Attitudes toward Pharmaceutical Direct-to-Consumer Advertising: The Role of Culture

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EXECUTIVE SUMMARY

In this study we examined the attitudes and behaviors of Hispanic consumers toward pharmaceutical direct-to-consumer advertising. The main motivations were to understand not only specific behaviors and attitudes but also to investigate if these behaviors are impacted by culture. A sample of 200 consumers filled out the questionnaire. Findings indicate that culture and language use influence conversations with doctors about the drug and the disease. Respondents also reported that DTC advertising motivates them to take better care of their health. The concerns respondents raise are to do with DTC promotions not highlighting the risks associated with the drug. Implications for advertising and public policy are discussed.

Keywords: Consumer attitudes, Culture, Direct-to-consumer advertising, Hispanic, Consumer behavior