
Isabell Koinig

Pharmaceutical Advertising as a Source of Consumer Self-Empowerment

Evidence from Four Countries

Foreword by Prof. Dr. Sandra Diehl



Springer Gabler

Table of Contents

1	Introduction	1
1.1	General Introduction	1
1.2	Fundamentals of the Present Investigation.....	6
2	Conceptual Foundations	9
2.1	Health Disease Illness.....	9
2.2	Health Communication	10
2.3	Advertising	11
2.4	Pharmaceutical Advertising.....	12
2.5	Culture.....	14
2.6	Standardization vs. Localization	15
2.7	Health-Conscious Consumers Empowerment	16
3	Perceptions of Health and Illness and Their Bodily Relevance	18
3.1	The Relevance of Health to Individuals' Self-Identity.....	18
3.2	Healthy Bodies As 'Social' Bodies	20
3.2.1	Bodies and Social Capital: Expectations of Conformity.....	20
3.2.2	Foucault: Enforcing Bodily Politics Through the Gaze	22
3.3	Medicine and Its Regulatory Power	24
3.4	Empowerment: From Passivity to Active Involvement	26
3.4.1	The Emergence of the (Active) Health-Conscious Consumer	27
3.4.2	Health(-Conscious) Consumers and the Enterprise of the Self.....	28
4	Effects of Health Communication and Pharmaceutical Advertising.....	32
4.1	Health Communication in the 21 st Century.....	33
4.1.1	Communicating about Health.....	34
4.1.2	Approaches to Health: Focus on Health or Disease?	35
4.1.3	Goal-Directed Health Campaigns: Pushing Information to the Public.....	37
4.2	Health Communication's Contribution to Health Literacy	40
4.2.1	Health Promotion and Pharmaceutical Advertising as Sources of Information and Empowerment.....	43
4.2.2	Deconstructing Pharmaceutical Advertisements: What Can They Achieve?.....	45

4.3	Taking Matters Global: The (Im)Possibilities of Cross-Cultural Advertising	50
4.3.1	Negotiating Meaning: Communication's Cultural Determinism	50
4.3.2	Dimensions of Cultural Difference	53
4.3.3	Advertising across (National) Boundaries: Cross-Cultural Challenges	59
4.3.4	Standardization vs. Differentiation.....	61
4.3.5	Standardized or Localized Ad Campaigns: What Pays Off?.....	61
4.3.6	Ad Appeals and Promotional Considerations.....	63
5	Theoretical Background and Model Development	66
5.1	Social Cognitive Theory.....	66
5.2	Advertising Evaluation Models.....	68
5.2.1	The Elaboration Likelihood Model	69
5.2.2	The Message Interpretation Process.....	72
5.3	Models and Theories of Health (Communication).....	74
5.3.1	The Health Belief Model (HBM).....	75
5.3.2	The Health Action Process Approach.....	78
5.4	Conceptual Framework: Core Variables.....	80
5.4.1	Locus of Control.....	81
5.4.2	(Advertising) Message Evaluation	84
5.4.3	Cues to Action	88
5.4.4	Attention Comprehension Advertising Effectiveness.....	89
5.4.5	Health Status	91
5.4.6	Involvement.....	91
5.4.7	Responses: Cognitive vs. Emotional Effects.....	96
5.4.8	Credibility.....	105
5.4.9	Past Experiences.....	107
5.4.10	Health Literacy Health Education	107
5.4.11	Social Support	109
5.4.12	Product Evaluation	111
5.4.13	Purchase Intention	112
5.4.14	Motivation Behavioral Intention	113
5.4.15	Behavioral Change Behavior.....	115
5.4.16	Consumer Self-Empowerment: Increasing Consumer Control and Choice.....	117

5.4.17	Modelling Consumer Self-Empowerment	129
6	Project Description and Design	135
6.1	Research Design and Methodology	135
6.1.1	Questionnaire and Variable Operationalization	137
6.1.2	Study Design and Ad Development	153
6.1.3	Introductory Remarks	166
6.2	Study Results and Test of Hypotheses	186
6.2.1	Study Population	188
6.2.2	Individual Opinions of and Attitudes Towards Health	188
6.2.3	Self-Medication Practices and Abilities	190
6.2.4	Opinions Towards Different Drug Types	193
6.2.5	Sources of Health Information	196
6.2.6	Self-Medication and Advertising	200
6.2.7	Consumer Responses to Different Advertising Styles	203
6.2.8	Advertising's Contribution to Consumer Self-Empowerment: The case of OTC drugs	216
6.2.9	Testing for Interactive Effects: Model-Deduced Hypotheses	223
7	Conclusion: Discussion of Results, Implications, Limitations, and Recommendations	231
7.1	Discussion of Results	231
7.2	Implications and Recommendations	245
7.3	Limitations and Directions for Future Research	246
8	Bibliography	253
9	Appendix	329
	Appendix A: Advertisements	329
	Appendix B: Questionnaire	333
	Appendix C: Mean values	339
	Appendix D: T-Tests/Contrast Tests	351
	Appendix E: Discriminant Validity and Path Estimates	370