

# Determinants of Consumer Buying Behavior towards Non-Prescription/OTC Medicines

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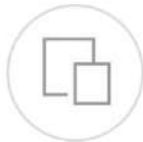


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## Abstract

Generally known as self-medication, the purchase of non-prescription or over the counter (OTC) medicines is a common practice nowadays. People find it easy to procure medicines through