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The effect of brand, packaging and social marketing for consumer perception of cigarettes

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Abstract

This paper describes consumer perception of cigarettes and how brand, packaging and social marketing can affect this. The aim of the study is to reveal how brand and packaging is used by the cigarettes manufacturers and how the government restrictions and usage of social marketing affect consumer perception.

The study was performed in Lithuania. In addition, study combined qualitative and quantitative methods to provide both the insights and possible approaches to the problem and empirical data to support the findings. Overall, study used unique set of tests to understand the implications of brand and packaging usage and government control of cigarettes industry as well as social marketing for associations towards cigarettes as an object.

The study supported the claim that brands can increase the salience of positive attitudes towards cigarettes while decreasing the strength of negative associations. In addition, study proved that different packages are perceived differently by consumers. To add more, plain packaging using graphic warnings was found to affect the perception of cigarettes both negatively and positively by creating innovation and uniqueness associations and increasing attention. Moreover this, social marketing was proven to be effective in terms of increase the relevance of negative cigarettes association and creation of negative associations. Still, different social marketing advertisements were perceived differently.

Overall, this paper has implications for all: tobacco industry, academic community and law makers. The findings of this paper can be used by all the parties: providing means to increase the reliability of further research, providing information about effectiveness of brand and packaging on creating associations towards cigarettes and discussing the means to control smoking through regulation of tobacco industry and information spreading through the use of social marketing.

1. Introduction

1.1 Background

Tobacco was for a long time grown only in South and North America and American Indians were the first ones to start using tobacco. It was not up until 1492 when Christopher Columbus reached America and was given some tobacco leaves as a gift that tobacco became spread worldwide. Starting from 16th century tobacco has been consumed in Europe also and it gained popularity ever since up until the 21th century. For a long time, tobacco was consumed in many forms: chewing tobacco, cigars, snuff, pipes and so on. Cigarettes were called "beggar's smokes" before the end of the 19th century since it was only consumed by poor people who used to make paper rolls out of the leftovers of cigars, snuff and chewing tobacco that richer people threw away (Randall, 1999).

Cigarettes only became mass produced, sold and marketed in the 19th century. It was then, when the first cigarettes brands emerged and some of these are still on the market. In the end of 19th century and the beginning of the 20th century popular brands such as these were created: Camel, Lucky Strike, Marlboro, Chesterfield and so on. The cigarettes manufacturers were allowed to advertise and the effect of addictive nature of cigarettes combined with heavy marketing lead to a worldwide popularity of cigarettes. Up until the 1950s, three major brands: Camel, Lucky Strike and Chesterfield gained oligopoly accounting for more than 70% of market share in the USA (Gene, 2003). Cigarettes were back then marketed as curing diseases, healthy and one of the most popular ads back then were Camels: "*More doctors smoke camels than any other cigarette".*

Starting from 1950s cigarette manufacturers started using filter tips and promoting light, low-tar, filtered cigarettes as being healthier. Filtered cigarettes became standard from then on and almost all cigarettes sold today Starting from 1950's more companies started marketing their cigarette brands and competition became higher. For example in 1954 Marlboro cowboy (featuring true, western American hero) was created, which became the core of Marlboro image. However, in 1964 the first Surgeon General report was published, directly linking the smoking with lung cancer and starting with 1965 tobacco industry became more and more controlled. From this year, countries all over the world started imposing various smoking restrictions: requiring warning labels on tobacco products,

imposing age and place census and other restrictions and requirements. Philip Morris used this to their advantage and during the second half of the 20th century supported tobacco research, various initiatives and reported their interest on reducing the impact of smoking. This created trustworthy company image all over the world and Philip Morris with their most popular brand – Marlboro, became the strongest cigarettes manufacturer of the world (Gene, 2003) .

Indeed, despite various restrictions, more than a billion people smoke all over the world and the six major companies hold more than 80% of global cigarette market share. China National Tobacco Corporation is the first one according to the market share because of its popularity in target market – China. The second biggest as well as "*the most profitable publicly traded company in the world*" is Philip Morris International (The Tobacco Atlas, 2010). Marlboro, according to Forbes (Forbes, 2014) is the 29th most valuable brand in the world and the strongest cigarettes brand in the world (followed by Winston, Pall Mall and Camel). Philip Morris International is also the 56th company in the world according to gross profit (Forbes, 2014). Despite this, in year 2010 Marlboro was the 8th most valuable brand in the world (Badenhausen, 2010). The decline to 24th position raises a question of whether cigarettes brands will be valued in the changing market environment when it is and will be harder for cigarette brands to be marketed. Even though Marlboro is still the world's number one cigarettes brand, holding its market share well above the competitors (Forbes, 2014) there is a need to understand whether it and other brands can deliver value to the customer when traditional marketing tools are prohibited.

In addition, there is a wide support for tobacco control initiatives around the world. World Health Organization as well as other powerful organizations is supporting social anti-tobacco marketing, government restrictions and packaging requirements. In addition to high taxes put on cigarettes some of the countries are even thinking about banning smoking at all. Bhutan is currently the only country in the world that banned the sales of cigarettes totally, but other countries are thought to do this in the near future (Proctor, 2013). For example Sweden, New Zealand and Iceland are already planning to ban smoking totally (The Local, 2013) as well as Australia (Reissa, 2013). This shows that countries all over the world are moving towards reducing smoking rates. Still, total smoking bans are decade's away and more important question to research today is the initiatives the governments are currently taking in order to control smoking and reduce the number of smokers. Two of the methods currently used by countries will be analyzed in this thesis: packaging and social marketing. These are the tools

which are believed to affect customers' perception of cigarettes, change their attitudes and decrease cigarettes consumption. In addition, these are among the most common tools taken by the governments and there is a need to understand their effect for reducing smoking rates.

1.2 The scope of the thesis

Research problem –smoking endures and a high share of population are smokers despite various restrictions regarding the industry, well known consequences of smoking and social movements and campaigns against the smoking

Research question – what is the effect of the brand for the consumer perception of cigarettes and how can social marketing and packaging change this perception?

Research goals:

- Investigate the consumer perception of cigarettes
- Find out what are the associations towards cigarettes brands, how the brand can change attitude towards cigarettes and how it may affect consumers smoking behavior
- Reveal the methods that can still be used by cigarettes manufactures to market their brands
- Analyze whether packaging affects attitudes towards the cigarettes and conclude whether packaging requirements are effective in reducing smoking rates
- Find out the effect of social marketing in changing consumer perception towards smoking and what influences the effectiveness of social marketing

The thesis as described in the research question will try to answer the question of whether cigarette brands are valued by the customers and whether they can shift their overall attitude towards cigarettes. In addition, the thesis will analyze whether packaging is a viable tool in changing consumer perception of cigarettes. Plain packaging is a widely used method to decrease smoking rates but it can be seen as both a tool to decrease smoking rates and as a mean to destroy the ability of tobacco companies to compete. Furthermore, governments spend funds to support anti-smoking social marketing. Therefore, the thesis will analyze the effect of social marketing and whether it is effective in changing consumer attitudes towards smoking.

In the theory section world-wide research will be used to describe the known effect of brand, packaging and social marketing for the consumer perception of cigarettes. This will help to understand what the impact of brand, packaging and social marketing for consumer perception of cigarettes might be and to construct an effective research method. Still, the research itself will be made in Lithuania and the found effect will be to a certain level limited to this market. Lithuania though is a very good example of a country which has various smoking restrictions imposed but where customers still have strong associations towards the brands because of recent marketing activities which were still allowed some time ago. This will help to analyze whether cigarettes brands keep their value even when marketing activities are banned a nd whether packaging and social marketing can change the attitude towards cigarettes.

