures, leaflet or pamphlet about health information, home visit records kept at home. Most of all subjects want to have the promotion about home visit at highest level (36.9%). The average score was  $\bar{X}=3.90$  (SD=0.93) as shown in the tables 4.7 to 4.8

**Table 4.7 shows the level of need on home visit sorted by product/service, place, price and promotion.**

| Factor   | Level of need          |          |           |            |            |             |            |             |           |             | $\bar{X}$   | SD          |
|--|------------------------|----------|-----------|------------|------------|-------------|------------|-------------|-----------|-------------|-------------|-------------|
|  | Lowest or not required |          | Low       |            | Moderate   |             | High       |             | Highest   |             |             |             |
|  | Numbers                | %        | Numbers   | %          | Numbers    | %           | Numbers    | %           | Numbers   | %           |             |             |
| 1.Product/Service                                    |                        |          |           |            |            |             |            |             |           |             |             |             |
| 1.1 Health promotion, disease control and prevention | 3                      | 0.8      | 30        | 8.0        | 119        | 31.6        | 135        | 35.8        | 90        | 23.9        | 3.66        | 0.89        |
| 1.2Nursing and health rehabilitation                 | 9                      | 2.4      | 35        | 9.3        | 95         | 25.2        | 90         | 23.9        | 148       | 39.3        | 3.88        | 1.10        |
| 1.3 Miscellaneous service                            | 0                      | 0        | 19        | 5.0        | 99         | 26.3        | 166        | 44.0        | 93        | 24.7        | 3.84        | 0.78        |
| Total 1.Product/ Service                             | 0                      | 0        | 17        | 4.5        | 117        | 31.0        | 160        | 42.4        | 83        | 22.0        | 3.80        | 0.76        |
| 2. Place   | 1                      | 0.3      | 26        | 6.9        | 74         | 19.6        | 121        | 32.1        | 155       | 41.1        | 3.91        | 0.96        |
| 3. Price   | 181                    | 48.0     | 93        | 24.7       | 70         | 18.6        | 19         | 5.0         | 14        | 3.7         | 1.92        | 1.09        |
| 4.Promotion  | 4                      | 1.1      | 23        | 6.1        | 80         | 21.2        | 131        | 34.7        | 139       | 36.9        | 3.90        | 0.93        |
| <b>Total all aspects</b>                             | <b>0</b>               | <b>0</b> | <b>16</b> | <b>4.2</b> | <b>124</b> | <b>32.9</b> | <b>169</b> | <b>44.8</b> | <b>68</b> | <b>18.0</b> | <b>3.72</b> | <b>0.70</b> |

**Table 4.8 shows the level of needs on home visit categorized by product/service, place, price, and promotion in each item**

| Need  | Level of need          |            |           |            |            |             |            |             |           |             | $\bar{X}$   | SD          |
|---|------------------------|------------|-----------|------------|------------|-------------|------------|-------------|-----------|-------------|-------------|-------------|
|   | Lowest or not required |            | Low       |            | Moderate   |             | High       |             | Highest   |             |             |             |
|   | Numbers                | %          | Numbers   | %          | Numbers    | %           | Numbers    | %           | Numbers   | %           |             |             |
| <b>1. Product/Service</b>   |                        |            |           |            |            |             |            |             |           |             |             |             |
| <b>1.1 Health promotion, disease control and prevention</b>       |                        |            |           |            |            |             |            |             |           |             |             |             |
| 1.1.1 Mother and infant group                                     |                        |            |           |            |            |             |            |             |           |             |             |             |
| 1) Pregnant women   | 59                     | 15.6       | 43        | 11.4       | 112        | 29.7        | 77         | 20.4        | 86        | 22.8        | 3.23        | 1.34        |
| 2) Mother after giving birth (6-8 weeks) and infant               | 40                     | 10.6       | 36        | 9.5        | 94         | 24.9        | 86         | 22.8        | 121       | 32.1        | 3.56        | 1.31        |
| 3) Pre-school children (1-5 years old)                            | 53                     | 14.1       | 48        | 12.7       | 109        | 28.9        | 63         | 16.7        | 104       | 27.6        | 3.31        | 1.37        |
| 1.1.2 Elderly group   | 9                      | 2.4        | 15        | 4.0        | 77         | 20.4        | 90         | 23.9        | 186       | 49.3        | 4.14        | 1.03        |
| 1.1.3 Youth group and general people                              |                        |            |           |            |            |             |            |             |           |             |             |             |
| 1) School age children/teenagers                                  | 44                     | 11.7       | 34        | 9.0        | 89         | 23.6        | 79         | 21.0        | 131       | 34.7        | 3.58        | 1.35        |
| 2) General/ Overall   | 4                      | 1.1        | 14        | 3.7        | 84         | 22.3        | 93         | 24.7        | 182       | 48.3        | 4.15        | 0.96        |
| <b>Total 1.1 Health promotion, disease control and prevention</b> | <b>3</b>               | <b>0.8</b> | <b>30</b> | <b>8.0</b> | <b>119</b> | <b>31.6</b> | <b>135</b> | <b>35.8</b> | <b>90</b> | <b>23.9</b> | <b>3.66</b> | <b>0.89</b> |

