

The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle

Amir Heiman

The Hebrew university of Jerusalem

Eyal Ert

The Hebrew University of Jerusalem

Yacov Tsur

The Hebrew University of Jerusalem

Ofra Kalter Leibovich

Gertner Institute

Kathleen Abu-Saad

Gertner Institute

Cite as:

Heiman Amir, Ert Eyal, Tsur Yacov, Kalter Leibovich Ofra, Abu-Saad Kathleen (2020), The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle. *Proceedings of the European Marketing Academy*, 11th, (85001)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle

Abstract

This study explores whether the relationship between chronic pharmaceutical treatment and making efforts to maintain healthy lifestyle are indeed complementary or substitute means to reduce health risk. The possible tradeoff between adopting healthy life style and pharmaceutical treatment, which evolve from psychological biases and perceptions of costs, is analyzed using a medical records database of a sample of diagnosed hypertension patients. Our results suggest a dual boomerang effect when it comes to physical activity. Specifically, adhering with hypertension pharmaceutical treatment reduces the likelihood of meeting the threshold for physical activity recommendation. The reversal relationship is also significant.