

**EXPLORING THE KEY ISSUES AFFECTING THE ADOPTION  
OF HOME HEALTH CARE SERVICE FOR ELDERLY PEOPLE  
IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**EXPLORING THE KEY ISSUES AFFECTING THE ADOPTION  
OF HOME HEALTH CARE SERVICE FOR ELDERLY PEOPLE  
IN BANGKOK**

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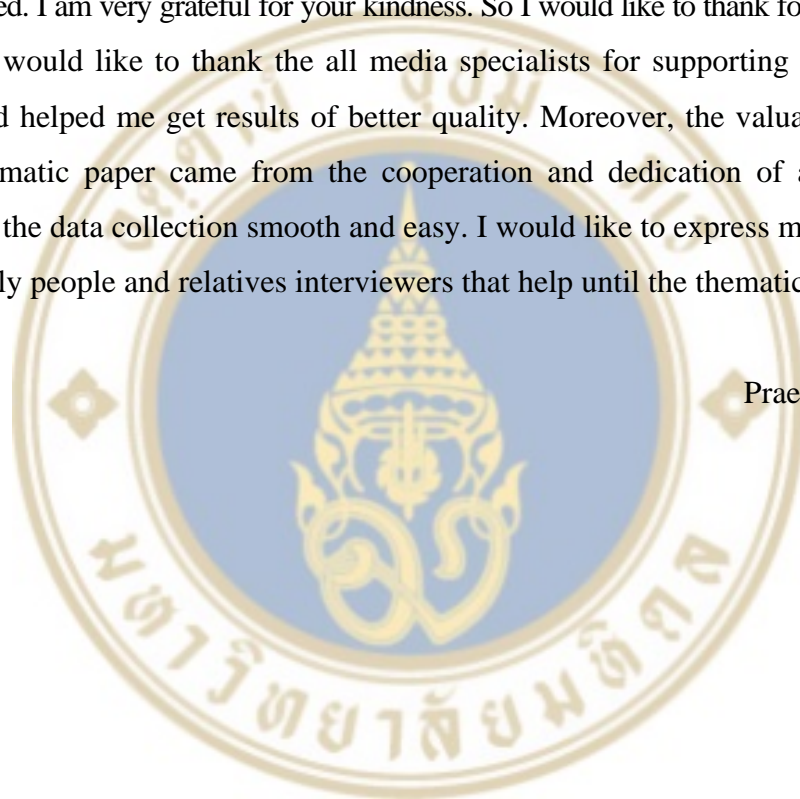
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## **EXPLORING THE KEY ISSUES AFFECTING THE ADOPTION OF HOME HEALTH CARE SERVICE FOR ELDERLY PEOPLE IN BANGKOK**

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M.M. (MARKETING AND MANAGEMENT)

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### **ABSTRACT**

This thematic paper is qualitative research that have the proposes to identify the major factors influencing adoption of Home health care service in Bangkok, to study perceptions in services as well as to expand target customers and seek recommendations and also develop Home health care services for the elderly to be more effective. Collecting data by in in-depth interview with people who are Thai meal and female age over 60 years old or relatives age over 25 years who is in case of the elderly cannot provide information because of sickness of the elderly, have knowledge and experience to use health care service or Home health care service for elderly people and living in Bangkok.

The findings found that the critical factor is the need for caregivers with good personality and experience, quality of services, and second factors of the use of Home elderly care services to make their feel safety in their lives and relatives are confident and feel at ease that they can live a normal life in the capital city, while the financials are at the last influence factor because costs are high but It is a necessary expenditure.

**KEY WORDS:** Expected Value of the Service/ Quality of the Service/ Caregiver Personality and Experience / Safety and Security / Price Influences

38 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Statement and Importance

At present we have seen the world fastly changed by new innovation and technology medical that it help to develop the human life is better about health care. It also make many countries and Thailand are stepping to the aging society. In Thailand is entering to the aging society due to the increasing rapidity of number's older populations in every single year and soon the need of the elderly and the health problem are increasing in excess of the capacity of Thailand's health service. According to the aging society is considered base on the population aged over 60 year old by over exceeds 20% or aged over 65 years old by over exceeds 14%. It is expected that in 2028, Thailand will be over aged 60 years 23.5 %.It means that Thailand is stepping up completed aged society in the nearly future year. Elderly people are older than 60 years and age between 60-74 years that has changed the physical, mental, and behavioral aspects of aging and also continuous by the change process in each of the elderly. There may be different patterns in the elderly which are naturally human (Chompoonut, 2013).

The aging society is a rapid decline in the early childhood population but the elderly population tends to be continuous higher based on Thailand population projection data from 2015 to 2030. The changing of the aging society is much affected by social and economic structure changes. That its mean family style changed from big family into a single family and especially working people who leave from hometown to work in other province or do not have time to take care elderly people, its effect to elderly people at home don't have nobody take care and abandoned to live alone.

This problem is affecting directly to elderly's health, mind and decreasing of the quality of elderly's life. (Kanchana, 2016)

The health problems of elderly people are increasing. Elderly patients are more likely to respiratory system deterioration and depression is a common condition among many elderly people who may be suffering from abnormal physical conditions.

They cannot take care oneself and need to receive help from others So, Elderly patients must receive medical care and recovery of the body, mental, social that it make health care service are created. (Tanut Paisamast, 2010)

In Bangkok society nowadays, everyone has hastily life and many responsibilities in the workplace and at home. So that it may neglect to take care of the elderly people in the family with regard to diseases that may occur in the elderly such as health care, food, mental and exercising. This is the reason of health care service for elderly people are created increasing. The highest proportion of elderly care service providers in Bangkok was 49.28% such as Hospital for elderly people, Nursing Home (long term care) (Department of Business Development, 2009). There are alternative choice and supporting a lot numbers of elderly people is increasing in Bangkok by according to the study of the elderly population in Bangkok in 2013, The elderly population was 817,853, of whom 342,548 males. There were 475,305 female. (Ministry of Social Development and Human Security, 2014)

Furthermore, the health care service that mention above and there have another alternative service for elderly people that it is Home health care service. This business is just start up and still grow up in Bangkok. Home health care is provide the service to take care elderly people at home that including taking medical, paramedical, social and psychological care for elderly people and patient who live alone at home or don't take care oneself. (Bashir, Michelle, Christophe, 2012). This business is considered to be a business fit for aging society by according to the research found that elderly patients with hypertension of unknown cause who receive health care at home by a health team are better health and mental than receiving health care at hospital. (Suchada, 2007) and relating with another research said patients and families are cooperate in the healing process of patients for better quality of life and home is the best health care for elderly people. (Maleejit, 2009) So, this thematic paper is to study the adoption influence factors of Home health care service for elderly people in Bangkok for expend and increase new customers and also guide the effective of business development of Home health care service in Bangkok.

