



**A STUDY OF THE FACTORS THAT DISCOURAGE
THAI WOMEN TO HAVE CERVICAL CANCER
VACCINE INJECTION**

BY

MISS CHULALAK SOHSOMBUN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

**FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY**

ACADEMIC YEAR 2019

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INDEPENDENT STUDY

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ENTITLED

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CERVICAL CANCER VACCINE INJECTION

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

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Chairman



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Member and Advisor



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Thesis Advisor	Professor Paul G. Patterson, Ph.D.
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ABSTRACT

Cancer is the leading cause of death in Thailand. According to statistics, cervical cancer is the second leading cause of death among women. Therefore, in Thailand, 8 - 10 women die from cervical cancer each day. Cervical cancer vaccine injection is the most effective way to prevent cervical cancer. Nowadays, both of the public and private sectors have publicized the importance of prevention of cervical cancer by vaccination, but still found a higher rate of new patients every year.

This research is a contemporary topic in applied marketing related to the subject area of health issues. It aims to study following the Theory of Planned Behavior, with understanding factors, social and other influencers that discourage Thai women from having cervical cancer vaccine injection.

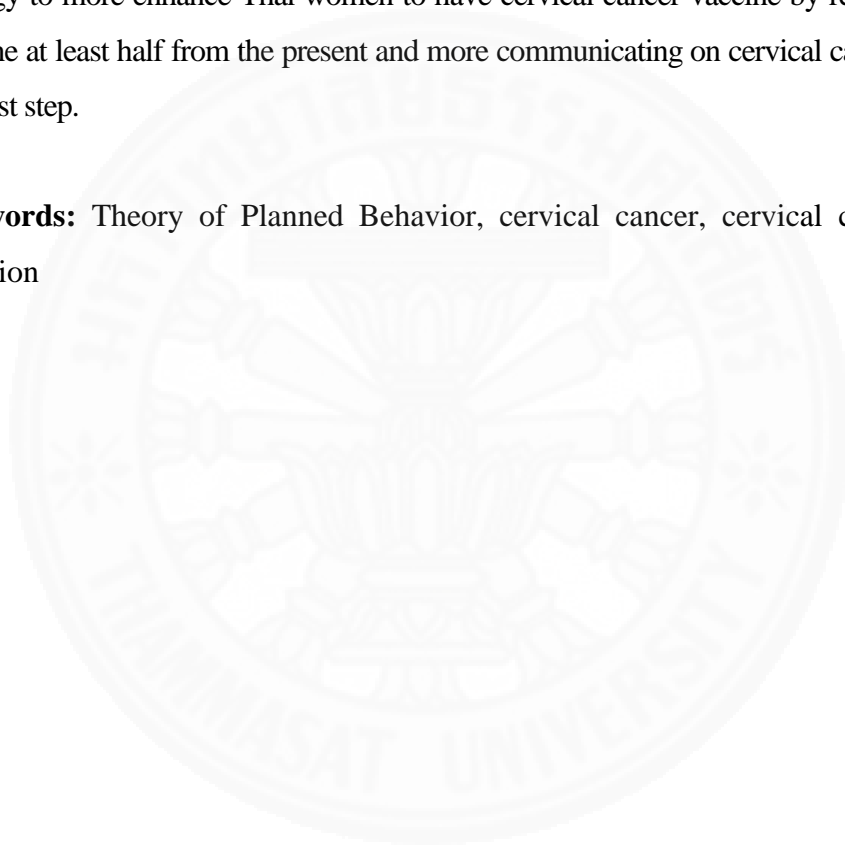
Qualitative research was conducted. Exploratory research comprised secondary research and thirty in-depth interviews. Target respondents were Thai women, aged between 20 and 50 years who were not received cervical cancer vaccine injection but had prior knowledge about cervical cancer and cervical cancer vaccine.

Findings showed that the top five factors that respondents from having the vaccine were 1) The very high price of vaccine package, 2) Lack of information, 3) Not enough time and busy lifestyle, 4) Unaware aware of the importance, 5) Afraid of side effects and injection process. Also, the very high price of vaccine package and lack of information are the most

coincident factors when asked respondents about list of discourage factors. In addition, key influencers to affect them to not get cervical cancer vaccine injection is 1) Themselves, 2) Friends and 3) Family. Profiles of respondents were identified by demographics, health problems and cancer historical information of family member.

As a consequence, this study project will both of private or public hospitals or Thailand health department know discourage factors to have cervical cancer vaccine in Thai women. Also, this study will be the guidance to Thailand health places for adjusting influence strategy to more enhance Thai women to have cervical cancer vaccine by reducing price of vaccine at least half from the present and more communicating on cervical cancer vaccine at the first step.

Keywords: Theory of Planned Behavior, cervical cancer, cervical cancer vaccine injection



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Miss Chulalak Sohsombun

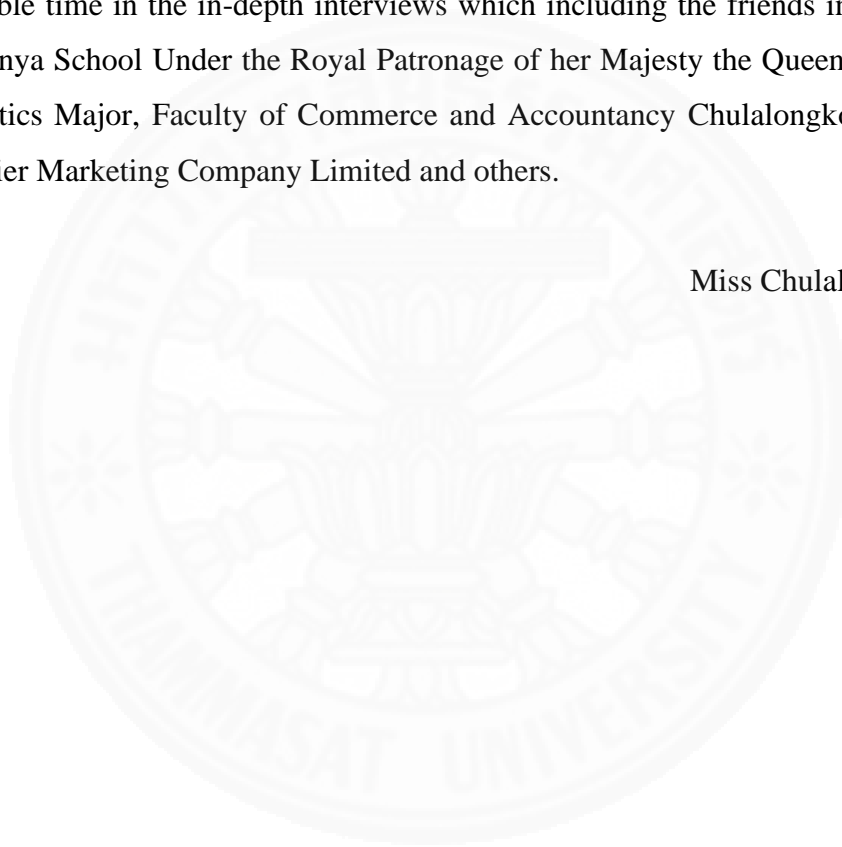


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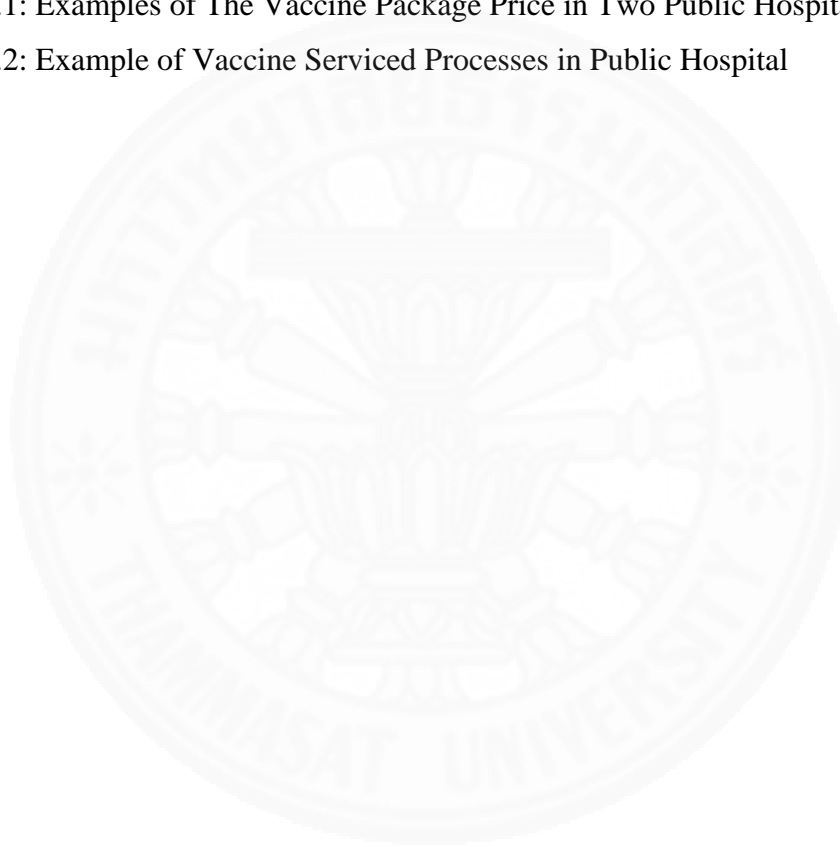
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CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

Cervical cancer is the fourth most frequent cancer in women, with an estimated 570,000 new cases worldwide in 2018, representing 6.6% of all female cancers. Approximately 90% of deaths from cervical cancer occurred in low- and middle-income countries. The high global mortality rate from globally cervical cancer could be reduced through a comprehensive approach, including prevention, early diagnosis, effective screening, and treatment programs. There are currently vaccines protecting against common cancer-causing types of human papilloma virus, and the vaccines can significantly reduce the risk of cervical cancer (World Health Organization, 2019).

Currently, cancer is a major health problem in Thailand and the number one cause of death among Thai people. A total of 3,441 people became new cancer patients in 2017, which is likely to increase the illness and death rate especially among women who were found to be 17% more likely to be new cancer patients than men. The rate of discovering breast cancer as the primary reason of death in Thai women and cervical cancer as the second-highest ranked are gradually increasing every year.