Hypothesis

The hypothesis of the thesis therefore is that brand and packaging bring both positive and negative associations towards cigarettes and smoking while social marketing creates negative associations towards smoking and all of these changes the overall customer attitude towards cigarettes.

Thesis limitations

Before starting to write the thesis various limitations were taken into account which would help to make the thesis more focused:

- Only direct effect of brand, packaging and social marketing for customer perception of tobacco products is analyzed, leaving the question of how these tools affect smoking behavior indirectly (i.e. changing the trends, shifting public opinion, creating word of mouth etc.) are not taken into account
- Price of cigarettes is used as a measure of customer value and grouping of cigarettes, however the thesis does not take into account the differences that arise from changes and differences in cigarettes prices
- The thesis does not take into account the fairness of various regulations and morality of tobacco industry and therefore does not try to answer how to control smoking and/or compete in the market but analyzes the effect of various tools used by both the industry and government

- The thesis analyze legal cigarettes market and any illegal activities that might be used by tobacco industry or other individuals are not taken into account
- Thesis describes the effectiveness in terms of changing attitudes of customers but does not use financial measures to evaluate this
- The research itself was conducted in Lithuania and is limited geographically. Therefore thesis does not compare and take into account the regional preferences, social, economic and behavioral differences between the nations

Relevance of the thesis

The relevance of thesis lies in the rising awareness of social, medical and economic impact of smoking. The changing market situation and recent restrictions and policies in tobacco control needs to be evaluated. For this reason, the thesis will shed light on how the brand, packaging and social marketing can affect customer perception of tobacco products leading to better understanding of various tools used by both tobacco industry and the governments.

Furthermore, the findings of this thesis can be used outside of Lithuania because direct psychological impact of brand, packaging and social marketing is rather universal. In addition the findings of this thesis can be used for other addictive and harmful objects such as drugs and alcohol as well as other socially unacceptable and/or government controlled products and behavior. To add more, the findings of the thesis will help to understand what makes cigarettes so attractive among the population and reveal how the providers of cigarette cessation tools: medicine, e-cigarettes, counseling and so on can market themselves and act effectively.

1.3 Outline of the thesis

The thesis is divided into four main sections:

Theory section

Theory section of the thesis describes and summarizes the previous research on the topic of the thesis. This section is further divided into five subsections that are different in terms of describing different elements of the research question:

- *Consumer perception of cigarettes* – this part describes what is general consumer attitude towards cigarettes according to literature
- *Brand effect on consumer perception of cigarettes* – the part analyzes the research on how the brand can affect consumer perception of tobacco products and briefly explain what are the means still available for cigarettes manufacturers to build brand equity
- *Cigarettes packaging and effect on consumer perception* – the part summarizes the available research on cigarettes packaging and general literature about product packaging effect for customer perception about products
- *Anti-smoking social marketing tools and their effects* – the part analyzes the research about social marketing and how social marketing can affect consumer perception of cigarettes
- *Conclusion of the theory section* – this part summarizes the theory section and describes the core findings of the literature which will be used in the later analysis. It also reveals the strengths and weaknesses as well as limitation of the previous studies.

Method section

This section describes the methodology chosen for the research of the topic as well as the research itself. It reveals what method was chosen, the strengths and weaknesses of the chosen method, how the research was conducted and the possible limitations of the research. In addition this part describes how the chosen method is different from previously made in other studies. Furthermore, it also describes the ethical and privacy control measures the author has taken when conducting a research since smoking is a sensitive topic. The feeling of security and comfort among the surveyed respondents was given a priority when conducting a research and therefore the method part describes how this was achieved by the researcher.

Analysis section

Analysis part of the thesis describes the findings of the research conducted by the author of the thesis. It reveals the results of the chosen method and the empirical data that helps to support or disprove the chosen hypothesis as well as previously made research. Different statistical and analytical methods were used in this part to analyze the survey conducted by

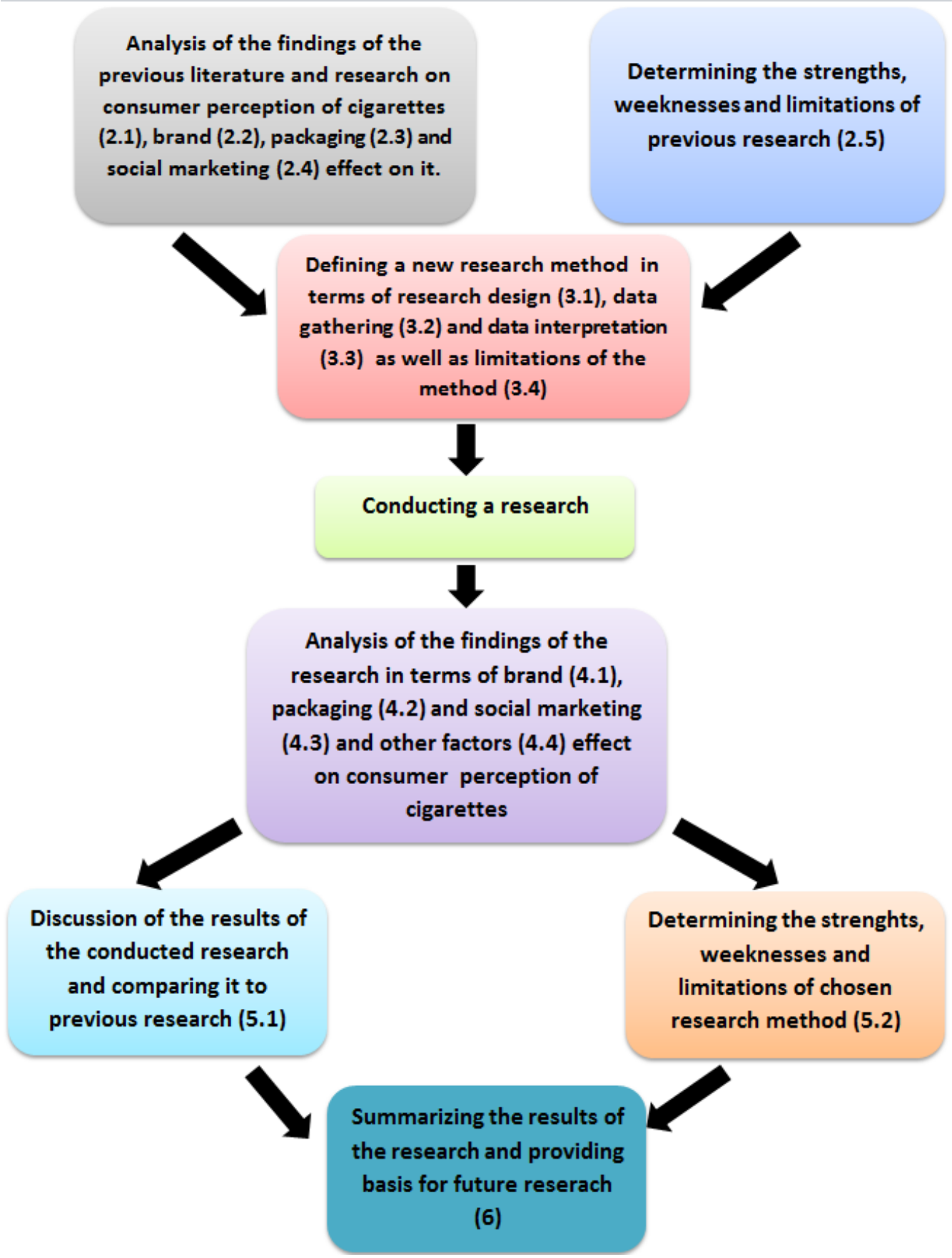
the researcher. In addition to analyzing the effect of brand, packaging and social marketing, this part also describes the differences in cigarettes perception among customers which arise from social, demographic and behavioral factors.

