

PERCEPTIONS OF MEDICAL PRACTITIONERS REGARDING ATTORNEYS THAT ADVERTISE

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ABSTRACT

It is not until fairly recently that South African firms of attorneys were allowed to advertise their services. The law societies of South Africa, regulating the profession in the various provinces, have all decided to allow advertising to a limited extent. Thus, the old rule (inherited from English law) whereby attorneys were not allowed to advertise their services or invite business, was unnullled. The regulatory provisions of the different law societies do however differ slightly in its content from society to society.

The use of advertising may influence the perceptions of (potential) clients of firms of attorneys. This study will attempt to determine the impact (if any) which advertising may have on the perceptions of (potential) clients of firms of attorneys.

A causal model will be constructed which will include advertising, hearsay, location, personal knowledge and knowledge of the product or service as exogenous latent variables. Perceptions of firms of attorneys will be modelled as an endogenous latent variable.

A mail survey will be conducted amongst medical practitioners. Probability sampling will

be used and the sample size will be approximately 250. An empirical investigation will follow hereafter to determine the implications for firms of attorneys that advertise, on medical practitioners.

This study will be unique in that no similar research has previously been done in South Africa on this specific issue. It is also foreseen that the study will be expanded to test the perceptions of further target groups.

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