

TABLE OF CONTENTS

	PAGE
Abstract	i
Acknowledgement	ii
Table of Contents	iii & iv
List of Tables	v
List of Figures	vi
Chapter One	
Introduction	
1.1 The Health Care System In Malaysia	1
1.2 The Pharmaceutical Industry	3
1.3 History Of Pharmacies In Malaysia	4
1.4 Set-Up Of A Retail Pharmacy	7
1.4.1 Sole-Proprietor Pharmacies	
1.4.2 Chain Pharmacies	
1.5 Objectives Of This Study	10
Chapter Two	
Literature Review	
2.1 A Review Of Patronage Factors	11
2.2 Studies on Patronage Behavior	16
Chapter Three	
Research Methodology	
3.1 Questionnaire	22
3.2 Sample Selection	24
3.3 Data Collection And Analysis	24

Chapter Four

Research Results

4.1	Results From The Pharmacy Owners Or Manager's Survey ..	26
4.1.1	Opening Hours	
4.1.2	Opening Days	
4.1.3	Staff Strength	
4.1.4	Proportion Of Customers In A Day	
4.1.5	Age Groups	
4.1.6	Average Purchase	
4.1.7	Product Category Of Purchases	
4.1.8	Proportions Of Customers In A Week	
4.2	Results From The Pharmacy Customers Survey.....	33
4.2.1	Demographic Profile	
4.2.2	Patronage Factors	

Chapter Five

Conclusion

5.1	Summary of Findings	48
5.1	Implications Of This Study	49
5.2	Recommendations For Future Studies	51
	References	52
	Appendix	55

LIST OF TABLES	PAGE
Table 1: Percentage Of Customers In A Day	29
Table 2: Product Category Of Purchases	31
Table 3: Proportion Of Customers In A Week	32
Table 4: Demographic Profile Of Pharmacy Customers	34
Table 5: Factor Loading For Patronage	37
Table 6: Ranking Of Factors For Patronage	38

LIST OF FIGURES

Figure 1: Main Channels Of Pharmaceutical Distribution
In Malaysia

5