Table 4.8 (Continued)

| Need   | Level of need          |     |         |      |          |      |         |      |         |      | $\bar{X}$ | SD   |
|--|------------------------|-----|---------|------|----------|------|---------|------|---------|------|-----------|------|
|  | Lowest or not required |     | Low     |      | Moderate |      | High    |      | Highest |      |           |      |
|  | Numbers                | %   | Numbers | %    | Numbers  | %    | Numbers | %    | Numbers | %    |           |      |
| <b>1.Product/Service (continued)</b>               |                        |     |         |      |          |      |         |      |         |      |           |      |
| <b>1.2 Nursing and health rehabilitation</b>       |                        |     |         |      |          |      |         |      |         |      |           |      |
| <b>1) Patients and/or handicaps/disable people</b> | 9                      | 2.4 | 35      | 9.3  | 95       | 25.2 | 90      | 23.9 | 148     | 39.3 | 3.88      | 1.10 |
| <b>1.3 Miscellaneous about service management</b>  |                        |     |         |      |          |      |         |      |         |      |           |      |
| 1) Service quality of the personnel                | 0                      | 0   | 16      | 4.2  | 90       | 23.9 | 99      | 26.3 | 172     | 45.6 | 4.13      | 0.92 |
| 2) Standard of service                             | 0                      | 0   | 11      | 2.9  | 93       | 24.7 | 102     | 27.1 | 171     | 45.4 | 4.15      | 0.89 |
| 3) Participation/ Decision to receive service      | 13                     | 3.4 | 41      | 10.9 | 116      | 30.8 | 93      | 24.7 | 114     | 30.2 | 3.67      | 1.12 |
| 4) Convenience in communicating                    | 9                      | 2.4 | 20      | 5.3  | 93       | 24.7 | 118     | 31.3 | 137     | 36.3 | 3.94      | 1.02 |
| <b>Total 1.3 Miscellaneous Service</b>             | 0                      | 0   | 19      | 5.0  | 99       | 26.3 | 166     | 44.0 | 93      | 24.7 | 3.84      | 0.78 |
| <b>Total 1.Product/ service</b>                    | 0                      | 0   | 17      | 4.5  | 117      | 31.0 | 160     | 42.4 | 83      | 22.0 | 3.80      | 0.76 |



