

# Online Appendix

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## Brief Summary of Marketing Research on Health Care

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This Online Appendix summarizes the research cited in (Iacobucci, 2019), “A Chronology of Health Care Marketing Research,” *Foundations and Trends® in Marketing*. In that monograph, the marketing literature was organized into a section that summarized research on consumer behavior related to food, a section that summarized research on consumer behavior topics other than food, and a section that summarized research on B2B marketing that typically involved pharmaceuticals companies. The topics covered in those three contexts are presented next.

### **A.1 Consumer Behavior—Food Purchasing and Consumption**

Many marketing research articles focus on consumers and their decisions about food purchasing and consumption. The three most frequently investigated topics in the marketing literature included: grocery shopping, self-control, and information presentation. There were also articles on variety-seeking and product assortments, package and portion sizes, usage frequency and occasions, and genetically modified and organic foods.

## A.2 Grocery Shopping

Marketers have studied consumer store choices as a function of the type of retailer, its convenient locations, price points, and its size and selections.<sup>1</sup> Research on retailer choice has also included a consideration of competition versus exclusivity<sup>2</sup> as well as online options and consumer postings.<sup>3</sup> Several marketing research studies offered deep dives into specific industries (e.g., coffee, soup, toothpaste, peanut butter).<sup>4</sup>

Given that marketers are interested in segmentation, it is not surprising that shopper demographics and attitudes have been a frequent topic of study. Demographics include gender and age<sup>5</sup> as well as health-based or other sensitivities.<sup>6</sup> Consumer attitudes have included predispositions toward loyalty or price sensitivity<sup>7</sup> and brand perceptions.<sup>8</sup>

Marketers have studied the strategies and efficacy of retailers' in-store marketing efforts. The marketing mix elements have included shelf space and facings,<sup>9</sup> price and sales,<sup>10</sup> and loyalty programs.<sup>11</sup> Marketing

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<sup>1</sup>Ailawadi *et al.* (2018); Faville (1936); Gijsbrechts *et al.* (2018); Jang and Kim (2018); Lamey *et al.* (2018); Lin and Gijsbrechts (2016); Messinger and Narasimhan (1995); Montgomery (1997); Narayan *et al.* (2015); Nootboom *et al.* (1986); Teitelman (1951); Thomadsen (2007); Yang (2018).

<sup>2</sup>Gielens *et al.* (2014); Shen and Xiao (2014).

<sup>3</sup>Choi *et al.* (2010); Degeratu *et al.* (2000); Liu *et al.* (2018).

<sup>4</sup>Park (1978); Pauwels *et al.* (2002); Rao and Sabavala (1981); Salera (1942); Sawyer *et al.* (1979); Shugan (1987); Van Heerde *et al.* (2007); Wansink (2002).

<sup>5</sup>Jackson *et al.* (1985); Pilgrim and Kamen (1959); Roberts and Wortzel (1979); Sharp and Mott (1956).

<sup>6</sup>Gruber and Lindberg (1966); Johnson *et al.* (1985); Ma *et al.* (2013).

<sup>7</sup>Ainslie and Rossi (1998); Bagozzi *et al.* (2000); Dotson *et al.* (2018); Guadagni and Little (1983); Harlam and Lodish (1995); Roy *et al.* (1996); Singh *et al.* (2005); Sinha *et al.*, (2005).

<sup>8</sup>Erdem and Swait (2004); Grewal *et al.* (2018); Huang *et al.* (2015); Lee and Shavitt (2009); Topolinski *et al.* (2014); Weijs *et al.* (2018).

<sup>9</sup>Castro *et al.* (2013); Cox (1964, 1970); Chandon *et al.* (2009); Curhan (1972, 1974); Deng and Kahn (2009); Frank and Massy (1970); Guha *et al.* (2018); Hong *et al.* (2016); Kotzan and Evanson (1969); Morales and Fitzsimons (2007); Sevilla and Townsend (2016); Wilkinson *et al.* (1982).

<sup>10</sup>Che *et al.* (2012); Fader and Lodish (1990); Rao and Syam (2001).

<sup>11</sup>Kumar and Rao (2006); Venkatesan and Farris (2012).

researchers have also been interested in assessing private labels or store brands.<sup>12</sup>

Pricing is obviously an important marketing lever, and numerous articles have examined the extent to which price sensitivities help determine consumer purchasing.<sup>13</sup> Advertising is also central to marketing and several articles aimed to test its effectiveness.<sup>14</sup>

Marketers have also studied the extent to which consumer shopping may be affected by the human senses. For example, shoppers are found to be sensitive to visual and tactile cues, taste and smell, and sound such as background music played in restaurants.<sup>15</sup>

### A.3 Self-Control

Marketers studying self-control in the realm of consumer behavior pertaining to food frequently compare hedonic versus utilitarian choices

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<sup>12</sup>Ailawadi *et al.* (2001, 2008); Corstjens and Lal (2000); Dhar and Hoch (1997); Dubé *et al.* (2018); Erdem *et al.* (2004); Geyskens *et al.* (2010); Koschate-Fischer *et al.* (2014); Lamey *et al.* (2007, 2012); Ma *et al.* (2011); Pauwels and Srinivasan (2004); Rao (1969); Soberman and Parker (2006); Steenkamp *et al.* (2010); Voleti *et al.* (2017). Also see category captainship: Alan *et al.* (2017); Gooner *et al.* (2011).

<sup>13</sup>Allenby and Rossi (1991); Bell and Lattin (1998); Besanko *et al.* (2005) (also see McAlister, 2007 and Dubé and Gupta, 2008); Chan *et al.* (2008); Chiang (1991); Chintagunta (1993); Dickson and Sawyer (1990); Gangwar *et al.* (2014); Gupta *et al.* (1996); Khan *et al.* (2016); Ladd (1960); Manchanda *et al.* (1999); Neslin *et al.* (1985); Neslin and Shoemaker (1983); Nijs *et al.* (2001); Noble *et al.* (2017); Nunes (2000); Raju (1992); Spiller and Belogolova (2017); Sprott *et al.* (2003); Sun (2005); Talukdar and Lindsey (2013); Urbany *et al.* (1996); Villas-Boas and Zhao (2005).

