

REFERENCES

- Agrawal, M. (1995). Warning labels: the role of expertise and perceived risk in pharmaceutical purchase behavior. *Health Marketing Quarterly, 13*(2), 99-115.
- Argo, J. J., & Main, K. J. (2002). Warning! proceed with caution: a meta-analysis of the effectiveness of warning labels. *Advances in Consumer Research, 29*, 235-236.
- Ary, D., Jacobs, L. C., & Razavieh, A. (1996). *Introduction to research in education* (5 ed.). Fort Worth: Harcourt Brace College.
- Atkinson, R. C., & Juola, J. F. (1973). Factors influencing speed and accuracy of word recognition. In S. Kornblum (Ed.), *Attention and Performance* (Vol. 4, pp. 583-612). New York: Academic.
- Barlow, T., & Wogalter, M. S. (1991). Increasing the surface area on small product containers to facilitate communication of label information and warnings. *Interface, 7*, 88-93.
- Barlow, T., & Wogalter, M. S. (1993). Alcoholic beverage warnings in magazine and television advertisements. *Journal of Consumer Research, 20*, 147-156.
- Bauer, R. A. (1960). Consumer behavior as risk taking. In R. S. Hancock (Ed.), *Dynamic Marketing for a Changing World* (pp. 389-398). Chicago: American Marketing Association.
- Bearden, W. O., & J.B., M. (1978). Consumer-perceived risk and attitudes toward generically prescribed drugs. *Journal of Applied Psychology, 63*(6), 741-746.

- Beatty, S. E., & Talpade, S. (1994). Adolescent influence in family decision making: a replication with extension. *Journal of Consumer Research*, 21(September), 332-341.
- Bennoson, J., Daly, M. J., Bodger, K., & Heatley, R. V. (1997). Cut deregulation to GSL status. *Pharmacy Practice*, 7(Jan), 9, 11-12.
- Bettman, J. R. (1973). Perceived risk and its components: a model and empirical test. *Journal of Marketing Research*, 10, 381-385.
- Bettman, J. R., Payne, J. W., & Staelin, R. (1986). Cognitive considerations in designing effective labels for presenting risk information. *Journal of Public Policy and Marketing*, 5, 1-28.
- Blenkinsopp, A., & Bradley, C. (1996). Over the counter drugs: patients, society, and the increase in self medication. *British Medical Journal*, 312(Mar 9), 629-632.
- Boyd, H. W., Walker, O. C., & Larreche, J. C. (1995). *Marketing Management: a Strategic Approach with a Global Orientation* (2 ed.). Chicago: Irwin.
- Bryce, W., & Olney, T. J. (1987). Modality effects in television advertising: a methodology for isolating message structure from message content effects. In M. J. Houston (Ed.), *Advances in Consumer Research* (pp. 174-177). Provo, Utah: Association for consumer research.
- Carroll, N. Y., Siridhara, C., & Fincham, J. E. (1986). Perceived risks and pharmacists' generic substitution behavior. *Journal of Consumer Affairs*, 20(1), 36-47.
- Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension process. *Journal of Consumer Research*, 15, 210-224.

- Chandra, A., & Holt, G. A. (1999). Pharmaceutical advertisements: how they deceive patients. *Journal of Business Ethics*, 18, 359-366.
- Charupatanapong, N. (1989). An analysis of consumer's risk perceptions of their self-medication practices in Thailand. Ph.D. in Pharmacy, The University of Texas at Austin, Texas.
- Charupatanapong, N., & Rascati, K. L. (1992). Self-medication practices in Thailand. *Journal of Pharmacoepidemiology*, 2(4), 13-30.
- Chowwanapoonpohn, H., Awiphan, R., & Lipowski, E. (2003). Over-the-counter drug advertisements in Thailand setting: analysis and evaluation of its information content. *Journal of the American Pharmaceutical Association*, 43, 304.
- Cirone, N. (1997). Safely using OTC medications. *Nursing*, 27(8), 44.
- Donthu, N., & Gilliland, D. (1996). The infomercial shopper. *Journal of Advertising Research*, 36(March/April), 69-76.
- Dowling, G. R., & Staelin, R. (1994). A model of perceived risk and intended risk-handling activity. *Journal of Consumer Research*, 21(1), 119 - 134.
- Drug Act, 88-90 (B.E.2510).
- Ellen, P. S., Bone, P. F., & Stuart, E. W. (1998). How well do young people follow the label? An investigation of four classes of over-the-counter drugs. *Journal of Public Policy and Marketing*, 17(1), 70-85.
- Elliott, F. (2002). Proper precautions. *Occupational Health and Safety*, 71(4), 62.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer Behavior* (6th ed.). Orlando: Dryden Press.

