

UNIVERSITI TEKNOLOGI MARA

**CONSUMERS' RESPONSES TOWARD NON-
PRESCRIPTION MEDICINE ADVERTISING
(NPMA)**

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ABSTRACT

Background: Non-prescription medicine advertising (NPMA) is the medium that is used by the pharmaceutical companies to deliver the information about non-prescription medicine (NPM) directly to the consumers. The purpose of this study is to evaluate the consumers' exposure, perceptions and behaviors toward non-prescription medicine advertising (NPMA).

Methodology: This is a cross sectional study involving public people in Kuala Terengganu that attended community pharmacy and public area such as shopping complex and bus station. The respondents that exposed to NPMA and who knows about NPM were identified through convenient sampling. Data was collected from April to Mei 2014.

Results: A pilot study demonstrated that this questionnaire was valid and reliable to assess consumers' response toward NPMA. The most often media type that respondents exposed to NPMA was reported as a television (M=3.55). Generally, respondents showed positive perception toward NPMA. The study reported that after being exposed to NPMA, respondents involved in at least 1, 2 or 3 behaviors prompted by NPMA. The NPM used and health status were the most consistently found to be significant predictors of perception. The amounts of exposure to NPM and health status were the most significant predictors of behavioral outcomes.

Conclusion: These findings showed consumers were influenced by the non-prescription medicine advertisements. Therefore, it is recommended that better regulations are require to ensure that the advertisements can act as good tools for the consumer in obtaining knowledge about the medicine and health.

Keywords: Non-prescription medicine advertising, pharmaceutical advertising, exposure, beliefs and attitudes, behavioral outcomes

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