<sup>14</sup>Danaher *et al.* (2008); Eastlake and Rao (1986); Eskin and Baron (1977).

<sup>15</sup>Biswas *et al.* (2014); Biswas and Szocs (2019); Cornil and Chandon (2016); Elder and Krishna (2010); Hagen *et al.* (2017); Hoegg and Alba (2007); Huang *et al.* (2019); Krishna (2012); Krishna and Morrin (2008); Krishna *et al.* (2014); Milliman (1986).

(a.k.a. vice vs. virtue),<sup>16</sup> incorporating the role of motivations in impulsivity,<sup>17</sup> such as whether the consumer purchase is planned or unplanned.<sup>18</sup>

Marketing research on self-control has offered philosophical considerations of free will in consumer thinking and decision processes.<sup>19</sup> Related studies take the consumer psychological perspective of mindfulness and

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<sup>16</sup>Alba and Williams (2013); Bagchi and Block (2011); Belei *et al.* (2012); Biswas *et al.* (2017); Chandon and Wansink (2007); Chernev (2011a,b); Chernev and Gal (2010); Cleeren *et al.* (2016); Dhar and Simonson (1999); Dhar and Wertenbroch (2000, 2012); Ein-Gar *et al.* (2012); Geyskens *et al.* (2008); Goldsmith *et al.* (2012); Hildebrand *et al.* (2019); Huyghe and Van Kerckhove (2013); Huyghe *et al.* (2017); Jiang and Lei (2014); Khare and Chowdhury (2015); Kim *et al.* (2019); Kivetz and Keinan (2006); Kivetz and Simonson (2002a); Kivetz and Simonson (2002b); Klesse *et al.* (2015); Krishnamurty and Prokopec (2010); Laran (2010a,b); LaTour and Deighton (2019); Li (2008); Mishra and Mishra (2010, 2011); Morgan *et al.* (1979); Mukhopadhyay and Johar (2009); Nenkov and Scott (2014); Nowlis and Shiv (2005); Prasad *et al.* (2008); Shen *et al.* (2016); Shiv and Fedorikhin (1999); Shiv and Nowlis (2004); Siddiqui *et al.* (2016, 2018); Thomas *et al.* (2011); Van Doorn and Verhoef (2011); Wadhwa *et al.* (2008); Wang and Huang (2018); Wertenbroch (1998); Wilcox *et al.* (2009); Winterich and Haws (2011); Wood (2010); Yang *et al.* (2019).

<sup>17</sup>Agrawal and Wan (2009); Baumeister (2002); Block *et al.* (2011); Bublitz *et al.* (2010); Bullard and Manchanda (2017); Chandon and Wansink (2006); Dellande *et al.* (2004); Dholakia *et al.* (2006); Faber *et al.* (1995); Gardner *et al.* (2014); Haws *et al.* (2016); Hedgcock *et al.* (2012); Hoch and Loewenstein (1991); Hur *et al.* (2015); Kidwell *et al.* (2015); Labroo and Mukhopadhyay (2009); May and Irmak (2014); May and Irmak (2018); Moisis and Beruchashvili (2010); Moore and Konrath (2015); Moorman and Matulich (1993); Mukhopadhyay *et al.* (2008); Narasimhan *et al.* (1996); Nowlis *et al.* (2004); Park and Roedder John (2014); Ramanathan and Williams (2007); Rook (1987); Sengupta and Zhou (2007); Wiggins *et al.* (2019).

<sup>18</sup>Bell *et al.* (2011); Block and Morwitz (1999); Clover (1950); Cote *et al.* (1985); Gilbride *et al.* (2015); Granbois (1968); Hui *et al.* (2009a,b; 2013a,b); Inman *et al.* (2009); Kollat and Willett (1967); Larson *et al.* (2005); Lee and Ariely (2006); Mandel and Smeesters (2008); Park *et al.* (1989); Steinberg and Yalch (1987); Stille *et al.* (2010); West (1951).

<sup>19</sup>Baumeister *et al.* (2008) (and see dialogue with Hofmann *et al.*, 2008; Johnson, 2008; Mick, 2008; Wertenbroch *et al.*, 2008, and response by Baumeister, 2008); Botti and Iyengar (2006); Zheng *et al.* (2016).

conscious versus nonconscious processing.<sup>20</sup> Satiation also motivates consumption.<sup>21</sup>

## A.4 Information Presentation

Marketing scholars are very interested in how consumer process information, and in the domain of food, these questions are often formulated as trying to understand how consumers interpret nutrition labels and package claims,<sup>22</sup> information conveyed via advertising,<sup>23</sup> and the role

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<sup>20</sup>Bahl *et al.* (2013, 2016); Brasel and Gips (2011); Dijksterhuis *et al.* (2005) (and see dialog with Chartrand, 2005; Janiszewski and van Osselaer, 2005; Simonson, 2005, and the response by Dijksterhuis and Smith, 2005); Chartrand and Fitzsimons (2011) (a special issue with the other 2011 articles in this endnote); Dimofte and Yalch (2011); Messner and Wänke (2011); Shiv *et al.* (2005) (and see comments by Borsook and Becerra, 2005); Spangenberg *et al.* (1992); Van de Veer *et al.* (2016); Veltkamp *et al.* (2011).

<sup>21</sup>Chugani *et al.* (2015); Crolic and Janiszewski (2016); Galak *et al.* (2009, 2013); Haws *et al.* (2017); Huh *et al.* (2016); Larson *et al.* (2014); Lasaleta and Redden (2018); Redden (2008); Redden and Haws (2013); Sevilla *et al.* (2019); Sevilla and Redden (2014); Sevilla *et al.* (2016).

