



THESIS ENTITLED

**“A STUDY ON MEASURING THE PERCEPTION
FOR SELECTED HEALTH CARE SERVICES
PROVIDED BY PRIMARY HEALTH CARE
CENTERS (PHCs) IN SELECTED VILLAGES OF
THE VADODARA DISTRICT”**

SUBMITTED

To

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

for the

Award of

DEGREE OF DOCTOR OF PHILOSOPHY [Ph.D]

**[Under UGC (Minimum Standards and Procedure for Award of
M.Phil./Ph.D Degree) Regulations, 2009]**

Under

Department of Commerce and Business Management,

Faculty of Commerce

BY

Shri. BHUMIT ANISHKUMAR SHAH

RESEARCH GUIDE

DR. MADHUSUDAN N. PANDYA

ASSISTANT PROFESSOR,

DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT

FACULTY OF COMMERCE,

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

VADODARA-390 002

MARCH – 2023

A STUDY ON MEASURING THE PERCEPTION FOR SELECTED HEALTH CARE SERVICES PROVIDED BY PRIMARY HEALTH CARE CENTERS (PHCS) IN SELECTED VILLAGES OF THE VADODARA DISTRICT

Abstract of the Ph.D Thesis:

The Research was carried on with an aim to determine how users in this research study, perceived specific health services as provided to them by Primary Health Care Centres (PHCs) in selected villages located in the Vadodara District of the Gujarat State. The Ph.D. Thesis is divided into six chapters the summary of the chapters is given in brief in the following section.

1.0: Chapter Number One: An Overview of the Healthcare System in India:

In this chapter, the researcher attempted to review the then current status of healthcare system in India, Government spending in healthcare, Government schemes and programmes for rural healthcare. National Health Policy 1983 and National Health Policy 2017 were assessed, which gave a detailed perspective of the various Government initiatives like Ayushman Bharat, Mission Indradhanush, National Health Mission and Pradhan Mantri Jan Arogya Yojna. The researcher also reviewed the way forward for a strong framework which was most essential for the development of medical services in rural areas. The researcher also reviewed the then current status of the Primary Healthcare Centers and Community Health Centers and Sub Centers in India. A brief review was done about the health infrastructure, healthcare funding in the different healthcare programmes, programme-wise funding for sustainable development of healthy India. The focus was also given to the Ayushman Bharat Programme as it had been the game changer for the healthcare sector. The researcher also focused on the importance of health insurance in rural areas as there was not much awareness among the rural people. A brief study was also done by the researcher for the implementation strategy of various programmes of healthcare in rural areas.

2.0: Chapter Number Two: Review of Literature:

The literature review's objective was to summarise the numerous Government initiatives in the area of healthcare that were implemented in India and other parts of the world. The study used articles from several prestigious journals, books, official websites of Indian Government regulators, and online resources. The literature review was divided into the following way: generic review, relevant review, and specific review of the literature. One part of the literature survey covered general healthcare and healthcare services, and another covered Primary Healthcare, Primary Healthcare Services and Primary Health Care Centers. The researcher also reviewed the various papers, journals, and other literature in the area of healthcare satisfaction and user perception towards healthcare services.

3.0: Chapter Number Three: Research Methodology:

This chapter provided significant details on the various aspects of research methodology applied in the conduct of this research study. It primarily consisted of the following sections: Basic Terms and Research Study Justification, Research Study Design, Scope and Coverage, Objectives, Research Questions and Hypotheses, Conceptual Model Developed in this Research Study, Secondary Data Sources, Sampling Decisions, Primary Data Collection and Analysis, and Interpretations. Recommendations and suggestions from the primary data research study were also included. The researcher made an effort to provide an insight, method, and process utilized to estimate and calculate a suitable sample size for this research study.

