

YOUNG ADULTS' RESPONSES TOWARD PSYCHOGRAPHICALLY TARGETED E-CIGARETTE ADS: MULTI-METHOD APPROACH

Minji Kim, PhD

Assistant Professor

Dept. of Health Promotion, Education, and Behavior



Arnold School of Public Health

10/27/2023

Smokefree SC Roundtable

WHY DO I DO THIS RESEARCH?



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste...
T for Throat...**
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

ACKNOWLEDGEMENT

- Collaborators



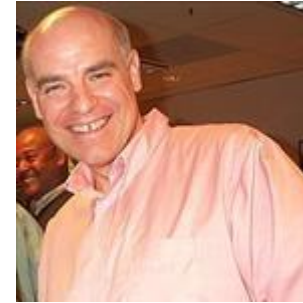
Pamela Ling, MD, MPH
UC San Francisco



Jeff Jordan, MA
Rescue Agency



Sarah Olson, MA
UC San Francisco



Tor Neilands, PhD
UC San Francisco



Steven Gregorich, PhD
UC San Francisco

- Funding support

- National Cancer Institute (R01 CA-141661)
- Food and Drug Administration/National Institutes of Health – TCORS (P50CA180890; U54HL147127)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

TARGETED/TAILORED COMMUNICATION

- Considering the characteristics of target audience in message design and delivery



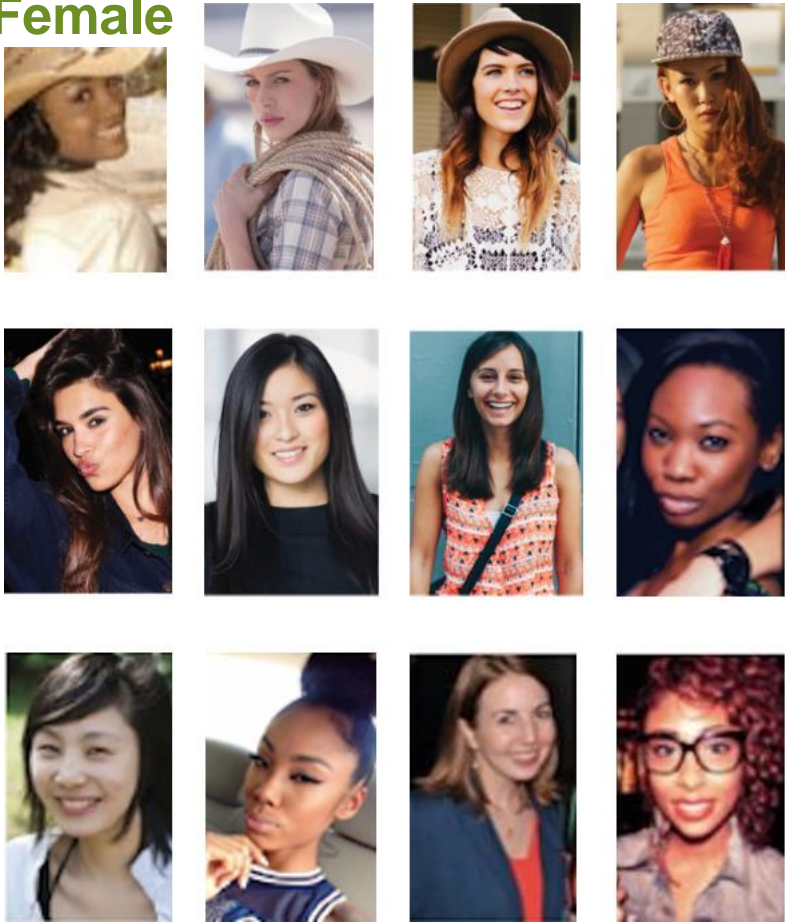
**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

