

<b>Thesis Title</b>	Public's Attitude toward Community Pharmacist Consultation in Muang District, Khon Kaen Province
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### ABSTRACT

The objectives of this study were to assess the public's attitude toward community pharmacist consultation and factors related to this attitude. The 5 community pharmacies in Khon Kaen Province which had full time pharmacists were chosen for data collection, by using questionnaire. Of the total 385 respondents which were collected by randomly sampling, males (51.2 per cent) were slightly more numerous than females (48.8 per cent), half of them were between 15 - 24 years old (52.5 per cent), had or were studying at the bachelor degree (48.6 per cent). Student was the most frequent occupation (42.3 per cent), and their income were mostly lower than 3,000-5,000 baht per month (54.1 per cent).

The results revealed that respondents had rather good attitude toward community pharmacist consultation which consisted of 4 aspects: attitude toward pharmacist, content of consultation, consumer's perceived benefit of pharmacist consultation, and environment of consultation. Content of consultation was rated the highest mean score of attitude, followed by

consumer's perceived benefit of consultation, pharmacist, and environment of consultation respectively. Although respondents were different in gender, age, education, occupation, or income but they were not different in attitude toward community pharmacist consultation.

Multiple regression analysis was used for selected variables which had relationship with attitude toward community pharmacist consultation. Understanding of pharmacists' roles had the strongest positive relationship with public's attitude toward community pharmacist consultation; the people who had more understanding of pharmacist's roles had better attitude toward community pharmacist consultation than those who had less. Experience with pharmacist consultation was also positively correlated with public's attitude toward community pharmacist consultation, the people who had more experience with pharmacist consultation had better attitude than those who had less. Self-perceived medication knowledge had a negative relationship with public's attitude toward community pharmacist consultation, those who believed that they understood all they needed to know about their medication reported a lower attitude toward community pharmacist consultation. Previous contact with community pharmacist had no relationship with attitude.

The findings from this study give us more understanding of the public's attitude toward community pharmacist consultation which is useful for improving strategies of pharmacist consultation role. However more studies in this area are needed.