

CONTENTS

	Page
Contents	viii
List of Tables	xiv
List of Illustrations	xvi
List of Abbreviations and Symbols	xvii
PART 1:	1
CHAPTER 1	
INTRODUCTION	2
CHAPTER 2	
REVIEW OF LITERATURE	5
1. Health services in Thailand	5
1.1 Health care systems	5
1.2 Drugstore	6
2. Upper respiratory infections (URI) and treatment	7
2.1 Upper respiratory infections	7
2.1.1 Epidemiology of the common cold	7
2.1.2 Etiology of the common cold	7
2.1.3 Pathogenesis of the common cold	8
2.1.4 Clinical manifestations of the common cold	8
2.1.5 Complications of the common cold	9
2.2 Treatment of the common cold	10
2.2.1 Nonpharmacologic therapy	10
2.2.2 Pharmacologic therapy	10
2.2.2.1 Decongestants	10
2.2.2.2 Antihistamines	12
	viii

CONTENTS (CONTINUED)

	Page
2.2.2.3 Local anesthetics and antiseptics	13
2.2.2.4 Antitussives and expectorants	14
2.2.2.5 Antipyretics and analgesics	14
2.2.2.6 Alternative treatments	14
3. Antibiotics for treatment of the common cold	15
3.1 Antibiotics for the common cold	15
3.2 Antibiotic overuse and misuse	16
3.3 Antibiotic resistance and expenditure	17
3.4 Factors affecting antibiotic overuse and misuse	18
4. Factors associated with pharmacist practice	19
4.1 Patient factors	20
4.1.1 Influence of patient gender and socioeconomic status (SES) on provider practice	20
4.1.1.1 Gender of patients	20
4.1.1.2 Socioeconomic status of patients	21
4.1.2 Other patient characteristics	22
4.1.3 Patient demand	23
4.2 Provider factors and organizational patterns	23
4.2.1 Provider characteristics	23
4.2.2 Provider training and education	25
4.2.3 Drugstore ownership	26
4.2.4 Practice site/workload	26
4.2.5 Sources of drug information	26
4.2.6 Pharmaceutical industry	27
4.2.7 Availability of drugstore staff	27
4.2.8 Location of drugstore	28

CONTENTS (CONTINUED)

	Page
4.2.9 Type of drugstore	28
4.3 Physician practice	28
4.4 Regulatory factors	28
5. The theory of planned behavior	29
6. The theory of planned behavior for health-related research	32
7. The simulated client method (SCM)	33
7.1 Definition	33
7.2 Case scenarios	34
7.3 Simulated clients (SCs)	35
7.4 Data gathering	35
7.5 Validity and reliability	36
7.6 Limitations	36
7.7 Ethics	37
PART 2: STUDY 1	38
CHAPTER 3	
INTRODUCTION OF STUDY 1	39
1. Background and rationale of study 1	39
2. Objectives of study 1	40
CHAPTER 4	
RESEARCH METHODOLOGY OF STUDY 1	41
1. Method of study 1	42
1.1 In-depth interviews	42
1.2 Conceptual framework and hypotheses	43
1.3 Questionnaire development	47

CONTENTS (CONTINUED)

	Page
1.4 Sample and data collection	48
2. Statistical analysis	49
3. Ethical approval	50
CHAPTER 5	
RESULTS OF STUDY 1	51
1. Information from in-depth interviews	51
1.1 Factors affecting attitude	51
1.2 Factors affecting subjective norm	52
1.3 Factors affecting perceived behavioral control	52
2. Survey responses and non-response bias	53
3. Demographic characteristics of respondents	59
4. Reliability and validity of the instruments	61
4.1 Reliability of the instruments	61
4.2 Construct validity of the instruments	63
5. Descriptive statistics of psychological variables	64
6. SEM of the hypothesized model	70
6.1 Testing the hypothesized model	70
6.2 Direct and indirect effects of variables on the behavioral intention	80
CHAPTER 6	
DISCUSSION OF STUDY 1	82
1. General information	82
2. Influential factors on pharmacists' intention	84
3. The modified model without perceived behavioral control	86

CONTENTS (CONTINUED)

	Page
PART 3: STUDY 2	88
CHAPTER 7	
INTRODUCTION OF STUDY 2	89
1. Background and rationale of study 2	89
2. Objectives of study 2	90
CHAPTER 8	
RESEARCH METHODOLOGY OF STUDY 2	91
1. Study setting	91
2. Sample	92
3. Scenario presentation	94
4. Data collection forms	94
5. The simulated clients and training	96
5.1 Training simulated clients in laboratory	97
5.2 Training simulated clients in a real drugstore	98
6. Simulated client survey	99
7. Drug identifications	99
8. Statistical analysis	101
9. Ethical approval	101
CHAPTER 9	
RESULTS OF STUDY 2	102
1. The average practice of pharmacists	102
2. The influence of gender and socioeconomic status appearance of clients on pharmacist behaviors	107