## 1.2 Research Questions

This study will explore the adoption influence factors which consumer is making decisions to use Home health care service for elderly people in Bangkok. Furthermore, to know that consumer's perception and also try to find customer's opinion with Home health care service that is attempt to grow up in Bangkok.

- What are the attributes that adoption influence to use Home health care service?
- Which attributes are considered as the key adoption factors to use Home health care service?
- What is customer's perception that have with Home health care service?

## 1.3 Research Objectives

- To examine the attributes that influence affecting intention to use Home health care service.
- To understanding customer's perception that have with Home health care service in Bangkok.
- To expand new customers and guide the effective of business development of Home health care service in Bangkok.

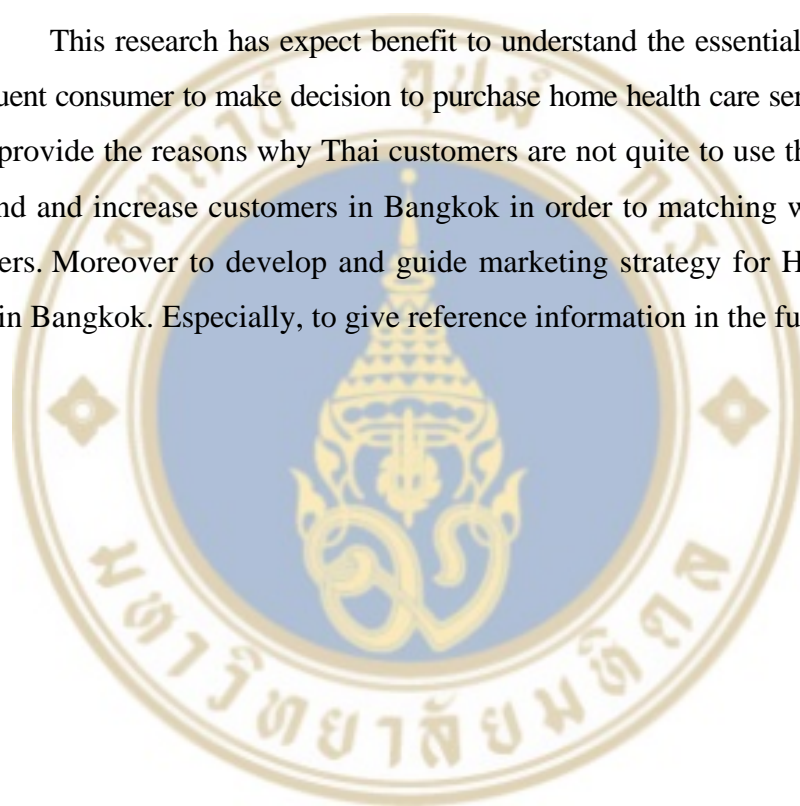
## 1.4 Research Scope

This research is a study of the adoption influence factors of Home health care service for elderly people in Bangkok. This research is based on secondary data from literary review studies by searching in CMMU library database that related and primary data using a research methodology and other internet research that relevant information. In the process of answering, this research is conducting by finding the effective independent variables from previous study that related to be conceptual framework of variables to educate this research. Moreover, also use qualitative research to collect data people in Bangkok and the semi-structured interview is to collect data about six interviewees who are Thai meal and female age over 60 years old or relatives age over

25 years who is in case of the elderly cannot provide information because of sickness of the elderly, have knowledge and experience to use health care service or Home health care service for elderly people and living in Bangkok. For supporting information and determine the important factors in the research of Home health care service for elderly people in Bangkok.

### **1.5 Expect benefit**

This research has expect benefit to understand the essential adoption factors that influent consumer to make decision to purchase home health care service in Bangkok. And to provide the reasons why Thai customers are not quite to use this service. Then to expend and increase customers in Bangkok in order to matching with the needs of consumers. Moreover to develop and guide marketing strategy for Home health care service in Bangkok. Especially, to give reference information in the future study.





## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Home Health Care General Information**

Due to the increasing rapidity of number's older populations and the factors of society has changed that effect to the business of elderly people has expended. Although, Thai society is cultivated to have responsible for take care elderly people in family, but the proposition number of elderly people are increasing and opposite way with decline in the early childhood population. So, this problem affected to descendants have many tasks and less of time to take care of elderly people in the family. Moreover, the increasing numbers of future trend of elderly people who are live alone. (Lapas, 2015) and EIC survey 2017 found that 90% of elderly wanted to live in their own home after retirement and social structure changed that go down to the small size of family around 3 person then when the offspring must leave to work outside home that it have no time to take care of their elderly who live alone at home and especially the elderly who are home-bound and bed bound that need the most of caring.

Home health care service is a variety of health care services that given the service at home for an illness or injury. Normally, this business is less expensive than others service, more convenient than receive a good quality service as you get from hospital. (Bashis, 2012) The home care business has trend to develop a service model that cover all about the health care of the elderly. For example, home care business at US, this business is providing basic support services in daily routines (Daily assistance) such as mobility assistance, making doctor appointment and drug preparation. It also developed a model for integrated care (comprehensive care) is take care all about health care such as both nursing and physical therapy services of elderly patients. Moreover, it also extends from comprehensive care model to (Home health care services) such as home cleaning, food preparation and especially including mental services by doing some relax activity for decreasing loneliness of elderly's mind by according the research found

that elderly age over 65 years in US needs Home health care the most of 84% of the need's service model. (Tanyaporn, National health statistics reports, 2017)

The home health care market in Thailand is still small but it has a lot of growth potential and there are the important challenges in recruitment of good quality caregiver who have nursing skill by according to the research found that home health care market share in Thailand around 20% of the elderly health care business and currently this business is growing that reflected in the revenue growth of around 7% per annum over the past five years. If compare benefit between home health care and nursing home businesses in two years ago, found that home care has been growing at double rate while nursing homes have lowered their rate of return. This business is the best answer of elderly people, the elderly will be closely supervised and also in a familiar environment. When comparing the monthly fee for home health care of the elderly with the same individual, it found that home health care costs less than nursing home, about 10% (Tanyaporn, 2017) Therefore, this business is fit with the demand of Thai elderly who are trend to be alone at home or nobody to take care of them.

