

## PHARMACEUTICAL ADVERTISING AS A SOURCE OF CONSUMER SELF EMPOWERMENT%0A

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Isabell Koinig examines how a standardized promotional message for a fictitious over-the-counter (OTC) medication is perceived by consumers in four different countries (Austria, Germany, the U.S., and Brazil), and the degree to which it contributes to their self-empowerment.

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The topic at hand presents a merger between two rather distinct areas of analysis; a theory applied to the field of pharmaceutical advertising, thus, warrants the integration of both existing advertising evaluation models and health models.

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A field study on three continents revealed mixed promotional messages to be most effective with regard to both ad evaluation and consumer self-empowerment. Contents Effects of Health Communication and Pharmaceutical Advertising

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History and Regulation Of Direct-to-Consumer Drug Advertising. The FDA s Division of Drug Marketing, Advertising, and Communications (DDMAC) is responsible for the regulation of DTCPA. 5 The FDA was given the authority to approve pharmaceutical products for marketing in the U.S. as a result of the Federal Food, Drug, and Cosmetic Act, passed

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### **How Does Pharmaceutical Advertising A ect Consumer Search**

evidence on how pharmaceutical advertising a ects the set of information that a consumer acquires. In economics, limited empirical research exists due to the lack of behavioral data.

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