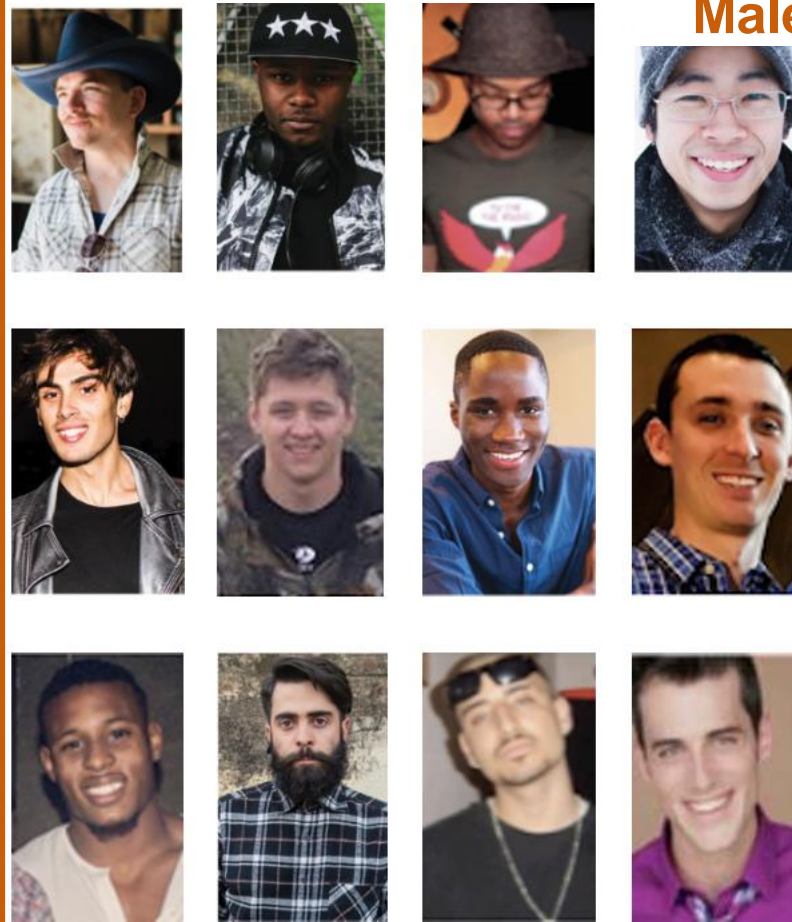
TARGETED COMMUNICATION

AUDIENCE SEGMENTATION

Female



Male



**Arnold School of
Public Health**
UNIVERSITY OF SOUTH CAROLINA

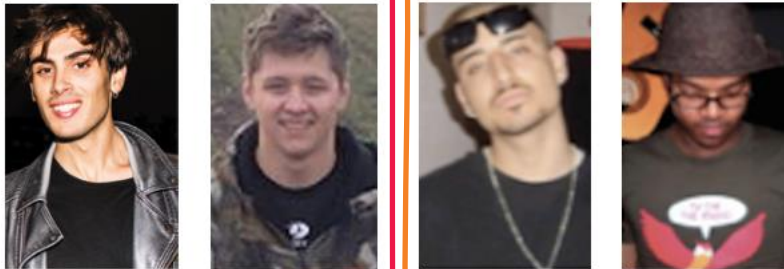
DEMOGRAPHIC TARGETING

RACE AND GENDER

White Female



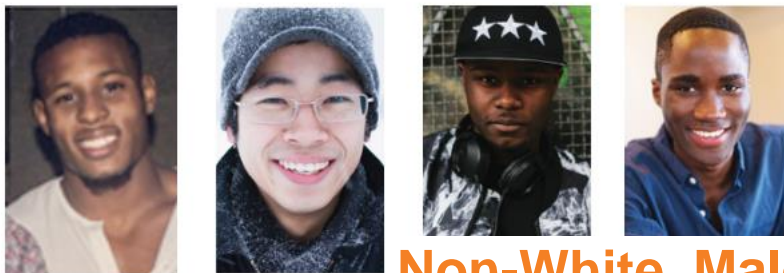
White Male



Non-White Female

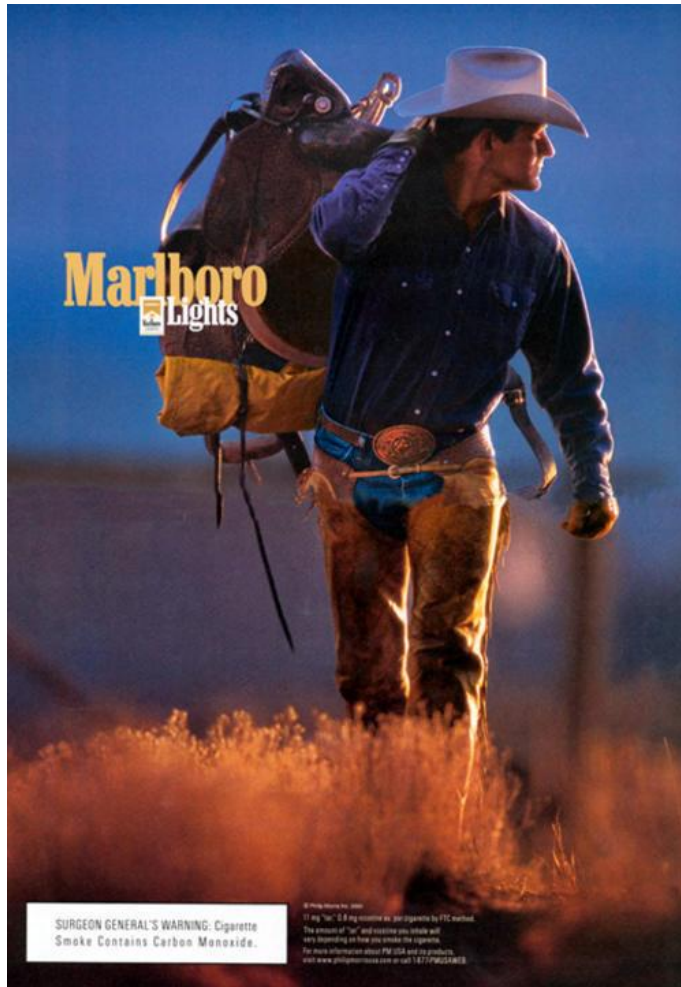


Non-White Male



PSYCHOGRAPHIC TARGETING BY TOBACCO INDUSTRY

LIFESTYLE, VALUES, AND IDENTITY



**Arnold School of
Public Health**
UNIVERSITY OF SOUTH CAROLINA

PSYCHOGRAPHIC TARGETING BY TOBACCO INDUSTRY

COMBUSTIBLE CIGARETTES AND E-CIGARETTES



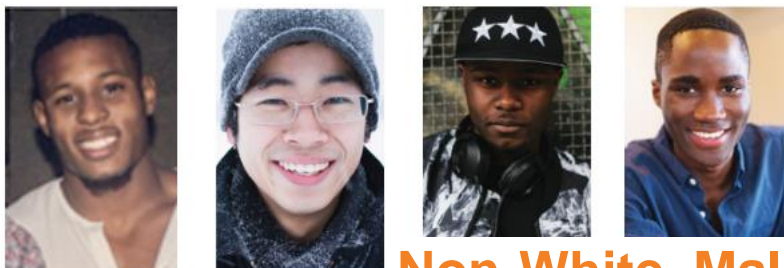
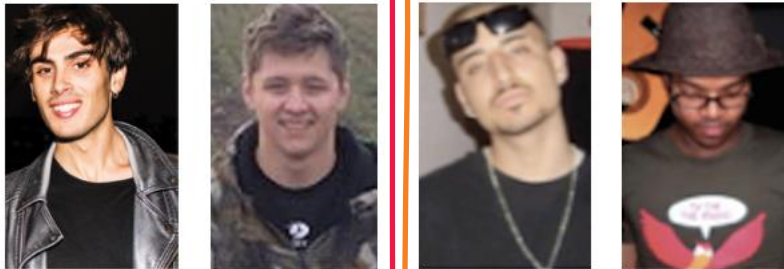