Discussion section

This part of the thesis summarizes the findings of the research in terms of previously reviewed literature. It argues of how the conducted research might improve, support and/or disprove the findings of the previous studies on similar topics. In addition, it argues of how and why the findings might differ from those of the previous studies. Moreover, this part also reveals on how the research could have been conducted in a different manner to gather more accurate results and provides basis for further research.

Figure 1 displays the plan of the thesis and research. It shows how the different parts of the thesis relate to each other and overall, how the research was conducted.

Figure 1 The plan of the research (chapter numbers written in brackets)



2. Literature Review

As it is understood from background information – the tobacco market is far from free-economy. In fact it is highly regulated and strict economy with extra taxation put on tobacco products in forms of excise and import taxes as well as regulations: age and place census, advertising and marketing restrictions, labeling requirements etc. The theory section of the thesis will first look into the research which analyses consumer perception of tobacco products (cigarettes) and how the attitudes towards smoking are created. Further on, the thesis will analyze research on brand and packaging effect on consumer perception of cigarettes as well as the effect of social marketing. Lastly the theoretical part will summarize research findings and draw foundation for later experiment and the analysis of its findings.

2.1 Consumer perception of cigarettes

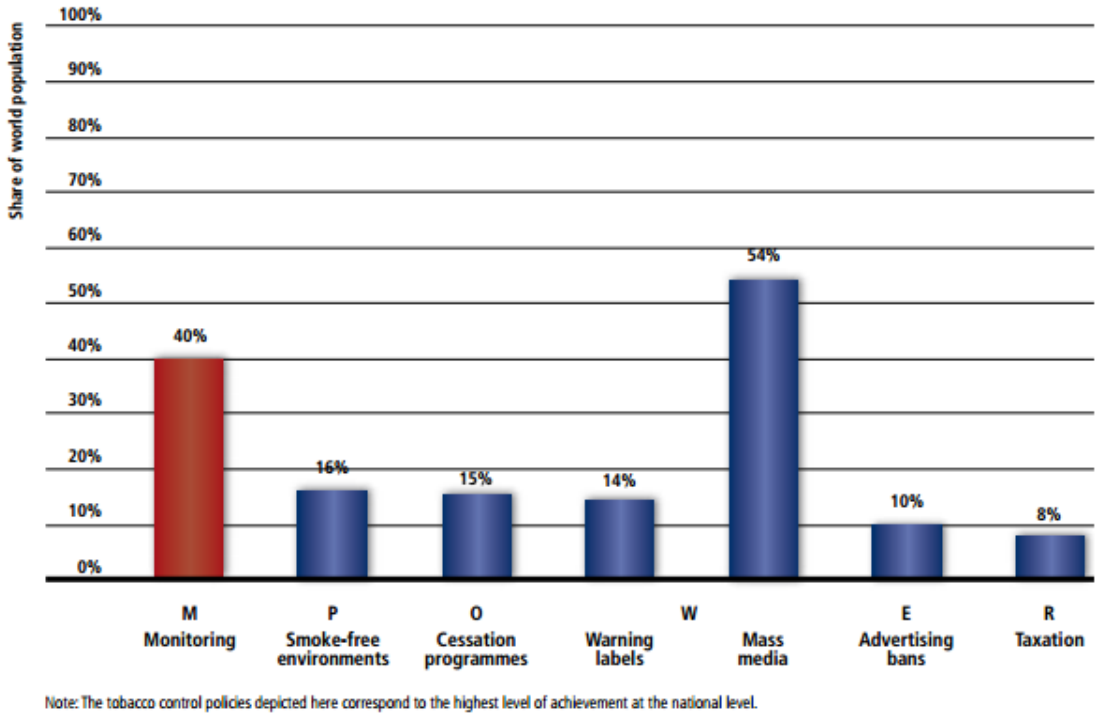
2.1.1 **Smoking hazards and control**

Smoking is considered addictive behavior which is described as physiological dependence and is part of deviant behavior (Hoyer & Macinnis, 2010, p. 470). It is because smoking is harmful for both the smoker and to the others around them and people should generally avoid such activities, still more than billion people around the world are currently smokers (World Health Organization, 2014). According to numerous researches, smoking is the main cause of various diseases such as lung and oral cancers, emphysema, chronic bronchitis and many others (American Lung Association, 2014). It also decreases the fertility rate of both men and women and causes many other non-lethal health hazards (Centers for Disease Control and Prevention, 2014). Overall, smokers on average live 13.2-14.5 years shorter and their quality of life decreases because it becomes harder to breath, exercise and work (American Cancer Society, 2014). Worldwide smoking causes around 5 million deaths a year, with around 600,000 people dying prematurely from second-hand smoking yearly 28% of these being children (World Health Organization, 2014). This shows that it is important for governments to impose regulations and use other means for consumers to be knowledgeable and aware of the hazards of smoking.

The disturbing fact is that 80% of smokers worldwide live in low and middle income countries, where smoking rates are increasing and the regulations are rather low. Only 16%

of world population is protected by smoke-free laws, just 14% of population is protected by laws requiring the warning labelling and only 10% is protected by total ban of cigarettes marketing (World Health Organization, 2014). Figure 1 represents the share of the population protected by various policies enabling smoking control (World Health Organization, 2014). As seen from the table, World Health Organization (2013) presents that the minority of population worldwide is covered by all the measures to prevent smoking. This comes from either non-existing or non-complete policies addressing those issues. As seen from the graph only 14% of the population, representing 30 countries, have warning label requirements for cigarettes packaging, while only 24 countries issued total ban on advertising (World Health Organization, 2014). On the other hand, more than 50% of the population is targeted by the means of mass media, usually using social marketing tools to decrease the favourable associations towards smoking.