<sup>22</sup>Akpınar *et al.* (2018); Andrews *et al.* (2009, 2014); André *et al.* (2019); Asam and Bucklin (1973); Berger and Rand (2008); Berry *et al.* (2019); Burke *et al.* (1997); Cao and Yan (2016); Carvalho *et al.* (2008); Caswell *et al.* (2003); Dallas *et al.* (2019); Elshiewy and Boztug (2018); Finkelstein and Fishbach (2010); Ford *et al.* (1996); Funkhouse (1984); Garg *et al.* (2007); Garretson and Burton (2000); Geyskens *et al.* (2007); Gomez and Torelli (2015); Hastak and Mazis (2011); Haws *et al.* (2017); Hong and Lee (2008); Howlett *et al.* (2008); Howlett *et al.* (2009); Howlett *et al.* (2012); Ippolito and Mathios (1991); Irmak *et al.* (2005, 2011); Keller *et al.* (1997); Koenigstorfer and Baumgartner (2016); Kozup *et al.* (2003); Levin and Gaeth (1988); Levy *et al.* (1985); Mai and Hoffman (2015); Mathios (1996); Miller *et al.* (1976); Mitra *et al.* (1999); Moorman (1990); Naylor *et al.* (2009); Nedungadi (1990); Newman *et al.* (2016); Nikolova and Inman (2015); Pelozo *et al.* (2015); Pennings *et al.* (2002); Raghunathan *et al.* (2006); Roe *et al.* (1999); Romero and Biswas (2016); Shah *et al.* (2014); Szykman *et al.* (1997); VanEpps *et al.* (2016a); Viswanathan *et al.* (2009); Wansink and Chandon (2006); Wright (1979).

<sup>23</sup>Andrews and Maronick (1995); Fajardo and Townsend (2016); Muller (1985); Pappalardo and Ringold (2000).

of government agencies or regulation.<sup>24</sup> Marketing researchers have also examined whether consumers are capable of properly interpreting mathematical information, such as %RDA claims on package labels.<sup>25</sup>

### A.5 Other Consumer Behavior Food-Related Research

Consumer variety seeking, as contrasted with brand loyalty, is often explained by marketing activities such as promotions.<sup>26</sup> Food and drink

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<sup>24</sup>Balasubramanian and Cole (2002); Bettman (1975); Bone and France (2009); Breck *et al.* (2017); Burton and Kees (2012); Calfee and Pappalardo (1991) (also see Silverglade, 1991); Day (1976); French and Barksdale (1974); Ghani and Childs (1999); Hatch (1994); Hutt (1993); Ippolito and Mathios (1993); Ippolito and Mathios (1994); Jacoby and Szybillo (1995) (and see Stewart, 1995; Sudman, 1995); Mazis *et al.* (1981); Moorman (1996, 1998); Moorman *et al.* (2005, 2012) (and see Bradley, 2012; Pappalardo, 2012; Ratchford, 2012; and the response by Moorman *et al.*, 2012); Moorman and Slotegraaf (1999); Pappalardo (1996) (and see Petrucci, 1996; Silverglade, 1996); Parker and Lehmann (2014); Puranam *et al.* (2017); Rao and Wang (2017); Robinson *et al.* (2005); Schucker *et al.* (1983); Teisl *et al.* (1999); Tousley (1941); Zou *et al.* (2018).

<sup>25</sup>Andrews *et al.* (1998, 2011); Barone *et al.* (1996); Brucks *et al.* (1984); Burton *et al.* (1994); Cook *et al.* (2013); Cox and Cox (2001); Cox *et al.* (2010); Jacoby *et al.* (1977); Kahn and Baron (1995); Koenigstorfer *et al.* (2014); Lembregts and Van den Bergh (2019); Levy *et al.* (1996); Mohr *et al.* (2012); Moorman *et al.* (2004); Pandelaere *et al.* (2011); Raghbir (2008); Russo *et al.* (1986); Sen and Block (2009); Tsiros and Heilman (2005); VanEpps *et al.* (2016b); Venkatesan *et al.* (1986); Viswanathan (1994); Viswanathan and Hastak (2002).

<sup>26</sup>Berger *et al.* (2007); Biswas *et al.* (2014); Boatwright and Nunes (2001); Borle *et al.* (2005); Briesch *et al.* (2009); Broniarczyk *et al.* (1998); Chen *et al.* (2016); Chernev (2003, 2008); Chintagunta (1998); Deng *et al.* (2016); Fitzsimons (2000); Givon (1984); Goukens *et al.* (2007); Gullo *et al.* (2019); Haws *et al.* (2017); Huang *et al.* (2019); Huang and Dong (2019); Inman (2001); Kahn and Isen (1993); Kahn *et al.* (1986); Kahn and Raju (1991); Kahn and Wansink (2004); Kim *et al.* (2002); Kupor *et al.* (2015); Lattin and McAlister (1985); Levav and Zhu (2009); Maimaran and Wheeler (2008); McAlister and Pessemier (1982); Menon and Kahn (1995); Nowlis *et al.* (2010); Ratner and Kahn (2002); Redden and Hoch (2009); Sela *et al.* (2009); Shen and Wyer (2010); Simonson and Winer (1992); Van Trijp *et al.* (1996); Whitley *et al.* (2018).

consumption has been examined through the lens of package and portion sizes,<sup>27</sup> as well as package shape and appearance.<sup>28</sup> Marketing researchers have studied usage frequency and different purchase occasions,<sup>29</sup> and organic and genetically modified foods.<sup>30</sup>

## A.6 Marketing Research: Consumer Behavior—Beyond (Not) Food Topics

Marketing research articles also examine consumer behaviors that were not about food consumption.<sup>31</sup> The major topics included smoking, drinking, drugs, information processing as it pertains to risk assessments, and a myriad of biological variables and body issues. In addition, given the broad definition of health and well-being adopted for this inquiry,