It also contained information on the scale utilized, the number of statements/items generated, and process followed in undertaking review of literature for making of the Structured Questionnaire that were covered in it. It provided data and information on the 'Reliability and Validity' of the Structured Questionnaire put to use for collection of the primary data from respondents. It offered details on the Normality Test performed on the research study's preliminary data to characterize its distribution. Details on the statistical techniques used to analyze the primary data that were gathered were provided in this chapter. It also provided chapterization of the Ph.D. Thesis.

4.0: Chapter Number Four: Data Analysis & Interpretation of the Research Study:

The chapter titled "Data Analysis and Interpretations of the Research Study" presented research results based on the analysis and interpretation of the primary data gathered through a structured, non-disguised questionnaire that was filled out by villagers living in rural areas of the Vadodara district in Gujarat. The researcher considered the research issue and the goals of the research study. The data gathered from the questionnaire responses was examined for this study. In addition to preparing demographic profiles of the respondents based on selected variables such as age, educational attainment, occupation, annual family income, etc., information was sought on topics such as Accessibility, Availability, Affordability, Awareness, Environment, Community Engagement, Infrastructure, Preferences, and Work Culture in relation to Primary Health Care centres. The researcher also highlighted qualitative components such as stakeholder preferences and satisfaction with the services provided by primary health centres. The researcher comprehensively investigated the data using various statistical methods, including percentages, averages, and frequency distribution, as shown in the graphical representation of the data and information collected during the main data collection for the study. The researcher used statistical software such as SPSS-21 and Microsoft Excel to examine the data. The analyses' findings were of high quality and quantity, which can contribute significantly to understanding the healthcare scenario in rural Vadodara district in Gujarat. The data collected will be a valuable contribution to rural health policymakers, and the analysis based on the data will provide avenues for other researchers to investigate other related aspects of Primary Health Centres.

5.0: Chapter Number Five: Findings and Implications of the Research Study:

In this chapter, the researcher presented the conclusions of the research study based on the empirical research conducted, which involved gathering primary data using various statistical tools and techniques for testing hypotheses. The researcher used the correlation test to determine the links between the criteria chosen for the research study and the satisfaction of PHC service users or patients, as well as their subsequent desire to continue using the services and to promote them to others. The researcher used the Chi-Square Test to determine the connection between the chosen demographic variables and the chosen PHC factors, which led to useful findings highlighting the social and economic implications of the research study. The study considered the opinions of a select group of PHC users or patients as well as their actual experiences with various factors, including accessibility, affordability, availability, awareness, environment, work culture, community involvement, infrastructure, perception, and preferences. The Friedman Test was used to evaluate the relevance of several variables for the utilisation of PHC services, based on the opinions of users or patients of PHCs in the Vadodara District of Gujarat State.

The researcher used the Factor Analysis to measure and analyse the viewpoint of certain PHC users or patients, as well as to provide underlying dimensions in comparison to particular elements pertaining to rural health and the medical services offered in rural areas. Furthermore, the researcher built a PLS-SEM-based structural equation modelling (SEM) to forecast the correlations between the chosen components. At the end of this chapter, the main conclusions and implications of the correlation, chi-square, rank test, and SEM model were outlined.

6.0: Chapter Number Six: Conclusions, Recommendations and Suggestions of the Research Study:

The chapter number six offers an abridged form of the PhD Thesis. It has provided the recommendations, suggestions, limitations of the research study, and future directions of the research study. It contains researcher's own annotations expressed in the form of conclusions, recommendations and suggestions. The researcher had also put forward his concluding remarks based on the results and findings from the primary data that were collected from total number of 650 PHCs users who were conveniently drawn from the selected villages of the Vadodara district of Gujarat State. An attempt is also being made to suggest some significant areas where improvement is expected in the Rural Primary Healthcare Centers. Based on researcher's learning, insight and empirical evidences systematically inferred through this research study has been offered as a set of recommendations supported with some invaluable suggestions that have emerged during the conduct of this research study. The diverse sources of secondary sources of data has been enlisted in the section of the "Selected References", and the "Appendix" offers supporting annexure.