

## **FACTORS MOTIVATING THE CHOICE OF SELF-MEDICATION OVER PRESCRIBED MEDICATION AMONG THE POPULACE OF INCHABAN, WESTERN REGION-GHANA**

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### **ABSTRACT**

**Aim** *To comprehensively investigate and grasp the diverse determinants that affect individuals' selections of self-medications. Its goal is to offer insights into the broader scope of healthcare provision, concentrating on understanding consumer behaviours and preferences regarding self-medication.*

**Study Design** *The research will employ a quantitative cross-sectional approach to investigate the determinants of self-medication choices in Inchaban. The data collected through closed-ended questionnaires administered to participants (users) of the biggest Hospital and Pharmacy store in Inchaban using purposive sampling was analyzed using statistical methods including tables, percentages and graphs by SPSS.*

**Background** *The healthcare landscape rapidly evolves, with an increasing trend towards patient autonomy and consumer participation in healthcare decision-making. One of the most prominent aspects of this transformation is the rise in self-medication, where individuals independently select and use medications without a prescription. This growing trend necessitates a deeper understanding of the factors influencing self-medication, as it holds significant implications for healthcare delivery, patient outcomes and public health strategies.*

**Results** *The results showed that there is a low willingness to seek self-medication among the populace of Inchaban, with a strong preference for prescribed medication choices. The study also demonstrated that the factors influencing self-medication choices in Ghana are varied and encompass demographic, provider, medicine, and socio-cultural factors. Of particular importance are marital status, access to formal healthcare, ease of administration of medications, trust in over-the-counter (OTC) medicine sellers and past experiences with medications which significantly influence individuals' decisions to self-medicate.*

**Conclusion** *It is therefore recommended that national healthcare programs include targeted education campaigns that address these specific motivators, particularly focusing on building trust in formal healthcare services and educating the public on the risks of self-medication.*

**KEYWORDS:** *Self-Medication, Prescribed-Medication, Determinants, Inchaban, Ghana*

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### **Article History**

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