

Abstract

Self-Medication Practices Among Patients: An Exploration into Jordanians Purchasing Behaviour of The Over The Counter (OTC) Medications.

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This study aimed to identify the impact of Self-Medication Practices Among Patients: An Exploration into Jordanians Purchasing Behaviour of The Over The Counter (OTC) Medications. The topic of consumer behavior towards drugs, analysis and knowledge of its causes are important topics. In the light of this, the researcher has built a questionnaire tool by a selection of arbitrators in the field of marketing to collect the preliminary data for the study and analysis and test the hypotheses using the statistical package of social sciences SPSS, The questionnaire included (25) independent factors, The questionnaire also included six questions showing the measurement of the response about Purchasing Behavior of OTC Drug. The sample consisted of 307 respondents who use over-the-counter drug in Jordan, 400 questionnaires were distributed and 307 were retrieved. Various statistical methods were used to test the theories and to achieve the objectives of the study. After conducting the statistical analysis, the study reach to:

Descriptive analysis stressed the importance of Self-Medication Practices Among Patients: An Exploration into Jordanians Purchasing Behaviour of The Over The Counter (OTC) Medications according to their opinions, The study showed the following This

result is higher than a previous national study reported that the prevalence of this practice was 42.5% ,Furthermore, this result is higher than the results of international countries. The study showed the following The majority of study participants preferred to purchase OTC drugs alone. This result might be related to many factors including low income which lead them to buy cheap drug instead of expensive one and cultural factors such as feeling shy to ask about specific drug in front of others.

The researcher also made the following recommendations:

- Strengthen the policies and instructions toward purchasing of OTC drugs.
- Establish marketing programs in collaboration with health care providers for enhancing purchasing behavior among consumers based on demographic, internal, and external factors.
- Find scientific criteria to measure the purchasing behavior of the consumer per drugs without a prescription, studies serve as standard and quantitative.
- Increase awareness of the community towards harmful effects of these drugs to ensure safe practices
- Strict policies on the advertising and selling of OTC drugs to prevent this problem from escalating.