



International Journal of Allied Medical Sciences and Clinical Research (IJAMSCR)

ISSN: 2347-6567

IJAMSCR |Volume 9 | Issue 4 | Oct - Dec - 2021
www.ijamscr.com

Research article

Medical research

Factors Motivating People taking Covid-19 Vaccinations In Mueang District, Prachinburi Province, Thailand

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ABSTRACT

The objective of this study was to study the motivation for vaccination against COVID-19 of the people in Mueang Prachinburi District. The data were collected from a sample group of 400 the people in Mueang Prachinburi District using a questionnaire. Then, the data obtained were analyzed for the study results. The results of the study found that among the respondent were mostly Thai female. The main age bracket was between ages 41-50 years old with no bachelor's degree and who works in the civil service/state enterprises. Majority of the respondents have an average monthly income of more than 20,000 baht and who do not have any underlying disease. Most of them have been vaccinated against COVID-19 receiving 2 complete doses of COVID-19 vaccine and the brand of vaccine injected was AstraZeneca. In the results gathered when sorted by mean of motivation, 74.5% of the respondents have perceived that the risk of influenza is high level. 69.9% have self-awareness in the prevention of influenza. 60.2% have the perception of influenza as alarming severity to people's health, and finally 54.1% have much expectations of the effectiveness of the vaccines to the influenza.

Keywords: Deciding, Vaccine, Protection, COVID-19, Prachinburi Province

INTRODUCTION

Emergency Operations Center, Department of Disease Control, Ministry of Public Health Revealing the number of COVID-19 epidemic situation in Thailand, found that as of October 3, 2021, the epidemic situation of corona virus 2019 or COVID-19 in Thailand found 10,828 new infected people, broken down into 10,724 new infections, 104 in prisons/incarcerates, 1,608,569 April total infections, 1,637,432 cumulative infections, 77 additional deaths, 17,014 cumulative deaths, 11,894 additional recoveries in April. 1,480,741 cases, 112,251 patients in treatment

(Department of Disease Control, 2021), which in the middle of the epidemic situation of Cotai-19 that has resulted in a large number of sick and dying people around the world. One of the things that will become important variables and hopes of controlling the outbreak are vaccines that will help strengthen people's immunity. It can also reduce the severity of illness and reduce the mortality rate. Currently the company that were approved and is used in several countries are Coronavac, AstraZeneca, Johnson & Johnson, Pfizer-Biontech, Covisild, Moderna and Sinopharm, etc., with all types that are fully approved, registered, and those that are approved for emergency use.

For the criteria for considering vaccination in Thailand will focus on receiving vaccines that have

been registered and approved by the Food and Drug Administration (FDA) as well as approved for use in many countries and has been approved by the World Health Organization. The vaccination does not prevent infection 100% completely. People who have been vaccinated may still be infected with COVID-19. The effectiveness of the vaccine in preventing infection overall is about 50-54%, depending on the brand. Only the vaccination will help alleviate the severity of the symptoms and reduce the mortality rate but at the same time, for some people with the COVID-19 vaccine, the drug may have effects after the vaccination, such as pain, swelling, redness, itching at the point where the injection was given. Feeling tired, unwell, slight headache, fever, shivering Muscle and joint aches, nausea, dizziness, flushing, low blood pressure, fast heartbeat, shortness of breath, tiredness, nasal congestion, and temporary neurological disorders may occur. Some people have severe allergic reactions that lead to death.

Looking at the current COVID-19 vaccination situation, it can be seen that the efficacy and side effects data of vaccinations may not be 100% clear or conclusive, but public health authorities around the world It is also recommended to receive injections because the benefits to be compared are higher but from the statistics of people who have been vaccinated, the proportion is very small compared to the population of the whole country. This may be due to information about the efficacy and side effects of the vaccine including the types of vaccines that can be injected In Thailand. There are also options available to the public on different brands of vaccines. There are only a few types which is not diverse enough for people who want to vaccinate to make decisions or compare enough information. Therefore, the researcher is interested in studying the subject. The decision to get the data of the vaccinated people residing in Mueang District Prachinburi Province against COVID-19. The data obtained from research studies may make people see the incentives and advantages in taking the vaccine and finally help to prevent COVID-19 disease. It is also a guideline for those involved to use it to increase the rate of vaccination against COVID-19 of the Thai population in order to prevent the spread of the COVID-19 coronavirus more widespread.