Table 1.1

Thailand leading site of new cancer patient by sex: 2017

	Site	Male		Female		Total	
		No.	%	No.	%	No.	%
1	Breast	2	0.06%	780	22.67%	782	22.73%
2	Liver & intrahepatic bile ducts	342	9.94%	121	3.52%	463	13.46%
3	Colon & Rectum	238	6.92%	197	5.73%	435	12.64%
4	Trachea, Bronchus & Lung	188	5.46%	117	3.40%	305	8.86%

	Site	Male		Female		Total	
		No.	%	No.	%	No.	%
5	Cervix uteri	0	0.00%	272	7.90%	272	7.90%
6	Lip & Oral cavity	79	2.30%	37	1.08%	116	3.37%
7	Corpus uteri	0	0.00%	104	3.02%	104	3.02%
8	Prostate gland	97	2.82%	0	0.00%	97	2.82%
9	Ovary	0	0.00%	81	2.35%	81	2.35%
10	Esophagus	71	2.06%	9	0.26%	80	2.32%
11	Stomach	34	0.99%	39	1.13%	73	2.12%
12	Nasopharynx	50	1.45%	19	0.55%	69	2.01%
13	Thyroid gland	13	0.38%	46	1.34%	59	1.71%
14	Ill-defined, secondary & unspecified of sites	26	0.76%	32	0.93%	58	1.69%

Source: Thailand National Cancer Institute (2017)

Most cervical cancer patients come to receive treatment when the symptoms have shown already appeared. Furthermore, if the patients are in the spreading stage, they cannot be cured and go back to be normal. However, there are three ways to protect against and control cervical cancer.

1. Primary cervical cancer prevention involves avoiding the causes or reducing risk factors of cervical cancer, including avoiding risky behavior in various fields and in particular, receiving vaccinations, to strengthen immunity against HPV virus infections.

2. Secondary cervical cancer prevention involves the detection and treatment of abnormalities that are observed in the initial stages of cervical cancer, which is called the pre-cancer stage (precancerous) or pre-advanced cancer. In this stage, doctors will check the cytology of the cervix or pap smear.

3. Tertiary prevention is a type of prevention performed when someone has cervical cancer, which is the treatment of cervical cancer and provision of palliative care in order that patients recover from the disease.

Prevention by vaccination against the HPV virus, which causes cervical cancer, is the most effective way to prevent the disease. The primary principle is that the vaccine should be received before having sexual intercourse, and when the body is at an age when it can create good immunity with maximum effectiveness, i.e. from the age of 9 years up to the age of 26 years. Nevertheless, receiving the vaccine after age of 26 years or when having had sex before, it is still helpful in reducing the chance of getting cervical cancer.

Both the public and private sectors have publicized the importance of prevention of cervical cancer by vaccination, but a higher rate of new patients is still found every year. For this reason, the researcher has been interested in studying factors that discourage Thai women from having the cervical cancer vaccine injection.

Research objectives, a literature review, research methodology, results, discussion and conclusions, and recommendations are included in this study and can be found in the subsequent chapters.

1.2 Research Objectives

1.2.1 To understand the personal factors that discourage Thai women from having cervical cancer vaccine injection.

1.2.2 To understand the social and other influencers that discourage Thai women from having cervical cancer vaccine injection.

1.2.3 To determine the demographic profile of Thai women who do not get cervical cancer vaccine injection.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction to Cervical Cancer

Cervical cancer is caused by a virus called HPV (Human Papilloma Virus). The virus spreads through sexual contact. Most women's bodies can fight HPV infection, but sometimes the virus leads to cancer, the risk of which is increased by smoking, having had many children, having used birth control pills for a long time, or having HIV infection. Cervical cancer may not cause any symptoms at first. Later, sufferers may have pelvic pain or bleeding from the vagina. It usually takes several years for normal cells in the cervix to turn into cancer cells.

Cervical cancer was once one of the most common causes of cancer death among women. The cervical cancer death rate dropped significantly with the increased use of the Pap test. (This screening procedure can find changes in the cervix before cancer develops. It can also find cervical cancer early – when it's small and easier to cure.) However, it has not changed much over the last ten years. Cervical cancer is most frequently diagnosed in women between the ages of 35 and 44, with the average age at diagnosis being 50. The cancer rarely develops in women younger than 20. Many older women do not realize that the risk of developing cervical cancer is still present as they age. More than 20% of cases of cervical cancer cases are found in women over 65. However, such a cancer rarely occurs in women who had been getting regular tests to screen for cervical cancer before they turned 65 (National Cancer Institute, 2016).

2.2 Cervical Cancer Vaccine

Most cervical cancers are associated with human papillomavirus (HPV), a sexually transmitted infection. Widespread immunization with the HPV vaccine could reduce the impact of cervical cancer worldwide. Various strains of HPV spread through sexual contact and are associated with most cases of cervical cancer. Gardasil 9 is an HPV vaccine approved by the U.S. Food and Drug Administration and can be used for

both girls and boys. The HPV vaccine is routinely recommended for girls and boys aged 11 or 12, although it can be given as early as the age of 9. It's ideal for girls and boys to receive the vaccine before they have sexual contact and are exposed to HPV. Research has shown that receiving the vaccine at a young age isn't linked to an earlier start of sexual activity.

The Centers for Disease Control and Prevention (CDC) now recommends that all 11- and 12-year-olds receive two doses of HPV vaccine at least six months apart, instead of the previously recommended three-dose schedule. Younger adolescents aged 9 and 10 and teens aged 13 and 14 are also able to receive the vaccination on the updated two-dose schedule. Research has shown that the two-dose schedule is effective for children under 15. Teens and young adults who begin the vaccine series later, at ages 15 through 26, should continue to receive three doses of the vaccine (Mayo Clinic, 2019).

2.3 The Theory of Planned Behavior

This research studies the factors that discourage Thai women from having the cervical cancer vaccine injection, which consist of perception and understanding of cervical cancer.

2.3.1 Theoretical Framework: The Theory of Planned Behavior

(TPB)

This is the theory used to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviors over which people can exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude toward the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome. (Icek Ajzen, 1985)

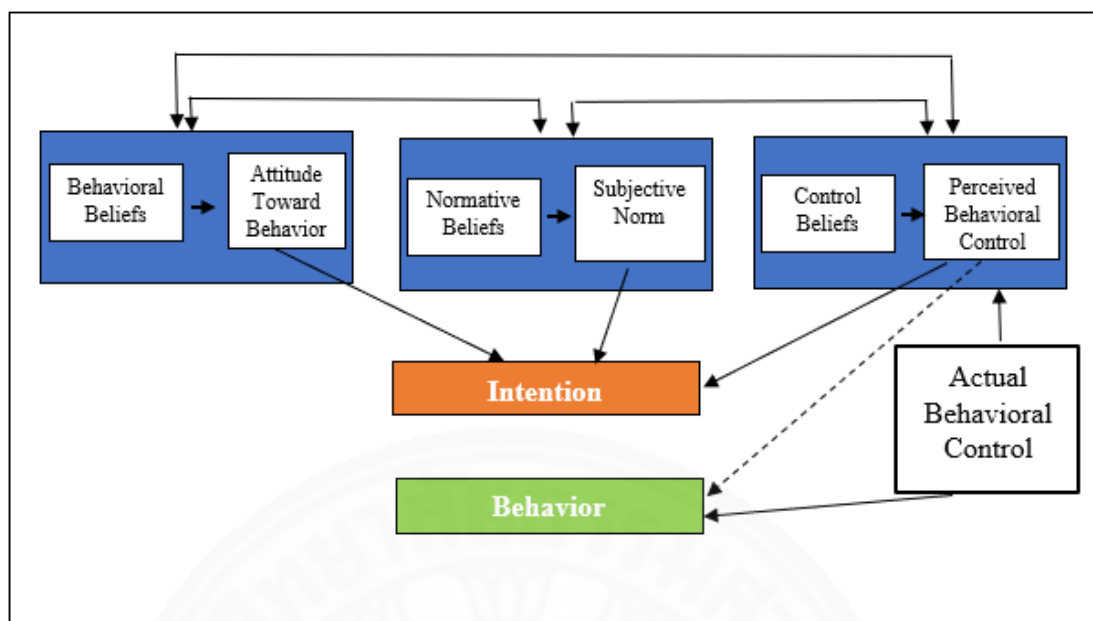


Figure 2.1: The Theory of Reasoned Action (Fishman, 2008).

According to the theory, when a person has a negative attitude toward the cervical cancer vaccine injection and perceives that it is less important, then he or she will have decreased intention to perform the behavior.