DEMOGRAPHIC TARGETING

RACE AND GENDER

White Female



White Male



Non-White Female

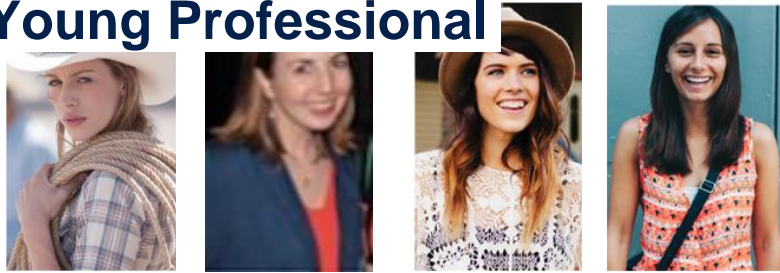
Non-White Male



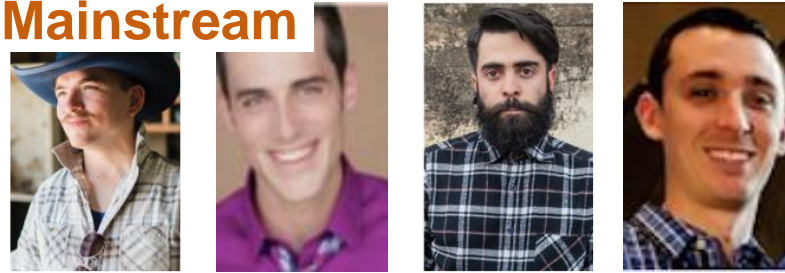
PSYCHOGRAPHIC TARGETING

PEER CROWD: PEER GROUPS WITH SHARED LIFESTYLES AND VALUES

Young Professional



Mainstream



Partier



Hip hop



Hipster



Country



Arnold School of
Public Health

UNIVERSITY OF SOUTH CAROLINA

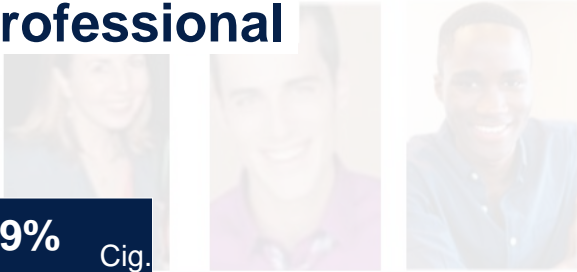
SMOKING BEHAVIOR ACROSS PEER CROWDS

CALIFORNIA, 2014

Young Professional



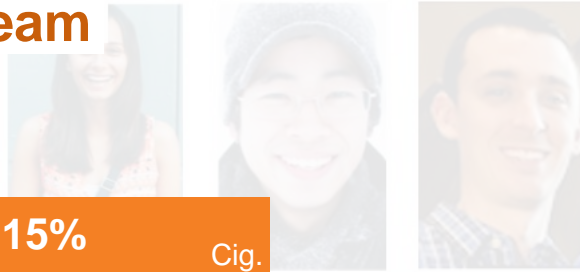
9%
Cig.



Mainstream



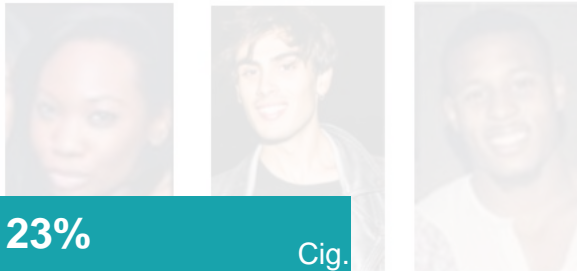
15%
Cig.



Partier



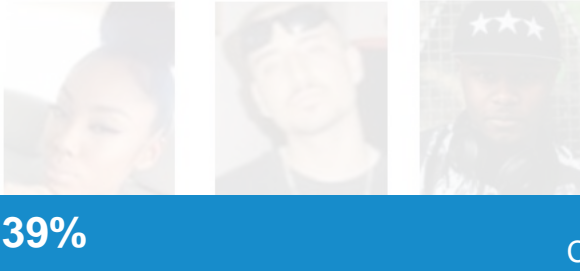
23%
Cig.