Figure 2 Share of the world population covered by selected tobacco control policies, 2012

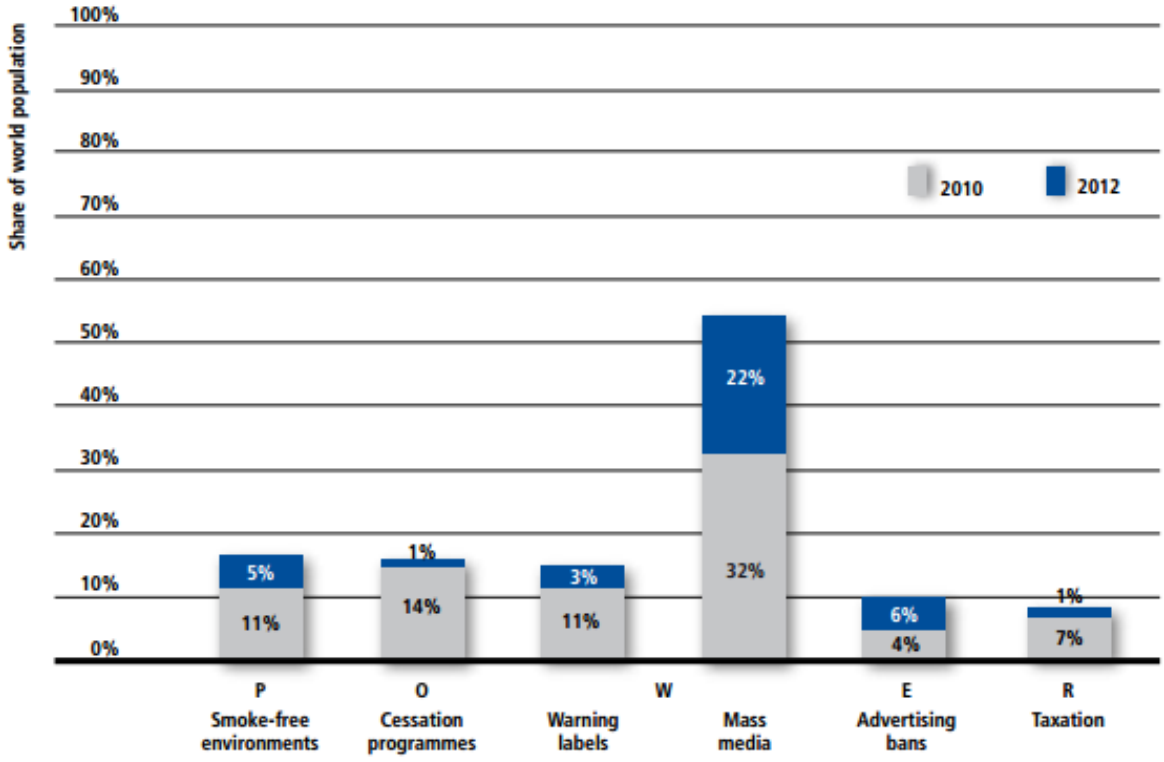


Source: World Health Organization, 2013

On the other hand, smoking was given a great deal of publicity in the recent years and many countries are moving towards stricter regulations on smoking. Figure 2 represents the shift from year 2010 to year 2012 in terms of smoking related regulations worldwide (World

Health Organization, 2014). As we can see from the graph, more countries are using warning labels, advertising bans and way more countries are using mass media to decrease the smoking rates. Even though, more and more countries are moving towards creating stronger regulations for smoking in terms of decreasing the possibility for tobacco companies to advertise and the need to address the negative consequences of smoking, it is still important to define the effectiveness of these measures which will be done in the later parts of the theory section.

Figure 3 Increase in the share of the world population covered by selected tobacco control policies, 2010 to 2012



Source: World Health Organization, 2013

2.1.2 **Attitudes toward smoking**

There are many factors according to the research that moderate attitudes towards smoking, smoking initiation, cessation and willingness to quit. Firstly, research reveals that explicit attitudes towards smoking among both smokers and non-smokers are generally negative (Huijdinga, et al., 2005). Moreover that, most smokers report that they are willing to quit smoking, but only one third of them actually try to do this and about 80% of those who try to quit relapse and start smoking shortly after giving up smoking (Zhou, et al., 2009) This is

because explicit attitudes are affected by smokers need of social acceptance, self-justification (when smokers choose to provide socially acceptable answers) or mere lack of cognitive processing related to smoking and therefore measuring explicit attitudes is not effective in terms of predicting actual smoking behavior (Wiers & Stacy, 2005). In simple words, people in general choose to state that smoking is wrong, smoking is bad for health, expensive and people should not smoke. Still, people choose to initiate smoking and do not even attempt to stop smoking, which can be explained by dual – processing models which suggests that there are implicit attitudes and automatic associations which also predict behavior and in terms of smoking are even more important than explicit attitudes (Wiers & Stacy, 2005).

For reasons stated in the previous paragraph, research has focused on establishing methods to address automatic processes or implicit attitudes towards smoking which proved to be more predictive of smoking behavior and less biased to "social desirability concerns" (Waters & Sayette, 2005). Generally, smokers have less negative explicit attitudes towards smoking (Huijdinga, et al., 2005), however in terms of implicit attitudes the difference is even higher because smokers automatically associate smoking with pleasure (Robinson, et al., 2005). This research also showed that pairing smoking to non-smoking is more effective than pairing smoking with unrelated behavior (Robinson, et al., 2005) Furthermore, smokers report that smoking helps them to relax, concentrate and that they feel that they look nicer/cooler when smoking (Song, et al., 2009) as well as teenagers can feel more grown-up when smoking (Thompson, et al., 2007). Even though, some researchers concluded that there is no significant difference between smokers and non-smokers implicit attitudes which are negative (Swanson, et al., 2001) it was later discussed that research on this topic at first either did not manage to control social-acceptance bias or failed in terms choosing the method and that implicit attitudes are in fact the main factor affecting smoking behavior (Houwer, et al., 2006). In addition, implicit attitudes were shown to predict both smoking initiation (Sherman, et al., 2009) and smoking cessation (Chassin, et al., 2010).This shows that it will be important to focus on implicit measures when choosing the right method of analysis and that the analysis of explicit self-reported questions would lead to arguable findings and results.

Another important questions regarding smoking is whether non-smokers understand that if they start smoking they would become addicted and whether smokers understand the level of their addiction.

Perceived risk is another factor, which might explain why people start smoking and do not manage to give up afterwards. The research showed that understanding that smoking is bad for health and serious health condition is the main driving factors for smoking cessation (Zhou, et al., 2009). Still, even though explicitly stating that smoking is bad for health, many respondents feel that there is potential for smoking-cessation related risks and therefore – those perceived risks exceed the perceived benefits (McKee, et al., 2005). In conclusion – the positive negative outcomes of smoking are understood by the consumers. However, the potential for positive effects of smoking and negative effects of cessation are also understood.

The last major factor contributing towards people initiating smoking and not giving up is the self-justification strategies which help them to resolve the cognitive dissonance that they feel because of smoking. Cognitive dissonance can be described as a negative feeling, discomfort and even stress that arise when a person experiences contradicting beliefs, information and/or his actions contradict his knowledge and beliefs (Cooper, 2007) . In the example of smoker, it is known that smoking is bad for help and general public is educated on this throughout the media and other channels. Therefore, smoker tends to feel inner stress because his willingness to live long and be healthy is contradicted by his behavior – smoking. This creates the need to dissolve the stress and smokers tend to justify their smoking behavior instead of giving up smoking (Anu, 2006).

Table 1 summarizes the reviewed articles as well as general understanding and knowledge of smoking. It shows the negative and positive outcomes of smoking as well as self-justification strategies that help to resolve smokers' cognitive dissonance because of smoking.

