

[Look Up Full Text](#)
[Find PDF](#)
[Export...](#)
[Add to Marked List](#)
[◀ 1 of 1 ▶](#)

Consumer Behavior Towards Over-The-Counter Medicine Purchase: The Extended Theory of Planned Behaviour

By: [Jinnah, SBA](#) (Jinnah, Shafinaz Binti Ali)^[1]; [Haque, A](#) (Haque, Ahasanul)^[2]; [Jamaludin, MA](#) (Jamaludin, Mohammad Aizat)^[1]

PAKISTAN JOURNAL OF MEDICAL & HEALTH SCIENCES

Volume: 14 Issue: 3 Pages: 1131-1139

Published: JUL-SEP 2020

Document Type: Article

Abstract

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-mediation. In this study, the major psychological factors like attitude, subjective norm, perceived behavioural control and perceived risk are considered in consumer as the determinant of the over-the-counter medicine purchase decision. The 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 result revealed the customers' attitude, subjective norm and perceived behavioural control toward 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 outcome hold for purchase of other ASEAN nations as there are different social setting, national approach, and healthcare guidelines. Thus, OTC medicine usage and purchase behavioural could be an integrative part of global healthcare framework and priorities.

Keywords

Author Keywords: over-the-Counter Medicine; Consumer Behaviour; TPB; Malaysia

KeyWords Plus: PERCEIVED RISK; GREEN; INTENTIONS; ATTITUDES; PRODUCTS; PERCEPTIONS; MEDICATION; PAIN

Author Information

Reprint Address:

International Islamic University Malaysia Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Kuala Lumpur, Malaysia.

Corresponding Address: Haque, A (corresponding author)

+ Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Kuala Lumpur, Malaysia.

Addresses:

+ [1] Int Islamic Univ Malaysia, Int Inst Halal Res & Training, Kuala Lumpur, Malaysia

+ [2] Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Kuala Lumpur, Malaysia

E-mail Addresses: ahasanul@iium.edu.my

Publisher

LAHORE MEDICAL & DENTAL COLL, CANAL BANK N, TULSPURA, LAHORE, 00000, PAKISTAN

Categories / Classification

Research Areas: General & Internal Medicine

Web of Science Categories: Medicine, General & Internal

See more data fields

[◀ 1 of 1 ▶](#)

Citation Network

In Web of Science Core Collection

0

Times Cited

[Create Citation Alert](#)

67

Cited References

[View Related Records](#)

Use in Web of Science

Web of Science Usage Count

0

Last 180 Days

0

Since 2013

[Learn more](#)

This record is from:

Web of Science Core Collection

- Emerging Sources Citation Index

Suggest a correction

If you would like to improve the quality of the data in this record, please [suggest a correction](#).

Cited References: 67

Showing 30 of 67 [View All in Cited References page](#)

(from Web of Science Core Collection)

1. Perceived value: Mediating role of perceived risk

Times Cited: 126

By: Agarwal, S.; Teas, K.R.
Journal of Marketing Theory and Practice, Volume: 9 Pages: 1-14 Published: 2001
Link to: <https://doi-org.ezproxy.um.edu.my/10.1080/10696679.2001.11501899>

2. **THE THEORY OF PLANNED BEHAVIOR** Times Cited: **29,913**
By: AJZEN, I
ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES Volume: 50 Issue: 2 Pages: 179-211 Published: DEC 1991
3. Title: [not available] Times Cited: **13,882**
By: Ajzen, I.; Fishbein, M.
Understanding attitudes and predicting social behavior Published: 1980
Publisher: Prentice-Hall Inc, New Jersey
4. **Determinants of Entrepreneurial Intention among Undergraduate Students in Malaysia** Times Cited: **31**
By: Ambad, Sylvia Nabila Azwa; Damit, Dayang Haryani Diana Ag
FIFTH INTERNATIONAL CONFERENCE ON MARKETING AND RETAILING (5TH INCOMAR) 2015 Book Series: Procedia Economics and Finance Volume: 37 Pages: 108-114 Published: 2015
5. **Sales forecasts for existing consumer produces and services: Do purchase intentions contribute to accuracy?** Times Cited: **75**
By: Armstrong, JS; Morwitz, VG; Kumar, V
INTERNATIONAL JOURNAL OF FORECASTING Volume: 16 Issue: 3 Pages: 383-397 Published: JUL-SEP 2000
6. **The effects of gender and age on new technology implementation in a developing country: testing the theory of planned behavior (TPB)** Times Cited: **118**
By: Baker, E.W.; Al-Gahtani, S.S.; Hubona, G.S.
Information Technology & People Volume: 20 Issue: 4 Pages: 352-75 Published: 2007
7. Title: [not available] Times Cited: **263**
By: Blackwell, R.D.; Miniard, P.W.; Engel, J.F.
Consumer Behavior Published: 2006
Publisher: Thomson/South-Western, Mason.
8. **Issues related to monitoring the safety of over-the-counter (OTC) medicines** Times Cited: **62**
By: Bond, C; Hannaford, P
DRUG SAFETY Volume: 26 Issue: 15 Pages: 1065-1074 Published: 2003
9. **A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates** Times Cited: **232**
By: Burton, S; Lichtenstein, DR; Netemeyer, RG; et al.
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE Volume: 26 Issue: 4 Pages: 293-306 Published: FAL 1998
10. **Self-administration of over-the-counter medication for pain among adolescents** Times Cited: **85**
By: Chambers, CT; Reid, GJ; McGrath, PJ; et al.
ARCHIVES OF PEDIATRICS & ADOLESCENT MEDICINE Volume: 151 Issue: 5 Pages: 449-455 Published: MAY 1997
11. **Purchasing Over-the-counter medicines from Australian pharmacy: what do the pharmacy customers value and expect?** Times Cited: **15**
(View record in SciELO Citation Index)
By: Chan, Vincent; Tran, Hung
Pharmacy Practice (Granada) Volume: 14 Issue: 3 Published: 2016-09
12. **Attitudes towards environmentally friendly products The influence of ecoliteracy, interpersonal influence and value orientation** Times Cited: **107**
By: Cheah, Isaac; Phau, Ian
MARKETING INTELLIGENCE & PLANNING Volume: 29 Issue: 5 Pages: 452-+ Published: 2011
13. **BRANDS AND CONSUMER BEHAVIOR** Times Cited: **14**
By: Chen, Chih-Chung; Chen, Ping-Kuo; Huang, Chiung-En
SOCIAL BEHAVIOR AND PERSONALITY Volume: 40 Issue: 1 Pages: 105-114 Published: 2012
14. **Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels** Times Cited: **391**
By: Chen, Mei-Fang; Tung, Pei-Ju
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT Volume: 36 Pages: 221-230 Published: JAN 2014
15. **OTC (Over the Counter) Pharma Products: A Study on the Behavior of Consumers with Special Reference to Chennai** Times Cited: **1**
By: Cheriyian, A.; Tamilarasi, S.
International Journal of Recent Technology and Engineering. Volume: 8 Issue: 1 Pages: 155-158 Published: 2019
16. **Analysis of Factors that Influence OTC Purchasing Behavior** Times Cited: **1**
By: Cirstea, S. D.; Moldovan- Teselios, C.; Iancu, A. I.
IFMBE Proceedings Volume: 59 Published: 2017
Publisher: Springer, Cham