## **2.2 Marketing framework**

Service Marketing Mix 7P's: The services marketing mix expands the element from the 4Ps framework such as product, promotion, price and place that remain and additional 3 variables that there are people, physical evidence and process that is 7Ps mix. This extension is due to the high degree of direct contact between the providers and the customers, the highly visible of the service process, and the simultaneity of consumption. It is possible to discuss people, physical evidence and process within 4Ps framework. The extension allows to analysis clearly of the marketing ingredients more effective for successful services marketing. (Lovelock and wirtz, 2007)

## **2.3 Related study**

### **2.3.1 Expected value of the service**

The Elderly people are require the elderly health care service have legally certification or license. The elderly health care business has special services to increase value by create happiness for the elderly such as religious activities, cultural tradition tourism or other activities. The service is a product that meets the needs of the human being that business owner is providing the service to customers and they get the benefits of that particular product with also get satisfaction. (Siriwan, 2003)

### **2.3.2 Quality of the service**

The research found that the efficiency of the marketing of the elderly care service business had the highest level of satisfaction is a service or action that is consistent with (Kotler, 2003), which is action of individual that delivers to another person with a goal and intent to deliver the service. Service quality is the satisfaction of consumers that is valued in the sense of speed, enthusiasm, and responsiveness. Moreover, the knowledge that the service provider can provide information to help solve the problem for consumers. Including educating consumers so that they can use the products they buy to the full benefit to meet the expectations of consumers.

The level of service to the consumer is very important to the service equally with constant continuity and progressive service in the way to provide the services. It can impress in service by the good relationship between consumers and entrepreneurs. This is the result in more efficient operations. (Bryant, 1995)

According to the elderly is correlate with the marketing performance of the elderly care service business in Bangkok is positively correlated that it related with (Kerin, Hartley and Rudelius, 2004). The trend of learning to respond to one thing with satisfied or dissatisfied and attitude is determined the values and beliefs. So that it is the result of a comparison between the perceived value of a product or service and the expectation of the individual. The good quality of service is required by strategy techniques and skills to approach the consumers' mind for creation the faith and good image to make business affect the return service in next time. Quality of service will be more or



less. It depends on the decision of the consumer is important. (JohnDawson, Anne Findlay and Leigh Sparks, 2008).

### **2.3.3 Caregiver Personality and Experience**

Caregiver Experience is affection the decision to use elderly health care business in Bangkok that it related with the research hypothesis because of elderly people require an elderly health care with a good physician, nurse, or other specialist in the care. Caregiver personnel or employees, it is the person who is responsible for contacting directly with customers, offering to motivate customers that involved in customer service. Therefore, they need to pass selection criteria, training and motivation to customers satisfaction and better than the competition. So, caregiver have to be the expertise to provide the service with caring, have knowledge and skills in medical treatment with a good attitude and respond to customers. (Siriwan, 2003)

According to factors that affecting the decision to use Thai traditional medicine services of Bang Pla Ma hospital were found that the customers needed some staff or nurse of Bang Pla Ma hospital and have to be acceptance by the Thai Traditional Medicine because customers will require knowledgeable people and expertise in treatment and also have continuous improvement of knowledge and skills for effective and safe treatment for customers. (Surada, 2008)

Another related research found that caregiver experience (people) is key success business in the elderly health care service business by it need to focus to have knowledgeable persons skilled to take care the elderly people, have been trained program that related with the elderly's care as well, can create good friendly relationship with the elderly people and included in the attentiveness of the service such as service mind, smiling, dress clean and be polite. (Pinyada, 2015)

### **2.3.4 Safety and security**

Patient safety is important factor to indicator of purchase and satisfaction of the service. That it means completely caregiver or nursing duties is not just to help of a symptomatic patient but they must cover the whole person as thinking and problem-solving needs. The heart of patient safety is prevention of errors in patient care. (Saisamorn, Pornnapa and Sompis 2014)

Another, related research of the elderly needs in Amphoe Bang Sao Thong, Samut Prakran province found that the highest needs of elderly is the safety of life and asset. That it means prevention to ensure safety from various dangers that occurs with the body and property. Security means the need for security in a living, such as a corporation. (Nuntana, 2014) Moreover, this research is related with the research of the need for social welfare of the elderly in Lamtab Sub-district, Lamtab District, Krabi Province found that the elderly needed social welfare, life safety and property needs is minor. The researcher considers that may be the personal factors that affect the need for life safety varies in each places. (Wanchai, 2011)

### **2.3.5 Price Influence**

According to the research found that price is influences factors to the decision to choose an elderly health care service in Bangkok. Elderly people want Home health care service to have the right price. And related research of the private sector and the provision of health services and caring of the elderly in Thailand found that the cost of the elderly services provided to private hospitals is very expensive. Prices will depend on the disease and the type of hospital receiving the treatment. When asked about the value of the elderly compared to the cost of service found that most people responded and think it is worth and moreover, the elderly see themselves as healthier, receive good service and caring from professional team continuous care. (Vatinee and Yupin, 2009)

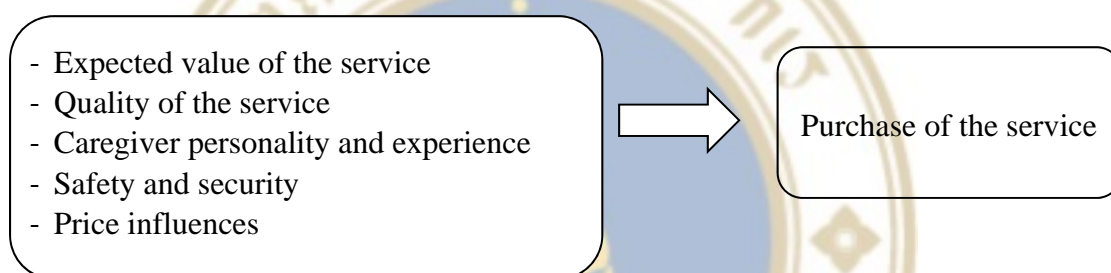
According to comparing the monthly fee for home health care of the elderly with the same individual, it found that home health care costs less than nursing home, about 10% (Tanyaporn, 2017) Reducing costs by avoiding admission to hospital and decreasing hospital length of stay are often presented as central goals of Home care. Compared the costs of anti-cancer chemotherapy in home versus hospital care in a French. The results found that the interest of developing home care in chemotherapy is questionable as regards costs (Remonnay, Devaux, Spath, Chauvine, Carrere, 2001)