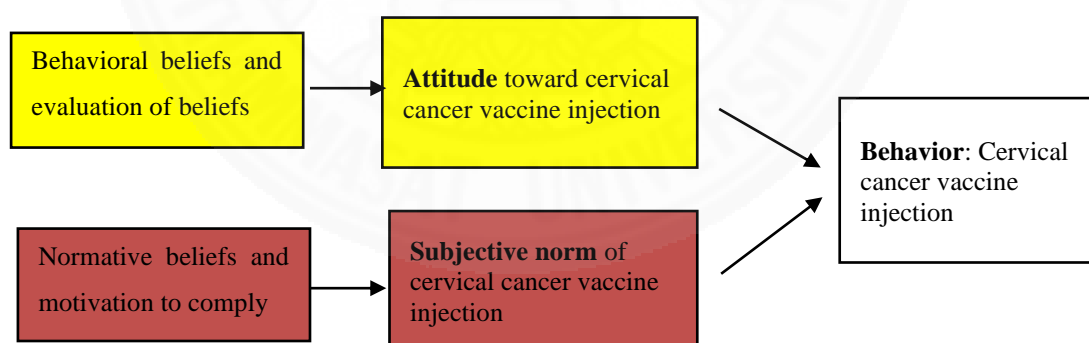


Figure 2.2: Implications of The Theory of Reasoned Action

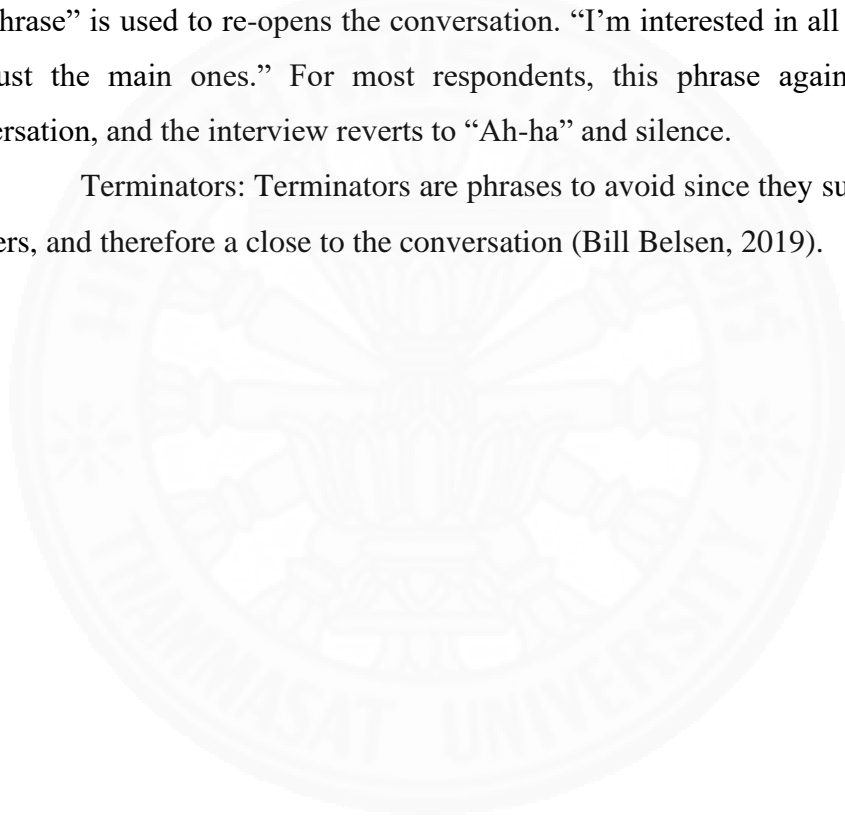
2.4 The “Ah-ha” Technique for Getting at The Truth

A guide to probing techniques so the interviewer can keep the interview going and get to the core of the respondent’s thinking. The techniques are not necessarily market research techniques, but they can be used successfully in several

marketing and management situations. The techniques are valuable in counseling sales staff and the recruitment of sales staff. The “Ah-ha” technique, the use of an inflected “Yes” or “Ah-ha”, is used to say “I am here. I am listening. Keep going.” Used correctly, the word or sound results in the respondent continuing the conversation. Eventually, the respondent will stop “giving,” and the break in conversation produces silence.

Silence: The interviewer does not break the silence. After four or five seconds, the respondent will re-open the conversation. “What are your other ideas about this phrase” is used to re-opens the conversation. “I’m interested in all your opinions, not just the main ones.” For most respondents, this phrase again re-opens the conversation, and the interview reverts to “Ah-ha” and silence.

Terminators: Terminators are phrases to avoid since they suggest negative answers, and therefore a close to the conversation (Bill Belsen, 2019).



CHAPTER 3

RESEARCH METHODOLOGY

This study research relied on reliable opinions and insights from interviewees. Hence, the research method was exploratory and qualitative, involving numerous in-depth interviews and examination of available secondary data. Figure 3 below shows the research design.

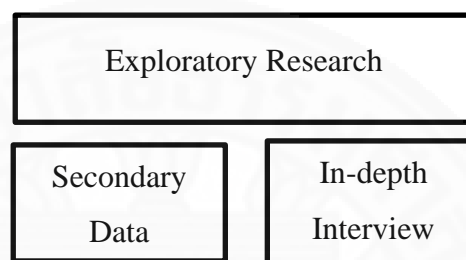


Figure 3.1: Research Design

3.1 Research Methodology

This research was focused on a qualitative analysis by using exploratory research, including secondary research from various sources and in-depth interviews after the process of data collection. The analysis was done in order to help private or public hospitals, or Thailand health department know which factors discourage Thai women from having the cervical vaccine. Also, this study will be used to guide health service providers in Thailand in adjusting their influence strategy to encourage Thai women to have the cervical cancer vaccine. This study employed exploratory research, which included secondary research and in-depth interviews.

3.2 Exploratory research

The purpose of the exploratory research was to investigate the factors that discourage Thai women from having the cervical cancer vaccine. Also, many aspects were investigated to gain a better understanding of cervical cancer vaccine injection

behavior in Thai women and to further develop a questionnaire for in-depth interviews afterward. Exploratory research consists of two research methods as follows.

3.2.1 Secondary research

The purpose of the secondary research was to understand the background of the cervical cancer situation in Thailand through a cervical cancer reports overview. Furthermore, there were literature reviews of the Theory of Planned Behavior (TPB) with the Consumer Decision Process Model as well as a review of personal factors that discourage Thai women from having the cervical cancer vaccine injection (Objective 1). Data were obtained from many credible sources, including public websites, published academic journals, and books.

3.2.2 In-depth Interview

In-depth interviews were conducted to explore Thai women's insights in terms of factors that discourage Thai women from having the cervical cancer vaccine injection (Objective 1). Interviewees were asked to list the social and other influencers that discourage them from having the cervical cancer vaccine injection (Objective 2). Interviewees' profiles were also collected (Objective 3). The in-depth interviews were piloted with two respondents and conducted with five respondents in total. The in-depth interviews lasted around 15 minutes per person. In-depth interview questions and information requirements are listed below.

3.2.3 Question Design

Questions were designed for the in-depth interview as open-ended questions in order to get deep insights from respondents. There was one set of in-depth interview questions. This questionnaire was for Thai women, aged between 20 and 50 years who had not received the cervical cancer vaccine injection and had prior knowledge concerning cervical cancer (See Appendix A: In-depth interview questions).

3.3 Target Population

Target respondents were Thai women aged between 20 and 50 years who had not received the cervical cancer vaccine injection and had prior knowledge

concerning cervical cancer. A total of 30 people were involved in the in-depth interviews.

3.4 Identification of Key Research Variables

Key variables of this study were

- 1) Personal factors that discourage Thai women from having the cervical cancer vaccine injection.
- 2) Social and other influences that discourage Thai women from the having cervical cancer vaccine injection; and
- 3) Target women's demographic profile

Independent and dependent variables are described in Figure 3.2.

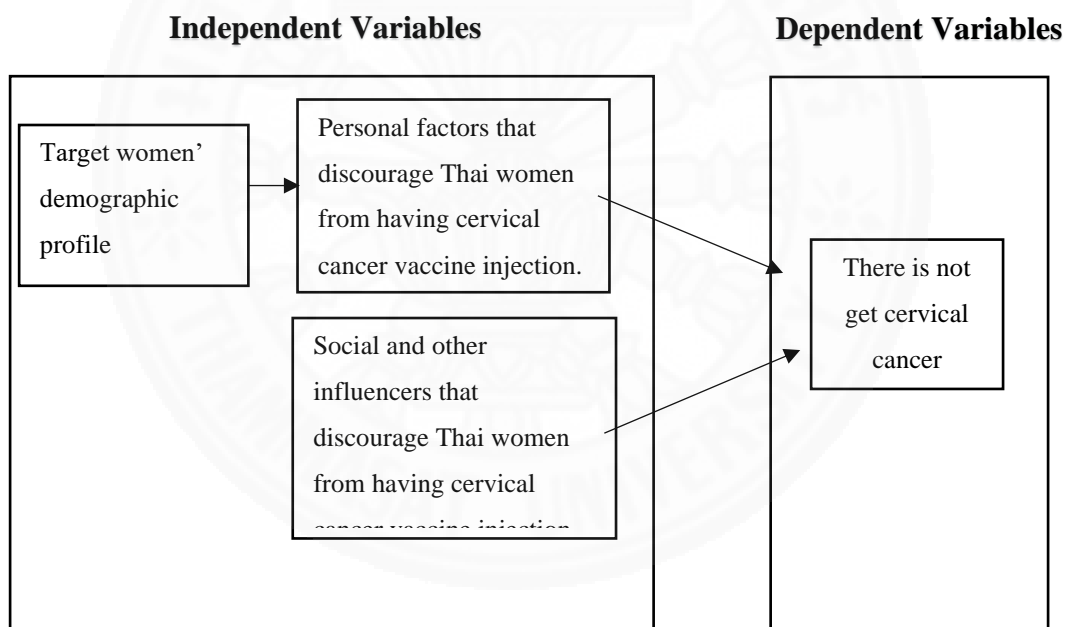


Figure 3.2: Independent and Dependent Variables

3.5 Data Collection

Exploratory research was conducted using non-probability convenience sampling. The data collection process plan was conducted in Bangkok and it took approximately two months 15 days (6 November 2019- 20 January 2020) for the in-depth interviews. Research methodologies and sample sizes for each method are

illustrated in the table below. All respondents were qualified (as indicated in 3.3 Target Respondents) through the screening questions.

Table 3.1

Sample Size

Type of research	Instrument	Pilot Study	Sample Size
1. Qualitative	In-depth interviews	Two respondents	30 respondents

A pilot test was conducted for all research methodologies, using two respondents for the in-depth interviews.

Data collection for the in-depth interviews was performed in person, and respondents were selected according to qualifications. In-depth interviews were conducted with five respondents via telephone and appointment.

Table 3.2

Respondents Demographic Profiles

No.	Name	Age: Year	Education	Work Detail	Salary: THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
1	K.Oyl	26	Bachelor Degree in Marketing	PR luxury brand	42,000	Irregular periods	Grandfather has a lung cancer
2	K.Yham	27	Bachelor Degree in Marketing and Master Degree in Marketing	Online manager	50,000	-	-
3	K.Pim	27	Bachelor Degree in Economic	Business owner	80,000	-	-
4	K.View	28	Bachelor Degree in Engineer	Senior engineer	35,000	-	Every relative from father side died from cancer and mother side only my aunt died from large intestine cancer.