Hip hop



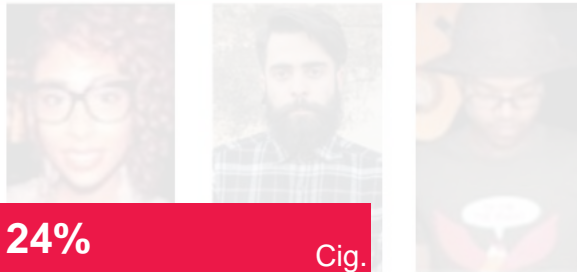
39%
Cig.



Hipster



24%
Cig.



Country



36%
Cig.



PSYCHOGRAPHIC TARGETING BY E-CIG INDUSTRY

Young Professional



Mainstream



Partier



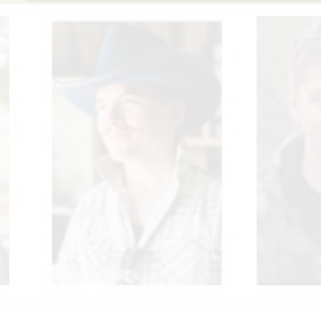
Hip hop



Hipster

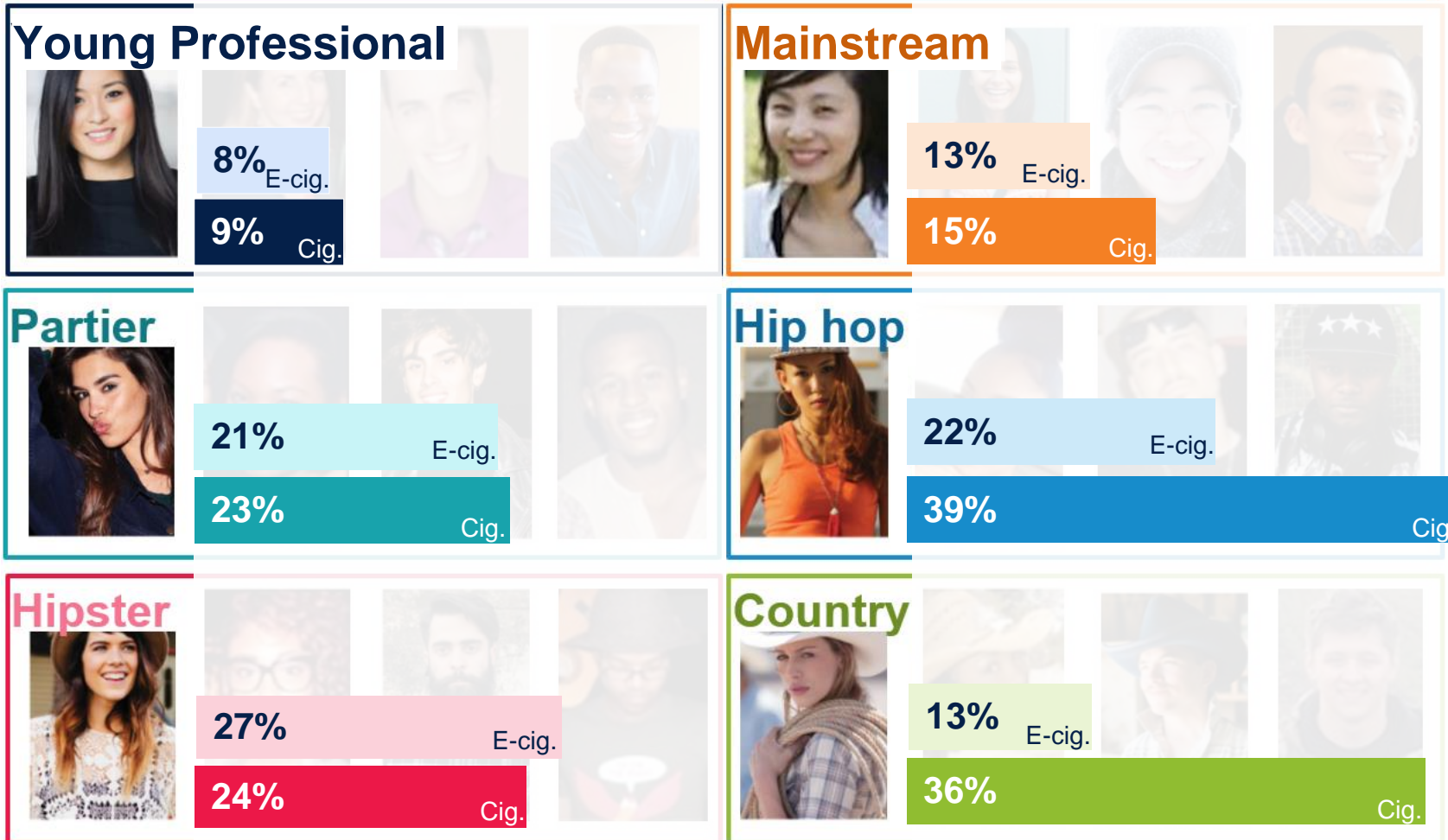


Country



TOBACCO USE BEHAVIOR ACROSS PEER CROWDS

CALIFORNIA, 2014

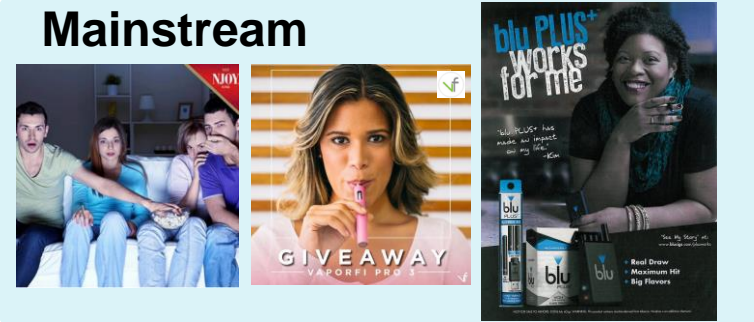


EXAMPLES OF E-CIGARETTE ADVERTISEMENTS USED IN THE STUDY

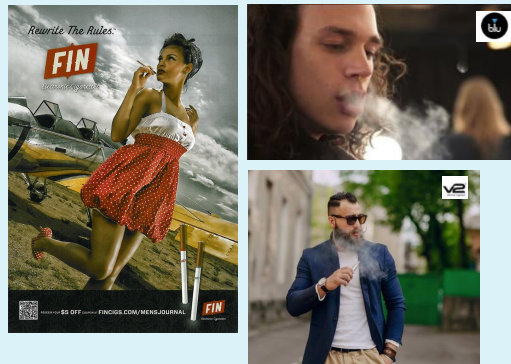
Young professional



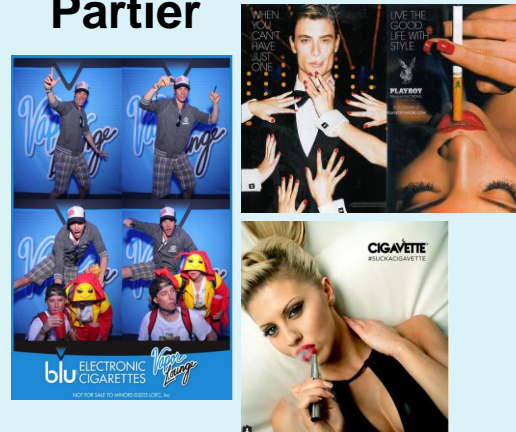
Mainstream



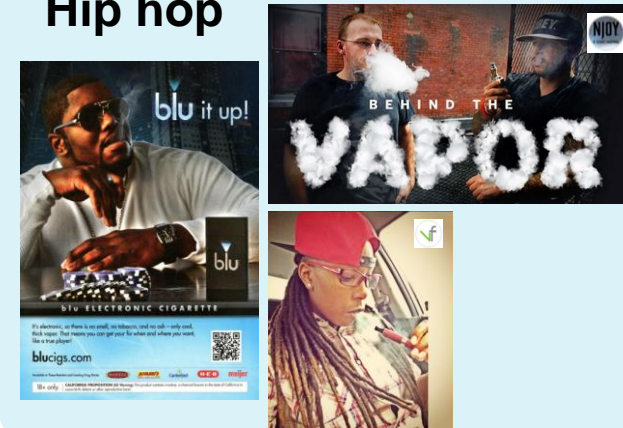
Hipster



Partier



Hip hop



STUDY 1: QUALITATIVE, 1-ON-1 INTERVIEWS