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<sup>27</sup>Allenby *et al.* (2004); Argo and White (2012); Aydinoglu and Krishna (2011); Block (2013); Cheema and Soman (2008); Cornil *et al.* (2014); Deng and Srinivasan (2013); Do Vale *et al.* (2008); Dobson and Gerstner (2010); Dubé (2004); Dubois *et al.* (2012); Finkelstein and Fishbach (2010); Haws and Winterich (2013); Herman and Polivy (2014); Holden and Zlatevska (2015); Ilyuk and Block (2016); Irmak *et al.* (2011); Jain (2012) (and see Rao, 2012; Wansink, 2012, with Jain's response 2012); Madzharov and Block (2010); McFerran *et al.* (2010a); Mishra *et al.* (2012); Pham (2014); Roberto *et al.* (2014); Scott *et al.* (2008); Seiders and Petty (2004); Sharpe and Staelin (2010); Sharpe *et al.* (2008); Subramaniam and Gal-Or (2009); Tangari *et al.* (2019); Taylor *et al.* (2019); Van Ittersum and Wansink (2012); Wansink (1996); Wansink and Chandon (2014a); Wansink and Chandon (2014b); Zlatevska *et al.* (2014).

<sup>28</sup>Chandon and Ordabayeva (2009); Cooremans and Geuens (2019); Folkes and Matta (2004); Grewal *et al.* (2019); Koo and Suk (2016); Krider *et al.* (2001); Krishna (2006); Ordabayeva and Chandon (2013); Raghuram and Greenleaf (2006); Raghuram and Krishna (1999); Sevilla and Kahn (2014); Wansink and Van Ittersum (2003); Wu *et al.* (2017).

<sup>29</sup>Ailawadi and Neslin (1998); Berge and Shiv (2011); Chandon and Wansink (2002); Church (1946); Hamilton *et al.* (2011); Hock and Bagchi (2018); Khare and Inman (2006); Khare and Inman (2009); Mugel *et al.* (2019); Wallendorf and Arnould (1991); Wansink (1994); Wansink *et al.* (1998); Wansink and Ray (1996); Woolley and Fishbach (2017).

<sup>30</sup>Bezawada and Pauwels (2013); Douthitt (1995); Ellen and Bone (2008); Finn and Louviere (1992); Harvey (1988); Heiman and Lowengart (2008); Hingston and Noseworthy (2018); Juhl *et al.* (2017); Petty (2015); Pham and Mandel (2019); Zheng *et al.* (2019).

<sup>31</sup>General health-related theory pieces included: Moorman (2002); Rothschild (1999); Stremersch (2008); Stremersch and Van Dyck (2009); Zaltman and Vertinsky (1971).

articles were also summarized that pertained to happiness, financial well-being, and violence.

### A.7 Smoking, Drinking, Drugs

Marketers have studied smoking, both with regard to marketing and industry actions,<sup>32</sup> as well as effective means of prevention of uptake with children.<sup>33</sup> Studies on consumers' alcohol consumption have examined such topics as the effects of warning labels, firm-behaviors (e.g., in-store retail marketing), and industry-behavior (e.g., changes in advertising

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<sup>32</sup>Andrews and Franke (1991); Badenhop (1959); Bass (1969); Berry *et al.* (2017); Brendl *et al.* (2003); Capella *et al.* (2011); Chen *et al.* (2009); Fry (1971); Goldberg (2008); Goldberg and Kozlowski (1997); Gordon and Sun (2015); Griffiths *et al.* (2011); Holak and Reddy (1986); Holak and Tang (1990); Kees *et al.* (2006); Kees *et al.* (2010); Kennedy (1970); King *et al.* (1991); Leeftang and Reuijl (1985); Machado and Sinha (2007); Mazis *et al.* (1992); McAuliffe (1988); Petty (1999); Pollay (2004); Popper and Murray (1989); Reddy *et al.* (1994); Redmond (1996); Rindfleisch and Crockett (1999); Ringold (2008); Ringold and Calfee (1989) (and see Cohen, 1989; Pollay, 1989, and Ringold's and Calfee's, 1990 response); Rozin and Singh (1999); Scheraga and Calfee (1996); Smith *et al.* (2012) (and see Hoek and Dewhirst, 2012); Tangari *et al.* (2010); Taylor and Capella (2008); Teel *et al.* (1979); Trombetta and Wilson (1975); Wang *et al.* (2016).

<sup>33</sup>Andrews *et al.* (2004, 2014, 2015); Calfee (2000); Cohen (2000); Kelly *et al.* (2000); Krugman and King (2000); Krugman *et al.* (2006); Mizerski (1995); Netemeyer *et al.* (2016); Pechmann *et al.* (2003); Pechmann and Knight (2002); Pechmann and Ratneshwar (1994); Pechmann and Shih (1999); Pechmann and Wang (2010); Petty (1993); Pezzuti *et al.* (2015); Pollay *et al.* (1996); Tangari *et al.* (2007); Yang and Schaninger (2010); Zhao and Pechmann (2007).



regulations).<sup>34</sup> Marketers have looked at consumer drug use, both legal (prescriptions and OTC,<sup>35</sup> supplements<sup>36</sup>) and illegal drugs.<sup>37</sup>

## A.8 Information Processing

Researchers have looked at how consumers process information, depending on how it is framed and presented, as they try to come to formulate opinions about their own health and risk assessments.<sup>38</sup> Related topics