- Eppright, D. R., & Cunningham, I. C. (1994). Demographic and health locus of control influence on nonprescription drug information use expectations. *Journal of Pharmaceutical Marketing and Management*, 8(3), 29-47.
- Fisher, P. M., Krugman, D. M., Fletcher, J. E., Fox, R. J., & Rojas, T. H. (1993). An evaluation of health warnings in cigarette advertisements using standard market research methods: what does it mean to warn? *Tobacco Control*, 2, 279-285.
- Ford, G. T., & Kuehl, P. G. (1979). Label warning messages in OTC drug advertising an experimental examination of FTC policymaking. *Current Issues and Research in Advertising*, 115-128.
- Foxman, E. R., Muehling, D. D., & Moore, P. A. (1988). Disclaimer footnotes in ads: discrepancies between purpose and performance. *Journal of Public Policy and Marketing*, 7, 127-137.
- Ganther, J. M., & Kreling, D. H. (2000). Consumer perceptions of risk and required cost savings for generic prescription drugs. *Journal of the American Phamaceutical Association*, 40(3), 378-383.
- Garner, W. R. (1974). *The Processing of Information and Structure*. Potomac, MD: Erlbaum.
- Gildin, S. Z. (2002). *Information Processing Theory*. Retrieved May 15, from the World Wide Web: <http://www.ciadvertising.org/student-account/spring-01/adv382i/szg/index.htm>.
- Green, S. B., Salkind, N. J., & Akey, T. M. (2000). *Using SPSS for windows: analyzing and understanding data* (2 ed.). New Jersey: Prentice-Hall.

- Herxheimer, A., Lundborg, C. S., & Westerholm, B. (1993). Advertisements for medicines in leading medical journals in 18 countries: a 12 month survey of information content and standards. *International Journal of Health Service*, 23(1), 161-172.
- Holdford, D. A. (2003). *Marketing for pharmacists*. Washington, D.C.: American Pharmaceutical Association.
- Houston, M. J., & Rothschild, M. L. (1980). Policy-related experiments on information provision: a normative model and explication. *Journal of Marketing Research*, XVII(November), 432-449.
- Hoy, M. G., & Stankey, M. J. (1993). Structural characteristics of televised advertising disclosures: a comparison with the FTC clear and conspicuous standard. *Journal of Advertising*, XXII(2).
- Jacoby, J., & Kaplan, L. B. (1972). *The components of perceived risk*. Paper presented at the Proceedings of the Third Annual Conference for Consumer Research, College Park, MD.
- Jacoby, J., Nelson, M. C., & Hoyer, W. D. (1982). Corrective advertising and affirmative disclosure statements: their potential for confusing and misleading the consumer. *Journal of Marketing*, 46(winter), 61-72.
- Johnson, L. F. (2001). Minding your OTCs. *Occupational Health and Safety*, 70(4), 48-50.
- Kisielius, J., & Sternthal, B. (1986). Examining the vividness controversy: an availability-valence interpretation. *Journal of Consumer Research*, 12, 418-431.

- Kogan, M. D., Gregory, P., Stella, M. Y., & Milton, K. (1994). Over-the-counter medication use among U.S. preschool-age children. *Journal of the American Medical Association*, 272(13), 1025-1030.
- Krishnan, H. S., & Chakravarti, D. (1999). Memory measures for pretesting advertisements: an integrative conceptual framework and a diagnostic template. *Journal of Consumer Psychology*, 8(1), 1-37.
- Lal, A. (1998). Information contents of drug advertisements: an Indian experience. *Annals of Pharmacotherapy*, 32(Nov), 1234-1238.
- Laughery, K. R., & Young, S. L. (1991). An eye scan analysis of accessing product warning information, *In Proceeding of the Human Factors Society 35th Annual Meeting* (pp. 585-589). Santa Monica, CA: Human Factors and Ergonomics Society.
- Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, XXII(February), 41-53.
- Lehto, M. R., & Miller, J. M. (1986). *Warning, volume 1: Fundamentals, design and evaluation methodologies*. Ann Arbor, MI: Fuller Technical.
- Leibowitz, A. (1989). Substitution between prescribed and over-the-counter medications. *Medical Care*, 27(1), 85-94.
- Lively, B. T., Baldwin, H. J., Carlton, B. R., & Riley, D. A. (1981). The relationship of knowledge to perceived benefits and risks of oral contraceptives. *Drug Information Journal*, July/December, 153-160.
- Moorthy, S., Ratchford, B. T., & Talukdar, D. (1997). Consumer information search revisited: theory and empirical analysis. *Journal of Consumer Research*, 23(March), 263-277.

