



# Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten)

*By Isabell Koinig*

Download now

Read Online 

## Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten)

By Isabell Koinig

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. Building on previous research, informative appeals were expected to not only be most appealing, but also to aid consumers in making qualified and reasonable decisions, educating and “empowering” them by strengthening their beliefs in their own capabilities. A field study on three continents revealed mixed promotional messages to be most effective with regard to both ad evaluation and consumer self-empowerment.

 [Download Pharmaceutical Advertising as a Source of Consumer ...pdf](#)

 [Read Online Pharmaceutical Advertising as a Source of Consum ...pdf](#)

# Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten)

*By Isabell Koinig*

**Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig**

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. Building on previous research, informative appeals were expected to not only be most appealing, but also to aid consumers in making qualified and reasonable decisions, educating and “empowering” them by strengthening their beliefs in their own capabilities. A field study on three continents revealed mixed promotional messages to be most effective with regard to both ad evaluation and consumer self-empowerment.

**Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig Bibliography**

- Brand: Koinig Isabell
- Published on: 2016-03-10
- Original language: English
- Number of items: 1
- Dimensions: 8.27" h x .88" w x 5.83" l, .0 pounds
- Binding: Paperback
- 378 pages

 [Download Pharmaceutical Advertising as a Source of Consumer ...pdf](#)

 [Read Online Pharmaceutical Advertising as a Source of Consum ...pdf](#)

**Download and Read Free Online Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig**

---

## **Editorial Review**

From the Back Cover

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. Building on previous research, informative appeals were expected to not only be most appealing, but also to aid consumers in making qualified and reasonable decisions, educating and “empowering” them by strengthening their beliefs in their own capabilities. 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
- Taking Matters Global: The (Im)Possibilities of Cross-Cultural Advertising
- Consumer Self-Empowerment: Increasing Consumer Control and Choice
- Modelling Consumer Self-Empowerment
- Consumer Responses to Different Advertising Styles
- Advertising’s Contribution to Consumer Self-Empowerment

## **Target Groups**

- Researchers and students in the fields of marketing, media and communications sciences
- Practitioners in these areas

## **The Author**

Dr. Isabell Koinig wrote her dissertation under the supervision of Prof. Dr. Sandra Diehl at the Department of Media and Communications at the Alpen-Adria-Universität Klagenfurt, Austria.

## **About the Author**

Dr. Isabell Koinig wrote her dissertation under the supervision of Prof. Dr. Sandra Diehl at the Department of Media and Communications at the Alpen-Adria-Universität Klagenfurt, Austria.

## **Users Review**

### **From reader reviews:**

**Mary Oropeza:**

Often the book *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten) has a lot of information on it. So when you read this book you can get a lot of gain. The book was authored by the very famous author. McDougal makes some research prior to write this book. This particular book very easy to read you may get the point easily after reading this book.

**Ward Beaver:**

Don't be worry when you are afraid that this book may filled the space in your house, you might have it in e-book way, more simple and reachable. This *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten) can give you a lot of good friends because by you checking out this one book you have issue that they don't and make a person more like an interesting person. This particular book can be one of one step for you to get success. This book offer you information that might be your friend doesn't understand, by knowing more than various other make you to be great men and women. So , why hesitate? Let's have *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten).

**Neil Owens:**

Do you like reading a reserve? Confuse to looking for your favorite book? Or your book has been rare? Why so many problem for the book? But virtually any people feel that they enjoy to get reading. Some people likes studying, not only science book but in addition novel and *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten) or perhaps others sources were given expertise for you. After you know how the great a book, you feel need to read more and more. Science reserve was created for teacher or perhaps students especially. Those textbooks are helping them to add their knowledge. In different case, beside science guide, any other book likes *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten) to make your spare time far more colorful. Many types of book like this one.

**Anthony Malloy:**

E-book is one of source of understanding. We can add our understanding from it. Not only for students but in addition native or citizen will need book to know the upgrade information of year to help year. As we know those ebooks have many advantages. Beside most of us add our knowledge, could also bring us to around the world. From the book *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten) we can acquire more advantage. Don't one to be creative people? For being creative person must like to read a book. Simply choose the best book that appropriate with your aim. Don't be doubt to change your life at this book *Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries* (Forschungsgruppe Konsum und Verhalten). You can more pleasing than now.

**Download and Read Online Pharmaceutical Advertising as a Source  
of Consumer Self-Empowerment: Evidence from Four Countries  
(Forschungsgruppe Konsum und Verhalten) By Isabell Koinig  
#65CQHRFYEWT**

# **Read Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig for online ebook**

Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig books to read online.

## **Online Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig ebook PDF download**

**Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig Doc**

**Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig Mobipocket**

**Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig EPub**

**65CQHRFYEW: Pharmaceutical Advertising as a Source of Consumer Self-Empowerment: Evidence from Four Countries (Forschungsgruppe Konsum und Verhalten) By Isabell Koinig**