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<sup>34</sup>Agrawal and Duhachek (2010); Allison and Uhl (1964); Andrews *et al.* (1990, 1993); Avery *et al.* (1997); Bang (1998); Barlow and Wogalter (1993); Blair *et al.* (1977); Cornil *et al.* (2017); Christie *et al.* (2001); De Jong *et al.* (2015); Diener (1993); Duhachek *et al.* (2012); Fenaughty and MacKinnon (1993); Friberg and Sanctuary (2017); Garretson and Burton (1998); Garvey *et al.* (2017); Goldberg *et al.* (1994, 2006); Graves (1993); Gundlach and Bloom (1998); Hacker (1998); Haire (1950); Hankin *et al.* (1993, 1998); Hession (1950); Hilton (1993); Hirschman and McGriff (1995); Hogan *et al.* (2014); Horverak (2009); Humphreys and Carpenter (2018); Kalsher *et al.* (1993); Kaskutas (1993); Lastovicka *et al.* (1987); Laughery *et al.* (1993); Levy and Sheflin (1985); Lynch and Ariely (2000); Maciel and Wallendorf (2017); MacKinnon *et al.* (1999); Mazis *et al.* (1991); Ornstein and Hanssens (1985); Parker and Tavassoli (2000); Rick and Schweitzer (2013); Rose *et al.* (1992); Scammon *et al.* (1991); Simon (1969); Slater *et al.* (1998); Smith (1990); Wood *et al.* (2011); Woodside (1999).

<sup>35</sup>Akçura *et al.* (2004); Bowman *et al.* (2004); Catlin *et al.* (2015); Cox *et al.* (1983); Ellen *et al.* (1998); Hoy (1994); Ilyuk *et al.* (2014); Khan and Kupor (2017); Lambert *et al.* (1980); McGraw *et al.* (2012); Morris *et al.* (1998); Riis *et al.* (2008); Samper and Schwartz (2012); Shimp and Dyer (1979).

<sup>36</sup>Avery *et al.* (2013); Bolton *et al.* (2008); Bolton *et al.* (2015); Mason (1998); Mason and Scammon (2000); Silverglade (1994); Thompson (2004); Thompson and Troester (2002); Vladek (2000).

<sup>37</sup>Forman and Block (2006); Hirschman (1992); Kelly *et al.* (1996); Morales *et al.* (2012); Netemeyer *et al.* (2015); Rose *et al.* (1996); Schaninger *et al.* (1980).

<sup>38</sup>Agrawal *et al.* (2007); Argo and Main (2004); Avnet *et al.* (2013); Bettman *et al.* (1986); Block and Keller (1995, 1997); Bolton *et al.* (2006); Briley *et al.* (2017); Chandran and Menon (2004); Cox *et al.* (1997); Gomez *et al.* (2013); Han *et al.* (2016); Huang (2018); Jain *et al.* (2006); Jayanti and Singh (2010); Kahn and Luce (2003); Kahn and Luce (2006); Keller (2006); Keller and Block (1997); Keller and Lehmann (2008); Keller *et al.* (2002, 2003, 2011); Lin *et al.* (2003); Luce and Kahn (1999); Maheswaran and Meyers-Levy (1990); Menon *et al.* (2002); Murdock and Rajagopal (2017); Oliver and Berger (1979); Peattie *et al.* (2001); Purmehdi *et al.* (2017); Raghurir and Menon (1998); Spangenberg *et al.* (2003); Stewart and Martin (1994); Thompson (2005); Wang *et al.* (2010); Yan and Sengupta (2013).

have included fear appeals in advertising or negative emotions more generally, and advertising that is misleading.<sup>39</sup>

## A.9 Biological Variables and Body Issues

Numerous biological variables have been examined,<sup>40</sup> including age (young<sup>41</sup> and old<sup>42</sup>), and sex- and gender-related topics.<sup>43</sup> Attitudes

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<sup>39</sup>Armstrong *et al.* (1983); Burnett and Oliver (1979); Chan *et al.* (2014); Garg and Lerner (2013); Kay (1972); Keller and Block (1996); Mazis and Adkinson (1976); Mazis *et al.* (1983); Passyn and Sujun (2006); Stuteville (1970); Tanner *et al.* (1991); Ray and Wilkie (1970).

<sup>40</sup>Simonson and Sela (2011); on evolution: Saad (2013) (and see Cohen and Bernard, 2013; Downes, 2013; Griskevicius and Kenrick, 2013; and the rejoinder by Kenrick *et al.*, 2013), pain: Reimann *et al.* (2017); Scott *et al.* (2017); and genetic testing: Liu and Pearson (2008); Pearson and Liu-Thompkins (2012).

<sup>41</sup>Beales and Kulick (2013); Campbell *et al.* (2016); Desrochers and Holt (2007); Dhar and Baylis (2011); Dority *et al.* (2010); Du *et al.* (2008); Epp and Velagaleti (2014); Fitzsimons and Moore (2008) (and see Gollwitzer and Oettingen, 2008; Sherman, 2008; Spangenberg *et al.*, 2008; and Moore's and Fitzsimons's, 2008 response); Goldberg (1990); Goldberg *et al.* (1978); Goldberg and Gunasti (2007); Gorn and Goldberg (1982); Grier *et al.* (2007); Grier and Davis (2013); Huang and Yang (2013); Jones *et al.* (1996); Kelly *et al.* (2002); Leonard *et al.* (2019); Maimaran and Fishbach (2014); Moore (2007); Moore *et al.* (2002); Moore and Rideout (2007); Moore *et al.* (2017); Ozanne *et al.* (1998); Pechmann *et al.* (2005); Raju *et al.* (2010); Rentz and Reynolds (1991); Rentz *et al.* (1983); Robertson *et al.* (1979); Schneider (1977); Seiders and Petty (2007).

<sup>42</sup>Amatulli *et al.* (2018); Barnhart and Peñaloza (2013); Block and Peracchio (2006); Bonsu and Belk (2003); Cole and Balasubramanian (1993); Cole and Gaeth (1990); Goldstein (1968); Kemp and Kopp (2011); Morris *et al.* (1992); Reinecke (1964); Schau *et al.* (2009); Yoon *et al.* (2009) (and see Goldberg, 2009; Healey and Hasher, 2009; Sternthal and Bonezzi, 2001; and the response by Cole *et al.*, 2009).