Table 1 The associations and attitudes towards smoking and self-justification strategies

Smoking benefits	Negative effect of smoking	Self-justification strategies and resolving of cognitive dissonance
Smokers look more attractive/cooler/grown-up	General public view smokers as less attractive and smokers smell bad	If I stop smoking, I would gain weight, eat more and be less attractive; smoking suits my image; I am surrounded by people who smoke
	Smoking is bad for health	I will give up smoking eventually, short-term risk is low; not everyone who smokes dies; I can use other methods to improve my health
	Smoking is expensive	I would spend that money anyways; long-term savings would not be affected by cessation
	Smoking is harmful for people around me	Smoking is not harmful to others; others can protect themselves by distancing
Smoking helps me to relax		If I give up smoking I would not be able to relax, be more irritated.
Smoking helps me to concentrate		I will be less able to focus attention and concentrate if I give up smoking.
Smoking gives me pleasure		I could not enjoy the taste of cigarettes and be around friends who smoke if I give up
	Smoking causes addiction	I would feel craving, distress from giving-up smoking

Source: created by the author of the paper based on all reviewed articles

2.2 Brand effect on consumer perception of cigarettes

As understood from previous section smoking is often perceived as a bad habit by the general population, having serious impact on health and social life. Therefore, it is perceived as a bad habit and that a user should be able to give up smoking himself. The chosen handling methods vary dependent on demographic and usage factors as well as between the countries meaning that some consumers are trying to give up smoking and addictions is what stops them from cessation (Blomqvist, et al., 2014). Still some consumers believe that cigarettes have their benefits and do not even try to give up smoking. The question is whether this perceived value as well as the perceived negative effect of smoking is mediated by the brand and whether brand can itself hold value for consumer. Another important question is whether different cigarettes brands can be seen as having unequal negative effect for the consumer.

Even though advertising of cigarettes brands is becoming harder because of various restrictions around the world, we can see from the evidence of Marlboro and its success that cigarettes brands still hold some brand equity. Firstly, this part of the thesis will review research on the main values and positive attitudes towards cigarettes brands. Secondly, the possibility of cigarettes brands to decrease the perceived risk will be analyzed and thirdly, the available means of cigarettes manufacturers to market their brands and its effect for the brand will be discussed.

2.2.1 **What drives associations towards cigarettes brands**

Theory of brand equity (Keller, 1993) is helpful in explaining the value of the brand. This theory proposed that brand knowledge is composed of both brand awareness and brand image. Brand awareness shows how likely consumer is to recall the brand in different situations while brand image is consumer perception about the brand. Since the objective of the thesis is to analyze consumer perception of cigarettes, brand image dimension will be analyzed more in detail. Different types of associations can be elicited by the brand: attributes, benefits and attitudes and therefore previous research about cigarettes brands will be gathered in order to find out how brand image can change consumer perception of cigarettes (Keller, 1993). Associations need to be strong, favorable and unique to create positive brand equity and positive attitude towards the brand according to this model and

therefore weak links and undifferentiated associations are not likely to change consumers overall perception of cigarettes.

Pricing is a tactics which has been found to work previously for cigarettes brands, including the Marlboro shift in strategy in 1993 when prices of a pack of cigarettes were decrease by 40-50 cents a pack, representing 20% of the total price (Silk & Isaacson, 1995). This according to the case highly increased Marlboro market share and enabled it to maintain leading position. Still, price changes are now becoming harder for tobacco companies to achieve. This is because cigarettes are highly taxed and governments currently hold the power to change cigarettes prices while manufacturer share of cigarettes is price is getting lower. For example, in Lithuania the average tax rate (including excise and value added taxes) for cigarettes ranges between 78% (for the most expensive cigarettes in the market) and 91% for the cheapest cigarettes (calculations made by the author of the thesis based on official tax rates) (Lithuanian Tax Inspection, 2014). This means that the remaining 9 to 22% of cigarettes price in the market are shared among the manufacturer, wholesaler and retailer as well as it needs to include all the transportation and other related costs. A conclusion can be drawn that cigarettes manufacturers can only change cigarettes price marginally and big price cuts are not available for them nowadays. Still, because of price – quality heuristics consumers might evaluate higher price cigarettes more favorably and pricing can be used as marketing tool as it is evident from other products such as wine (Gnezzy, et al., 2014).

One of the benefits of cigarettes brand is that it can provide social values to the consumer. Marlboro smokers for example believed that smoking is attractive, have more friends and told that their close friends are smokers significantly more than other brand consumers (Page, 2012). In addition it was found that friends are among the most important factor of smoking initiation (Oh, et al., 2010). In support of this, various other researchers found that smokers, especially young adult smokers tend to feel that they are more "sophisticated, mature and cool"(Grohan, et al., 2009). The same research supported that smokers reported that they think that smoking can cause aging of the skin, yellowing of teeth and other smoking related drawback in appearance but at the same time they felt this impact to be long term and did not feel any initial damage. At the same time respondents reported fear of initial weight gain after smoking cessation. Still, there is lack of research which explains how the cigarettes brand can itself have social value for smoker. In addition, most of the research does not distinguish between the brands or compare them in order to better understand the effect of cigarettes brands for consumer perception of cigarettes.

However, there are some indications that cigarettes brands still hold value and can influence consumer perception of cigarettes. The previous research on wine industry revealed that consumers might be loyal to product attributes rather than brand names and brand names are pure signs of certain attributes (Jarvis, et al., 2007). In terms of cigarettes, consumers tend to be extremely loyal (95% people smoke the regular brand). This loyalty increases even more among the older, more addicted and higher income consumers (Cowie, et al., 2013) . In addition, the same article revealed that Australian government restrictions in the past 10 years did not have significant impact on brand loyalty levels among smokers. It can be therefore concluded that brands of cigarettes are still able to communicate certain attributes to consumers and bring them certain value.

One of the examples of research on cigarettes brands revealed that strong brands indeed bring value to customers (Krystallis, 2013). The research revealed that smokers buy "brand first" and only after that, they consider product attributes. For high-market share brands, consumers tend to switch between different products bearing the same brand name, while low market-share brands are way more volatile and consumers tend to switch brands based on product attributes. Still, the research revealed that cigarettes consumers are highly loyal because of satisfaction they get from the cigarettes and that only as little as 3% of smokers are likely to switch brands (Pollay, 2002). Moreover, the research suggests that as much as 51% (DiFranza, et al., 1994) of consumers continue to smoke the first brand of cigarettes they have tried and that when consumers find their preferred brand they are highly unlikely to switch (Wakefield, et al., 2002). To add more, the research suggests that if smoker switches temporally to another brand it is usually bigger brand (Dawes, 2013). In addition, this research revealed that customer switch between cigarettes types quite often, but stay with the same brand and that cannibalization is common in cigarettes industry. This all creates a situation where strong brands are likely to keep their market share, especially when marketing restrictions makes it harder for cigarettes brands to differentiate.

The popularity of certain brands and loyalty might be influenced my mere exposure effect. This term is used in the psychology, meaning that customers might actually start liking and preferring something just because they are familiar with it (Fournier, 2010). In case of cigarettes, mere exposure was proven to create liking of cigarettes brands (Morgenstern, et al., 2013). In the case where traditional marketing tools are restricted, mere exposure effect might be crucial for cigarettes manufacturers. This means, that if consumers in different situations are exposed to your brand, they would subconsciously like it. To add more, since

it was proven before that implicit attitudes are more important in forecasting smoking behavior they are also more likely to determine brand choice (Houwer, et al., 2006)

One of the studies (Emerald Insight, 2012) summarized the case of Rothmans cigarettes. Study concluded that consumers perceived Rothmans as old-fashioned and outdated. Rothmans were considered "un-cool" by young adults. Overall, it revealed that even though this brand managed to communicate brand image and associations it did not "address the needs of health-conscious smokers" and did not successfully target young market. As a result the brand faced a severe drop in market share and lost its position as a market leader. Even though, this research analyzed the results of the previous century, this example shows that if cigarettes brands did not elicit favorable, unique and relevant associations they would not have high brand equity as seen from brand equity model (Keller, 1993).