- 59 young adults (18-29 yo) in California
- Currently using at least 2 different tobacco products
 - Cigarettes
 - E-cigarettes
 - Smokeless tobacco
- Viewing some matching and some mismatching ads
- “Thinking out loud”

Kim et al. *BMC Public Health* (2020) 20:32
<https://doi.org/10.1186/s12889-019-8126-x>


BMC Public Health

RESEARCH ARTICLE

Open Access

Peer crowd-based targeting in E-cigarette advertisements: a qualitative study to inform counter-marketing



Minji Kim¹, Sarah Olson¹, Jeffrey W. Jordan² and Pamela M. Ling^{1*} 

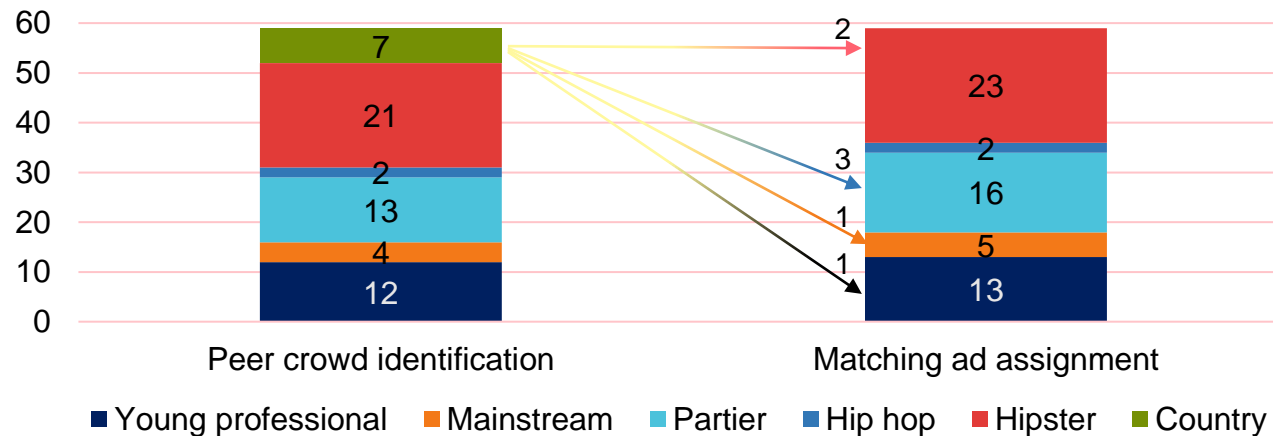


**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

METHODS: INTERVIEW PARTICIPANTS

- 14 Females, 45 Males
- Peer crowd identification among participants:



YOUNG ADULTS EASILY NOTICE PEER CROWD CUES



- Appearance
- Environment, Context
- Lifestyles



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

YOUNG ADULTS EASILY NOTICE PEER CROWD CUES

EXCERPTS:



Hipster



blucigs

blucigs Inspiration is everywhere for the guys at @bajaeast. How do you find your inspiration? #bluPLUSbaja

“He is in like a dark room, maybe inside somewhere, cafe or something, long, kind of tangly hair, nose piercing. ...He seems like kind of a hippy guy as well because of the long hair, the piercing.”

(PT007, 28 year old, Male, Hipster)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

YOUNG ADULTS EASILY NOTICE PEER CROWD CUES

EXCERPTS:



“They’re partying, ... And it looks like they’re enjoying themselves“

(PT008, 20 year old, Male, Partier)

“It’s one of those photo booth kind of things. They’re definitely trying to appeal to people being goofy, people being themselves.”

(PT029, 25 years old, Male, Partier)

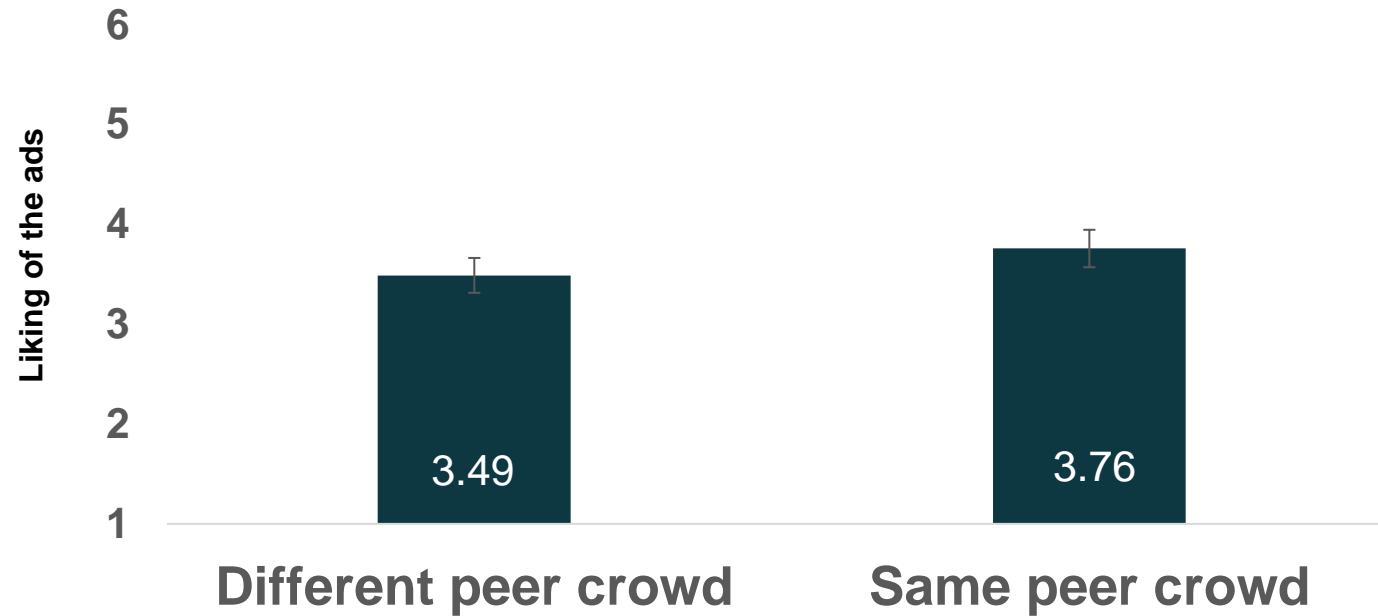
Partier



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

PEOPLE LIKE ADS AND CHARACTERS FEATURING **THE SAME** PEER CROWD AS THEIR OWN



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

PEOPLE LIKE ADS AND CHARACTERS FEATURING THE SAME PEER CROWD AS THEIR OWN



Hipster

“Maybe [this ad was made people like me in mind]. Maybe **people like me who would like to be people like him.** ... his clothing is kind of cool. It'd be kind of cool to be able to walk down the street with a decent blazer on and not worry about it getting dirty or anything like that. ... This one looks like it's **hipsters...**”

(PT003, 25 years old, Male, Hipster)

“Yeah. Definitely [made with someone like me in mind]. ... **The accessorizing, again, the beard, the facial hair.** That's something that **hipsters** are always talking about.”