CONTENTS (CONTINUED)

	Page
CHAPTER 10	
DISCUSSION OF STUDY 2	112
PART 4	114
CHAPTER 11	
GENERAL DISCUSSION AND CONCLUSIONS	115
1. Consistency and discrepancy between the two studies	115
2. Specific key findings and discussions	116
2.1 In study 1	116
2.2 In study 2	118
3. Implications of the thesis	120
4. Strengths and limitations of the thesis	121
4.1 Strengths of the thesis	121
4.2 Limitations of the thesis	121
5. Recommendations for future research	122
REFERENCES	124
APPENDIX	147
1. Data collection form for study 1:	148
Questionnaire for postal survey	
2. Data collection form for study 2:	158
Data collection form for simulated client method	
3. Manuscript of study 1	166
4. Manuscript of study 2	184
VITAE	201

LIST OF TABLES

Table	Page
1 Symptoms of respiratory illnesses other than the common cold	9
2 Dosage guidelines for systemic nasal decongestants	11
3 Dosage guidelines for topical nasal decongestants	11
4 Dosage guidelines for systemic first-generation antihistamines	13
5 Survey response	54
6 Comparison of early respondents and late respondents: categorical variables	55
7 Comparison of early respondents and late respondents: continuous variables	56
8 Demographic characteristics of respondents	59
9 Reliability of the scales	61
10 Bivariate correlations between intention component and other nine scales	63
11 Descriptive statistics of history taking	65
12 Drug dispensed in URI treatment	66
13 Mean and standard deviation of psychological variables (N=656)	69
14 Fit statistics for tested models	72
15 The five highest values of modification indices for the hypothesized model (model 3)	73
16 Standardized factor loadings for the hypothesized model (t-value)	74
17 Correlation matrix of constructs in model 3 (hypothesized model)	79
18 Items listed in the URI treatment guideline for community pharmacy practice scoring system	95
19 The measures of dressing in different SES of simulated clients by two raters	98
20 Diagram of the study design to investigate the effects of gender and SES appearance of clients on dispensing behaviors of pharmacist using SCM study	100
21 Frequency of practice patterns of pharmacists in line with the URI treatment guideline for community pharmacy practice	102
22 Drugs dispensed by 32 pharmacists in the treatment of URI	105
23 Frequency of items related to history taking and advice giving for URI by client gender and SES, and by pharmacist gender	108
	xiv

LIST OF TABLES (CONTINUED)

Table	Page
24 Practice patterns by client gender and SES, and by pharmacist gender	110
25 Results from the final mixed effects model	111

LIST OF ILLUSTRATIONS

Figure	Page
1 Theory of reasoned action	30
2 Theory of planned behavior	30
3 Diagram of four steps in methodology of study 1	41
4 Hypothesized model explaining dispensing behaviors of pharmacists (H reflects research hypotheses)	43
5 The hypothesized model	53
6 The conceptual model with 13 constructs	70
7 The effects of all constructs in the conceptual model	81
8 Pattern of antibiotic dispensing for URI by the 32 pharmacists	105

LIST OF ABBREVIATIONS AND SYMBOLS

χ^2	Chi-Square Test
CSMBS	Civil Servant Medical Benefit Scheme
CFI	Comparative Fit Index
CI	Confidence Interval
CFA	Confirmatory Factor Analysis
ν	Degree of Freedom
f	Effect Size
GCS	Gold Card Scheme
HCL	Hydrochloride
p	Levels of the Treatment A (gender of clients)
q	Levels of the Treatment B (socioeconomic status of clients)
ML	Maximum Likelihood
mg	Milligram
MANOVA	Multivariate Analysis of Variance
NSAIDs	Nonsteroidal Anti-inflammatory Drugs
OR	Odds Ratio
ρ	Population Correlation among the Levels of Treatment Combinations
RR	Relative Risk
RMSEA	Root Mean Square Error of Approximation
SCM	Simulated Client Method
SCs	Simulated Clients
SSIS	Social Security Insurance Scheme
SES	Socioeconomic Status
SD	Standard Deviation
SE	Standard Error
SRMR	Standardized Root Mean Square Residual
SEM	Structural Equation Modeling
TLI	Tucker-Lewis Index

LIST OF ABBREVIATIONS AND SYMBOLS (CONTINUED)

α	Type I Error
β	Type II Error
UK	United Kingdom
US	United States
URI	Upper Respiratory Infections
vs.	Versus