**Table 4.8 (Continued)**

| Need  | Level of need          |             |           |             |            |             |            |             |            |             | $\bar{X}$   | SD          |
|---|------------------------|-------------|-----------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------|-------------|
|   | Lowest or not required |             | Low       |             | Moderate   |             | High       |             | Highest    |             |             |             |
|   | Numbers                | %           | Numbers   | %           | Numbers    | %           | Numbers    | %           | Numbers    | %           |             |             |
| <b>2. Place</b>                                   |                        |             |           |             |            |             |            |             |            |             |             |             |
| 1) In contact with a family health care unit      | 4                      | 1.1         | 26        | 6.9         | 69         | 18.3        | 89         | 23.6        | 189        | 50.1        | 4.15        | 1.02        |
| 2) The service unit provides a home visit service | 17                     | 4.5         | 36        | 9.5         | 117        | 31.0        | 88         | 23.3        | 119        | 31.6        | 3.68        | 1.15        |
| <b>Total 2. Place</b>                             | <b>1</b>               | <b>0.3</b>  | <b>26</b> | <b>6.9</b>  | <b>74</b>  | <b>19.6</b> | <b>121</b> | <b>32.1</b> | <b>155</b> | <b>41.1</b> | <b>3.91</b> | <b>0.96</b> |
| <b>3.Price aspect</b>                             |                        |             |           |             |            |             |            |             |            |             |             |             |
| <b>1 ) Pricing of service</b>                     | <b>181</b>             | <b>48.0</b> | <b>93</b> | <b>24.7</b> | <b>70</b>  | <b>18.6</b> | <b>19</b>  | <b>5.0</b>  | <b>14</b>  | <b>3.7</b>  | <b>1.92</b> | <b>1.09</b> |
| <b>4.Service promotion</b>                        |                        |             |           |             |            |             |            |             |            |             |             |             |
| 1) Advertising/ Public relation                   | 5                      | 1.3         | 31        | 8.2         | 98         | 26.0        | 114        | 30.2        | 129        | 34.2        | 3.88        | 1.02        |
| 2) Informing news/ Informing in advance           | 3                      | 0.8         | 27        | 7.2         | 77         | 20.4        | 115        | 30.5        | 155        | 41.1        | 4.04        | 0.99        |
| 3) Giving brochures/ documents when visiting      | 12                     | 3.2         | 31        | 8.2         | 86         | 22.8        | 112        | 29.7        | 136        | 36.1        | 3.87        | 1.09        |
| 4) A home visit record kept at home               | 15                     | 4.0         | 37        | 9.8         | 88         | 23.3        | 100        | 26.5        | 137        | 36.3        | 3.81        | 1.15        |
| <b>Total 4. Service promotion</b>                 | <b>4</b>               | <b>1.1</b>  | <b>23</b> | <b>6.1</b>  | <b>80</b>  | <b>21.2</b> | <b>131</b> | <b>34.7</b> | <b>139</b> | <b>36.9</b> | <b>3.90</b> | <b>0.93</b> |
| <b>Total all aspects</b>                          | <b>0</b>               | <b>0</b>    | <b>16</b> | <b>4.2</b>  | <b>124</b> | <b>32.9</b> | <b>169</b> | <b>44.8</b> | <b>68</b>  | <b>18.0</b> | <b>3.73</b> | <b>0.70</b> |

**Part 3 Compare the level of consumer's need by health workers on home visit by health workers sorted by the defined factors.**

When comparing the level of consumer's need on home visit by health workers in Nuea Khlong district, Krabi province in all aspects as following.

- Product/Service consists of health promotion, disease control and prevention, nursing and health rehabilitation and miscellaneous services.
- Place
- Price
- Promotion

Sorted by sex, age, marital status, educational background, religion, occupation, household's monthly income, household's attribute, type of health insurance, health conditions of the household members and villages, it is found that the consumer's need on home visit in all aspects, the factors that have different levels of need are marital status, educational background, religion, occupation, type of health insurance and villages.

In the aspect of product/Service with all the services, the factors that have different levels of need are marital status, educational background, religion, occupation and villages.

When considering the health promotion, disease control and prevention, the factors that have different levels of need are marital status, educational background, religious, occupation and villages.

In case of nursing and health rehabilitation and miscellaneous service, the factors that have different levels of need are marital status, educational background, religious, occupation, type of health insurance and villages.

For the place aspect, the primary care service is needed. The factors that have different levels of need are age, religion, occupation, type of accommodation, type of health insurance and villages.

When looking at the price, the factors that have different levels of need are age, educational background, health conditions of the household members and villages.