No.	Name	Age: Year	Education	Work Detail	Salary: THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
5	K.Bee	34	Bachelor Degree in Economic and Master Degree in MBA,	Marketing manager	46,000	-	Grandfather died from large intestine cancer.
6	K.Jan	27	Bachelor Degree in Education	Teacher in public school	15,000	-	-
7	K.Maprang	32	Bachelor Degree in Engineer and Master Degree in MBA	Marketing Executive	24,000	-	-
8	K.El	25	Bachelor Degree in Arts	Interpreter officer	24,000	-	Grandmother have stomach cancer.
9	K.Preaw	27	Bachelor Degree in Commerce and Accountancy	Officer in public company	30,000	-	Uncle died from large intestine and younger uncle died from brain cancer.

No.	Name	Age: Year	Education	Work Detail	Salary : THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
10	K.Bow	27	Bachelor Degree in Science	Officer in public company	20,000	-	-
11	K.Kik	27	Bachelor Degree in Science	Officer in public company	20,000	-	-
12	K.Tangmo	27	Bachelor Degree in Education	Teacher at Singapore	50,000	Period pain	Grandfather has cancer.
13	K.TM	26	Bachelor Degree in Statistics	Officer in public company	36,000	-	Grandfather died from lung cancer.
14	K.Ing	26	Bachelor Degree in Statistics	Officer in public company	50,000	-	-
15	K.Nuey	27	Bachelor Degree in Statistics	Officer in public company	55,000	-	-

No.	Name	Age: Year	Education	Work Detail	Salary: THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
16	K.Pang	27	Bachelor Degree in Allied Health Sciences	Medical Representative	55,000	-	Mother has lung cancer.
17	K.Pimk	24	Bachelor Degree in Marketing	Officer in public company	17,000	-	Relative has lymphoma cancer.
18	K.Tay	28	Bachelor Degree in Marketing	Assistant marketing manager	28,000	-	-
19	K.Mayw	27	Bachelor Degree in Statistics	Data analyst officer	32,000	-	-
20	K.Joy	27	Bachelor Degree in Allied Health Sciences	Business owner	50,000	-	-

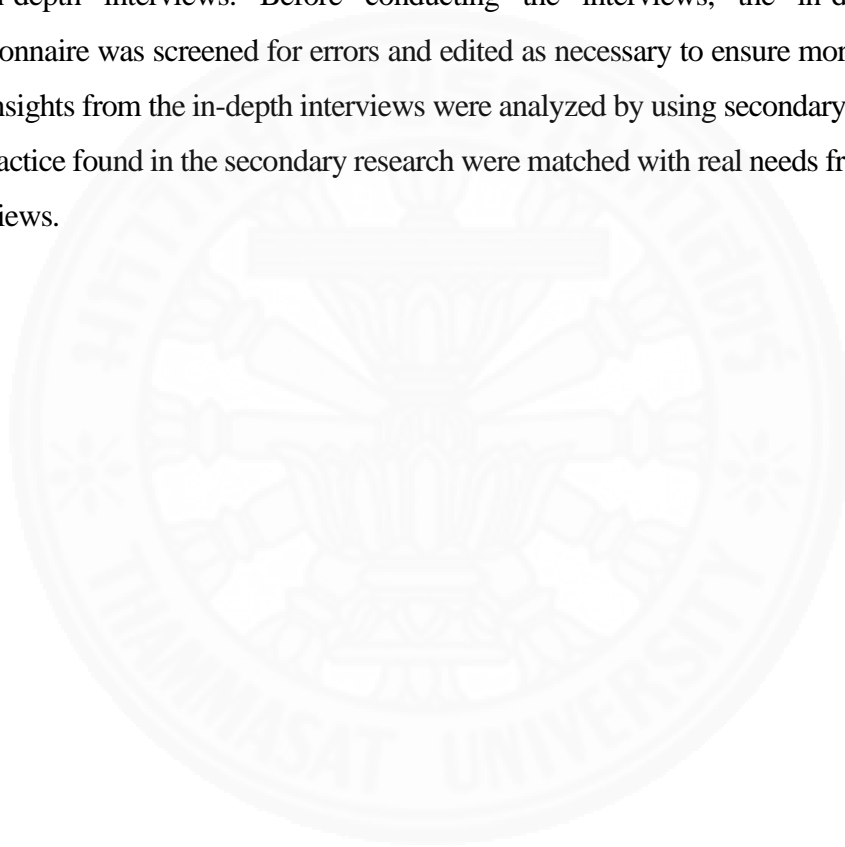
No.	Name	Age: Year	Education	Work Detail	Salary: THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
21	K.Aung	28	Bachelor Degree in Administration	Officer in public company	18,000	-	-
22	K.Jand	27	Bachelor Degree in Commerce	Officer in public company	26,000	-	Grandfather has liver cancer, Grandmother has leukemia.
23	K.Guide	27	Bachelor Degree in Commerce	Business owner	30,000	-	Mother has breast cancer, Aunt has leukemia.
24	K.Pimjira	27	Bachelor Degree in Commerce	Business owner	70,000	-	Grandmother has stage 0 endometrial cancer.
25	K.Peak	27	Bachelor Degree in Engineer	Officer in public company	40,000	-	Grandfather has skin cancer.
26	K.Nam	27	Bachelor Degree in Economic	Officer in public company	30,000	Shrimp allergy	Grandmother has liver cancer.

No.	Name	Age: Year	Education	Work Detail	Salary: THB	Respondent's Congenital Disease	Family Member Cancer Historical Information
27	K.Mean	27	Bachelor Degree in Logistic	Officer in public company	28,000	-	-
28	K.Bowa	25	Bachelor Degree in Communication Arts	Officer in public company	25,000	-	-
29	K.Viewv	25	Bachelor Degree in Statistics	Officer in public company	28,000	-	-
30	K.Uling	26	Bachelor Degree in Dentistry	Dentist	80,000	-	-

Data collection for the in-depth interviews was performed in person, and respondents were selected according to qualifications. In-depth interviews were conducted with five respondents via telephone and appointment.

3.6 Data Analysis

Data insights were obtained from exploratory research performed by conducting 30 in-depth interviews. Before conducting the interviews, the in-depth interview questionnaire was screened for errors and edited as necessary to ensure more accurate data. The insights from the in-depth interviews were analyzed by using secondary research where the practice found in the secondary research were matched with real needs from the in-depth interviews.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results of the Secondary Research

According to the World Health Organization (2019), cervical cancer is the fourth most frequent cancer in women with an estimated 570,000 new cases worldwide in 2018, representing 6.6% of all female cancers. Approximately 90% of deaths from cervical cancer occurred in low- and middle-income countries, which included Thailand. Also, there are points of concern with regard to the cervical cancer situation in Thailand, which are as follows:

Table 4.1

Points of Concern with Regard to Thailand Cervical Cancer Situation

Post-Occurrence of Cervical Cancer	Increasing rates of new cervical cancer cases	Cervical cancer is one of the main public health problems in Thailand. It has been found to be the second most common cancer among Thai women. It is thought today that the cumulative number of Thai women who die from cervical cancer on 14 women per day, showing that the number of new cases is steadily increasing. If the incidence of cervical cancer remains at this level without effective prevention strategies to prevent, it is expected that in the year 2025, the number of new cases will increase to about 13,082, with 7,871 cases resulting in death.
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<p>Post-Occurrence of Cervical Cancer</p>	<p>Many processes to get relief from cervical cancer</p>	<p>The severity of cervical cancer can be divided into four stages:</p>
		<p>Stage 1 - Cancer is found in the cervix; where the cancer is located only in the cervix area.</p>
		<p>Stage 2 - Cancer has spread from the cervix to the upper vagina.</p>
		<p>Stage 3 - Cancer has spread to the lateral wall of the pelvis, which may cause renal edema or deterioration in kidney function to the point that does not work.</p>
		<p>Stage 4 - Cancer has spread to other nearby organs.</p>
		<p>Cervical cancer treatment</p>
		<p>1. The use of radiotherapy - Currently, there are two types of radiotherapy techniques: external irradiation and mineralization to destroy the tumor of the cervix. Radiation therapy plays a huge role in the treatment of cervical cancer patients. This method can be used with cervical cancer patients at all stages of the disease, and doctors will consider the symptoms as appropriate.</p>
		<p>2. Chemotherapy - Chemotherapy is the use of drugs to destroy the formation of cancer cells. Doctors will consider treatment with this method, with the patient's cancer stage as a decision criterion--most of the methods are used in patients with advanced-stage cervical cancer.</p>

Post-Occurrence of Cervical Cancer	Many processes to get relief from cervical cancer	<p>3. Surgery - Surgical treatment of cervical cancer is surgery to remove cancer in certain parts of the body, such as cutting the cervix into a vast cone, cutting the uterus and cervix and surgery on the wider pelvic organ, with great tribute. The doctors will use the surgery in patients with cancer at stage 1 and 2, depending on the symptoms of the progression of cancer.</p> <p>4. Combined treatment – the use of multiple treatment methods, such as chemotherapy and concurrent chemoradiation, increases the effectiveness of the treatment outcomes. Currently, this method is used to treat patients with advanced cervical cancer.</p>
	Variety of cervical cancer vaccine price rate	<p>Both private and public hospitals have a different price in which each hospital can set the particular price. There is no standard price to influence people to get a vaccine. Generally, 6,000- 12,000 THB is the price range for three times to get a vaccine ultimately.</p>
	Shortage of health service providers giving the cervical vaccine injection nationwide	<p>There are no cervical cancer vaccine services in remote areas or district hospitals. If women want to receive the vaccine, they need to go the city only. This shows that there is unequal access to the public health system in Thailand.</p>

4.2 Key Findings from In-depth Interviews

A total of 30 women were interviewed as informants (See Appendix B: Interview results) – All of them were aged between 20 and 50 years old and living in Bangkok city. Summarized descriptions of findings are shown down:

1.) The very high price of vaccine packages

The best way to prevent cervical cancer is to vaccinate against the HPV virus that causes the disease. The vaccine against cervical cancer is a vaccine against HPV (Human Papilloma Virus), which is a major cause of cervical cancer. Because HPV infection chronically causes cervical cells to become cancerous. HPV vaccination is normally given a total of three times for girls. If female patients are injected with the first dose before 15 years of age, they need to be vaccinated only two times, 6-12 months apart.

- The first time: injected on the prescribed selected date.
- The second time: injected 1-2 months after the first one.
- The third time: injected 6 months after the first one.