Research objectives

To study the Factors Motivating People taking COVID-19 Vaccination against Mueang District, Prachinburi Province, Thailand.

RELEVANT LITERATURE REVIEW

Concepts and theories about demographic characteristics

Demographic characteristics is a unique feature that is different in each person to influence the recipient. In communication, the best method for analyzing a large number of audiences is to classify them into groups based on Demographic Characteristics such as age, gender, social and economic status, education, religion, status. Marriage, etc., all of which affect perception, interpretation and understanding of communication (Ponphin Prakaisantisuk, 2007).

Motivation concepts and theories

What human needs or consumer needs are the criteria for modern marketing and is an important factor of the marketing concept. The key factor for the survival of the business is the ability to generate profits and growth under a competitive marketing environment, that is, must be able to define and meet unfulfilled needs of consumers better and faster than competitors. Marketers are not demand builders. But in some cases, they need to make consumers better aware of unmet needs (Siriwan Sereerat, 2017).

Concepts and theories on health beliefs

Becker & Maiman (1974) revised the stereotype of health beliefs by analyzing psychosocial theory personal hygiene behavior by describing behavior in decision-making by adding more components to describe disease prevention behaviors and other behaviors associated with the treatment of disease. It focuses on the health motivations of individuals seeking treatment and adding a Modifying and Enabling Factor, which combines demographic variables and due to action, with the aim of improving the ability to predict behavior. (Predictability of Health Behavior), which has been widely applied and can be summarized as factors related to health beliefs as follows:

1. Perceived Susceptibility is a person's perception of the risk of illness. This will vary from person to person, that is, beliefs that directly affect the implementation of health advice in both normal and ill health which varies from person to persons. Therefore, avoiding disease by practicing to prevent disease and maintain health at different levels.

2. Perceived Severity refers to the person's belief that illness or disease there is violence for his health and life. If he doesn't follow the advice to prevent the disease or cooperating in medical treatment, which in health beliefs says Even though individuals are aware of the potential risk of disease but the behavior to prevent disease may not occur. If a

person does not believe that the disease will harm the body or affect social status. Perceiving disease severity can predict patient cooperative behaviors in treatment and disease prevention. And most of the negative outcomes are related to psychological behaviors such as fear and anxiety that are too high or too low.

3. Recognizing the benefits Perceived Benefits of Taking the Health Action minus the Barriers or Cost of That Action means the person's perception that following disease prevention advice will be able to avoid from illness or disease Although the individual is well aware of the risk of disease and the severity of the disease. But to cooperate Accepting and acting on the advice must recognize the benefits of the practice in the belief that what he does is a good and proper way to help prevent disease.

4. Perceived Barriers: Perceived barriers are perceived obstacles based on a person's foresight to negatively affect behaviors related to their health. Inconvenient Expensive costs, shame, etc. Therefore, the decision to act on what the doctor recommends or not will depend on weighing the 33 Disadvantages of such behavior individuals will discriminate against what they believe has more positive effects than negative effects.

5. Health Motivation is the emotional state of a person who is stimulated by different stimuli in health, for example, in the case of a person's desire to reduce the likelihood of risk or severity of disease. That person will be interested in their health. Intention to follow a treatment plan, etc., in order to reduce the likelihood of that risk, which motivation is one of the important factors that drive to allow individuals to cooperate in the treatment Motivation is generally measured in terms of the need to carry out?

6. Modifying Factors, including the relationship between the person or the patient and the health care worker affecting cooperation in the implementation of various recommendations Continuity of treatment or advice on health and social factors such as family members or friends that affect appropriate behavior, including due to action may be Internal influences such as illnesses and external influences include information about the disease or mass media communication, as well as experiences that have been experienced by family members or colleagues. These will help a person to practice one's health.

Methods of Conducting the Study

Research Model

This study is a quantitative research. (Quantitative Research) in the form of survey research (Survey Research) by collecting data with questionnaires. (Questionnaire) is a tool for

collecting research data at a particular time only once (Cross Sectional Study).