And another research found that home care program significantly reduced drug and re-hospitalization costs while increasing standard community nursing care and home help costs, when compared to the standard care available in the Netherlands. Moreover, the previous study found that the intervention contributed significantly to a better quality of life of patients and their direct caregivers. (Frank, 1998)

According to comparing the monthly fee for home health care of the elderly with the same individual, it found that home health care costs less than nursing home, about 10% (Tanyaporn, 2017)

## 2.4 Research Framework

This research is studying for finding the adoption influence factors to use Home health care service in Bangkok. This research framework has appeared from variables such as expected value of the service, quality of the service, caregiver experience and price influences and dependent variable is adoption of the service.



**Figure 2.1 Research Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The research study about Adoption factors of Home Health care service for elderly people in Bangkok. This research used qualitative research methods. The qualitative research is a type of research that collects of non-numerical data and seeks to interpret meaning from the data that help to understand customer's perception and motivation of customers such as examine the attitudes, beliefs, institutions, behavior and feeling. (Gates, Namey and Mitchell, 2013) Question type in this study to achieving the objective of constructing data that is in-depth interviews by using probing questioning and open-ended questioning.

For in-depth interviews is involve with extensive conversations between the researcher and participator that have purpose to get the research result, but there are importantly guided by the participator's perceptions, opinions, and experiences. More specifically, in-depth interviews objective to understand the participator's experience that are considered more complex than simply asking questions. (Elizabeth, Lyn, Christopher, 2016) Researchers can manage the interviews by speaking with participators in a one-on-one interview that approaches the interview with a predestined questions but allows the participants can open their conversation to evolve based on their idea or attitude. Moreover, the researcher has identified certain interested questions but does not have guide them, but allows the participant to guide the answers.

#### **3.2 Sample and Data Collection**

This research focus on qualitative research and used in-depth interview method by using purposive sampling to choose the potential interviewers. The total sample size is 6 interviewees who are Thai meal and female age over 60 years old or relatives age over 25 years who is in case of the elderly cannot provide information

because of sickness of the elderly, have knowledge and experience to use health care service or Home health care service for elderly people and living in Bangkok.

Researcher selects this group because it seem to be the potential target group and suitable with this topic. According to the higher proportion of elderly people is opposite with working age proportion that is effect to descendants has many tasks, work hard and less time to take care of the elderly. (Lapas, 2015) Therefore, outcome of this group can analyze adoption factors that it is customer's insight for making decision to use Home health care service.

### **3.3 Research Instrument**

The researcher designed the survey research to be an information to analyze and synthesize the data and to create the research tools in the interview. The quantitative research instrument is in depth interview that questions constructed and adapted by the Literature review framework. That there are open-ended questions survey for receiving comments and recommendations. So, this interview have second parts to create and validate the instrument quality as below;

#### **3.3.1 Part I Primary data: Demographic**

- Age
- Education
- Occupation
- Current monthly income

#### **3.3.2 Part II Secondary Data: Home health care consumer behavior and adoption factors using the service**

- Do you have an elder in the family?
- Have you ever heard health care business?
- If yes, have you ever received any recommendations regarding this service?

From whom?

- What others relative's perception are influence toward to use this service?



- In your own term of what is different between housewife and caregiver?
- Do you think health care services are necessary for your family? Why?
- Does the quality of service affect the use of home care services at home?,  
what quality of the service do you prefer?
- How do you judge to choose the health care service?
- Do you think caregiver experience is necessary for your decision process?
- Do you think the personality, appearance of the caregiver is important?
- What are your expectations for using home health care services?
- In your opinion beside, qualifications of the caregiver what else would  
you consider for hiring a caregiver?
- How much the caregiver service rate have you pay?, was it worth?,  
what is your expected for the monthly rate for the caregiver service?
- Do you think safety and security of the elderly is affect to decision to  
use Home health care service?
- What would be your concern if you have to leave the elder alone at home?
- What is your concern for hiring a caregiver personal except their  
qualification?
- Please rank four factors which are the most important for you? Why?  
(Expected value of the service, Quality of the service, Caregiver personality and experience,  
Safety and security and Price influences)

## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

Afterward, the researcher conducted the interview questions and gathered information from in-depth interviews. This research had interviewed 6 interviewees who are Thai meal and female age over 60 years or relatives age over 25 years who is in case of the elderly people that cannot provide information because of sickness of elderly, have knowledge and experience to use health care service or Home health care service for elderly people and living in Bangkok. Therefore, the interview questions is in order to collect specific information and the researcher found useful information as below;

#### 4.1 Profile of interviewees

**Table 4.1 Home health care service customers**

No.	Age	Education	Occupation	Current monthly income	Who is the user of this service?	How long to use caregiver service?
1.	27	Master Degree	Private Officer	20,000	Grandmother age 80 years	2 months and currently using
2.	42	Master Degree	Private Officer	180,000	Grandmother age 85 years,	2 years and currently using
3.	30	Master Degree	Private Officer	50,000	Mother age 85	1 years and currently using
4.	60	Bachelor degree	Private Teacher	35,000	Sister age 75	3 years and currently using
5.	65	Bachelor degree	Private Teacher	30,000	Grandmother age 88 years	5 years and currently using
6.	62	Bachelor degree	Private Teacher	30,000	Grandmother age 84 years	9 years and currently using



Most of six interviewees educated bachelor degree and had three interviewees educated master degree. The interviewee's minimum income rate is 20,000 baht/months and highest income rate is 180,000 baht/months. All interviewees have responsible to take care of the elderly in the family such as grandmother and mother who age over 80 years and disabled sister age 75. There are the elderly who have health problem such as eyes problems, hearing problems, and including with walking problem that cannot live a normal life and need to take care closely. As the table show in the information about how long to use the service, they start to use the service about 2 months and continuous to 2-3 years and longest about 9 years. Therefore, they have trend to use this service along to cover the age of the elderly in the future.

## **4.2 Factors Influencing Adoption**

### **4.2.1 Expected value of the service**

Related Questions: What are your expectations for using home health care services?