(PT042, 26 years old, Female, Hipster)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

PEOPLE LIKE ADS AND CHARACTERS FEATURING **THE SAME** PEER CROWD AS THEIR OWN



Hip hop

“Yeah. I think [this ad was made with people like me in mind] because of [his hat and I know that brand](#). I know a lot of people who take photos with that specific brand and take vape pics. ... [It’s an Obey hat and it’s kind of like a hype-y thing for guys to wear.](#)”

(PT006, 18 years old, Female, Hip hop)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

PEOPLE LIKE ADS AND CHARACTERS FEATURING THE SAME PEER CROWD AS THEIR OWN



Mainstream

“She looks normal. ... she’s not faking it. It doesn’t look fake, it doesn’t look like a product. ... I mean, **it just feels more natural**, more naturalized. It’s not, like, in your face like, hey, try these vapes, try these vapes. It’s like, oh look, **I can look normal, too, doing my normal things and not look, you know, terrible and no one’s going to judge me, I look like a normal person.**”

(PT018, 29 years old, Male, Mainstream)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

ALTHOUGH, AUTHENTICITY MATTERS

PERCEIVED “FAKENESS” BACKFIRED



Hipster

“[laughing] That haircut and mustache. Just everything about that is just so Soho hipster. So ridiculous. ... I just think that's a joke. ... it's supposed to be serious but it's like it's so cliché ... Those ray bans. And he's rocking ray bans. That's like so quintessential hipster f***ing dude.”

(PT022, 28 year old, Male, Hipster)

“I think maybe it was [made with people like me in mind], but they were wrong. I mean, like, they might they were making it for like young guys trying to look cool. But for me, specifically, no. ... That's not my kind of guy. [to make it more appealing to me] you can lose the hair-do. You can lose the blazer and the big watch.”

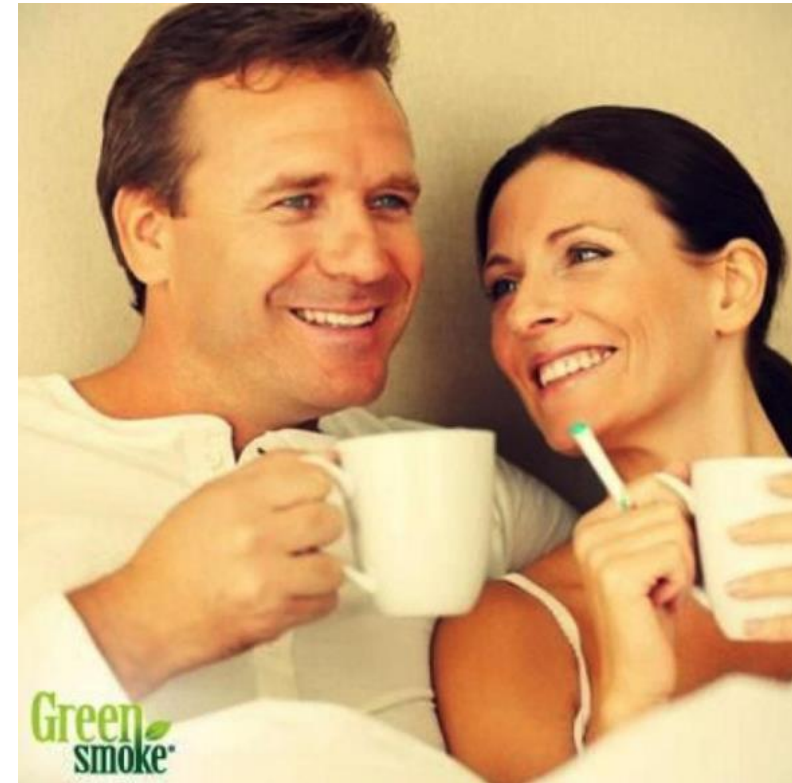
(PT062, 21 years old, Male, Hipster)



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

DEMOGRAPHIC CUES: YOUNG ADULTS ALSO NOTICE AGE QUITE QUICKLY IN TERMS OF TARGETING



It's an **older gentleman** of sorts. It seems like he would be a cool grandpa. ... I would say [this is for] more older adults. Adults maybe, like, **30s, 40s, 50s, 60s, and so on.** The photo also looks like he's around those ages as well. *(20 years old, male, Partier)*



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

STUDY 1: IMPLICATIONS FOR TOBACCO CONTROL

- Peer crowd-based targeting is highly salient to young adults
- Using peer crowd-based targeting may enhance the effectiveness of risk communication regarding e-cigarettes and other tobacco products



"Fresh Empire" targeting Hip hop youth



"Havoc" targeting Partier young adults



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

STUDY 1: IMPLICATIONS FOR TOBACCO CONTROL

- Authenticity matters



“COMMUNE” targeting Hipster young adults



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

STUDY 1: IMPLICATIONS FOR TOBACCO CONTROL

- Suggestions for marketing regulation:
 - Using older models to make sure that the ads are not targeting adolescents



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA





STUDY 2: QUANTITATIVE, ONLINE EXPERIMENT

- N=2,100 young adults in the US
- 50% current tobacco users, 50% non-users
- Randomly viewing 3 matching OR mismatching ads

Nicotine and Tobacco Research, 2023, 25, 1125–1134
<https://doi.org/10.1093/ntr/ntac292>
Advance access publication 27 April 2023
Original Investigation



Young Adult Responses to Peer Crowd-Based Targeting in E-cigarette Advertisements: An Experimental Study

