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Consumer behavior towards over-the-counter medicine purchase : The extended theory of planned behaviour (Article)

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Abstract

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The global medication scheduling is changing due to the frequent launching of new and generic medicines which bringing about the accessibility of different kind of medicines for customers in pharmacies. The Over-the-Counter medicines market is always under investigation due to its nature of self-medication. In this study, the major psychological factors like attitude, subjective norm, perceived behavioral control and perceived risk are considered in consumers as the determinant of the over-the-counter medicine purchase decision. This study incorporates the extended theory of TPB to effectively measure the research constructs. A non-probabilistic purposive sampling technique has been applied to choose 308 respondents from the metropolitan territory of Kuala Lumpur and Selangor states in Malaysia. The Exploratory Factor Analysis and Structural Equation Modelling technique have been used to analyse the data. The results revealed that customers' attitude, subjective norm and perceived behavioral control towards OTC medicine were of very supportive significance, whereas perceived risk was not significant. It would be fascinating to explore if the results based on the outcomes hold for populaces of other ASEAN nations as there are different social settings, national approach, and healthcare guidelines. Thus, OTC medicine usage and purchase behaviour could be an integrative part of global healthcare frameworks and priorities. © 2020 Lahore Medical And Dental College. All rights reserved.

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