All interviewees have a 100 percent of expectation value in terms of basic services, such as prescribing medication exactly as ordered by the doctor, feeding is a meal on time, blood pressure measurement checking and cleaning such as washing, brushing, bathing and etc. There is also an expectation in the value of home care services that vary somewhat in the body condition and illness of the elderly. However, the answers of interviewees are get the different as following.

4.2.1.1 Interviewees 1, 3, Receive a good basic take care of the elderly and stimulate the patient during the day including discussing with the elderly patients. Because during the day, people in the family will be busy. The caregiver must have the skills to talk to the elderly and try to encourage the elderly patient to respond by talking for improving mental of the elderly.

4.2.1.2 Interviewees 2 "I expect her to extend responsibility to the family member because he see the caregiver as part of our family so we will expect him or her will not take care of only his grandmother".

4.2.1.3 Interviewees 4, 5, 6 Have a good basic knowledge skills which is a certification of the training and have the ability to care for the elderly which stable and better health of the elderly such as eating problem, the caregiver should to know the way to make the elderly eat more such as cooking. This result is match with the research of Siriwan (2013) said that the Elderly people are require the elderly health care service have legally certification or license. The elderly health care business has special services to increase value by create happiness for the elderly.

Based on the above data, the researcher would like to distinguish and summarize the expected value of home health care services for the elderly in three aspects: physical, emotional, and other aspects as shown in grape and the table below.

**Table 4.2 Type of Expectation Value**

<b>Type of expected values</b>	<b>Detail</b>	<b>Interviewees</b>	<b>Percentage (%)</b>
Physical	Basics taking care such as caring for the elderly who is bed patient, such as flip the right posture sleeping, can feed drugs or food on the hose, and can do physical therapy.	1,2,3,4,5,6	100
Psychologically and emotionally	To encourage the elderly to talk and keeping the elderly smiling	1,2,3,5	66.67
Others	Extend responsibility to the family member and cook for the elderly.	2,4,6	50

From the above information, it can be seen that in addition to the need of using health care service for the elderly in terms of physical illness, it was found that besides there are also have expectations in psychological needs as well which is 100

percent, Psychologically and emotionally is 66.67 percent and others is 50 percent of all interviewees.

#### **4.2.2 Quality of the service**

Related Questions: Does the quality of service affect the use of home care services at home? and what quality of the service do you prefer?

All of 6 interviewee's respondents that the quality of service are an important factor in the acceptance and reflects the quality of the company or organization, and has implications for future caregiver decisions of home health care service for the elderly. However, respondents has different meaning of the service quality as following.

4.2.2.1 Interviewee 1 "The caregiver should know the basic knowledge is important, and also know how to stimulate the elderly mind".

4.2.2.2 Interviewee 2, 4, 6 The health care service company should have the process of selecting caregiver before sending them to customers, have training methods of care, and the assessment process for development of the service. If which company has these things, everyone in the family is quite accept that company. Moreover, we believe the caregiver that sent from these company, she can be able to take care of the elderly and stay for a long time.

4.2.2.3 Interviewee 3 "Be attentive and have basic skills of taking care of the elderly." For example, about food nutrition if she has any good cooking methods or something useful for the elderly. "This make me feel that caregiver give the good service".

4.2.2.4 Interviewee 5 "If the business has a certification and the caregiver get training certification, it makes us want to use the service that the company quality".

The overall result match with the finding of Oliver and Richard (1981) said that service quality is the satisfaction of consumers that is valued in the sense of speed, enthusiasm, and responsiveness. Moreover, the knowledge that the service provider can provide information to help solve the problem for consumers. Including educating consumers so that they can use the products they buy to the full benefit to meet the expectations of consumers.

### **4.2.3 Caregiver personality and experience**

Related Questions: Do you think caregiver personality and experience is important for your decision process? Why?

The majority of interviewees think caregiver personality and experience is important and reflect with the criteria of decision making to use the service but each interviewees has a little different the definition of caregiver personality and experience as following.

4.2.3.1 Interviewee 1 “The caregiver should be kind, clean, and interpersonal skill. And who is more experienced”, and then compare with every caregivers who had similar experiences with a grandmother's case.

4.2.3.2 Interviewee 2 “When I am going to the health care service company, they will arrange caregivers for us to choose, then we have chance to talk with each caregivers so that we will see their personality, well-dressed, and attitude.”

4.2.3.3 Interviewee 3, 4, 5, 6 The caregiver personality need to look good, but not pretty, clean, and be interpersonal skill. Moreover, the caregiver have to learn how to adapt with the elderly by using “love”, “empathy” and “caring in the service”. If some serious case, the elderly need to receive specialized medicine. The caregiver’s experience is very important because it requires knowledge of medication.

As above information mentioned about the caregiver’s personality and experience, the interviewees perceive as important elements in the decision to use the service for the elderly. The overall result match with the research of Siriwan (2003) said that they need to pass selection criteria and training. So, caregiver have to be the expertise to provide the service with caring, have knowledge and skills in medical treatment with a good attitude and respond to customers. And match another research with Pinyada (2015) said that it need to focus to have knowledgeable persons skilled to take care the elderly people, have been trained program that related with the elderly’s care as well, can create good friendly relationship with the elderly people and included in the attentiveness of the service such as service mind, smiling, dress clean and be polite.



#### **4.2.4 Safety and security**

Related Questions: Do you think safety and security of the elderly is affect to decision to use Home health care service? Why?

100 percent of interviewees think that they feel at ease in the elderly's life if they have the caregiver to take care of their elderly at home when they have to work outside. However, the answers of the research are get a little different as following.

4.2.4.1 Interviewee 1,3,4,5, 6 I can't leave her alone at home because everyone in the family concern about safety in her life such as fall, skid or stumble over something. If we have the caregiver to take care of the elderly 24 hours, we feel comfortable and feel at ease when go out to work. Moreover, when some error happened with elderly, the caregiver have specific knowledge to help, control and solve this situation.

4.2.4.2 Interviewee 2 "I Feel completely at ease with having caregiver that can trust to take care for our elderly, which has the obvious effect on the safety of the elderly at home, we pay attention to it by installation the CCTV in the elderly's room. Other relatives help to monitor what the elderly is doing."

The above result match with the research of Saisamorn and Pornnapa (2014) said that patient safety is important factor to indicator of purchase and satisfaction of the service. That it mean completely caregiver or nursing duties is not just to help of a symptomatic patient but they must cover the whole person as thinking and problem-solving needs. The heart of patient safety is prevention of errors in patient care.

