Ethicality in Direct to Consumer Advertising of Prescription Medicines: Consumers’ Autonomy and Safe Decision Making

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Self-regulation of DTCA assumes consumers can make autonomous decisions. Two population-based studies examined responding to DTCA based on attitudes, knowledge and health behaviors. Attitudes and unhealthy behaviors predicted responding to DTCA, so raised concerns regarding regulations on DTCA. Further research exploring factors that contribute to consumers’ safe decision-making is described.

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Entitled to Spend:  
Discourse Analysis as a Framework for Understanding Student Buying Behaviour  
Matthew Kearney, Ulster University, Ireland  
Lorna Stevens, University of Westminster, UK  
Pauric McGowan, Ulster University, Ireland  

Drawing on discourse analysis this qualitative exploratory study identifies a discourse of entitlement amongst student consumers enabling them to justify compulsive buying and other maladaptive spending habits. Three sub-themes Deservedness Defiance and Desire for Distinction were identified within this framework highlighting the wider societal context within which individual spending occurs.

Sexualized but not Objectified -  
When do Women React Negatively Towards Sexualized Advertisements  
Matthias Keller, University of Basel, Switzerland  
Leonie Reutner, University of Basel, Switzerland  
Mirella Walker, University of Basel, Switzerland  
Rainer Greifeneder, University of Basel, Switzerland  

Sex-Sells is a commonly used strategy which is often received negatively by women. Two studies investigated the underlying processes and indicate that it is not the sexualization per se but the objectification of the model that causes negative evaluations especially when oneself feels close to the model.

Do We Truly Like Those Who Work for It?  
The Effects of Consumption on Evaluations of Others Spending Earned Wealth  
Corinne Kelley, Florida State University, USA  
Martin Mende, Florida State University, USA  
Maura Scott, Florida State University, USA  

Two studies demonstrate that under automatic processing attitudes toward successful others with earned wealth decline when the target’s consumption behavior is made salient. This effect is attenuated with systematic processing. The effect is mediated by jealousy and a decline in belief in a just world.

Involving Others in Sustainable Consumption:  
The Positive Impact of Exemplary Behavior  
Corinne Kelley, Florida State University, USA  
Martin Mende, Florida State University, USA  
Maura Scott, Florida State University, USA  

Drawing on theories of social observability impression-management and role-modeling we find experimental support for the idea that encouraging others to engage in sustainable behavior causes consumers to take on social role model responsibilities. This has downstream effects on their motivation to engage in other exemplary behaviors (e.g. healthy food choices).

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