Population and Sample

2.1 The population used in this study was people living in Muang District, Prachinburi Province, 211,900 people (National Statistical Office, 2021)

2.2 The sample group used in this study were people living in Muang District, Prachinburi Province were asked to answer an online questionnaire. The researcher used the method of Taro Yamane (1967) at 95% confidence level and with an error of not more than 5% (Sripen Sapmonchai et al., 2014).

Creation of Data Collection Tools

The researcher administered an online questionnaire via google forms. (Questionnaire) to use as a tool to collect information from the population. The details about creating a questionnaire are as follows:

3.1 The researcher collects information related to the concepts and theories about demographic characteristics. Motivation concepts and theories and concepts and theories about health beliefs to use as a guideline for creating a questionnaire.

3.2 Create a questionnaire from a conceptual framework related to the concepts and theories that have been studied.

3.3 Bring the questionnaire that has been created and present to the advisor to improve.

3.4 The revised questionnaire was tested (Try Out) with 30 samples to determine the reliability of the Test by using the Alpha Cronbach Coefficient method to have a confidence value of more than 0.80 and then the questionnaire was administered to the real population.

The questionnaire used in this research it is a questionnaire that contains information about the motivation for vaccination against COVID-19 of people residing in Muang district. Prachinburi Province The questionnaire was divided into two parts, consisting of two parts:

Part 1 : Respondents' personal factors are close-ended response questions.

Part 2: COVID-19_prevention motivation is a rating scale_method, dividing the category into 5 levels about motivation: COVID-19 severity awareness, COVID-19 risk awareness, awareness of the benefits of COVID-19 prevention, perception of barriers from COVID-19 prevention, and self-awareness of their ability to prevent COVID-19.

Data Collection

The study authors collected data from the questionnaire from 400 residents of Mueang District,

Prachinburi province, using Google Form to collect data.

The study authors used the information obtained to verify the complete accuracy of the data and grade it according to the set criteria, and then printed the information on the computer to prepare for analysis using statistically ready-made computer programs to analyze the results of the study.

Statistics used in data analysis

Descriptive Statistics

Part 1 Respondents' personal factors: Statistics used to analyze data include frequency and percentage.

Part 2: Incentives for preventing COVID-19, statistics used in data analysis include mean and standard deviation.

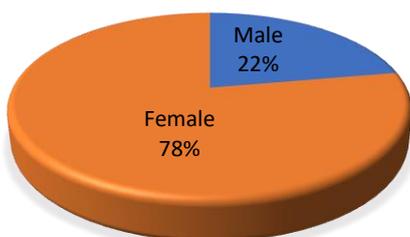
Study Results

The study of the motivations for COVID-19 vaccinations of residents in Mueang District, Prachinburi province can be explained as follows:

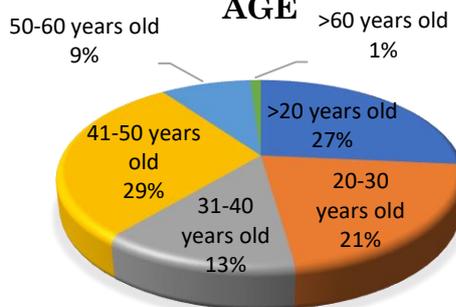
Section 1 Respondents Personal Factors

The majority of Thai citizens are female, 77.80% are aged between 41 - 50 years old, 29.30% graduate undergraduate degrees, 59.00% of civil servants/state-owned enterprises, 28.50 percent have an average monthly income of more than 20,000 baht. Of the 29.50% of Thai citizens without medical condition, 83.80% received COVID-19 vaccinations, 64.00% received two doses of COVID-19, 46.80%, and the type of vaccine injected was AstraZeneca at 27.75%.