#### **4.2.5 Price Influence**

Related Questions: How much the caregiver service rate have you pay?, was it worth?, and what is your expected for the monthly rate for the caregiver service?

100 percent of interviewees said that price is affect the decision to use the service, most of them said the amount paid is worth it which the price around 15,000 to 20,000. Moreover, all of them are hired 24 hours and they have trend to use this service in long term. However, the result of the interview are get a little different as following.

4.2.5.1 Interviewee 1 The service rate is 21,000 baht per month, "I feel worth it and it is still acceptable".

4.2.5.2 Interviewee 2 The service rate is 25,000 baht per month and paid directly to the service company. “It is worth because the money paid for the caregiver that can take care of our elderly by good service mind and can be trust. The thing that has come back is the matter of mind and we can go to work or do other benefits, it is very worthy.” When we give extra money during the festival to this caregiver, for example, give her gold in Chinese New Year. She went to buy something to grandmother again so I feel good that this caregiver is good and kind people.

4.2.5.3 Interviewee 3 The service rate is 19,000 baht per month and paid directly to the service company. “If we get the good caregiver, it is worth.”

4.2.5.4 Interviewee 4 The home health care service company require the service rate 20,000 baht per month. “It is worth but I think this price is a bit high.” I am satisfied with a minimum rate of 15,000 baht per month, not more than 20,000 baht.

4.2.5.5 Interviewee 5 I used to pay 12,000-15,000 baht per month. “It is worthy because they help to cook, talk with the elderly, and clean the house. I am satisfied with the rate around 15,000 to 20,000 bath,” but not more than 20,000 baht.

4.2.5.6 Interviewee 6 I paid the service rate to the health care company around 27,000 baht per month. “It is more worth than do everything by myself.” Moreover, she can take care of the elderly 24 hours.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Summary of the findings

The findings above from the in-depth interview, the researcher found that all factors was significant to use home health care services for the elderly people such as expected value of the service, quality of service, caregiver personality and experience, safety and security and price.

Quality of service is the most essential factor because all of them give 100 percent to be adoption factors to use home health care service for the elderly. Health Care Service Company is a service that customers need to use the service continuously in long term. So, customers want the health care service company and the caregiver provide a good quality service like in the same family

Caregiver personality and experience is the critical factor. Most of the respondents said that 100 percent of the factors influencing the use of care services for the elderly at home and almost interviewees want to be the person who decided to choose the caregivers by themselves before using the service. Moreover, they also want the caregiver is a good personality and experience which is caring about “empathy in the service” and “love service mind to the elderly people”

In terms of Expected value of the service is the important factor. The majority of them give the result of 100 percent agree with expectation value in terms of basic services which *physical of elderly*, such as prescribing medication, feed a meal and bathing and 66.67 percent of six interviewees, they expected the service for improving *mental and emotional of the elderly*. The last expectation of *other service*, 50 percent of six interviewees, they expect the caregiver extend responsibility to the family member and also can cook for the elderly. Moreover, caregivers can answer of Bangkok people who need to work at office or work outside home, there is no time to take care for the elderly at home by themselves. Therefore, home health care service can answer all the



expectations of the service and it is the factors that influence the use of elderly care services at home.

For safety and security is the important factor. Most of interviewees think having an caregiver to take care of the elderly at home, it ensure that the elderly are safe, the elderly have better physical and mental health that it effect to the elderly have long life. In term of the property in home, most interviewees have not concern that hiring caregivers that it will not be safe for their live and property.

For Price Influence, the majority of interviewees think the price is the last influence factor to use of home health care service for elderly. Most of them are satisfied and willing to pay with the current price, which is about 15,000 to 20,000 Baht per month. Moreover, if the price of service is more than 20,000 per month, they think the quality of service should come with reasonable price. Then when compare between the price of the service and primary salary rate of bachelor degree, found that the price of health care service is quite higher than primary salary of bachelor degree that Thai government appointed. This shows that even though the price is high, the customers are willing to pay because it is an important and necessary expense.

## **5.2 Recommendations**

Based on the above information, the researcher has suggestions on various aspects as follows.

- Based on the quality of service information above, the researcher recommend to increase the quality of service providers by providing continuous and consistent follow-up care of the caregiver. Home health care service should not be contacted only in the event of a problem, but should contact with customers at least 1 time per month to develop the quality of the service. And it should provide additional training to enhance the caregiver experience. The service company must be a center, gathering the knowledge and experience of the professional to teach the caregiver in their company such as the use of air mattresses, pressure sores, the use of oxygen concentrators and the use of digital control beds via handheld and remote controls. As well as give incentives or reward such as certification to excellent caregivers for recognition award of their

performance. Moreover, it also enhances the image and quality of Home health care service company.

- Home health care service should increase caregiver's capacity for take care of mental health of elderly or should select the caregiver who is love service mind with the elderly people and empathy in the service. It should also enhance the knowledge of culinary skills for the elderly as well. In term of cooking skill, although it is not direct influence to use Home health care service for the elderly. But the researcher have the opinion that Home health care service should enhance the caregiver cooking knowledge and skills that the caregivers should have which is basic qualification service. This is effect to Home health care service can response and fulfill the expectations of customers completely.

- The service company should give the right to customer to choose a caregiver by providing details of the caregiver's history in a systematic, reliability and provide many choices. Due to the caregiver personality and experience in this research is a critical factor that consumers need to consider before choosing a caregiver. If customer have the opportunity to make a selection, the caregiver can truly meet his or her expectations. Because it is more sensitive to personal satisfaction. It must be compatible with the elderly and all relatives in the house and also effect to use the service in long term.

- The service company should have many choices of price. Although the caregiver rate for the elderly care service in this research is an average of 20000 baht, it is still higher than 15,000 of the minimum rate which is over 200 percent and is higher than the salary level of the bachelor degree as defined by the government. But consider to people in Bangkok, there are a lot of insufficient incomes to buy the services. Therefore, Home health care service should adjust the price that have variety rate of service to expand customer group and truly serve to the public. The government should help to promote this kind of business because this business is doing for society

- Other suggestions from the summary of importance factors. Home health care service should maintain quality in service along with providing of good caregiver personality and experience. In addition to the primary service capabilities, it will effect to the result in a long lasting to customer experience.