Wake up สตรีไทย
ร่วมรณรงค์สานฝันให้ประเทศไทย
ปลอดภัยไร้มะเร็งปากมดลูก

ศูนย์สุขภาพสตรี โรงพยาบาลจุฬารัตน์
ร่วมฉลองครบรอบ 10 ปี โรงพยาบาลจุฬารัตน์...
ด้วยชุดโปรแกรมสุขภาพสตรีไทย ปลอดภัยไร้มะเร็งปากมดลูก ในอัตราพิเศษตลอดปี 2562

โปรแกรม Wake up สตรีไทย ปลอดภัยไร้มะเร็งปากมดลูก ผู้หญิงก่อน HPV	อัตราค่าบริการ (บาท)
Primary HPV ตรวจหาเชื้อไวรัสของเชื้อไวรัสเอชพีวี (HPV DNA) 14 สายพันธุ์	990
Primary Ladies ตรวจภายใน+อัลตราซาวด์เชิงรังสีความถี่สูง (Transvaginal Ultrasound-TVS)	990
Primary Cervical Cancer ตรวจหาเชื้อไวรัสของเชื้อไวรัสเอชพีวี (Liquid Based Cytology)	790
Primary HPV and Cervical Cancer ตรวจหาเชื้อไวรัสของเชื้อไวรัสเอชพีวี (Liquid Based Cytology Plus HPV DNA)	1,590
Prevention HPV วัคซีนป้องกันเชื้อไวรัสเอชพีวี 4 สายพันธุ์ ได้แก่ สายพันธุ์ 6, 11, 16, 18 (HPV vaccine) 1 เข็ม	1,990

ศูนย์ตรวจสุขภาพพระบรมราชินี
โรงพยาบาลพระบรมราชินีพระกนิษฐาธิราชเจ้า
TU Health Check up Center

โปรแกรมพิเศษ...
วัคซีนป้องกันโรค

วัคซีนป้องกันไวรัสตับอักเสบบี (HAVRIX)	ราคา 1,560 บาท
วัคซีนป้องกันไวรัสตับอักเสบบี (ENGERIX-B)	ราคา 500 บาท
วัคซีนปอดอักเสบ (PNEUMO23)	ราคา 1,295 บาท
วัคซีนป้องกันไข้หวัดใหญ่ 4 สายพันธุ์ (INFLUENZA QUADRIVALENT)	ราคา 670 บาท
วัคซีนป้องกันมะเร็งปากมดลูก 4 สายพันธุ์ (GADASIL)	ราคา 2,265 บาท

HPV Vaccine

รายการ	เหมาะสำหรับ (ช่วงอายุ)	จำนวน เข็ม	ความถี่ (เดือน)	ราคา (บาท)
Cervarix ป้องกันมะเร็งปากมดลูก 2 สายพันธุ์ 16,18 และมะเร็งทวารหนัก	ผู้หญิง 9-14 ปี	2	0.6	5,200
	ผู้หญิง 15-55 ปี	3	0.1, 6	7,250
Gardasil ป้องกันมะเร็งปากมดลูก 4 สายพันธุ์ 6, 11, 16, 18 หูดหนองก้น และมะเร็งทวารหนัก (ผู้เข้ารับการฉีดต้องไม่มีโรคทางเพศสัมพันธ์)	ผู้ชาย 9-18 ปี	2	0.6	5,780
	ผู้หญิง 9-14 ปี	2	0.6	5,780
	ผู้หญิง 15-55 ปี	3	0.2, 6	8,670

(อัตราค่าบริการนี้ไม่รวมค่าแพทย์ และค่าบริการโรงพยาบาล)

ตรวจมะเร็งปากมดลูก (Liquid Prep , Thin prep Test)

ราคา 1,390 บาท

ตรวจค้นหาความเสี่ยงมะเร็งปากมดลูก และตรวจหาเชื้อ HPV DNA (Thin Prep + Cobas HPV DNA)

ราคา 2,800 บาท

ฉีดวัคซีนป้องกันไวรัส HPV 2 สายพันธุ์ (วัคซีนป้องกันมะเร็งปากมดลูก Cervarix)

ราคา 6,900 บาท

ฉีดวัคซีนป้องกันไวรัส HPV 4 สายพันธุ์ (วัคซีนป้องกันมะเร็งปากมดลูก Gardasil)

ราคา 7,890 บาท

Figure 4.1: Examples of The Vaccine Package Price in Two Public Hospitals

“The expensive price of this vaccine is the first thing to pop up in my head.”

Maprang (32 Years), Officer in Public Company

- The excessive price of the triple vaccine package was the most mentioned issue that discourages interviewees from getting the vaccine. There were 20 from 30 people who weighted this as the most discouraging factor. Also, high price was the factor that everyone had mentioned in their top three discouraging factors. In addition, it was mentioned that the standard salary in Thailand in a public company starts at around 18,000 THB per month, and in the government office it starts at 12,000 THB while the triple vaccine package price begins at 6,000 THB. It can be seen that the price is too high for women who have awareness of cervical cancer and are starting out in their working lives.

“The vaccine package price is very high and there are different prices in each hospital.”

Pimk (25 Years), Officer in Public Company

- In addition to the high price of vaccines, there is the confusing matter of the different price in each hospital, even in public hospitals under similar control by The Ministry of Public Health. Examples of the triple vaccine price in public hospitals are as follows; 5,970 THB in Chulabhorn hospital, 6,795 THB in Thammasat University Hospital, and 7,632 THB in Vajira hospital. Also, private hospitals have different prices, such as 8,670 THB in Nontavej hospital and 7,890 THB in Kasemrad hospital. This made 15 interviewees confused about the same product with different prices.

“I feel the price is a bit high and know that there is not 100% protection from cervical cancer.”

Tay (28 Years), Assistant Manager in Public Company

- Apart from the expensive price, one of the other important points mentioned was that HPV vaccination only had 70% protection (not 100% protection) against consequential types of HPV infection, which is the leading cause of cervical cancer by about 70%, that means not protect 100%. However, there are many women who do not know how important it is that this vaccine provides 70% against cervical cancer.

“My opinion in this vaccine is in the high price range when compared with other vaccines”

Bowa (25 Years), Officer in Public Company

- The price of the HPV vaccine is in the top three highest prices of all vaccines, which are available in Thailand. From the interview session, it was found that some of interviewees had the perception that there were more terrible diseases and important works in the company with a lower price of vaccines such as Hepatitis A+B (Twinrix®).

Table 4.2

Price of Each Vaccine in Thailand

Vaccine	Cost in Baht	Cost in USD
Zoster vaccine (Zostavax®)	4,942	\$145
Dengue vaccine (Dengvaxia®)	2,930	\$87
HPV vaccine (Gardasil®)	2,464	\$72
Meningococcal conjugate (Menactra®)	2,435	\$71
Pneumococcal vaccine 13 (Pevnar®)	2,360	\$69
Hepatitis A vaccine (Avaxim160®)	1,473	\$43
Hepatitis A+B (Twinrix®)	1,065	\$32

2.) Lack of information

“I know the importance of this vaccine, but regarding the details or place to get it, I do not have any idea.”

Earth (28 Years), Real estate business owner

- In the interview, there are 20 interviewees who pointed out they lacked information. Five of them had the purchasing power and were ready to pay, but they did not know the details or have time to search on the Internet and analyze information. Eventually, the HPV vaccine will be something they miss out in their lives.

“No sex experience = no opportunity to get cervical cancer for me”

Ray (28 Years), Officer in public company.

- The perception that no sex experience will mean no chance to having cervical cancer is wrong. The statistics show that there is a chance of finding the infection or risk of cervical cancer in up to 15% of all women. Women who have never had sex have a chance of getting cervical cancer as well because they may receive HPV from other sources, such as bathrooms or towels used by infected people. There were two interviewees who mentioned at this point.

“I am the owner of a business in an up-country area of Thailand. Even though I live in the city of the province, but there is no HPV vaccine service in the city’s hospital.”

Guide (28 Years), Business owner in Roi Et, one of Northeastern Provinces in Thailand.

- This is a critical point; there are not enough health service providers distributing the vaccine nationwide. Moreover, the price of this vaccine is quite high when compared with Thailand’s minimum wage, and government health services still cannot meet all the demand of the population.

“If I have already had sex, then why should I be injected with this vaccine?”

Oyl (28 Years), Officer in Public Company

- Although there is misunderstanding of the benefits gained from the vaccine, it is still beneficial in other ways. The most common HPV types are the 16 and 18 strains, but some vaccines contain immunomodulating agents, that can also prevent HPV carcinogens other than the 16 and 18 strains. Even if we have already had sex, may have never been infected with HPV; or if we have already been affected by HPV, the vaccine can also protect against other strains that we have never been infected with. There were two interviewees who mentioned and misunderstood this point.

“Does cervical cancer have to be checked for before injection? I am afraid and embarrassed about the effect on the vagina (with regard to virginity)”

Tay (28 Years), Assistant Manager in Public Company

- According to traditional Thai culture that women have to keep their virginity until they marry. Typically, everyone can get the injection immediately without having to worry about having to get a pelvic examination to check cervical cancer cells; the vaccination is to prevent future infections. Still, a pelvic examination can be done to check for abnormal cells caused by infection before. If done concurrently, the vaccine will be injected at one area of the upper arm like a general vaccination. There is no injection at the cervix or any other organs at all. So, women will still remain virgins and there will no effect on her vagina.

“I'm a bit old. Why would I get the vaccination? Is it not better for young girls to get injection?”

Bee (36 Years), Manager in Public Company

- In reality, late injection is still better than not getting the injection as cancer can occur every day and at every age.

3.) Not enough time and busy lifestyle

“I do not have time and I am only free on Saturday and Sunday, when I am a bit lazy to go to the hospital.

Mayw (27 Years), Data Officer in Public Company

• Actually, in Thailand, there are many processes which need to be done when visiting a hospital, from registering to examination by a doctor, especially in a public hospital. The picture below shows the processes which need to be followed in Khon Kaen hospital the one example of a public hospitals. Typically, the average time taken is 3-4 hours, which might to stay away from the hospital.