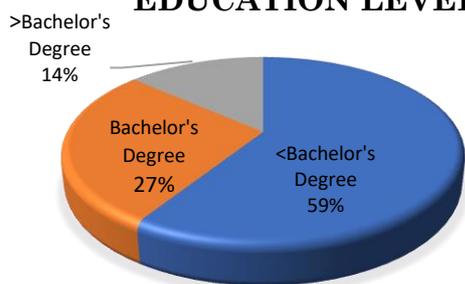
GENDER



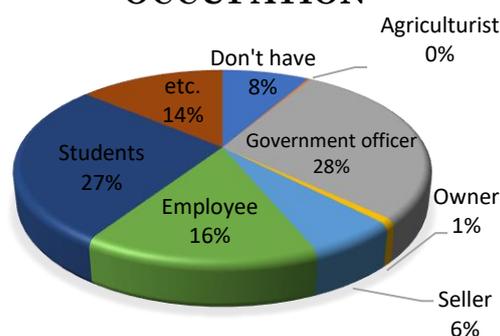
AGE



EDUCATION LEVEL



OCCUPATION



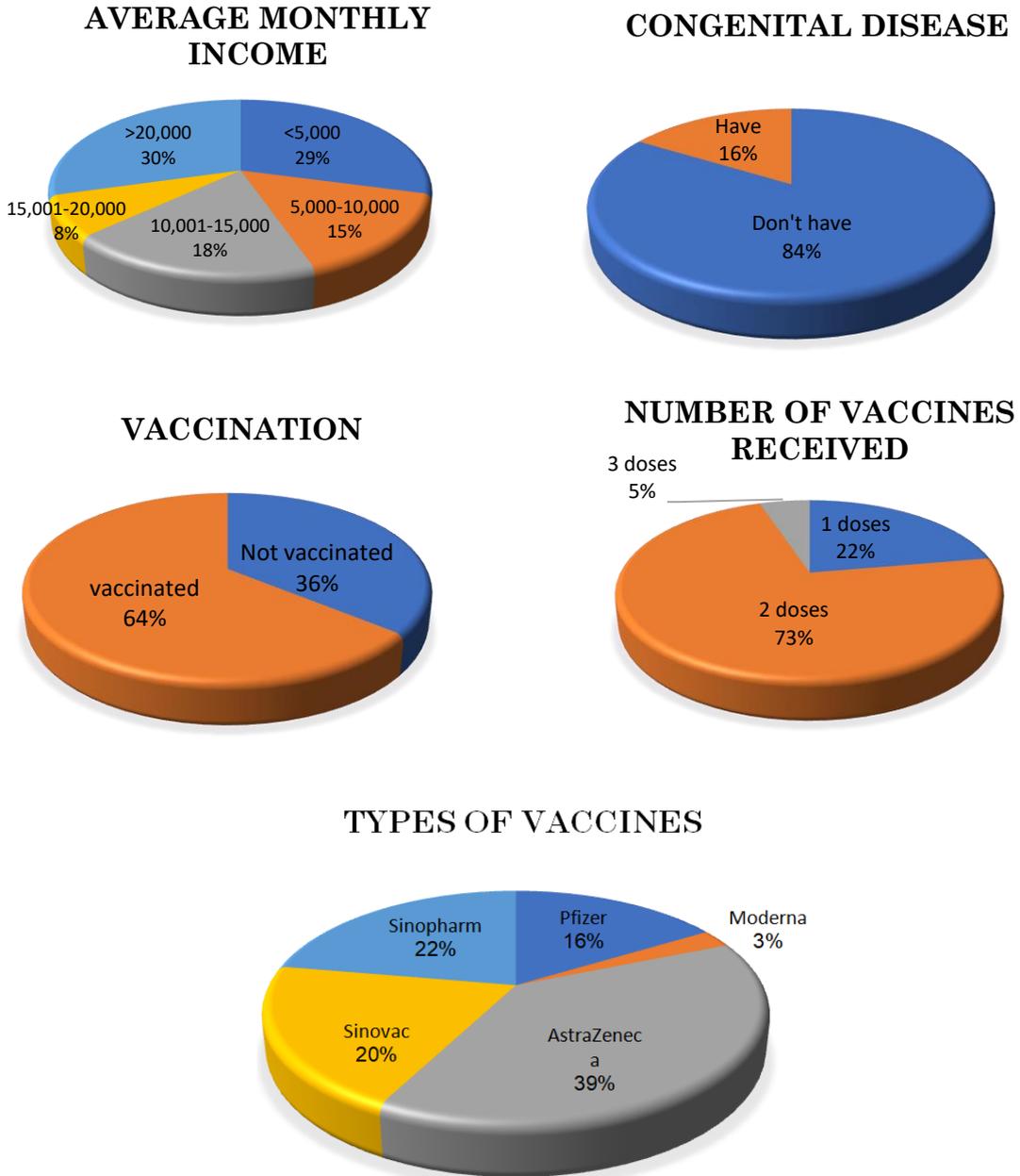


Fig.1: Graph showing personal factors

Part 2: Motivations for COVID-19 Prevention

Residents of Mueang District, Prachinburi Province Overall, the most prophylactic motivation (\bar{x} = 4.40) when sorted by the average of motivations showed that the risk perception of COVID-19 (\bar{x} =

4.71) was second only to the perception of the severity of COVID 19 (\bar{x} = 4.60). The benefits of COVID-19 prevention (\bar{x} = 4.53) and the perception of their ability to prevent COVID-19 (\bar{x} = 4.39), while the motivation for the perception of barriers from COVID-19 prevention are very motivated to prevent the disease (\bar{x} = 3.80), respectively.

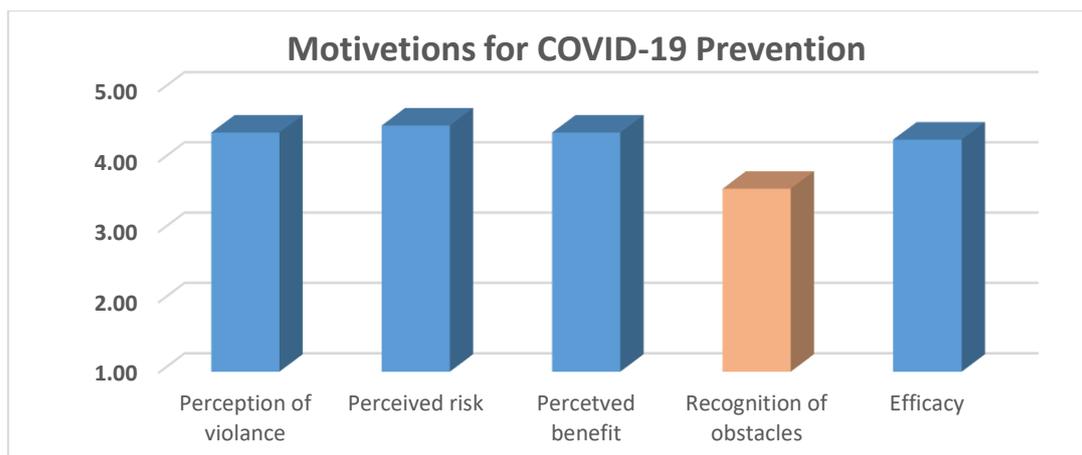


Fig. 2: Graph showing motivation for covid-19 prevention.

When explaining the side, it was found that Perception of the severity, Risk perception, Awareness motivation, Recognizing barriers, Self-awareness

Motivation for perception of the severity of COVID-19

Residents were found in Mueang District, Prachinburi Province. Overall, the motivation for prevention of the disease was the highest ($\bar{x} = 4.60$), when ranked by the top 3 averages, it was found that residents in Muang District, Prachinburi province recognized the severity of COVID 19, that people of all ages were more likely to contract THE COVID-19 virus ($\bar{x} = 4.82$). If there is a medical condition and covid-19 infection, it can be more severe and life-threatening ($\bar{x} = 4.79$) and COVID 19 is easily contagious. Only contact with drooling, snot, sputum, coughing or sneezing of the infected person ($\bar{x} = 4.77$), while residents in Mueang District, Prachinburi province perceive the severity of COVID-19 at the lowest level: disease.