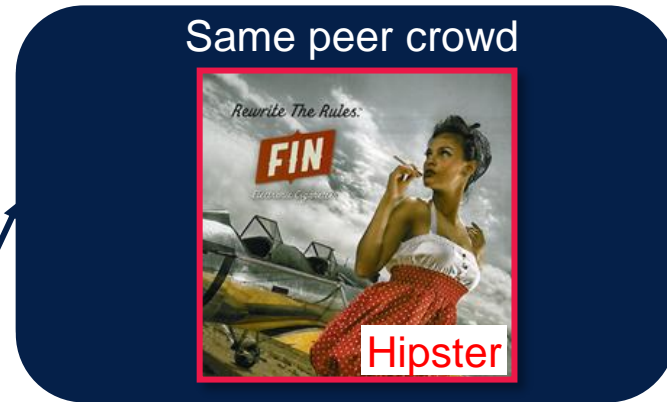
Minji Kim PhD¹, Torsten B. Neilands PhD², Steven E. Gregorich PhD³, Jeffrey W. Jordan MA⁴,
Pamela M. Ling MD, MPH^{3,5}



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA

HYPOTHESES: PEER CROWD MATCH IN E-CIG ADS WILL INCREASE THE AD EVALUATION



Same peer crowd →

- Liking the ad
- Liking the character

- Favorable attitudes toward e-cigs
- Greater intention to use e-cigs



**Arnold School of
Public Health**

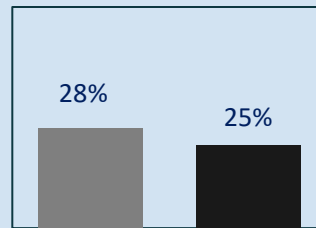
UNIVERSITY OF SOUTH CAROLINA

TOBACCO USE PREVALENCE ACROSS PEER CROWDS

Young Professional



PAST 30 DAY USE

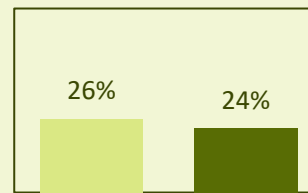


E-cig. Cig.

Mainstream



PAST 30 DAY USE



E-cig. Cig.

Low risk of tobacco use

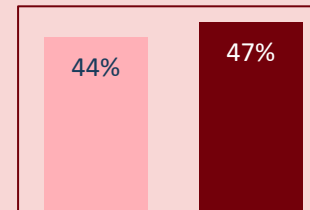
Partier



Hip hop



PAST 30 DAY USE



E-cig. Cig.

Hipster



High risk of tobacco use

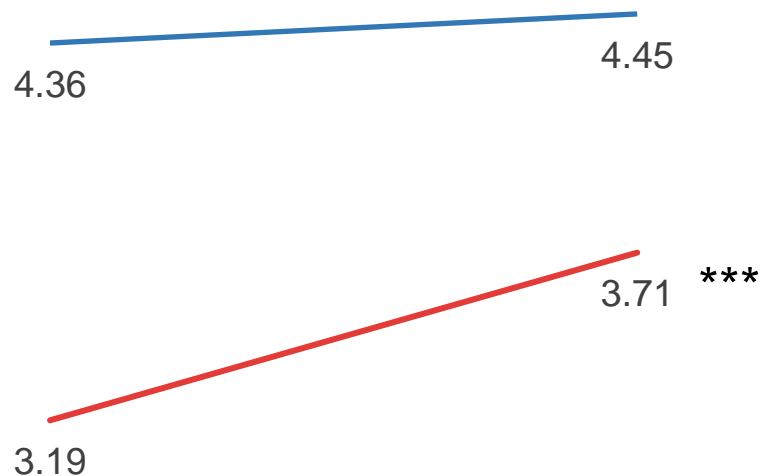


**Arnold School of
Public Health**

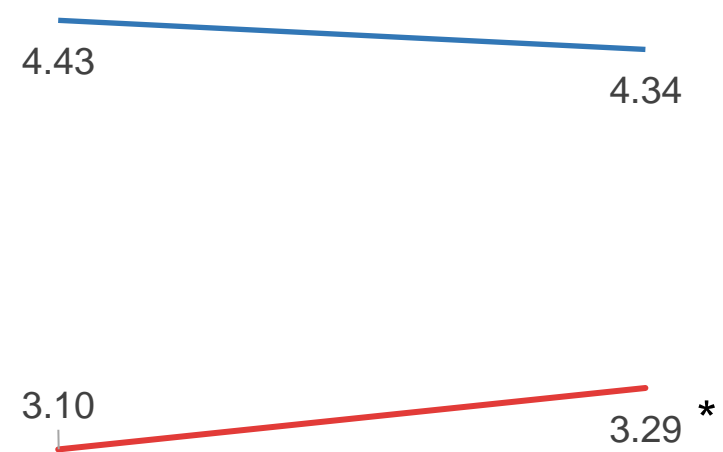
UNIVERSITY OF SOUTH CAROLINA

STRONGER EFFECTS OF PSYCHOGRAPHIC TARGETING AMONG **NON-USERS** THAN CURRENT USERS

Effect of peer crowd match on Character liking



Effect of peer crowd match on Ad evaluation



Different peer crowd

Same peer crowd

— Nonusers

— Current users

Different peer crowd

Same peer crowd



Arnold School of Public Health

UNIVERSITY OF SOUTH CAROLINA

* $p < .05$; ** $p < .01$; *** $p < .001$

STUDY 2: IMPLICATIONS FOR TOBACCO CONTROL

- Peer crowds identify important risk groups
- Campaigns to reduce tobacco use should target **high risk groups: Hipsters, Partiers, Hip hop**
- **Low risk groups** are more vulnerable to targeted e-cigarette marketing
 - Need to reduce marketing exposure: Regulate outlets
 - Targeted counter-marketing to prevent initiation



**Arnold School of
Public Health**

UNIVERSITY OF SOUTH CAROLINA