

Exploring customer's attitude of direct-to-consumer advertising of prescription drugs in social media

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## **Abstract**

This research explores consumers' perceptions of direct-to-consumer advertising of prescription drugs in social media based on Ducoffe's model (1995) while considering trust in social media as an additional antecedent of attitude towards direct advertising. The set of the proposed relationships also include the impact of advertising value on trust and attitude towards direct-to-consumer advertising of prescription drugs in social media. Results confirm all the relationships proposed except from the contribution of irritation to advertising value. Thus, in the context of advertising prescription drugs in social media, consumers' trust in social media is a relevant antecedent of attitude that should be considered in order to increase communications efficacy.

**Keywords:** *Advertising attitude; prescription drugs; social media*

**Track:** Digital Marketing & Social Media