

Drug Repurposing, Illness Severity, and Consumers' Expectations of Side Effects

Ozlem Tetik

London Business School

David Faro

London Business School

Simona Botti

London Business School

Monika Heller

UCL

Cite as:

Tetik Ozlem, Faro David, Botti Simona, Heller Monika (2023), Drug Repurposing, Illness Severity, and Consumers' Expectations of Side Effects. *Proceedings of the European Marketing Academy*, 52nd, (114042)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Drug Repurposing, Illness Severity, and Consumers' Expectations of Side Effects

Abstract

The side effects of a drug are determined by factors such as dosage, and the patient's age and metabolism—not by the illness for which it is used. Counter to this fact, consumers expected more severe side effects when using a drug for a more severe (versus mild) illness. This effect may arise from the lay beliefs of consumers about causes and effects. We further discuss the implications of our findings for consumers' medical decisions.

Subject Areas: *Consumer Behaviour, Decision-Making*

Track: Consumer Behaviour