<sup>43</sup>Arli and Cadeaux (2017); Aspara and Van Den Bergh (2014); Bagozzi and Loo (1978); Barg and Grier (2008); Basil and Brown (1997); Belk *et al.* (1998); Bush and Davies (1989); Calfee and Bate (2004); Durante *et al.* (2011, 2014); Durante and Arsena (2015); El-Ansary and Kramer (1973); Faraji-Rad *et al.* (2013); Farley and Leavitt (1971); Frankenberger and Sukhdial (1994); Gal (2012); Gengler *et al.* (1999); Gitlow (1978); Gould (1989); Hasford *et al.* (2018); Kennedy *et al.* (2004); Lichters *et al.* (2016); Nepomuceno *et al.* (2016); Otterbring *et al.* (2018); Patterson *et al.* (1995); Peñaloza (1994); Puntoni *et al.* (2011); Saad and Stenstrom (2012); Sen (2004); Simon (1968); Tanner *et al.* (2008); Umashankar and Srinivasan (2013); Van den Bergh *et al.* (2008); Wong and King (2008).

about body issues have also been studied,<sup>44</sup> including body image,<sup>45</sup> organ donation,<sup>46</sup> and insurance.<sup>47</sup>

## A.10 Wellness: Happiness and Financial Well-Being

Defining “health care” very broadly deemed the inclusion of articles written about happiness and well-being,<sup>48</sup> and several papers studied

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<sup>44</sup>Giesler (2012); Gleason and Stiff (1986); Maronick *et al.* (1989); Tian *et al.* (2014); Yeh *et al.* (2017).

<sup>45</sup>Aydinoğlu and Krishna (2012); Campbell and Mohr (2011); Ferraro *et al.* (2005); Häfner and Trampe (2009); Hoegg *et al.* (2014); Klesse *et al.* (2012); Lin and McFerran (2016); McFerran *et al.* (2010a,b); Richins (1991); Rosa *et al.* (2006); Scaraboto and Fischer (2013); Sinha (2016); Smeesters *et al.* (2010); Thompson and Hirschman (1995); Vallen *et al.* (2019).

<sup>46</sup>Aravindakshan *et al.* (2015); Burnett (1981); Leipnitz *et al.* (2018); Lwin *et al.* (2002); Pessemier *et al.* (1979); Polonsky *et al.* (2018); Zhang (2010).

<sup>47</sup>Andreasen (1983); Crosby and Stephens (1987); Fuller and Scammon (1996); Gelb *et al.* (1988); Gooding *et al.* (1996); Lefebvre (1994); Mason *et al.* (2002); Mehta *et al.* (2017); Mittelstaedt *et al.* (2009); O’Connor (2018); Scammon *et al.* (2011); Sofaer (1994); Walsh *et al.* (2011).

<sup>48</sup>Aaker *et al.* (2011); Bhattacharjee and Mogilner (2014); Chancellor and Lyubomirsky (2011); Dunn *et al.* (2011); Gilovich *et al.* (2015a) (and see Dunn and Weidman, 2015; Schmitt *et al.*, 2015; and the response by Gilovich *et al.*, 2015b); Goldberg (1995) (and see Andreasen, 1997; Wells, 1997, and Goldberg’s, 1997 response); Guevarra and Howell (2015); MacInnis and de Mello (2005); Mochon *et al.* (2017); Mogilner *et al.* (2012); Nicolao *et al.* (2009); Priester and Petty (2011); Schlosser (2015); Schwarz and Xu (2011); Thompson (1996); Vohs and Baumeister (2011).

religion.<sup>49</sup> Marketers have studied financial well-being, including issues of social class and gambling.<sup>50</sup>

### A.11 Violence

Violence is one form of the opposite of well-being. These articles studied guns, motor vehicles, domestic violence, and violent videos.<sup>51</sup>

### A.12 Marketing Research: Pharmaceutical Firm Behavior Strategy

Marketing researchers have also explored business-level marketing efforts in the healthcare space. Popular topics of study included: innovation; the role of physicians in health care delivery; the utility of detailing; D2C (direct to consumer) advertising; and other marketing mix efforts.

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<sup>49</sup>Higgins and Hamilton (2019); Mathras *et al.* (2016); Mick (2017); Wu and Cutright (2018).

<sup>50</sup>Amar *et al.* (2011); Bell and Burlin (1993); Bertrand *et al.* (2006); Bolton *et al.* (2011); Briers and Laporte (2013); Brinberg and Axelson (2002); Bublitz *et al.* (2019); Cannon *et al.* (2019); Carey and Markus (2016a) (and see Conley, 2016; Shavitt *et al.*, 2016; and response by Carey and Markus, 2016b); Chakravarti (2006); Daouda *et al.* (2019); Devezer *et al.* (2014); Dholakia *et al.* (2016); Durante and Laran (2016); Eadington (2004); Fischer (2011); Franzak *et al.* (1995); Galak *et al.* (2011); Gaurav *et al.* (2011); Govind *et al.* (2008); Hamilton *et al.* (2019); Hasan *et al.* (2019); Hershfield *et al.* (2011); Herzenstein *et al.* (2011); Hill and Adrangi (1999); Hill and Macan (1996); Hill and Stamey (1990); Hsee *et al.* (2009); Huang *et al.* (2019); Hung and Wyer (2009); Lee (2017); Lee and Andrade (2011); Lee *et al.* (1999); Lynch (2011); Martin and Hill (2011); Mckenzie and Liersch (2011); Mittal and Griskevicius (2016); Morrin *et al.* (2012); Navarro-Martinez *et al.* (2011); Netemeyer *et al.* (1998); Netemeyer *et al.* (2018); Olson *et al.* (2016); Pham (2016); Scammon *et al.* (1994); Schaninger (1981); Schwartz *et al.* (2011); Scott and Vallen (2019); Soman and Cheema (2011); Strahilevitz *et al.* (2011); Sussman and Olivola (2011); Talukdar (2008); Viswanathan *et al.* (2005); Viswanathan *et al.* (2019); Watson *et al.* (2004); Wilcox *et al.* (2011).

