

[Fox Business: Costly Vaccines Linked to False Sense of Security?](#)

February 7, 2013



From [Fox Business](#), Feb. 7, 2013

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.

To read the entire article, visit [FoxBusiness.com](http://www.foxbusiness.com).

<http://www.foxbusiness.com/personal-finance/2013/02/07/costly-vaccines-linked-to-false-sense-security/>