- Morris, L. A., Lechter, K., Weintraub, M., & Bowen, D. (1998). Comprehension testing for OTC drug labels: goals, methods, target population, and testing environment. *Journal of Public Policy and Marketing*, 17(1), 86-96.
- Morris, L. A., Mazis, M. B., & Brinberg, D. (1989). Risk disclosures in televised prescription drug advertising to consumers. *Journal of Public Policy and Marketing*, 8, 64-80.
- Morris, L. A., Ruffner, M., & Klimberg, R. (1985). Warning disclosures for prescription drugs. *Journal of Advertising Research*, 25(5), 25-32.
- Nonprescription Drug Manufacturers Association. (1992). *Self-medication in the '90s: practices and perceptions* (MP992-10M). Washington, DC.
- Norris, C. E., & Colman, A. M. (1992). Context effects on recall and recognition of magazine advertisements. *Journal of Advertising*, 21(3), 37-46.
- Paivio, A. (1971). *Imagery and verbal process*. New York: Holt, Rinehart & Winston.
- Penney, C. G. (1989). Modality effects and the structure of short-term verbal memory. *Memory and Cognition*, 17(July), 398-422.
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: the moderating role of involvement. *Journal of Consumer Research*, 10(September), 135-146.
- Pham, M. T. (1996). Cue representation and selection effects of arousal on persuasion. *Journal of Consumer Research*, 22(March), 373-387.
- Pingsuttiwong, G., Ruengwises, C., & Awiphan, R. (1992). *The study of drug advertising by radio and television*. Bachelor's senior project, Chulalongkorn University, Bangkok.

- Popper, E. T., & Murray, K. B. (1989). Communication effectiveness and format effects on in-ad disclosure of health warnings. *Journal of Public Policy and Marketing*, 8, 109-123.
- Prasert, S. (2001). *Standard developing for drug advertisements controlling and monitoring*. Bangkok: Food and Drug Administration.
- Prohaska, T. R., Albrecht, G., Levy, J. A., Sugrue, N., & Kim, J. (1990). Determinants of self-perceived risk for AIDS. *Journal of Health and Social Behavior*, 31(4 (Dec)), 384-394.
- Roberts, W. A. (1972). Free recall of word lists varying in length and rate of presentation: a test of total-time hypotheses. *Journal of Experimental Psychology*, 92, 365-372.
- Rogers, W. A., Lamson, N., & Rousseau, G. K. (2000). Warning research: an integrative perspective. *Human Factors*, 42(1), 102-139.
- Rousseau, G. K., Lamson, N., & Rogers, W. A. (1998). Designing warnings to compensate for age-related changes in perceptual and cognitive abilities. *Psychology and Marketing*, 15(7), 643-662.
- Sangboonraung, S. (2002). Self-prescribed medication of people in congested communities. M.Ed. Thesis in Nonformal Education, Chiang Mai University, Chiang Mai.
- Sansgiry, S., Sharp, W. T., & Sansgiry, S. S. (1999). Consumer understanding and interpretation of printed over-the-counter drug advertisements. *Journal of Pharmaceutical Marketing and Management*, 13(1), 15-26.

