

Determinants of Consumer's Drug Leaflet Reading

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ABSTRACT

Reading drug leaflet when purchasing and taking drug is recommended for consumers. It is well documented that such behavior can give advantage of safe and effective medication to them. However, not every consumer regularly exhibits this behavior. To promote this behavior, it is thus necessary to understand factors affecting it. The study objective is to determine factors that influence the behavior of reading drug leaflet. Based on Social Cognitive Theory, a path model was hypothesized that availability, access and content of drug leaflet influenced self-efficacy to read drug leaflet. These variables, attitude, belief and other persons influenced the behavior. Every eleventh freshman student of a university in the Northern part of Thailand was included in the sample (n=384). A cross-sectional study using self-administered questionnaire was conducted in 2002. Sixty-one (17.5%) respondents reported regularly reading drug leaflet. Seven hypothesized paths were significant and meaningful. The hypothesized model demonstrated a good fit with the data and explained 36.8% of the variance in the behavior of reading drug leaflet. Low percentage of subjects performing regular reading suggests that interventions to promote this behavior are necessary. Based on these findings, interventions strengthening access, self-efficacy, other persons, content and availability of drug leaflet could promote the behavior of consumer's reading drug leaflet.

Key words: Consumer, Reading drug leaflet, Health behavior, Path model

INTRODUCTION

Background

In a health care system, drug therapy is an important method for treatment of people's health problems. Appropriate drug therapy would lead to safe and effective result for consumers. On the other hand, inappropriate medication could induce other complications (Colgan and Powers, 2001). Several phenomena occur in inappropriate medication. Many consumers took drugs with incorrect and /or insufficient knowledge about their drugs (Chambers et al., 1997; Peremans, 2000). Some consumers used drugs without knowledge of drug risk (Bryden and Fletcher, 2001). Unfortunately, it was found that some consumers were unable to speak in their own words how to take the drugs (Stoelben et al., 2000). Poor compliance of consumer was also reported in drug therapy (Lau et al., 2000). Unintentional