

4136384 PYPA/M: MAJOR: PHARMACY ADMINISTRATION; M.Sc.in Pharm.
(PHARMACY ADMINISTRATION)

KEY WORDS : SOCIAL MARKETING / SELF-MEDICATION /
DRUG PURCHASING / DRUG UTILIZATION / ANTIBIOTIC
ONCHUDA THOOPTOMPONG: THE APPLICATION OF SOCIAL
MARKETING APPROACH TO RATIONAL SELF-MEDICATION CAMPAIGN
PLANNING IN NAKHONNAYOK PROVINCE. THESIS ADVISORS:
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151 P. ISBN 974-665-292-3

Understanding of target consumers' behaviors is important to health promotion campaign planning. Therefore, this study was performed to identify self-medication behavior of Nakhonnayok consumers and to plan a rational self-medication campaign using social marketing concepts. This study focused on treatment selection behavior, ya-chud utilization, drug consumption behavior and antibiotic drug consumption behavior.

It used cross-sectional survey research. Data of 420 respondents age 15 years and upper, who purchased drugs from six modern drugstores in Nakhonnayok Province during March and April, 2000 were randomly questioned by face-to-face interview.

The results were as follows: within three months before data collecting, most respondents practiced self-medication when they perceived mild symptoms (55.2%), while 11.7% did not take any action. Most symptoms that were treated by self-medication were mild. The reasons for the self-medication selection were mild symptom stage (32.7%), convenience (22.9%), and effectiveness (13.7%). Telling symptom was the most frequent method of drug purchase (65.8%).

This study found two major problems, i.e. inappropriate antibiotic consumption behavior and ya-chud dispensing problem. Therefore, two campaigns were performed. The first campaign was planned to promote appropriate antibiotic consumption behavior to consumers. Consumer analysis, influence channel analysis and target segmentation resulted in two target groups. The first group comprised of respondents who were daily-hired employees, housewives, and agriculturists. This group needed strategies to increase knowledge and appropriate behavior about antibiotic consumption. Community leader should be educated to disseminate information concepts to villagers. Motto contest could be an incentive. The second group comprised of respondents who were government/state enterprise employees, students, private employees, and business owners. This group needed strategies to promote and to maintain appropriate behaviors. The media was by folder dissemination through drugstores and workplaces.

The second campaign was planned to change ya-chud dispensing behavior of drug sellers. The strategy was a participatory learning program to increase knowledge, awareness of problems and to change behavior. The media should be tested and adjusted before campaign implementation.