

## **PERSONAL CULTURAL FACTORS IMPACT ON OTC MEDICINES- PURCHASE INTENTION IN VIET NAM**

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After reviewing former researches, some theories related to cultures, psychological behavior in health care area as well as several assessments about cultural researches over the globe, this paper has found out six research gaps from which provide six reasons to conduct the research. Those are New opinion about the asymmetry of culture, the transformation of culture through time, culture inconsistency, the differentiation between one's cultural value with others in a society; Developing Hofstede's theory into individual level; Culture can directly and indirectly affect to behavior; The necessary of domestic researches for developing countries due to the shortage of global managerial knowledge; The need of researching culture in different dimensions; The essential of clarifying three arguments about culture effect level through field research whether it has a strong, weak or medium impact.

According to the comparison and evaluation of three main culture theories, Hofstede's theory was chosen to be the foundation of this research. Also, TBP, HBM, PMT theories were selected from several psychological behavior theories in health care field. Based on the theories, lately researches, the new approaches to culture and the model of the interaction of culture and behavior, two researches model was built which are the influences of culture in buying prescription drugs' attention in Vietnam directly and indirectly. The model of culture affect indirectly on buying prescription drugs' attention

has three mediate variables: Exploratory behavior, Optimum stimulation level and Perceived risk that has solved some problems in research gaps.

In order to create a valuable research, there is a demand of evaluating scales, choosing and finding scales as well as building up methodology. This paper comply with the methodology that is lately suggested: Defining research problem, Developing new approach, Designing research, Measuring culture, Sampling, Conducting survey and Analyzing data. The research becomes even more beneficial with the measurement of culture's constructs and all scales were based on individual culture value.

After interviewing respondents and analyzing data, it can be seen that the result matches with all the hypotheses and research model is suitable with the data. The findings show that culture has nearly the same impacts on behavior in direct way. Moreover, culture impacts indirectly on behavior slightly higher than culture impacts directly.

The research has some valuable contributions to theory and reality. Initially, it is one of the leading research which approaches culture in individual level. The paper is also a domestic research, represents for a group of developing countries and have a part in solving research gaps in global managerial knowledge. Furthermore, the research affirm culture value from individual perspective as well as culture value of Hofstede's theory from individual viewpoint. The asymmetry of culture, The transformation of culture through time and Culture inconsistency are one of the role of this research. Besides that, it compares two different way of influences of culture on behavior which are direct and indirect. Finally, it also clarify three point of views that are the strong, weak, medium impact of culture on behavior from Soares's model (2004).

Additionally, in order to offset some limitations, the research has proposed several related aspects for further researches. The first aspect is researching effects of culture on buying prescription drugs' attention for patients. The influence of culture on various perception, such as: perceived benefits, perceived severity, perceived barriers, to name but a few in

order to have a full view of how culture effect on perception which would be a second aspect. Thirdly, besides health care area, there is need to have some researches on other fields so as to create a whole picture of culture and behavior. Last but not least, the findings need to be strengthen by conducting some more researches on different provinces in Vietnam. The paper has shown what has been done and what has not in order to overcome it in further researches.

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