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MONTHA MOLEE : DRUG CONSUMPTION BEHAVIOR OF HOUSEHOLDS
IN CHUMPORN. THESIS ADVISORS : NIRAT IMAMEE, Ph.D., BOONYONG KIEW-
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Drug consumption in Thailand is about 60 percent of the nations annual health expenditure, while this figure is less than 20 percent in developed countries. This indicates an obvious utilization of unneeded drugs. The main objective of this survey research was to assess drug consumption behavior among mothers in Chumporn, a southern province of Thailand. The PRECEDE-PROCEED framework was applied to determine the studied variables. A World Health Organization thirth cluster sampling technique was used to select 346 mothers who have children age under five. Data was collected through structured interview questionnaire. Chi-square test, Pearsons Product Moment Correlation and Multiple Classification Analysis (MCA) were used to test the research hypotheses.

It was found that about 57 percent of the variance of drug consumption behavior and about 40 percent of the variance of drug buying behavior could be explained by the predisposing, enabling and reinforcing factors. It was also found that among the independent variables, the experience of using drug was the most important predictor. Therefor, the drug consumer protection projects in Chumporn should place greater emphasis on activities which will enhance the positive experience of buying and using proper drugs.