In the aspect of promotion, the factors that have different levels of need religion, occupation and villages (statistical significance at P-value < 0.05) as shown in the tables 4.9

**Table 4.9 shows the P-value of the level of consumer's need on home visit**

| Factors  | Sex   | Age    | Marital status | Education | Religious | Occupation | Income | House  | Type of health insurance | Health conditions of the members | Villages |
|--|-------|--------|----------------|-----------|-----------|------------|--------|--------|--------------------------|----------------------------------|----------|
| The marketing mix tool                               |       |        |                |           |           |            |        |        |                          |                                  |          |
| 1.Product/service                                    |       |        |                |           |           |            |        |        |                          |                                  |          |
| 1.1 Health promotion, disease control and prevention | 0.789 | 0.174  | 0.001*         | 0.001*    | 0.000*    | 0.027*     | 0.151  | 0.293  | 0.423                    | 0.824                            | 0.000*   |
| 1.2 Nursing and health rehabilitation                | 0.561 | 0.672  | 0.005*         | 0.007*    | 0.000*    | 0.005*     | 0.109  | 0.209  | 0.025*                   | 0.082                            | 0.000*   |
| 1.3 Miscellaneous                                    | 0.654 | 0.151  | 0.005*         | 0.000*    | 0.000*    | 0.001*     | 0.110  | 0.357  | 0.042*                   | 0.240                            | 0.000*   |
| Total product/service                                | 0.886 | 0.101  | 0.005*         | 0.000*    | 0.003*    | 0.001*     | 0.179  | 0.390  | 0.110                    | 0.550                            | 0.000*   |
| 2.Place  | 0.380 | 0.015* | 0.538          | 0.708     | 0.000*    | 0.009*     | 0.166  | 0.046* | 0.049*                   | 0.320                            | 0.000*   |
| 3.Price  | 0.848 | 0.000* | 0.205          | 0.019*    | 0.415     | 0.807      | 0.271  | 0.271  | 0.200                    | 0.040*                           | 0.004*   |
| 4.Promotion  | 0.802 | 0.168  | 0.077          | 0.420     | 0.001*    | 0.013*     | 0.194  | 0.394  | 0.068                    | 0.258                            | 0.000*   |
| Total 4' Ps  | 0.789 | 0.192  | 0.000*         | 0.003*    | 0.000*    | 0.001*     | 0.198  | 0.197  | 0.042*                   | 0.504                            | 0.000*   |

\* The means for groups in the defined factors are significant (p-value<0.05), the factors that have different levels of need. The numeric in the table not shows the value (lower or higher). Compare the level of need on home visit sorted by the factors detailed on appendix C.

#### Part 4 Conclusions, suggestions and opinions of the subjects.

A. In the group of subjects who do not need and not necessary a home visit, the reason why it is not necessary for them can be summarized as below.

- The house is unoccupied because the family members are at work (e.g. selling things at the market)
- Their house located nearby the hospital/ a health center. It is very easy to get to
- There is a nearby public health volunteer, which they can consult with.
- They are capable of taking care of themselves because they have the knowledge about public health.

B. Suggestions and opinions of the samples about product/service.

1. A group of mother and infant

- They are capable of taking care of themselves and having the antenatal care with the doctor as appointment.
- A home visit need on prenatal period.
- Parents are able to take their children to see a doctor.
- There is a nursery center close by the house.

2. A group of elderly.

- Some of the elderly people have no one to take care of them because their children go out to work during the day, and too considerate to bother them.
- There is no one to take them to see a doctor.

3. A group of teenagers

- Parents have a difficulty in keeping their eyes on them.
- Head of village and sub-district are requested to look after the teenagers especially on drugs.
- The teenagers should be supervised when in school.

#### 4. Other services

- A public health personnel does not need to be highly educated, but they should have the ability to transfer their knowledge/experience to people with the clear understanding.
- A person with a speaking skill, outgoing, and has a good understanding about people' problems is needed.
- Equipment and tools should be always available before making a visit.