### **5.3 Implicit Recommendations**

The researcher has further suggestions that may be considered as a possible approach and useful for future Home health care service business as follows.

- Home health care service business should use the technology such as the application on mobile phone that match with Bangkok people lifestyle to provide the information to assist in the service such as records of elderly health information through the application on mobile and It can share the information to relative in the family to follow up the progress of the service and the elderly health.

- Home health care service business should have online media to promote the business such as website or Facebook page because almost 100 percent of interviewees find and search information about Home health care company on social media before decision making the service.

- Home health care service business should do the marketing on Facebook page such as check-in on customer's Facebook will discount 10% or create game that allow customer and other people join and shear Facebook page to create word of mount and to increase new customers because 100 percent of interviewees recommend by their friends or others relatives who know about home health care service.

### **5.4 Future Research**

Due to this research have time limitation, it affect to the number of interviewees and gather information only in Bangkok. So, next research should extend the research to other provinces or regions such as in the North, Central, Northeast, and South. The researcher is confident that each region is likely to get different results because of its different cultural and economic backgrounds. It may possible find a new factor or different factor to the acceptance of home health care services. If having the future research result of the regional level, the researcher is convinced that it will lead to improve of home health care services which excellence to fully support the aging society in the future.

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## Appendix A: The in-Depth Interview

### Interviewees 1

Age: 27 years old

Occupation: Business Owner

Education: Master's Degree

Salary: 20,000

Length of Service: 2 months

#### The script of Interviewees answering

1. I've heard about it. There are 6 people in my family and there is an elderly in my family, it's my grandmother. After she left the hospital, many people told me about this kind of service.

2. The hospital gave me a contact because this caregiver used to work in the hospital. But now she is a freelance because she has many experiences in taking care of elderly people. Then, I contact her directly.

3. Caregiver is in charge of keeping all the patient's stuffs clean, changing the patient position. Feeding Gastrostomy, and bathing the patient. I have another housekeeper to help her and arrange each duty clearly.

4. Determining Criteria: Firstly, I compared 3 people by their experiences. Secondly, I looked for people who worked on the same case as my grandmother. Lastly, I compared about expenses.

5. Expectation in service: I expect the caregiver to take care of my grandmother and reinvigorate the patient. Moreover, I want her to talk with my grandmother. It is because my grandmother rarely speaks and other people in the house are really busy.

6. Doctor told us to talk with grandmother more often because it helps the patient be better mentally. So, I also expect the caregiver to help us about this because others have to go out and work.

7. Service quality: The caregiver does a good job. She talks with the patient when she has a free time and she also has basic knowledge and experiences. I hardly looked for a quality in a person.

8. I looked for people who had a kind personality and I also looked for the way they dress up and talk. The personality of a caregiver assisted in making decision a lot.

9. I have to pay the caregiver 21k per month. I quite satisfy with it.

10. Safety also assists in making decision. It is because there is no one in the house and I'm quite worried about safety of her and I solve this by not allowed to be in upstairs or other places where are not necessary.

11. 1. Personality and Experience 2. Price 3. Quality of the service 4. Safety 5. Expectation value.

### **Interviewees 2**

Age 42 years old

Occupation: Private employee

Education: Master's Degree

Salary: 180,000 per month

Length of Service: 3 years

### **The script of Interviewees answering**

1. There is an elderly people in my house, she is my grandmother.
2. I've heard about it before. I hire a service and they send an experienced caregiver to take care of my grandmother at my house.
3. My aunt searched the Internet about the Elderly care then she gave me a phone number. I called to the Elderly care and they send me a list of the caregivers to me before making decision.
4. After that, the company send a caregiver to my house and they came to evaluate intermittently. I think this company has a good management tough.
5. The caregiver is able to cook and have the knowledge about nutrition, medication and, mentality. In case of mentality, the care giver can talk with my grandmother because sometimes she was worried. Moreover, the caregiver had a small activity to improve my grandmother's mind. Caregiver and housekeeper have different duty, caregiver is in charge of mentality and medication but housekeeper is in charge of cleaning stuffs.

6. Determining Criteria: 1.Kind personality 2.Don't speak behind another's back 3.To love being with elderly people 4.Certificated and Experience 5.Management of the company.

7. Expectation: The caregiver is a part of our family so, I expect that she will take care all of us, not only my grandmother.

8. Service quality: 1. they screen their employees before sending to a customer. 2. They have trained their employees about taking care of elderly people expertly. 3. They have evaluation system for improving their Company in the future. In short, service quality help me to decide extremely because everyone in my family have loved my grandmother and we want experienced caregiver to take care of my grandmother. So, we went to this company and looked for the things that I mentioned above and this company is on point. Everyone in the house really believed in this company.

9. Personality is really affective. When we went to the heraldry center, they selected people to talk with us we firstly looked for their personality, outfits, attitude and speaking.

10.I have to pay 25k per month, and I pay to the elderly company directly. Even though the caregiver have to live with our family, I still satisfied with it and feel worthwhile with money that we pay. Sometime, I give her extra money, because she has ability to take care of my beloved grandmother as well as she can. Moreover, it is a matter of feeling. I feel really happy and comfortable. I used to hire others people in cheap but it didn't work.

11.I'm worry about my grandmother's walk, nutrition, and also an accident. But I feel comfortable because I have a good caregiver who I can trust. I still put the camera for helping others people talk with grandmother through it, if they have a free time.

12. 1.Quality of the service 2. Expectation value 3. Personality and Experience 4.Safety 5.Price.

### Interviewees 3

3. Age: 60 years old

Occupation: Teacher

Education: Bachelor's Degree

Salary: 35,000 per month

Length of Service: 3 years

#### **The script of Interviewees answering**

1. My mother is an elderly people, so I have to hire a caregiver to take care of her.

2. I've heard it before. I used to hire a caregiver from many companies. I mostly ask people and my friends who used to hire a caregiver.

3. The caregiver is in charge of full time taking care of elderly people, food, medication, cleaning and I am in charge of buying necessary stuffs. It is because I want to let her taking care of my mother closely. In the night, I let her a full time rest as well because if she has less sleeping she cannot work extremely. I will take care of my mother in the night. Caregiver and housekeeper are different because a caregiver has to take care of elderly people but housekeeper has to take care of house works such as mopping the floor, clearing the table, and so on.

