

PH: 012293 : MAJOR HEALTH SYSTEMS DEVELOPMENT PROGRAMME

KEY WORDS : CONSUMER/ NEED/ MARGETTING MIX

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

THESIS ADVISOR: ASSOCIATE PROFESSOR SATHIRAKORN PONGPANICH, M.A., Ph.D., 113 pp. ISBN 974-9599-93-4

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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