This means that even though cigarettes' marketing is strictly regulated, cigarettes brands are able to create and keep brand image associations. Even though, there is lack of research on specific associations, the loyalty of cigarettes brands and popularity of certain brands shows that it is important to further investigate cigarettes brand effect on consumer perception of cigarettes. The methods that cigarettes manufacturers use to create brand image associations will be discussed in the later part of this chapter.

2.2.2 Cigarettes brand as a mean to decrease the risk

Cigarettes are the product known for its negative health impact. In addition, as shown in table 1 in this paper, smoking has other risks as perceived by both smokers and non-smokers. Therefore, brands of cigarettes are important since they can reduce certain risks categorized as (Keller, 2013):

- Functional
- Physical
- Financial
- Social
- Psychological
- Time

This part of the paper will explain how cigarettes brands can reduce these risks in the minds of the consumer.

Research suggests that some consumers perceive certain brands as less harmful for health (Mutti, et al., 2011). The same research suggested that even though terms like *light* and *mild* are now restricted because they create false claims, cigarettes manufacturers found another way to create this effect. "Smokers who described their brands as 'silver', 'gold', 'purple' and 'blue' were more likely to believe that their 'own brand might be less harmful' compared to smokers of 'red' and 'black' brands" (Mutti, et al., 2011). This means that even though all cigarettes make the same harm, some brands can change consumer perception and create illusion that certain brand is safer to consume.

Moreover, color associations among the consumers of cigarettes were found important to provide sensory based information. A study of consumers of "light" and "Ultra-light" cigarettes (Shiffman, et al., 2001) revealed that brand descriptors such as light and ultra-light, can actually predict smokers' belief about cigarettes tasting *milder* and *smoother*. In addition such cigarettes were rated as less addictive. Actually, as much as 80% of smokers believe that lighter cigarettes taste better (Kozlowski, et al., 1998). Therefore, it is enough for cigarettes manufacturer to position their brand as light or mild, which can be achieved by color associations (such as Marlboro Gold). This makes consumers feel less functional (tastes better) and physical (harmful for health) risk.

To add more, smokers of cigarettes brands perceived as light were more likely to believe they will quit in the next year (Cummings, et al., 2004) and that it makes it easier to give up smoking if you smoke less-tar yielding cigarettes (Hammond, et al., 2009). This shows that by believing that it easier to give up smoking when smoking certain cigarettes brands can change consumers' perception about certain cigarettes brands and make them more attractive. By being able to give up whenever they wanted, consumers do not feel such strong financial treat and believe they can give up smoking before developing any diseases.

Finally, as seen from Rothmans example (Emerald Insight, 2012) some cigarettes brands are considered to yield social and psychological risk because they are considered unfashionable and unattractive. In comparison, certain brands hold value in terms of being popular and accepted by peers. Marlboro for example was found to elicit this association as well as other associations: fashionable, stylish and successful (Hafez & M., 2005). Therefore, cigarettes brands can serve as signals of social status and cigarettes brands that are perceived as popular and fashionable will be valued more.

In conclusion, cigarettes brands are a mean to decrease the perceived risk. In addition, smokers pay little attention towards smoking harm before starting to smoke and after smoking for some time they become addicted and turn to self-justification strategies instead of giving-up (Slovic, et al., 2005). In addition, the optimistic bias was found to be responsible smoking related perception (Arnett, 2000). For this reason, smokers are more likely to believe in positive cigarettes brands and smoking attributes, while believing that they would not be addicted or affected by smoking. All of this creates a situation where cigarettes brands can successfully hold brand equity by being symbols of quality, decreased risk and positive benefits.

2.2.3 How do cigarettes brands change consumer perception?

As seen from previous research cigarettes brands can influence consumer perception of cigarettes. However, the question remains on whether brand value of cigarettes can remain over time with various restrictions on advertising. Even though, the limit of the thesis does not allow going into details on this matter some certain aspects of cigarettes branding and its methods are important for later analysis:

- Brand endorsers

  Cigarettes manufacturers cannot use traditional marketing tools nowadays. However, the emerging social networking makes us able to find out the types of cigarettes that brand endorsers smoke (Novac, 2013). Celebrity indorses are known to hold the ability to position the brand and create positive brand associations (Anon., 1998). Therefore, the image of the celebrity endorser can be transferred to the brand (Yang, et al., 2012). This creates an opportunity for cigarettes brands to create image associations.

- Brand advocates

  The previous studies suggest that peer smoking status is important predictor in smoking initiation and that social pressure results in smoking (Villantia, et al., 2011). In addition, there are internet media channels which help starters to choose the cigarettes brand (CigReviews, 2014) and start smoking (wikiHow, 2014). Moreover, the example of adult smokers encourages young people to start smoking (Eadie, et al., 1999). Therefore, preference of peer network in terms of cigarettes brands is important in creating brand associations. In addition, research proves that cigarettes manufacturers successfully use

online marketing tools in creating brand communities and relationships between consumers and the brand (Freeman & Chapman, 2009).

- Packaging

Packaging is a tool which is often used by cigarettes manufacturers to bring brand associations. It will be analyzed in-depth in the further chapter.

- Point of sale displays

Point of sales displays can increase brand recall and as explained previously, lead to brand liking and cigarettes liking overall (Wakefield, et al., 2006). It also influences impulse buying and the willingness to initiate smoking (Paynter & Edwards, 2009). In conclusion, point of sales displays increase generic demand for cigarettes as well as is means for cigarettes manufacturers to build brand equity

- Category growth

An important factor in terms of cigarettes is that as explained before, major cigarettes manufacturers hold the majority of market share. Thus, category growth or decline is more important for them than the brand association building. Since the ability of cigarettes brands to differentiate was minimized by previous restrictions, the generic cigarettes advertising or exposure to cigarettes (even when the smaller brand is seen) would benefit the stronger brands because of Nedungadi effect (Nedungadi, 1990). In addition to peer, celebrities and point of sale display impact, research revealed that smoking in movies can increase smoking rate (Song, et al., 2007). Therefore, various cues related to smoking can in fact make smoking more popular and lead to category and at the same time, major cigarettes brands growth.

As seen from this chapter of the paper, brand can influence consumer perception of cigarettes. In addition, advertising regulations did not eliminate the potential of cigarettes manufacturers to build brands through peer networks and brand associations transmitted from previous generations. Cigarettes brands still hold powerful associations and there is one marketing tool which is still used in the majority of countries around the world – cigarettes packaging. This tool and its effect on consumer perception of cigarettes will be analyzed in the next chapter of the thesis.