Motivation for risk perception of COVID-19

Residents were found in Mueang District, Prachinburi Province. Overall, the most prophylactic motivation ($\bar{x} = 4.71$) when ranked by the top 3 averages showed that residents in Mueang District, Prachinburi province recognized the risk of COVID-19. There is a risk of covid-19 infection ($\bar{x} = 4.84$). Partying or socializing with friends has a higher risk of COVID-19 infection ($\bar{x} = 4.78$), and wearing a face mask every time you leave the house reduces the risk of COVID-19 ($\bar{x} = 4.73$). High chance of causing COVID-19 virus to float in the air and risk of infection ($\bar{x} = 4.61$)

Awareness motivation for covid-19 prevention

Residents were found in Mueang District, Prachinburi Province. Overall, the most motivated to

prevent the disease ($\bar{x} = 4.53$) when sorted by the top 3 averages showed that residents in Muang District, Prachinburi province recognized the benefits of covid-19 prevention, that avoiding being in public places where there are many people help prevent COVID-19 ($\bar{x} = 4.71$). Avoiding meeting people, preventing COVID-19, avoiding eating with others helps prevent COVID-19, and taking care of yourself and following the recommendations of healthcare workers will help prevent COVID-19 ($\bar{x} = 4.67$) and covid-19 vaccination. Reduces the severity of COVID-19 infection ($\bar{x} = 4.49$) The fact that residents in Mueang District, Prachinburi province recognize the lowest level of COVID-19 benefits is that regular exercise reduces the severity of COVID-19 infection ($\bar{x} = 4.34$).

Motivation for recognizing barriers from COVID-19 prevention

Residents were found in Mueang District, Prachinburi Province. Overall, there is a high level of motivation to prevent the disease ($\bar{x} = 3.80$). Cost Therefore, COVID-19 ($\bar{x} = 4.30$), which has the highest level of prophylaxis incentives, is second only. The process of registering for covid-19 vaccine is complicated ($\bar{x} = 4.12$) and I do not earn enough, so I cannot detect COVID-19 ($\bar{x} = 3.84$). COVID-19 ($\bar{x} = 3.53$)

Motivation for self-awareness of covid-19 prevention

Residents were found in Mueang District, Prachinburi Province. Overall, there is a high level of motivation to prevent the disease ($\bar{x} = 4.39$). House cleaning ($\bar{x} = 4.49$) secondly, ensuring that covid-19 prevention can be used, can use a private spoon to eat with others, and can modify social

behaviors such as social distancing ($\bar{x}= 4.42$), and can avoid being in the lowest level of covid-19 prevention($\bar{x}= 4.35$).

DISCUSS RESULTS

According to the study, the motivation for the vaccination against COVID-19 of residents in Mueang District, Prachinburi province, the results of the study can be discussed as follows:

Residents of Mueang District, Prachinburi Province Overall, the most prophylactic incentives for prophylaxis are available. When sorted by average motivation, the perception of risk to disease, second only to the perception of the severity of COVID 19, the perception of the benefits of COVID-19 prevention, and the perception of their ability to prevent COVID-19, while the motivation for the prevention of COVID-19 has a high level of motivation to prevent the disease, respectively, in line with the research of (Kanyaphak Pratumchomphu) (2016). Motivational factors for preventing diseases affecting the reception of influenza vaccination services in Sansuk district, Mueang Chonburi District, Jungwad Chonburi, found to have a moderate influenza prevention motive. In the results gathered when sorted by mean

of motivation, 74.5% of the respondents have perceived that the risk of influenza is high level. 69.9% have self-awareness in the prevention of influenza. 60.2% have the perception of influenza as alarming severity to people's health, and finally 54.1% have much expectations of the effectiveness of the vaccines to the influenza. 48.5% are moderate and also in line with the research of Kanitha Chuenjai (2019). According to the study, the majority of the samples are female, in their 30s and 39s, with a bachelor's degree, a private company employee occupation, and an average monthly income in the range of 10,000–20,000 baht. The opinion level of the prophylactic motivation factors is included in the most opinion level and the opinion level of the decision to vaccinate against coronavirus (Covid-19).

Suggestion

Other variable factors that may affect the decision to vaccinate against covid-19 of residents in Mueang District, Prachinburi province or in other areas include satisfaction, Cultural factors Social influence factors, alternative analysis, confidence, perception of the benefits of treatment and prevention.

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How to cite this article: Roldan D.Mercado, Panupong Pansombut, Nichakorn Suwan. Factors Motivating People taking Covid-19 Vaccinations In Mueang District, Prachinburi Province, Thailand. Int J of Allied Med Sci and Clin Res 2021; 9(4): 730-736.

Source of Support: Nil. **Conflict of Interest:** None declared.