

Willingness to Pay for Communicable and Non-Communicable Disease Healthcare Services among Rural People in the KBK Districts of Odisha: A Contingent Valuation Approach

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Abstract: This study examines rural households' willingness to pay for the treatment of communicable diseases and non-communicable diseases in Odisha's KBK region. Employing the contingent valuation method, data were collected from 104 respondents, of whom 72.1% indicated WTP, slightly higher for NCDs (75.0%) than ICDs (69.6%). Household income emerged as a significantly predicted WTP for both categories, while older age reduced NCD-WTP ($\beta = -0.293$). Caste approached statistical significance for NCDs ($p = 0.073$), indicating the possible influence of socio-cultural disparities on healthcare financing decisions. The findings of the study support income-linked insurance and targeted subsidies to advance equitable healthcare access and Universal Health Coverage.

Keywords: Willingness to Pay, Communicable Diseases, Non-communicable Diseases, Public Healthcare, Contingent Valuation

JEL Classification Number: I12, I18, D12, H51, C25

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Acknowledgement: The authors are indebted to all the study participants for their unhesitating participation. A kind acknowledgment goes to the members of Odisha State Higher Education Department, for approving the study.