# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract ..................................................</td>
</tr>
<tr>
<td>Acknowledgement ...........................................</td>
</tr>
<tr>
<td>Table of Contents .........................................</td>
</tr>
<tr>
<td>List of Tables ...............................................</td>
</tr>
<tr>
<td>List of Figures ...............................................</td>
</tr>
</tbody>
</table>

## 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 ............................... 10  
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

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