<sup>51</sup>Bachand (1988); Bradford *et al.* (2005); Collier *et al.* (2008); Fitzpatrick *et al.* (2019); Grier (2001); Gundlach *et al.* (2010); Kalaignanam *et al.* (2013); Laczniak *et al.* (2017); Peterson and Hoffer (1994); Pruitt and Hoffer (2004); Weller and Chandler (1989).

### A.13 Innovation

Marketing researchers study innovation in the healthcare realm, typically in the form of a pharmaceutical firm launching a new drug.<sup>52</sup> In these studies, sales data are examined to assess marketing efficacy, observing the portfolio of the company’s drugs and the competition in the marketplace.

### A.14 Physicians

In numerous ways, physicians are both gatekeepers and facilitators in a consumer’s health care. Marketers are often interested in testing how to make an impact on a doctor’s attitude and behavior, such as where docs get their information or which information do they trust,<sup>53</sup> what are their thoughts and behaviors regarding prescription drugs,<sup>54</sup> and general attitudes and observations regarding physicians’ interactions with their patients.<sup>55</sup>

### A.15 Detailing—Pharma Sales Reps

Marketing researcher have tested the efficacy of “detailing,” that is, when pharma sales reps visit docs to inform them of new drugs and

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<sup>52</sup>Aboulnasr *et al.* (2008); Chandy *et al.* (2006); Chintagunta *et al.* (2012); DeSarbo *et al.* (2001); Desiraju *et al.* (2004); Fang *et al.* (2015); Gonzalez *et al.* (2008); Grewal *et al.* (2008); Janakiraman *et al.* (2009); Lee (2011); Leenders and Wierenga (2008); Manchanda *et al.* (2008); Murray (1986); Narayanan and Manchanda (2009); Popper and Nason (1994); Prabhu *et al.* (2005); Rao *et al.* (2008); Shankar (1997, 1999); Shankar *et al.* (1998, 1999); Sharma *et al.* (2018); Sivadas and Dwyer (2000); Sood *et al.* (2014); Sorescu *et al.* (2003); Stremersch and Lemmens (2009); Vakratsas and Kolarici (2008); Verniers *et al.* (2011); Wuyts and Dutta (2008).

<sup>53</sup>Bauer and Wortzel (1966); Camacho *et al.* (2011); Ferber and Wales (1958); Gönül *et al.* (2001); Harrell and Bennett (1974); Iyengar *et al.* (2011) (and see Christakis and Fowler, 2011); Kalra *et al.* (2011); Wegner (1960).

<sup>54</sup>Bearden and Mason (1980); Bhatia and Wang (2011); Dong *et al.* (2009); Green and Krieger (1991); Mott *et al.* (1998); Stern and Wright (2016).

<sup>55</sup>Botti *et al.* (2009); Brown and Swartz (1984, 1989); Camacho *et al.* (2014); Dubé and Morgan (1998); Friedman and Churchill (1987); Mittal *et al.* (1998); Prigge *et al.* (2015); Pruyn and Smidts (1998); Roth (1994); Sarvary (2002).

leave samples behind. Bottomline: these sales reps aren't going away because the sales visits seem to be effective.<sup>56</sup>

### A.16 D2C (Direct to Consumer) Advertising

Marketing articles have begun documenting the growth of direct-to-consumer (D2C) advertising. Pharma companies use these ads to speak directly to consumers about the benefits of their drugs, encouraging consumers to ask their physicians for prescriptions. D2C ads seem to be effective.<sup>57</sup>

### A.17 Other Marketing Mix Inquiries

Marketing research has also tested the effectiveness of other marketing efforts (i.e., not detailing or D2C).<sup>58</sup> Researchers have studied how firms morph their businesses in anticipation of, or in response to, regulations (e.g., FDA, FTC), and issues including recalls and lobbying.<sup>59</sup>

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<sup>56</sup>Ahearne *et al.* (1999); Bala *et al.* (2013); Caplow and Raymond (1954); Ching *et al.* (2016); Dekimpe and Hanssens (1999); Futrell *et al.* (1976); Hahn *et al.* (1994); Kappe and Stremersch (2016); Kremer *et al.* (2008); Liu *et al.* (2017); MacKenzie *et al.* (1993); Manchanda *et al.* (2004); Mantrala *et al.* (1994); Montoya *et al.* (2010); Nair *et al.* (2010); Narayanan *et al.* (2004, 2005); Osinga *et al.* (2010); Parsons and Abeele (1981).

<sup>57</sup>Aikin *et al.* (2016); Amaldoss and He (2009); Calfee (2002) (and see Hoek and Gendall, 2002; Lexchin and Mintzes, 2002); Capella *et al.* (2009); Coney (2002); Donohue and Berndt (2004); Farris and Wilkie (2005); Fischer and Albers (2010); Kolsarici and Vakratsas (2010); Kopp and Sheffet (1997); Liu and Gupta (2011); Marinova *et al.* (2017); Menon *et al.* (2003); Morris *et al.* (1989); Myers *et al.* (2011); Osinga *et al.* (2011); Roth (1996); Sheehan (2003); Sheehan (2005); Sheffet and Kopp (1990); Stremersch *et al.* (2013); Sullivan *et al.* (2017).

<sup>58</sup>Bixby and Lincoln (1989); Chintagunta and Desiraju (2005); Donnelly (1976); Fitzgerald and Yench (2019); Frazier and Howell (1983); Gelb and Gilly (1979); Gupta *et al.* (2018); Hoy and Park (2014); Millican (1955); Moon *et al.* (2007); Podnar *et al.* (2007); Shang *et al.* (2009); Shuchman and Riesz (1975); Silk (1966); Statman and Tyebjee (1981); Statman and Tyebjee (1984); Ta and Frosch (2008); White *et al.* (2003); Wosinska (2005).