2.3 Cigarettes packaging and effect for consumer perception

Packaging is indeed a vital marketing tool as well as integral part of product which helps to contain and secure the content inside. In addition to physical features, packaging has other objectives (Keller, 2013):

- *Identify the brand*
- *Convey descriptive and persuasive information*
- *Facilitate product transportation and protection*
- *Assist in at-home usage*
- *Aid product consumption*

Packaging has both informational and aesthetical value. It can in fact influence sales through creation of image, value proposition, convenience to use and displaying social and environmental concerns (Wills, 1990). It can achieve this through brand information, usage of colors, shapes and other design elements as well as combining technological and composition elements of packaging (Keller, 2013). Packaging is tool still widely used by cigarettes manufacturers which still enables cigarettes industry them to differentiate through usage of point-of-sales displays and packaging itself (World Health Organization, 2014). Overall, several innovations in cigarettes packaging can be revealed: shape of packaging, way to open the package, innovative designs, color associations, attractive packages for teens, limited edition packages, descriptors, filter elements, amount of sticks inside the pack and so on (Tan & Foong, 2013). In addition to this, cigarettes packaging, which regular smoker keeps in his pocket every day is a mean for him to communicate his personality and style to other people, like an accessory (Scollo & Freeman, 2012). To conclude, packaging is vital tool for cigarettes manufacturer.

At first, cigarettes packaging will be analyzed in the paper, explaining the effect of these features*: packaging design* and *the effect of color and descriptors*. After this, health and social warning requirements and the effect of plain packaging will be discussed in the later parts of this chapter.

Packaging design – cigarettes are usually packaged in paper card box. However some manufacturers started to produce different types of packaging – thinner, having different

method to open the box or made of other material in recent years (Moodie & Hastings, 2011). Research suggests that innovative packaging makes cigarettes more attractive (Moodie & Ford, 2011). This effect was extremely strong among female respondents which found slim, lipstick form packages to be more "feminine". This creates perception that such package is targeted and more suitable for women image. In addition, slimmer packages were considered as more healthy. Another study supports the claim, that cigarettes manufacturers successfully targeted women by using innovative package elements and designs (Carpenter, et al., 2005). In addition, packages with innovative ways of opening were found to create susceptibility to smoke, especially among young adults (Moodie, et al., 2012). In addition, various pack elements can be both smoking and brand cues which help to determine brand, associations related to it and increase "smoking reward" (Martin, 2014). Furthermore, soft packs were regarded as having stronger taste than hard pack (Wakefield, et al., 2002). Finally, cigarettes packaging was proven to create associations with certain package such as the one for menthol cigarettes even created associations that such cigarettes are not just less harmful, but they make you cough less and can even good for when you have cold or flue (Rising & Alexander, 2011). Overall, cigarettes packaging design is strong tool used by cigarettes manufacturers which can elicit various associations and shape consumer perception of cigarettes.

The effect of color and descriptors – there are two things that greatly shape consumers perception of cigarettes packaging – descriptors used on packaging and color of the packaging. It was proven that color of the packaging is an element that can signal product qualities (Hawkes, 2010). Talking about cigarettes, when terms like light and mild were banned, "color coding" appeared, which signaled the strength of cigarettes (Moodie & Ford, 2011). This created the associations that light colored packs have milder taste and are lighter. At the same time, these are perceived as healthier by consumers. In addition to proving that colors can change consumer perception about cigarettes impact for health (Bansal-Travers, et al., 2011), it was found that older consumers are less likely to match colors with their descriptors due to recent cigarettes industry targeting of younger consumers. Still, package colors still communicate the strength of cigarettes and create health and taste related associations. In addition, color of the packaging actually changes consumer satisfaction with cigarettes (Bansal-Travers, et al., 2011). Moreover this, color of the packaging can signal product features as well as to create brand image associations (Aslaam, 2006). To add more,

packages with bright colors can capture attention. Overall, color of the package can be a symbol of values, lifestyle and social group.

At the same time, descriptors such as “full-flavor” and “smooth” are similar in their effect to colors – they create taste and health related associations. Moreover that, descriptors such as “natural”, “additive-free” and filter related descriptors increase consumers perception about healthiness of such cigarettes even more (McDaniel & Malone, 2007). Packages with description limited edition were found to be the most appealing to the consumers but at the same time – leading to cessation among smokers motivated to quit (Gallopel-Morvan, et al., 2012). This shows that descriptors written on packages also affect consumer perception about cigarettes. They can add both positive and negative associations, but still they increase consumer attention. To add more, removal of such descriptors as well as brand symbols from cigarettes packaging decreases the strength of positive associations to cigarettes (White, et al., 2012).

To sum up, packaging overall can help the brand owners to better communicate brand and product related information and increase the ease of handling. It is in fact a vital marketing tool, used for all the consumer products; it can lead to competitive advantage, successful targeting of various consumer groups and differentiation (Rundh, 2013). In fact, consumer attitude towards the packaging can have direct impact on its brand choice and preference (Wang, 2013). Overall, as seen from previous examples, tobacco industry adopts new designs of the packaging and uses this marketing tool towards their advantage. A conclusion can be drawn, that such method leads to both the ability to compete of tobacco companies and changing consumer perception towards cigarettes overall.

The recent restrictions however can influence the means of cigarettes manufacturers to use innovative techniques. In addition to that, most of the countries around the world now require cigarettes packaging to be labeled with health and social warnings. The next section of this chapter will discuss the effect of such warnings in changing consumer perception of cigarettes.

2.3.1 Health and social warnings

Cigarettes packaging needs to be labeled with surgeon general’s warning label in USA since 1964 (U.S. National Library of Medicine, 2014). It was due to the fact that smoking was proven to cause various health related illnesses. Still, labeling a product as dangerous did not

elicit strong reactions among the smokers. In addition to that, this lead to tobacco companies labeling their cigarettes as healthier, using marketing techniques to counter the arguments on the labels and they themselves did not have much impact on consumer attitude towards cigarettes (Langenfeld & Noffsker, 2012). Still, warning labels became bigger since then and various countries started to require cigarettes packages to be labeled with pictorial warning. Therefore, the effect of both text and pictorial warnings will be analyzed in this paper.

Theory suggests that warning labels can "elicit state reactance" (Erceg-Hurn & Steed, 2011). In addition, graphical warnings were way more likely to create reactance among consumers and the effect of text warnings was weak. However, resistance created by such labeling was effective in smoking prevention. Still the research found out that smoker felt intruded by such warnings (especially graphic ones) so they started using cover-ups. (Erceg-Hurn & Steed, 2011) In addition, some smokers even reported that warning labels even make then less likely to give up smoking. This reveals that although pictorial warnings are more effective in terms of creating resistance to smoking, they are also more effective in creating consumer denial of information presented and intrusion feeling.

On the other hand, another study found out that graphically warnings were as likely to increase intention to quit as the text warnings (White, et al., 2008). In addition to this, the study found out that text label only increase familiarity with health consequences, while pictorial warnings actually make consumers think about the outcomes of smoking. Furthermore, the study reported, that surveyed people believed that packages, which have pictorial warnings are less likely reduced the positive attributes of cigarette package being "badge product" as well as the associations towards the brand. On the contrary, pictorial warnings elicited negative reaction and feelings towards such cigarettes packaging. As both studies suggest that pictorial warnings are more likely to create reaction among smokers, let it be resistance or cognitive processing of the information it is important to understand whether this differences arise from the pictures used for research.

One study analyzed the effect of using three different types of warnings categorized as: graphic, human-suffering and symbolic (Thrasher, et al., 2012). The study revealed that graphic warnings which show the direct impact of smoking were the most effective in terms of three factors: credibility, relevance and effectiveness. This shows that showing other people or symbolic messages is perceived as less relevant and credible by the consumers. However, pictorial warnings were still more effective on all three dimensions when

comparing with text warnings. This shows that choosing message itself is greatly important in changing consumer perceptions towards cigarettes and that the right message can evoke strong, trustworthy and relevant cognitive thoughts among the consumers.