Figure 4.2: Example of Vaccine Serviced Processes in Public Hospital

• Even in a private hospital, there may not be an available HPV vaccine service on Saturday, Sunday or special day. Many people cannot afford frequent appointments. According to the recommendations of experts, it is suggested that the injection is done three times to protect with HPV effectively.

- The first time: injected as prescribed
- The second time: 1-2 months after the first
- The third time: about six months after the first time.

4.) Afraid of side effects and the injection process

“Probably, I did not know the details about the vaccine.
If injected, will there be side effects on my work or not?”

TM (26 Years), IT audit officer in Public Company

- Every vaccine has side effects, including the HPV vaccine. Common side effects from the HPV vaccine are mild and subside quickly. The most common side effects include pain, redness, swelling, fever, fainting, nausea, and headache.
- According to medical reports, there is only 8% of vaccinated people who get side effects from the medical report, and only two interviewees were concerned about this point and the impact on their lifestyle.

“I have known the importance of this vaccine since I studied in high school, but I am very afraid of any injections by syringe. Especially, the HPV vaccine, I have heard that it is the most painful of all vaccine injection.”

Yham (27 Years), Online Manager in Public Company

- Not only are children afraid of injections, but adults also concerned. Three interviewees mentioned the point that the HPV vaccine has more a viscous texture when compared with other vaccines.

5.) No key influences are concerned

“The one reason that discourages me from getting this vaccine is that I have no friends to go with, and no one around me is concerned.”

Pim (27 Years), Business Owner

- This point shows that interviewees were not influenced by the interview aspect but their decision depended on other people who were close to them. This is typical for single women in Thai society, who influence each other. One of the significant topics discussed by women is health matters, so it can be assumed that if there are no close friends who are concerned, it means they must decision themselves.

“My two older sisters have not mentioned this disease before, even though every relative from my father’s side has died from cancer.”

View (28 Years), Engineer in Public Company

- Even though all types of cancer are diseases caused by genetic disorders which the gene mutation causes normal cells to become a cancerous. There are two types of gene mutations.

- Type 1 mutation may occur or be stimulated by the environment, which may be called the occurrence caused by behavior, which is the cause of cancer around 90-95%.

- Type 2 mutations are from the inherited genes (which the parents have passed on to their offspring). This causes 5-10% of cancers.

From the interview, it was found that people who are close to each other will influence each other by discussing the family members’ historical cancer information.

6.) Lack of awareness

“There is not enough known about cervical cancer. If it is known that it is serious and causes severe torture, there may be a rush to get injection.”

Viewv (25 Years), Officer in Public Company

- In Thailand, the Ministry of Public Health has cooperated with the National Health Security Office (NHSO) to have thorough cervical cancer screening with at least 80 percent coverage of women nationwide. Therefore, they set a policy during the years 2011-2015 for women aged 30-60 years old to receive at least one screening every five years. They may consider modifying it as appropriate for the context in that area.

- However, there is still low awareness of the importance of getting the HPV vaccine among Thai women, especially in upcountry areas, where health services cannot access or communicate with local people. In addition, cervical cancer symptoms in the initial stages usually do not have any abnormal symptoms. Nevertheless, when cancer has spread, there may be abnormal bleeding from the vagina, such as after having sex. After the menopause, there are vaginal discharge, urine, or feces with blood, which are caused by cancer spreading to nearby organs. There should be more communication with women who do not have cervical cancer awareness.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, the study of “The Factors That Discourage Thai Women From Having Cervical Cancer Vaccine Injection” represents a contemporary topic in applied marketing. The primary purpose of determining the aforementioned key success factors was to recommend the most beneficial every health department in Thailand for improving communication, service, and influencing more Thai women to get the cervical cancer vaccine. The conclusions of the objective described are as follows.

5.1.1 Personal factors that discourage Thai women from having the cervical cancer vaccine injection.

The top five factors that discourage Thai women from having the cervical cancer vaccine injection are 1) the very high price of vaccine packages, 2) lack of information, 3) not enough time and busy lifestyles, 4) not being aware of the importance, and 5) being afraid of side effects and the injection process. The factors that interviewees pointed out most when asked about the list of crucial discouraging factors were the very high price of vaccine packages and the lack of information.

5.1.2 Social and other influences that discourage Thai women from having the cervical cancer vaccine injection.

This independent study tested the marketing framework “The Theory of Reasoned Action” by Fishbein and Ajzen on the factors that discourage Thai women from having the cervical cancer vaccine injection. Social and critical influences are essential factors. A total of 16 interviewees mentioned that key influences who had an effect on their decision to get the cervical cancer vaccine were family members and friends. In terms of social communication, interviewees knew the superficial details of cervical cancer as to how dangerous this disease is, from online media and school study. However, it did not do enough to influence them to get the cervical cancer vaccine.

5.1.3 Demographic profile of Thai women who did not get cervical the cancer vaccine injection.

According to Table 3.2: Respondents demographic profile, there was an association between income level and having the cervical cancer vaccine by 2020. Interviewees who had an income of more than 35,000 THB per month were more concerned with the cervical cancer vaccine than others with a lower income.

5.2 Recommendations

The Theory of Reasoned Action explains the relationship between attitudes towards behavior and subjective norms, and was used to find out the factors that discourage Thai women from having the cervical cancer vaccine injection. This qualitative research showed the main factors are the very high price of vaccine packages, lack of information, not enough time and busy lifestyles, not being aware of the importance, and being afraid of side effects and the injection process.

In Thailand, the only authority which can import cervical cancer vaccines is the National Vaccine Institute under the control of the government. Therefore, the vaccine is a product that has one supplier in Thailand. To solve the problems of cervical cancer, Thai women should be encouraged to be interested in the cervical cancer vaccine injection, which has an effect on the long-term prevention of cervical cancer in Thailand. This should start from the government as an essential mechanism, suggestions on which are as follows.

- Price adjustment of vaccines to at least half the present: the government should find a local source of production or support research in the country to reduce the cost of the cervical cancer vaccine. Also, the government sector should issue a policy which ensure that the cervical cancer vaccine injection is a service which has the same package in all hospitals throughout the nation for all Thai women who can afford to this vaccine.
- Public health departments: officers should have a campaign to give cervical cancer and vaccine knowledge to prevent cervical cancer. There should be coordination with other relevant agencies, in both the public and private sectors. Disseminate of health information about cervical cancer and the cervical cancer vaccine

means that people can receive more information and influence each other to get this vaccine.

- **Public Health Ministry:** the officials should have a clear policy on the HPV vaccine campaign with the target group in the community. The next step should be to disseminate information, including the efficiency of the HPV vaccine, side effects of HPV vaccines, recommendations of the HPV vaccine, the target group for vaccination, and the benefits of HPV vaccines through various media. This will enhance people's correct understanding and encourage people in their family to receive the vaccine as specified.

5.3 Limitations of the Study

Due to time constraints, the researcher had only five months to design the research methodology, gather data from both primary and secondary sources, analyzing the data, and summarize data in an appropriate format. Thus, this research may represent only an overview of the factors that discourage Thai women from having the cervical cancer vaccine injection. Besides, the research cannot generalize the entire population because the study employed a non-probability sampling method or convenient sampling method, due to time and budget constraints

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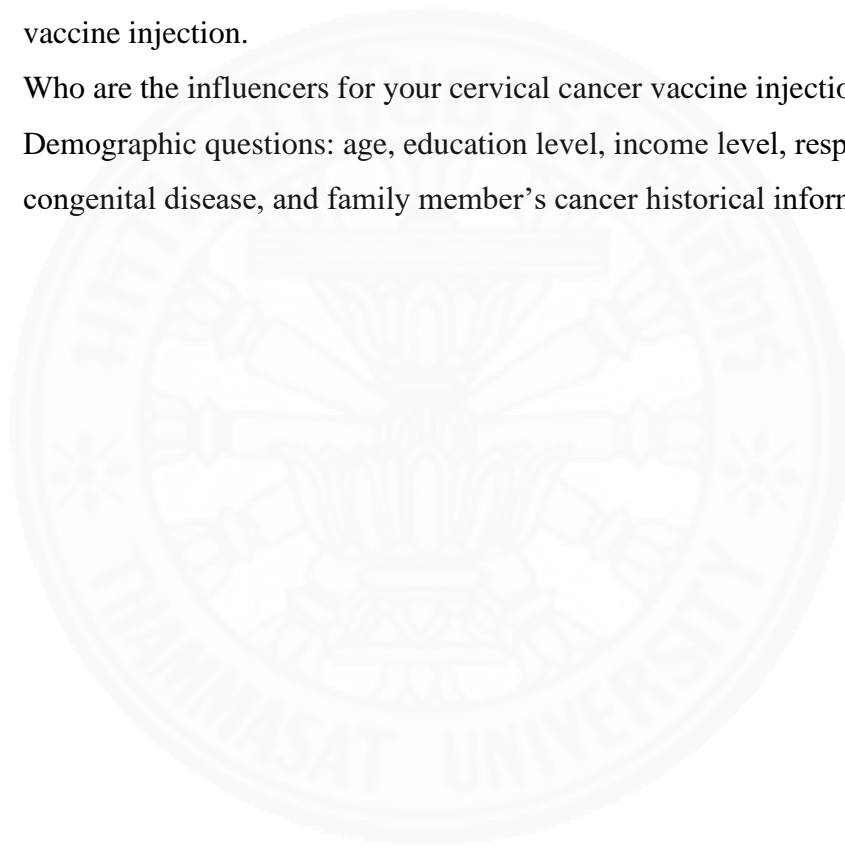
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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW QUESTIONS

1. Could you tell about HPV virus and cervical cancer?
2. What do you think about cervical cancer vaccine injection?
3. What are the factors that discourage your decision to get vaccine?
4. Please list your key personal that discourage you from having cervical cancer vaccine injection.
5. Who are the influencers for your cervical cancer vaccine injection?
6. Demographic questions: age, education level, income level, respondent's congenital disease, and family member's cancer historical information.



APPENDIX B

INTERVIEW RESULTS

1. K.Oyl :

26 years old, Bachelor Degree in Marketing, PR luxury brand officer salary 42,000 THB/month, Grandfather has a lung cancer.

- Could you tell about HPV virus and cervical cancer?

Answer Actually, I have no idea how painful this disease is, what the symptoms are, but just getting the knowledge that it is preventable cancer by injection. If there are other cancer vaccines that can be injected in the future, I would like to inject also. Actually, I had sex experiences with 2 guys in my life with first time on 25 years.

