

Thesis Title Home Care Needs of Family of the Schizophrenic

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Abstract

The purpose of this study was to study home care needs of family of the schizophrenic using marketing mix concept, including product / service, place, price and promotion. The subjects consisted of 127 family members of the patients who took the patient to the hospital for the second time at out - patient clinic at Suanprung Hospital, Chiang Mai Province. The instrument used was a Home Care Needs of Family of the Schizophrenic Scale (HCNFSS) developed by the researcher. Content validity was examined by 5 experts and reliability was obtained by means of alpha Cronbach coefficient. The reliability was 0.80. The data were analyzed using frequency, percentage, mean and standard deviation.

The results of the study indicated that the total home care needs of family

of the schizophrenic was at moderate level ($\bar{X} = 2.06$, SD. = .30). When considered by sub-scale , the needs regarding product / service , place , price and promotion were also at moderate level with the scores of 2.03 , 2.14 , 1.96 and 2.11 respectively.