

**Thesis title** Consumer's Needs on Home Health Care

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**Abstract**

The purposes of this study were, firstly, to examine the consumer's needs on home health care and secondly, to compare consumer's needs on home health care according to sex, age, income, marital status, occupation, diagnosis and types of hospital. The 400 selected subjects consisted of patients discharged from public hospital and private hospitals in Chiang Mai province or their relatives if they were seriously ill or too old to communicate. The instrument used for data collection was a structured interview form about consumer's needs on home health care developed by the researcher. Content validity was examined by specialists and reliability was obtained by means of alpha Cronbach coefficient. The reliability of consumer's needs on home health care form was 0.95. The derived data were analyzed by using frequency, percentile, mean, standard deviation, t-test, ANOVA and Duncan's new multiple range test.

## The results of the study revealed that:

1. The total needs of consumer from both public and private hospitals on home health care were at high level ( $X=4.19$ ). The needs of consumer from public hospital were at high level ( $X=4.23$ ) and those from private hospitals were at high level ( $X=4.14$ ). The consumer's needs on home health care by marketing mix were found that needs on place were at highest level ( $X=4.58$ ) and needs on product/service, price and promotion were at high level with the mean of 4.04, 3.74 and 4.41 respectively.

2. The needs of male and female consumer on product/service and price of home health care were not different. Male's needs on place and promotion were significantly higher than female's at the level of .01 and .05 respectively.

3. The needs of consumer with various age on product/service, price and promotion of home health care were not different. They differed significantly in needs of place ( $p<.05$ ).

4. The needs of consumer with different income on product/service and price of home health care were significantly different ( $p<.05$  and  $p<.001$ ), but were not different regarding to place and promotion.

5. The needs of consumer with different marital status on product/service, place and price of home health care were not different. They differed significantly in needs of promotion ( $p<.01$ ).

6. The needs of consumer with different occupation on product/service of home health care were not different. They differed significantly in needs of place, price and promotion at the level of .05, .01, and .001 respectively.

7. The needs of consumer with different diagnosis on product/service, place, price and promotion of home health care were not different. Especially, in product/service, it was found that consumer with different diagnosis differed significantly in rehabilitation aspect ( $p<.001$ ). The orthopedic consumer needed more rehabilitation service than others.

8. The needs of consumer from public and private hospitals on product/service and place of home health care were different significantly ( $p<.01$  and  $p<.001$ ), that is, the needs of consumer from public hospital were higher than those from private hospitals. However, their needs on price and promotion were not different.