



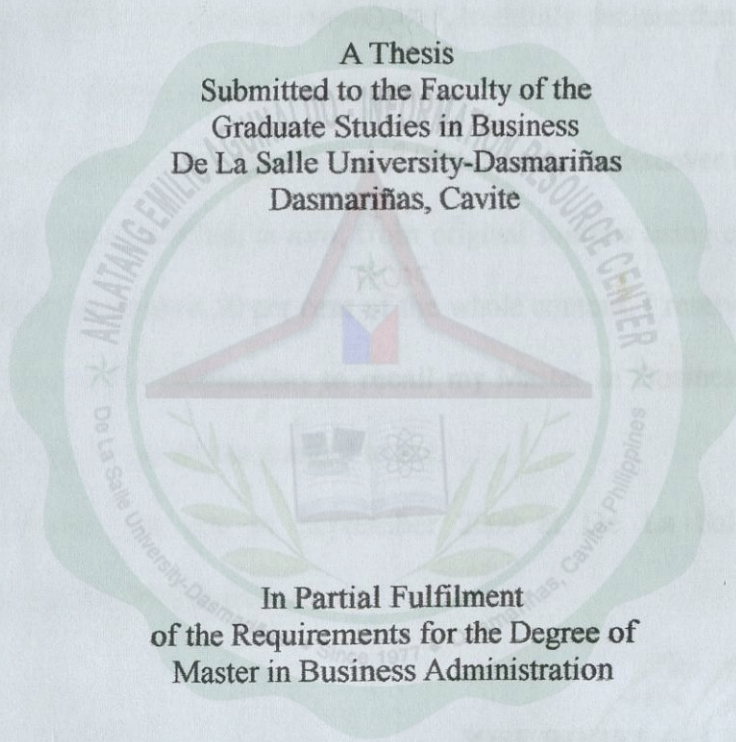
De La Salle University – Dasmariñas

GRADUATE PROGRAM

**DEMAND ESTIMATION FOR PEDIATRIC HEALTH CARE IN
DASMARIÑAS, CAVITE: A HEDONIC APPROACH**

A Thesis

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ABSTRACT

CANTIMBUHAN, J.R., G., Demand Estimation for Pediatric Health Care in Dasmariñas, Cavite : A Hedonic Approach. Master in Business Administration, De La Salle University-Dasmariñas, Cavite, September 2009. Adviser: Dr. Alice T. Valerio.

The purpose of this research study was to describe the profile of the households, parents, and their children; to identify the pediatric health care required by the parents for their children in terms of nature, frequency, and costs; determine the perception of respondents on the quality of pediatric health care and clinic; determine the level of parent's health consciousness; determine the relationship of demand for pediatric health care and selected variables; identify the factors affecting the demand for pediatric health care; and to determine the factors affecting the professional fee per visit in Dasmariñas, Cavite. The explanatory variables considered were the profile of households, parents and their children, the parent's health consciousness, and the cost of pediatric health care including the professional fee per visit.

The research designs of the study were descriptive and causal/explanatory. The cause and effect relationship between the demand for pediatric health care and the factors affecting it was analyzed. The study was conducted in the municipality of Dasmariñas, Cavite. A quota sampling was used to gather primary data from the respondents through personal interview.



Most of the respondents were mothers which was about 88 percent of the total. Generally, it was found that the respondents have a high level of consciousness when it comes to the health of their children. Most of them are convinced that they are receiving quality pediatric health care for their children and are quite satisfied with the clinic they are presently visiting for consultation. The variables found to be significant to the demand in terms of number of visits per year were the monthly gross income, professional fee per visit, travel cost to and from the clinic, travel time to and from the clinic, age of the child, length of visit to the clinic, and patient type whether they are regular or walk-in.

The factors influencing the demand for pediatric health care in Dasmariñas, Cavite were the parent's health consciousness, the availability of a health plan, the income percentage on pediatric health care, and the number of children below 19 years of age. Price elasticity of demand for pediatric health care was determined using logarithm and the inelastic demand for pediatric health care was verified.

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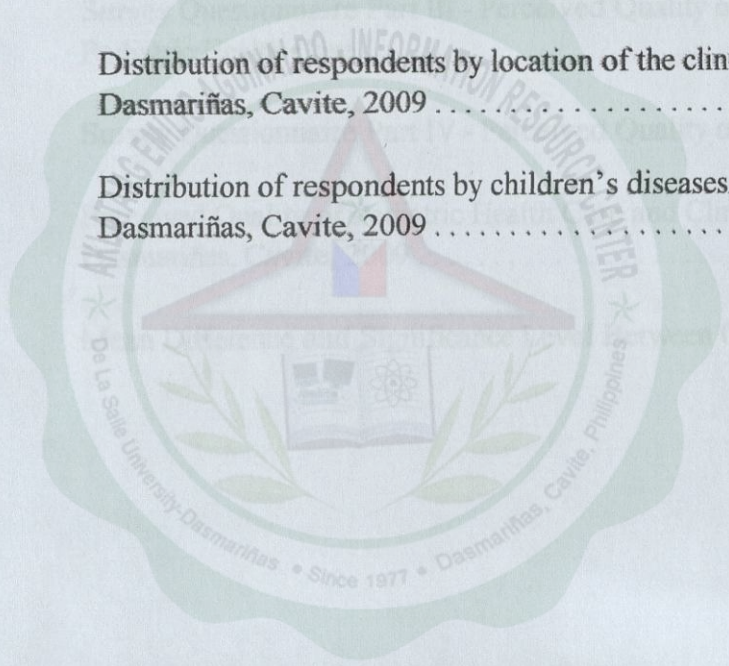
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