4. Determining Criteria: I will make a decision by look for people who really love taking care of elderly people, and it's hard to find this kind of people. Even though the elderly care don't train their employees before sending to work. They should train and make a selected for each case sometimes. I feel really disappointed. In the other hands, elderly care is good when a caregiver is busy they will send another one instead.

5. Experience of caregiver is important, but love and care is more important. It is because there are many cases, some are big, some are small, and some cannot walk. A caregiver will adjust him/herself to each kind of case and it use love and care for adjustment. Moreover, knowledge about medication is important as well.

6. I expect that a caregiver can persuade elderly to do other activities such as talking, exercising, and making fun with it. Caregiver should have potential to persuade the elderly people because they rarely do a thing.

7. Service quality: Firstly, basic skill like taking care of elderly and nutrition. Service quality is very effective for making decision.

8. Personality is very important, Caregiver has to be kind, not dirty, dressing well, and speaking politely.

9. I have to pay 19K per month to the elderly care and caregiver gets 9K from their company. I think it is satisfied if I get a good caregiver. Moreover, if a caregiver can make my mother happy and comfortable, I am willing to pay over 20k.

10. I'm worried sometimes that my mother will have an accident but I will feel more relieved when there is a caregiver in my house with her. I quite trust this caregiver because she shows me a good taking care, make my mother smiles and, really love my mother.

11. 1. Potential 2. Expectation value 3. Personality and Experience 4. Price 5. Safety

#### Interviewees 4

Age: 65 years old

Education: Bachelor's Degree

Occupation: teacher

Salary: 30,000 per month

Length of service: 3 years

#### The script of Interviewees answering

1. There was an elderly in my house, my mother but she passed out. Now I have a caregiver to take care my sister.

2. I've heard about it and I used to hire them to take care of my mother. I knew them through the Internet and I called to the company then they sent a caregiver to my house instantly.



3. Caregiver is in charge of elderly person such as nutrition, bathing an elderly, keep elderly room clean. But another house work is on housekeeper.

4. Determining Criteria: I looking for a good company like personality and behavior.

5. Experience is very important because I used to hire one but she didn't know anything and I had to teach everything after teaching she quitted.

6. Expectation: I expect experienced people or who have basic skills that can take care of my mother. It is because I never get the expert or experienced people to take care of my mother.

7. Service quality: I think the company should have a good management. And also train their employees including updating the information or interacting with their customers sometimes.

8. Personality is also important. Caregivers must look the part and be polite because they have to be with the patient.

9. I have to pay 20K per month to the elderly care service company. I think it is quite high for working only the weekdays but still willing to pay. If I want a caregiver to work on weekends I have to pay 300 THB more per each day.

10. Safety: I'm not much worried about it because there is many people in my house. But if everyone go out, I feel worry about it.

11.1. Personality and Experience 2. Expectation value 3.Safety 4.Quality of the service 5.Price.

## Interviewees 5

Age: 30

Education: Master's Degree

Occupation: Private Employee

Salary: 40,000-50,000 per month

Length of service: 2 years

### **The script of Interviewees answering**

1. My 88 years old grandmother, and she has kidney disease. She has to do a hemodialysis 3 times a week and she needs someone keeps an eye on.

2. I've heard it before. My relative tells my father and then he searches the information but not hire. I used to hire one but not a caregiver but she can take care of my grandmother well.

3. It's different from a housekeeper because they only take care of elderly people closely like bathing, taking to hospital or cleaning the elderly's room.

4. Determining Criteria: I look for women who are not over 35-40 years old and have experiences about taking care of elderly people. I don't expect education or certification but she has to be friendly and like to help others.

5. Experience very assist in making decision because my grandmother have diabetes and it would be great if a caregiver has experience and know how to inject Insulin and measure pressure.

6. Expectation: I expect about improving a good mentality like talking with my grandmother when she feels nervous or worried. As the caregivers, they should take care of the elderly.

7. Quality or Service: A caregiver should have a certificate. The company should train their employees every 2 or 6 months. The company should survey about feedback from their costumers every months. In short, I think other people want to use this service if the company has certificates and guarantees. These will make the customers make a decision easily.

8. Personality: I need a good-looking people, friendly, vigorous, observant, and smart talking.

9. I think about 12K-15K. I hire my neighbor, no need to come from the company and its worth because she also help cooking, talking with elderly and doing housework sometimes. I also give some extra money but not a bonus.

10. Safety: I'm worried about it because I look for a safety of my grandmother, this is a big factor in making decision to hire.

11.1. Personality and Experience 2. Quality of the service 3. Expectation value 4. Safety 5. Price.

### Interviewees 3

Age: 62

Education: Bachelor's Degree

Occupation: Teacher at Private School

Salary: 30,000 per month

Length of service: 9 years

#### The script of Interviewees answering

1. I have 84 years old mother who I have to take care closely. She cannot move because of her broken left Hemisphere and she also has arrhythmia or irregular pulse.

2. I've heard it before. I search it from the Internet and the advice from hospital.

3. The caregiver is in charge of bathing the elderly, doing the laundry, taking care of the elderly and doing every routine activities of the elderly such as cooking and washing dishes. In my opinion, a caregiver is different from a housekeeper, a caregiver is in charge of elderly's part but housekeeper is in charge of housework.

4. Determining Criteria: 1. Be able to do a physical therapy 2. Well-composed 3. Polite.

5. This caregiver who I hire graduated about grade 4 but she had experience of taking elderly people about 2-3 people. And also entranced the training program before. So, experience is very important.

6. Expectation: I expect my mother will be better or stable such as eating because she could not eat anything at all but the caregiver could help her to eat. Moreover, she always has helped my mother to do a physical therapy.

7. Service Quality: The Company has trained the caregiver before sending her to work with me. But for a commission, I personally think that is not fair with a caregiver because the company charge a commission very much.

8. Personality is also important: It is not good if they are hot-tempered because work with the elderly they must be calm. And I also look for people who are smart talking and also clean.

9. I have to pay 5K for the first week and 5.5K for the second week. I pay 800 more for food and 500 more for extra money. I think it is reasonable, it's better to do it by myself. The caregiver live in my house and she will back her home on Friday and then come back to work on Sunday morning.

10. Safety: My mother cannot stay alone because she cannot help herself. I feel very worried about it so, I never let her stay at home alone. Sometimes, she about to get an accident from the caregiver's mistakes. But I forget it because my mother does not get any hurts.

11.1. Quality of the service 2.Safety 3.Personality and Experience 4.Price 5. Expectation value.