- What do you think about cervical cancer vaccine injection?

Answer I knew that it takes many times to inject.

- What are the factors that discourage your decision to get vaccine?

Answer Honestly, because I feel this is far matter when I do not have sex experience. But, after having sex first time, I concern more about it. Then, the price is almost 10,000 THB for 3 times injection, actually I have to pay by myself. I have rethought about it many times.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of vaccine injection 2. The effect of this disease, there are many women have problems about uterus nowadays 3. Painful while injecting vaccine

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself fist and close friend who just injected.

2. K.Yham :

27 years old, Bachelor Degree in Marketing and Master Degree in Marketing, Online manager salary 50,000 THB/month, No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I have known about HPV virus is the causes of cervical cancer via social media and this is very frightful cancer.

- What do you think about cervical cancer vaccine injection?

Answer Actually, I am afraid with every vaccine injection from syringe inject feeling. But, I will get injection if it is very necessary, for example when I went to study at England. I had to influenza vaccine injection.

- What are the factors that discourage your decision to get vaccine?

Answer Afraid feeling of syringe and no idea where should I go for getting this vaccine.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. My afraid feeling of syringe 2. no idea where should I go for getting this vaccine 3. The price of this vaccine injection

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

3. K.Pim :

27 years old, Bachelor Degree in Economic, Personal business salary 80,000 THB/month, No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer Actually, I knew about cervical cancer which there are many Thai women had this cancer but did not sure about HPV virus.

- What do you think about cervical cancer vaccine injection?

Answer It is necessary but I did not have times or companion to go with.

- What are the factors that discourage your decision to get vaccine?

Answer Nowadays, I knew it very important to get this vaccine but I did not have times or companion to go with. Also, the price is very expensive

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of this vaccine 2. No friends to go with and no one concern 3. There is no time to read or study in cervical cancer vaccine

Who are the influencers for your cervical cancer vaccine injection?

Answer My close friend.

4. K.View :

28 years old, Bachelor Degree in Engineer, Senior engineer officer salary 35,000 THB/month. Every relative from father side died from cancer and mother side only my aunt died from large intestine cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I knew when I studied around grade 9th.

- What do you think about cervical cancer vaccine injection?

Answer It more appears in social media for last 5 year and I feel it has more important.

- What are the factors that discourage your decision to get vaccine?

Answer I think that it quite not happened with me from there is no one has cervical cancer in family. My siblings also did not get this vaccine.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. My family cervical cancer historical information 2. I think it will inject at vagina 3. My siblings

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself and siblings.

5. K.Bee :

34 years old, Bachelor Degree in Economic and Master Degree in MBA, Trade marketing manager salary 46,000 THB/month, Grandfather died from large intestine cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I knew from social media and the favorite hospital when took my mom to hospital. Honestly, I afraid that if I get cervical cancer, it will cannot cure to be normal.

- What do you think about cervical cancer vaccine injection?

Answer I have 2 boyfriends in my life and actually I have protected when have sex. I just realized the importance of this vaccine a year ago when I have plan to marry.

- What are the factors that discourage your decision to get vaccine?

Answer First thing is my busy work, typically when I got sick I did not go to hospital but went to drug store. Second, is my personal knowledge that not know the detail of this vaccine injection.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of cervical cancer is expensive 2. How reliable of the effective of this vaccine

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

6. K.Jan :

27 years old, Bachelor Degree in Education, Teacher in public school 15,000 THB/month, No family members died from cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I knew from study at high school and social media.

- What do you think about cervical cancer vaccine injection?

Answer I very importance in the present from pollution, life style of urban people can increase opportunity to get cancer.

- What are the factors that discourage your decision to get vaccine?

Answer Very expensive price of this vaccine (almost 10,000 THB for 3 times of injection). Also, I did not find place and vaccine package which is suitable for me.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Suitable time 2. Reliable place 3. Price of this vaccines

- Who are the influencers for your cervical cancer vaccine injection?

Answer Friend to go with

7. K.Maprang :

32 years old, Bachelor Degree in Engineer and Master Degree in MBA, Marketing executive salary 24,000 THB/month, No family members have died from cancer.

- Could you tell about HPV virus and cervical cancer?

Answer Known as cancer is a terrifying disease, have a high chance of death even if can be treated. As for cervical cancer, it is one of the most common types of cancer in women and is increasing every year, which is a disease that is very close to me.

- What do you think about cervical cancer vaccine injection?

Answer Nowadays, I married for 6 years. I knew the very importance of this vaccine.

- What are the factors that discourage your decision to get vaccine?

Answer Expensive price of this vaccine is the first thing to pop up in my head. Also, vaccine injection for people over the age of 25 is less protected than childhood, so it is thought that the money may be wasted.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. The price of this vaccine 2. Vaccine injection for people over the age of 25 is less protected than childhood 3. I am not change lover, have only one husband. It might lower risk.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself.

8. K.El :

25 years old, Bachelor Degree in Arts, Interpreter officer salary 24,000 THB/month, Grandmother have stomach cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I heard that it is the cancer that killed many women and knew that should go to prevented injection. But there is an understanding that without being sexually, it is low risk to get. Therefore didn't pay attention to search for information.

- What do you think about cervical cancer vaccine injection?

Answer It is very important to get this vaccine, there are some of my friends get this vaccine already.

- What are the factors that discourage your decision to get vaccine?

Answer Because still do not feel the consequences if not injected. Also, because I have not studied well before, I have no idea that "cervical cancer vaccine is a good thing".

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Do not see the importance of injection 2. Duration of injection 3. Injection fee .

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

9. K.Preaw :

27 years old, Bachelor Degree in Commerce and Accountancy, officer salary 30,000 THB/month, Having cancer relatives, uncle died from large intestine and younger uncle died from brain cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think that cervical cancer is something that every woman is likely to occur. But personally, feel less scary than other cancers. Also, at the age of 26 and being physically strong, having no family history, it still feels unlikely to happen to me.

- What do you think about cervical cancer vaccine injection?

Answer It is very important to get this vaccine.

- What are the factors that discourage your decision to get vaccine?

Answer The reason of going to the injection because there is not much knowledge and news about the vaccine. I'm not sure where to go. How much and feel the first

question is far away from us and often lazy to find information and go. But if there are friends who invite together then would be interested.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer Myself

10. K.Bow :

27 years old, Bachelor Degree in Science, officer salary 20,000 THB/month. No family member died from cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I thought to be a scary disease for women that it can be contacted in many ways, whether sexual intercourse or others. If not well protected, it may die.

- What do you think about cervical cancer vaccine injection?

Answer It is very important to get this vaccine.

- What are the factors that discourage your decision to get vaccine?

Answer No time to search information.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer No time, expensive vaccine, afraid of syringe.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

11. K.Kik :

27 years old, Bachelor Degree in Science, officer salary 20,000 THB/month. No family member died from cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think that it is a cancer that killed a lot of women and many women have this disease. The disease is caused by the HPV virus. Mostly infected from the male partner or many sexual partners.

- What do you think about cervical cancer vaccine injection?

Answer It is very important to get this vaccine, but it also expensive to get this vaccine.

- What are the factors that discourage your decision to get vaccine?

Answer I ignore it a bit, but I know it's a serious disease.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Ignored feeling 2. I bored with hospital processes which spend long time.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

12. K.Tangmo :

27 years old, Bachelor Degree in Education, teacher salary 50,000 THB/month. Shen went to Singapore 2 years ago to work and living with her husband. Grandfather has cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think it's scary, everything with cancer is scary. But ignored, I felt a sense of far from myself.

- What do you think about cervical cancer vaccine injection?

Answer I almost did not have any knowledge about this vaccine.

- What are the factors that discourage your decision to get vaccine?

Answer Very little knowledge of this thing. Honestly, I just saw Facebook post about a effective way to get vaccinated should before the age of 25 (which I don't really know). Now, I am 26, it feels like lately.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. The age that lasts for injection (I knew it was injected at 25) 2. The age that young for cancer 3. There are relocations, therefore, I did not know about cervical cancer in Singapore.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself, I feel that if I do not do, it cannot be forced by anyone. As if my friends said they should go inject ,but ultimately neglected by myself.

13. K.TM :

26 years old, Bachelor Degree in Statistics, officer salary 36,000 THB/month.

Grandfather died from lung cancer.

- Could you tell about HPV virus and cervical cancer?

Answer The disease is quite close to the woman which is a complex internal body disease. But, I still feel it far away from there are no people around me have this disease.

- What do you think about cervical cancer vaccine injection?

Answer Far from myself but I saw the important of this vaccine many times via social media.

- What are the factors that discourage your decision to get vaccine?

Answer Probably, I did not know the detail about the vaccine which it will affect the body or not. If injected, there will be side effects my work or not.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Don't have time to study the details 2. I shy if there is internal check.
3. Price of this vaccine.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

14. K.Ing :

26 years old, Bachelor Degree in Statistics, officer salary 50,000 THB/month. No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think of being a dangerous cancer which there is more talk nowadays, for going to inject for protection. I think this cancer scary than other cancers because cervical cancer is caused by an infection unlike other cancers caused by heredity

- What do you think about cervical cancer vaccine injection?

Answer I do not yet realize the importance and necessity. I think it's still far away.

- What are the factors that discourage your decision to get vaccine?

Answer 1. I search from internet it very painful while injecting. 2. Expensive price of vaccine

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Still not aware of the necessity 2. Fear of painful while injecting 3. Expensive of vaccine package

- Who are the influencers for your cervical cancer vaccine injection?

Answer Close friends

15. K.Noey :

27 years old, Bachelor Degree in Statistics, officer salary 55,000 THB/month. No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think of being a dangerous cancer and I feel afraid a bit.

- What do you think about cervical cancer vaccine injection?

Answer I do not yet realize the importance while I did not have sex experience.

- What are the factors that discourage your decision to get vaccine?

Answer I think that there is nothing to stimulate to inject. There is no communication which shows importance of this cancer.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Still not aware of the necessity 2. Fear of painful while injecting 3. Expensive of vaccine package

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

16. K.Pang :

27 years old, Bachelor Degree in Allied Health Sciences, Medical Representative salary 55,000 THB/month. Mother has lung cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I think of being a dangerous cancer.