- Schwanenflugel, P. J., & Shoben, E. J. (1983). Differential context effects in the comprehension of abstract and concrete verbal materials. *Journal of Experimental Psychology: Learning, Memory, and cognition*, 9(1), 82-102.
- Shimp, A. T., & Bearden, W. O. (1982). Warranty and other extrinsic cue effects on consumers' risk perceptions. *Journal of Consumer Research*, 9(June), 38-46.
- Smith, S. J. (1990). The impact of product usage warnings in alcoholic beverage advertising. *Journal of Public Policy and Marketing*, 9, 16-29.
- Solomon, M. R. (1999). *Consumer Behavior* (4th ed.). New Jersey: Prentice-Hall.
- Sreprasert, V., Chaicharoen, S., Suitthimeathegorn, O., & Thanaviriyakul, S. (1999). Characteristics and relative factors of consumer purchasing by drug names in community pharmacy. *Thai Journal of Pharmaceutical Sciences*, 23(3), 141-146.
- Stephens, E. C., & Johnson, M. M. (2000). Dr.Mom and other influences on younger and older adults' OTC medication purchases. *The Journal of Applied Gerontology*, 19(4), 441-459.
- Stoehr, G. P., Ganguli, M., Seaberg, E. C., Echement, D. A., & Belle, S. (1997). Over-the-counter medication use in an older rural community: the MoVIES project. *Journal of American Geriatric Society*, 45(2), 158-165.
- Strutton, H. D., & Lumpkin, J. R. (1992). Influence of over-the-counter product use on information source behavior among the elderly. *Journal of Pharmaceutical Marketing and Management*, 6(4), 3-20.
- ThaiFDA. (2004). *Manual of health product advertisements for advertising media producer*. Bangkok: Thai Food and Drug Administration.

- Thooptompong, O. (2001). The application of social marketing approach to rational self-medication campaign planning in Nakhonnayok Province. M.Sc. Thesis in Pharmacy, Mahidol University, Bangkok.
- Trijp, V., Hoyer, W. D., & Inman, J. J. (1996). Why switch? Product category level explanations for true variety-seeking behavior. *Journal of Marketing Research*, 33(August), 281-292.
- Truitt, L., Hamilton, W. L., Johnston, P. R., Bacani, C. P., Crawford, S. O., Hozik, L., & Celebucki, C. (2002). Recall of health warnings in smokeless tobacco ads. *Tobacco Control*, 11(Suppl II), 59-63.
- Tucker, K. G., & Smith, M. C. (1987). Direct to consumer advertising: effects of different formats of warning information disclosure on cognitive reactions of adults. *Journal of Pharmaceutical Marketing and Management*, 2(1), 27-41.
- Weilbacher, W. M. (1979). *Advertising*. New York: Macmillan Publishing.
- Wells, W., Burnett, J., & Moriarty, S. (2003). *Advertising Principles & Practice* (6 ed.). Upper Saddle River, NJ: Pearson Education International.
- Wibulpolprasert, S., Chokevivat, V., & Tantivess, S. (Eds.). (2002). *Thai Drug System*. Bangkok: Arun Inc.
- Wilkes, M. S., Doblin, B. H., & Shapiro, M. F. (1992). Pharmaceutical advertisements in leading medical journals: experts' assessments. *Annals of Internal Medicine*, 116, 912-919.
- Wilkie, W. L. (1987). Affirmative disclosure at the FTC: Communication issues. *Journal of Public Policy and Marketing*, 6, 33-42.

- Win, S. S. (1999). *Self-medication among 4th year university students, Faculty of Public Health, Mahidol University, Bangkok, Thailand.* M.S. Thesis in Public Health, Mahidol University, Bangkok.
- Wogalter, M. S., & Young, S. L. (1991). Behavioural compliance to voice and print warnings. *Ergonomics, 34*(January), 79-89.
- Wogalter, M. S., & Laughery, K. R. (1996). WARNING! Sign and label effectiveness. *Current Directions in Psychological Science, 5*, 33-37.
- Young, S. L. (1991). Increasing the noticeability of warnings: effects of pictorial, color, signal icon and border, *In Proceeding of the Human Factors Society 35th Annual Meeting* (pp. 580-584). Santa Monica, CA: Human Factors and ergonomics Society.
- Young, S. L., & Wogalter, M. S. (1990). Comprehension and memory of instruction manual warnings: conspicuous print and pictorial icons. *Human Factors, 32*(December), 637-649.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research, 12*(December), 341-352.
- Zaichkowsky, J. L. (1986). Conceptualizing involvement. *Journal of Advertising, 15*(2), 4-14.
- Zaichkowsky, J. L. (1994). The personal involvement inventory: reduction, revision, and application to advertising. *Journal of Advertising, 23*(4), 59-70.