Fox Business: Costly Vaccines Linked to False Sense of Security?

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> What's in a price? When it comes to medicines, the cost could affect your health and well-being, according to Janet Schwartz, assistant professor of marketing at the A. B. Freeman School of Business at Tulane University in New Orleans. A recent study found in the *Journal of Consumer Research*, "Goods: Changing the price of medicine influences perceived health risk," by Schwartz and Adriana Samper of the W.P. Carey School of Business at Arizona State University, found that the cost of a medication directly impacts how consumers view their risk of catching an illness associated with the medicine.

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