- What do you think about cervical cancer vaccine injection?

Answer I do not yet realize the importance while I did not have sex experience.

- What are the factors that discourage your decision to get vaccine?

Answer Still think that young people are not at risk

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Age still not very risky 2. Expensive vaccine

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

17. K.Pink :

24 years old, Lesbian, Bachelor Degree in Marketing, Officer salary 17,000 THB/month. Relative has lymphoma cancer.

- Could you tell about HPV virus and cervical cancer?

Answer It is a matter for women. If aged 30 years and older should be checked and nowadays the disease can easily occur.

- What do you think about cervical cancer vaccine injection?

Answer I think that it is important.

- What are the factors that discourage your decision to get vaccine?

Answer I did not understand how important of this cancer? Also, Injection cost is expensive and the young age as me. So, I'm not worried. To be added, I don't want to go to the hospital from long spending time.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Knowledge of this cancer 2. Expensive price of this vaccine 3. Young age

- Who are the influencers for your cervical cancer vaccine injection?

Answer Friends, Girlfriend

18. K.Tay :

28 years old, Bachelor Degree in Marketing, Officer salary 28,000 THB/month. No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer Is a disease near the woman that should not be overlooked.

- What do you think about cervical cancer vaccine injection?

Answer I did not give importance from lack of information.

- What are the factors that discourage your decision to get vaccine?

Answer This is a disease that does not show signs of starting to be clear. So I didn't give much importance. Also, I am not really know this disease in detail, such as vaccination to prevent is? Is it necessary for the doctor to examine the vagina before? Is it expensive? What causes this disease? Do we have a high risk? If this disease is serious, how severe it is?

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Do not know this disease, therefore not giving important information such as whether we are in the risk group or not?

2. Afraid to have the doctor check the vagina first (shy).

3. Expenses should be expensive because I think that I have to check. I have to inject, probably a lot (like thinking that I haven't got sick yet. No need to see a doctor.)

- Who are the influencers for your cervical cancer vaccine injection?

Answer Mother, Family, Friend

19. K.Mayw :

27 years old, Bachelor Degree in Statistics, Data analyst officersalary 32,000 THB/month. No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer This disease is close to me from I remember that there are statistics showing that a lot of Thai women have this cancer.

- What do you think about cervical cancer vaccine injection?

Answer I do not yet realize the importance while I did not have sex experience.

- What are the factors that discourage your decision to get vaccine?

Answer 1) Not feeling into a hurry period, until forgotten. 2) There is no time, just free time on Saturday, Sunday. 3) The price because as far as looking for the price to fall over 2 thousand baht per time, which is considered quite high. Therefore, have to find a really ready month

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Not hurry matters in my life 2. No time 3. Expensive price and finding suitable place

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

20. K.Joy :

27 years old, Bachelor Degree in Allied Health Sciences, Business owner salary 50,000 THB/month. No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer A dangerous disease which has high opportunities to happen. However, once asked a doctor about this disease, the doctor said that this disease comes with sexual intercourse. Well, if we don't risk ourselves, but should be injected because the age is about 26-27 is the most effectiveness age.

- What do you think about cervical cancer vaccine injection?

Answer I think that importance in my age

- What are the factors that discourage your decision to get vaccine?

Answer Because in the past, never knew it was important. Just recently will be injected depending on the hospital that appointed me in this March 2020.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. No knowledge at first

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

21. K.Aung :

28 years old, Bachelor Degree in Administration, Officer salary 18,000 THB/month.

No family members have cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I afraid of this cancer which close to me.

- What do you think about cervical cancer vaccine injection?

Answer I think that it is very important with I have sex experiences with 2 boyfriends.

- What are the factors that discourage your decision to get vaccine?

Answer No knowledge of this subject including fear of complications.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Lack of knowledge 2. Time to spend

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

22. K.Jan D :

27 years old, Bachelor Degree in Commerce, Public Company Officer 26,000

THB/month. Grandfather has liver cancer, Grandmother has leukemia.

- Could you tell about HPV virus and cervical cancer?

Answer This disease kills a lot of women which is overlooked from thought that it wouldn't happen. Also, most people are worried about other diseases.

- What do you think about cervical cancer vaccine injection?

Answer I am always forgetfulness in this vaccine because I still think that the injection is not necessary.

- What are the factors that discourage your decision to get vaccine?

Answer The price of the vaccine is quite expensive if we get the service at private hospitals.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer - Price of vaccines if I would like to inject fully (in private hospital)

- I am not in a situation of risk of getting cervical cancer.

- I forget because I think I can inject at any age. There is no deep knowledge about this disease and how old it can be injected.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself and family

23. K.Guide :

27 years old, Bachelor Degree in Commerce, Business owner 30,000 THB/month.

Mother has breast cancer, Aunt has leukemia.

- Could you tell about HPV virus and cervical cancer?

Answer It is horrible to me.

- What do you think about cervical cancer vaccine injection?

Answer I used to inject when I was on 12th grade at the first time then I have forgotten to repeat.

- What are the factors that discourage your decision to get vaccine?

Answer My mother personal doctor used to tell me that have to inject this vaccine but I lazy.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Lazy to go to hospital

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

24. K.Pimjira :

27 years old, Bachelor Degree in Commerce, Business owner 70,000 THB/month. 26 No underlying disease, Grandmother has stage 0 endometrial cancer.

- Could you tell about HPV virus and cervical cancer?

Answer It is a matter that women should be aware. Last year I was checked.

- What do you think about cervical cancer vaccine injection?

Answer It is not has awareness about this disease.

- What are the factors that discourage your decision to get vaccine?

Answer Do not know if there is an injection or knew and didn't care which there are around me not many people warn even my family doctor who examined didn't say about this.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. I don't know. 2. I didn't have a campaign awareness

- Who are the influencers for your cervical cancer vaccine injection?

Answer My doctor

25. K.Peak :

27 years old, Bachelor Degree in Engineer, Pubic Company Officer 40,000 THB/month. No underlying disease, Grandfather has skin cancer.

- Could you tell about HPV virus and cervical cancer?

Answer I feel far from myself.

- What do you think about cervical cancer vaccine injection?

Answer It is not important.

- What are the factors that discourage your decision to get vaccine?

Answer I think it will not happen to me and I afraid of the pain of injection

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of vaccine package 2. Pain while injecting.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

26. K.Nam :

27 years old, Bachelor Degree in Economic, Pubic Company Officer 30,000 THB/month. Shrimp allergy, Grandmother has liver cancer.

- Could you tell about HPV virus and cervical cancer?

Answer A terrible disease but I have not yet study the details.

- What do you think about cervical cancer vaccine injection?

Answer It might have the expensive price.

- What are the factors that discourage your decision to get vaccine?

Answer I have never studied about this disease ,so do not know how many injections need to be, the details are and thought that it would be expensive.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Personal time available 2. I haven't studied where to inject 3. Aged, not sure the suitable range.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

27. K.Mean :

27 years old, Bachelor Degree in Logistic, Pubic Company Officer 28,000 THB/month. No family members has cancer.

- Could you tell about HPV virus and cervical cancer?

Answer t's a terrible disease which many women have this cancer and I'm not sure of the real cause of this cancer also.

- What do you think about cervical cancer vaccine injection?

Answer It is quite important to every woman.

- What are the factors that discourage your decision to get vaccine?

Answer A lot of work and other complications.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of vaccine package

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

28. K.Bow A :

25 years old, Bachelor Degree in Communication Arts, Pubic Company Officer 25,000 THB/month. No family members has cancer.

- Could you tell about HPV virus and cervical cancer?

Answer Very close to the woman, I have fully awareness of this cancer.

- What do you think about cervical cancer vaccine injection?

Answer It is really important but it is also expensive.

- What are the factors that discourage your decision to get vaccine?

Answer Because used to find a price that is quite high and have to inject three times.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. Price of vaccine package which has the high price, I think that I could not inject and might not happen to me.

2. It might not available in every hospital

3. No time

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

29. K.View V :

26 years old, Bachelor Degree in Statistics, Pubic Company Officer 30,000 THB/month. I do not have a congenital disease also no family members has cancer.

- Could you tell about HPV virus and cervical cancer?

Answer This cancer has the high risk for whether single or already in a relationship, everyone can be.

- What do you think about cervical cancer vaccine injection?

Answer It is very important to every woman.

- What are the factors that discourage your decision to get vaccine?

Answer No time to go to inject when I had free time I didn't think of it.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. There is not knowing enough cervical cancer which is about, what it would be like or what it would be like if I had cervical cancer. If it is known that it is a serious and causes severe torture, it may be rushed to inject it.

2. The price of the vaccine which have to multiply three because the three times have to inject.

3. Not having time

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

30. K.Uling :

26 years old, Bachelor Degree in Dentistry, Dentist 80,000 THB/month. I do not have a congenital disease also no family members has cancer.

- Could you tell about HPV virus and cervical cancer?

Answer It can be happened everyone, regardless of children or adults.

- What do you think about cervical cancer vaccine injection?

Answer This time the price is not very high and can be accessed more easily.

- What are the factors that discourage your decision to get vaccine?

Answer Rarely go to the hospital and thinking about the symptoms that are or disease at that time. I will forget about whether to go for cervical cancer injection.

- Please list your key personal that discourage you from having cervical cancer vaccine injection.

Answer 1. People are not aware of the severity of cervical cancer.

2. Not enough knowledge about cervical cancer.

3. Economic status of different people, some people do not want to lose the cost of opportunity on work time.

- Who are the influencers for your cervical cancer vaccine injection?

Answer Myself

Conclusion

From the 30 interviewees can conclude main factors that discourage them to get cervical cancer vaccine as this table.

Rank	Discourage Factors to Get Cervical Cancer Vaccine	#Interviewee
1	Busy and there is no time to get vaccine	8
2	Too expensive price of this vaccine	20
3	No sex experiences and implying to be lower risk of cervical cancer	1
4	Embarrassed feeling to check with doctor.	3
5	Lack of information	14
6	Afraid of side effect	1
7	Afraid of injection process	7
8	No companion to go with	1
9	No people around concern	1
10	Do not aware of the important	7
11	Others	7

BIOGRAPHY

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