17. **Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City** Times Cited: **1**
By: Dadhich, A.; Dixit, K.
Apeejay-Journal of Management Sciences and Technolog Volume: 4 Issue: 2 Pages: 73-82 Published: 2017
18. **The pharmaceutical industry: specificity, challenges, and what you can learn from this book** Times Cited: **7**
By: Ding, M.; Eliashberg, J.; Stremersch, S.
Innovation and Marketing in the Pharmaceutical Industry Pages: 1-18 Published: 2014
Publisher: Springer, New York
19. **Application of theory of planned behavior to predict the intention to purchase complementary and alternative medicine** Times Cited: **2**
By: Dzulkpli, M.R.; Azizam, N.A.; Maon, S.N.; et al.
International Tourism & Hospitality Journal Volume: 2 Issue: 3 Pages: 1-7 Published: 2019
[\[Show additional data\]](#)
20. **Purchasing Behaviour for Non- Prescription Medicines** Times Cited: **3**
By: Emmerton, L.
Australian Pharmacist Volume: 24 Issue: 4 Pages: 326-30 Published: 2005
21. Title: [not available] Times Cited: **12**
By: Enis, B. M.
Marketing Principles: The Management Process Published: 1974
Publisher: Goodyear Pub. Co
22. **USER ACCEPTANCE OF VIRTUAL WORLDS** Times Cited: **521**
By: Fetscherin, Marc; Lattemann, Christoph
JOURNAL OF ELECTRONIC COMMERCE RESEARCH Volume: 9 Issue: 3 Pages: 231-242 Published: 2008
23. **The influence of attitudes on behavior** Times Cited: **6**
By: Fishbein, M.; Ajzen, I.
Handb. Attit Volume: 173 Pages: 31 Published: 2005
24. **A short, reliable measure of subjective knowledge** Times Cited: **301**
By: Flynn, LR; Goldsmith, RE
JOURNAL OF BUSINESS RESEARCH Volume: 46 Issue: 1 Pages: 57-66 Published: SEP 1999
25. **Analysis and quantification of self-medication patterns of customers in community pharmacies in southern Chile** Times Cited: **37**
By: Fuentes Albarran, Katherine; Villa Zapata, Lorenzo
PHARMACY WORLD & SCIENCE Volume: 30 Issue: 6 Pages: 863-868 Published: DEC 2008
26. **The theory of planned behavior and Internet purchasing** Times Cited: **212**
By: George, JF
INTERNET RESEARCH Volume: 14 Issue: 3 Pages: 198-212 Published: 2004
27. Title: [not available] Times Cited: **1,942**
By: Hair, J.F.; Hult, G.T.M.; Ringle, C.M.; et al.
PRIMER PARTIAL LEAST Volume: 2 nd ed. Published: 2017
Publisher: Sage, Thousand Oaks, CA
[\[Show additional data\]](#)
28. **Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities** Times Cited: **647**
By: Han, Heesup; Hsu, Li-Tzang (Jane); Sheu, Chwen
TOURISM MANAGEMENT Volume: 31 Issue: 3 Pages: 325-334 Published: JUN 2010
29. **Patients Decision Factors of Alternative Medicine Purchase: An Empirical Investigation in Malaysia** Times Cited: **1**
By: Haque, A.; Chowdhury, N.; Kabir, S. M. H.; et al.
International Journal of Pharmaceutical Research Volume: 12 Issue: 3 Pages: 614-622 Published: 2020
[\[Show additional data\]](#)
30. **Pharmaceutical marketing ethics in healthcare quality for patient satisfaction: An Islamic approach** Times Cited: **2**
By: Haque, A.; Kabir, S.; Anwar, A. K. T. N.; et al.
International Journal of Pharmaceutical Research Volume: 11 Pages: 1688-1697 Published: 2019
[\[Show additional data\]](#)

Showing 30 of 67 [View All in Cited References page](#)

