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Independent Study Title Attitudes of Drugstore Business Entrepreneurs in Chiang Mai District Towards the Community Pharmacy Development and Accreditation

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ABSTRACT

The objective of this independent research is to examine attitudes of drugstore business entrepreneurs in Chiang Mai district towards the Community Pharmacy Development and Accreditation. The data was gathered from questionnaires filled in by 137 drugstore business entrepreneurs. The following is the research result.

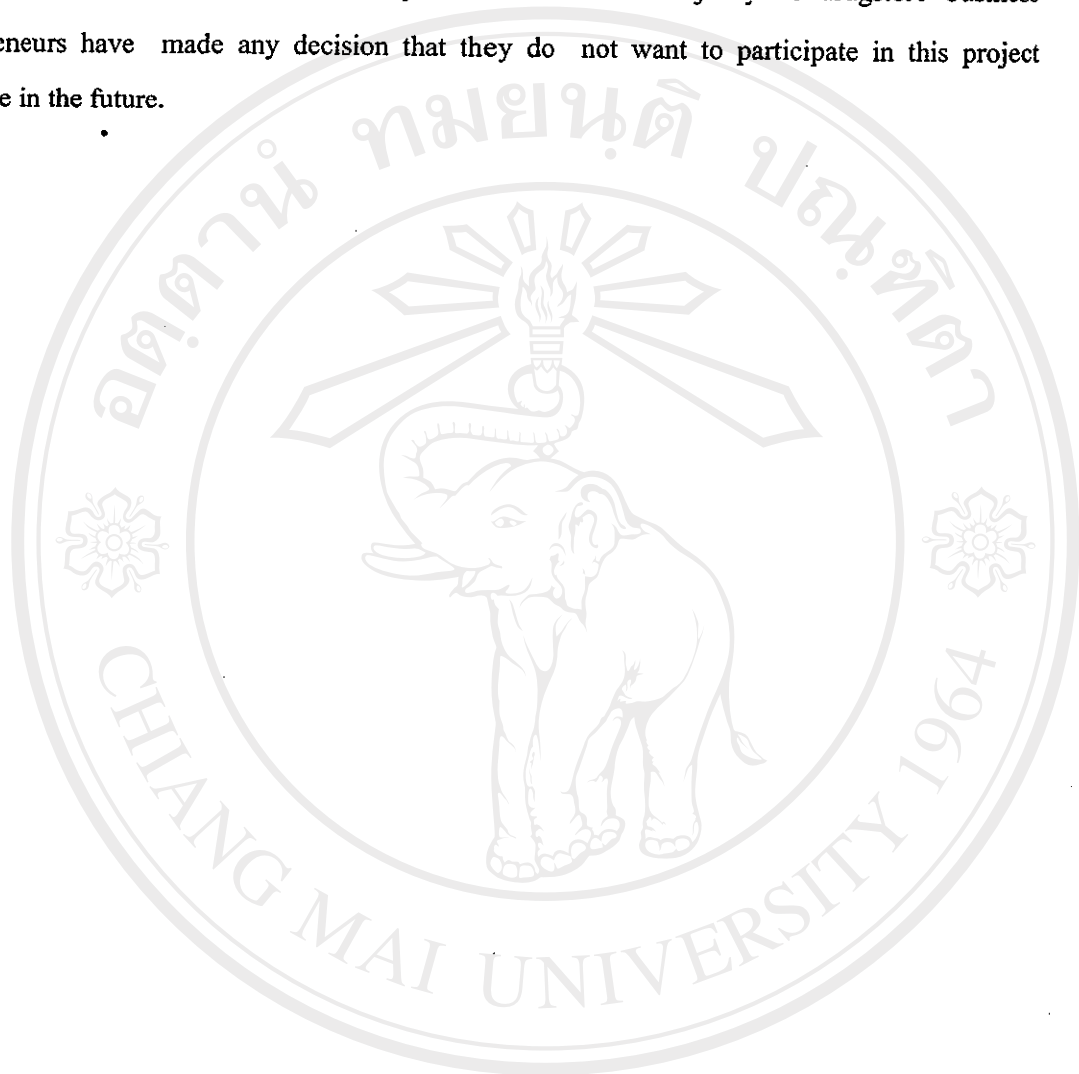
The majority of drugstore business entrepreneurs were males, and aged between 40 to 50 years old. Their marital status was married and their education background was Bachelor's Degree. The average monthly total sale was between 300,001 to 400,000 baht. The pharmacies had been operating more than 10 years. They were categorized as sole owner. The amount of customers per day was about 31 to 40 persons.

The result indicating the attitude of drugstore business entrepreneurs had knowledge in the Community Pharmacy Development and Accreditation. The knowledge level was ranged as follows; Fourth standard, Third standard, First standard, Fifth standard and Second standard.

For the opinion issue, the opinion of drugstore business entrepreneurs was ranged as first standard fourth standard and fifth standard was indicated as agree. The third standard was indicated as neutral. The second standard was indicated as disagree.

For the behavioral issue, the majority of drugstore business entrepreneurs had not yet participated in the project. The important reason was that they are not interested in the project. For the informative issue, the drugstore business entrepreneurs mostly received knowledge or

information from word of mouth. Moreover, the drugstore business entrepreneurs partly participated in this project by giving their opinions to the Chiang Mai Pharmacy Club towards the five standards determined the Pharmacy Association. The majority of drugstore business entrepreneurs have made any decision that they do not want to participate in this project anymore in the future.



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