<sup>59</sup>Bala *et al.* (2017); Chesnes *et al.* (2017); Jacoby and Small (1975); Martin *et al.* (2018); Mazis (2001); Tipton *et al.* (2009).

The monograph, “A Chronology of Health Care Marketing Research,” *Foundations and Trends in Marketing* (Iacobucci, 2019) also summarized research from journals in public health and medicine,<sup>60</sup> the basic disciplines of economics<sup>61</sup> and psychology,<sup>62</sup> and business disciplines including organizational studies<sup>63</sup> and operations research.<sup>64</sup>

Finally, the “Chronology” (2019) also presented highlights from health care texts and popular press books. These books were of six types: (a) those that provided an overview of healthcare and health care delivery;<sup>65</sup> (b) some books presented perspectives on health care business

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<sup>60</sup>Abrahm (2011); Anagnostou and Clark (2016); Bajaj *et al.* (2014); Baldi (2018); Basch (2014); Binns *et al.* (2018); Bowen *et al.* (2015); Brownson *et al.* (2018); Butts *et al.* (2015); Calfee (2012); Carrasqiollo and Mueller (2018); Chait and Glied (2018); Caulfield and McGuire (2012); Clifford and Clifton (2012); Contreras and Knoppers (2018); Cook-Deegan *et al.* (2017); Dietz (2015); Difede *et al.* (2014); Erwin and Brownson (2018); Esser and Jernigan (2018); Ford and Capewell (2011); Gandy and DeKosky (2013); Geller *et al.* (2015); Glantz and Bareham (2018); Goldmann and Galea (2014); Gordon *et al.* (2014); Grier and Kumanyika (2010); Hansen *et al.* (2016); Hotez *et al.* (2016); Hughes and Smith (2014); Khotskaya *et al.* (2017); Kim *et al.* (2012); Koh and Parekh (2018); Kondo *et al.* (2018); Lazar *et al.* (2013); Levy *et al.* (2017); Malkin (2007); McCarty *et al.* (2018); McMichael and Butler (2011); Meier *et al.* (2013); Mooney and Pejaver (2018); Mukamel *et al.* (2014); Olson (2016); Palmedo *et al.* (2017); Papanicolas *et al.* (2018); Parker-Lue *et al.* (2015); Pool *et al.* (2018); Rosenthal (2012); Rubin (2018); Scassellati *et al.* (2012); Shafiee *et al.* (2015); Shire *et al.* (2011); Stanhope (2012); Strasser *et al.* (2016); Strathdee *et al.* (2013); Tuckson *et al.* (2017); Volkow *et al.* (2018); Webster and Wintemute (2015); Wilkinson *et al.* (2016); Wipfli and Samet (2016); Woodcock *et al.* (2011); Woolf *et al.* (2015); Yager *et al.* (2008); Zimmerman (2011).

<sup>61</sup>Aizawa and Kim (2018); Baicker *et al.* (2012); Banks and Smith (2012); Chandra *et al.* (2016); Das *et al.* (2016); Dobkin *et al.* (2018); Dupas (2011); Finkelstein *et al.* (2018); French and Jones (2017); Gaynor *et al.* (2016); Ho *et al.* (2017); Kyle and Williams (2017); Lee *et al.* (2013); McDevitt and Roberts (2014); Mullainathan and Obermeyer (2017); Mullen *et al.* (2010).

<sup>62</sup>Aboud and Yousafzai (2015); Baglioni *et al.* (2016); Broadbent (2017); Busch *et al.* (2017); Kaplan and Stone (2013); Nickel *et al.* (2018); Powell *et al.* (2018); Probst *et al.* (2018); Sheeran *et al.* (2017); Stevenson (2017).

<sup>63</sup>Compagni *et al.* (2015); D’Innocenzo *et al.* (2016); Hsu *et al.* (2018); Kyratsis *et al.* (2017); Nembhard *et al.* (2009); Ramanujam and Rousseau (2006); Sutcliffe *et al.* (2016); Vakili and McGahan (2016); Vogus and Rerup (2018); Vogus and Singer (2016); Wright *et al.* (2017).

<sup>64</sup>Dai and Shi (2017); Mills *et al.* (2017); Sabouri *et al.* (2017); Samiedaluie *et al.* (2017).

<sup>65</sup>Askin and Moore (2014); Knickman and Kovner (2015); Schimpff (2015).

issues including U.S. systems, politics, and economics;<sup>66</sup> (c) some books specialized on health care marketing;<sup>67</sup> (d) some took a broader, global perspective;<sup>68</sup> (e) some books drew from other disciplines;<sup>69</sup> and (f) some books offered a view to the future of healthcare.<sup>70</sup>

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<sup>66</sup>Bradley and Taylor (2013); Bredesen (2010); Bush (2014); Elton and O’Riordan (2016); Jacobson and Jacobson (2016); Reid (2010); Rosenthal (2017); Silver and Hyman (2018).

<sup>67</sup>Berkowitz (2017); Berry and Seltman (2008); Chandon and Wansink (2010); Cosgrove (2014); Kotler *et al.* (2008); Lewis *et al.* (2015).

<sup>68</sup>Armstrong-Mensah (2017); Holtz (2017); Johnson *et al.* (2018); Marks *et al.* (2015); McKenna (2017); Palmer (2017).

<sup>69</sup>Borkowski (2016); Dlugacz (2017); Gapenski and Pink (2015); McLaughlin and Olson (2017); McTeigue and Lee (2015); Phelps (2018); Pozgar (2016); Ronen *et al.* (2006); Ronen *et al.* (2018); Spiegelman (2013).

<sup>70</sup>Chau and Osborne (2018); Dogramatzis (2011); Hulick (2018); Sheikh *et al.* (2017); Simon and Giovannetti (2017); Topol (2013).



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