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Journal of Business and Economic Analysis, Vol. 7, No. 2 (2025) 22-47

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DOI: <https://doi.org/10.5281/zenodo.17420307>

## **EFFECTIVE DETERMINANTS OF THE NONPRESCRIPTIVE PURCHASING BEHAVIOUR: CONSCIOUSNESS, TRUSTWORTHINESS AND ASSERTION**

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Received 28 November 2024

Revised 30 July 2025

Revised 18 August 2025

Accepted 22 August 2025

Published 22 October 2025

### **Abstract**

Self-medication through over-the-counter (OTC) medicines is rising due to convenience and cost savings. This growing trend of self-medication with OTC medicines necessitates this study to identify key behavioral factors influencing consumer decisions and promote safer, more informed, and responsible medication practices. Using a survey-based approach through simple random sampling and convenience sampling technique, the study validates a proposed conceptual model through integration of chi square, CFA and SEM, that captures consumer behavior across three stages: the cognitive stage (information search/awareness), the affective stage (evaluation of alternatives/perceived trustworthiness), and the behavioral stage (actual purchase behavior/purchase frequency). The findings demonstrate statistically significant relationships between demographic variables and behavioral characteristics such as consciousness, trustworthiness, and assertion, all of which shape consumers' purchasing patterns. The results confirm the proposed conceptual model and provide valuable insights into consumer decision-making for OTC medicines. Practically, the study underscores the importance of promoting responsible self-medication by encouraging consumers to verify and follow label instructions, seek expert advice when needed, and remain aware of potential adverse effects, thereby guiding consumers, sellers, and policymakers toward safer and more informed OTC medication use.

**Key Words:** *Cognitive, Nonprescription/OTC medicines, Evaluation, Purchase Decision, Responsiveness, Sources of Information,*

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