The previously analyzed study also revealed that pictorial warnings were more likely to decrease the effect of health literacy, race and other social and demographic factors on effect of the warning. Younger and less literate groups were found to be less susceptible to text labeling on cigarettes packages before (Hammond, et al., 2013). At the same time, usage of pictorial warnings not only increases the effectiveness of the warning but is more affective to change the perceptions of socially fragile groups.

Still, other research reveals that even though pictorial warnings elicit more cognition among consumers and they pay more attention to the warnings, the actual effect might be minor. One study (Romer, et al., 2013) suggested that since smokers are addicted, the usage of warning labels, especially pictorial creates conflict. However, this conflict is not resolved by quitting smoking, but instead by denial of such messages. Therefore, this study reveals that as strong as the reaction towards pictorial warnings might be it does not lead to smoking cessation but the opposite, disbelief in one's ability to give up smoking and decreased willingness to try. In addition, smokers generally fix their attention towards the brand, keeping attention away from warnings (Anon., 2014). This creates situation, where brand and other symbols associations are the ones which are captured by the consumers. At the same time, brand is preferred focal point of consumers and intrusion of this leads to cognitive dissonance as well as denial of warning messages.

One of the researches (Hernandez, 2013) proposed that most of the warning messages of cigarettes packaging is health related. The study revealed the need for social and cost related messages. Since cigarettes are often seen as part of social interaction and there is a wide known effect of peers for smoking initiation, such messages would help to create other associations related to smoking. As seen from earlier in the paper, smokers generally associate smoking with pleasant feelings, ability to concentrate, relax and support by the relatives and friends, messages related not to health consequences but other factors should be considered. It was found that warning labels can decrease compensatory health beliefs (the belief that smoker can compensate negative effect of smoking by engaging in other healthy activities) (Glock, et al., 2013). However, there is a need to understand of whether such

messages can compensate for other perceived benefits of smokers, such as social acceptance and mere pleasure of smoking.

2.3.2 Plain cigarettes packaging and its effect

Plain cigarettes packaging is the one, where brand information and symbols are hidden, the packaging and its color is standardized as well as the labeling is controlled. Other details of packaging are set for all the manufacturers and brands (CANTOBACCO, 2014). According to the organization plain cigarettes packaging have these key functions which will later be analyzed in this section:

- Reducing brand appeal and attractiveness of cigarettes, especially among younger people
- Removing misleading and deceptive associations of smoking related health risks
- Increasing the effectiveness and credibility of warning labels

One of the studies presented that pictorial health warnings do not actually decrease brand appeal as well as consumer perception towards cigarettes (Wakefield, et al., 2012). In fact, increasing warning labels above 30% of the package did not have any effect. Therefore, the study concluded that as long as cigarettes manufacturers can use any brand elements, colors or other design features, they will be able to communicate information and shape consumer perception. This study revealed that plain packaging, on the other hand, can increase attention towards warning labels, reduce the appeal of the package and remove brand related associations. At the same time, study found out that as long as brand symbols and elements are hidden, the positive attitudes towards the pack are decreased while negative are increased and there is no need for large warnings to achieve such affect. Therefore, if plain packaging is used there is no need to use large warning labels which, as discussed before, can lead to denial of presented information (Erceg-Hurn & Steed, 2011).

One study (Moodie & Mackintosh, 2013) supports the claim that plain packaging can lead to decreased positive and increased negative associations. The study revealed that smokers evaluate plain packaged cigarettes as less fashionable, stylish, cool, attractive, cheaper and less appealing. At the same time, smokers reported feelings such as shame, embarrassment towards such packaging. In addition to this, surveyed people stated that they would be less accepted by peers and smoking would be less satisfactory and enjoyable if they had to smoke

plain packaged cigarettes. Even further, plain packaged cigarettes were ranked as being worse for you than regular cigarettes. This shows that in comparison to branded package, plain package evokes negative social and health related attitudes. In addition to this, such packaging is ranked as less valuable and therefore people would not hold positive beliefs towards such packaging as opposed to branded packaging.

There is strong belief among the researchers, that plain packaging is among the most effective mean to decrease the appeal of cigarettes brands and smoking. The systematic review of the research on this topic (Moodie, et al., 2012) revealed that all reviewed research (37 most relevant and highest quality studies) supported the claim that plain packaging reduces cigarettes and brand appeal, creates negative attitudes towards packaging and product as well as decreases the chance to provoke misleading associations and information about cigarettes and brands. Still the review suggested two main limitations of plain packaging: the chance to use descriptors even when using plain packaging and the effect of brand name and its value even when using standardized packaging.

The effect of using descriptors on plain packages is similar to the effect of such descriptors on branded packaging. For example, it was concluded that even when using plain packaging, descriptors such as “gold” and “silver” can still create consumer perception of the taste and strength of such cigarettes creating appeal for such packages (White, 2011). Another study supported this claim and found that various descriptors can lead to false beliefs of the consumers that products are safer even when using plain package (Hammond, et al., 2009). This shows that plain packaging itself is not enough to nullify the possibilities of cigarettes manufacturers to create false beliefs.

Another limitation of plain packaging in changing consumer perception of cigarettes lies in the power of the brand. Brand names itself hold equity and certain brand related associations as discussed in previous chapter in the thesis. One study revealed, that brand names itself can change consumer sensory perception and that children as young as 11 year-old hold associations towards cigarettes brands (Hammond, et al., 2009). In addition to this, the study of woman in Scotland found out that plain packaging can increase attention towards warning labels: make them be perceived as more noticeable, serious and believable (Moodie & Mackintosh, 2013). Still, differences between messages were recorded previously in the research (Goldberg, et al., 1999), with no effect of plain packaging to consumers’ ability to recall long and vague messages. In addition, another study (Munafò, et al., 2011) found that

plain packages only increased the attention towards health warnings among non-smokers and non-daily smokers.

On the other hand, another study revealed that plain packaging actually makes it easier for consumers to shop since it decreases transaction times and makes it easier to spot certain brand (Plain Packs New Zealand, 2013). It also decreased the error rate of choosing the wrong brand in a shop situation since colors and shapes of branded packages can distract people (Carter, et al., 2011). This reveals that as plain packaging can decrease the effect of brand symbols, colors and other cues, it can increase the effect and value of the brand itself. Therefore, analyzing the value and effect of brand on consumer perception of cigarettes in plain package situation is needed.

2.4 Anti-smoking social marketing tools and their effects

Social marketing can be described as programs, designed to influence consumer behavior in order to improve their and the society well-being (Stead, et al., 2007) . Social marketing has some key features as described in this study:

- It needs to focus on *voluntary behavior change*
- The principle of *exchange* – social marketing needs to communicate the benefits to the consumers if his behavior was to change
- Social marketing uses a wide array of *marketing techniques*, in general these are the same which are used by the commercial sector
- The purpose of social marketing is to *improve individual welfare and society well-being* – it should not benefit the organization or supporter of the campaign

The study (Stead, et al., 2007) revealed that social marketing contributed positively towards healthier lifestyle promotion: changing dietary and exercise behavior. In fact, social marketing "learned" from the commercial industry about the effect of "full engagement" therefore proving that customer relationship is important for any social marketing technique. This chapter will analyze the social marketing tools used against the smoking and will analyze how this affects consumer perception of cigarettes.

Overall, anti-smoking social marketing is attributed to be part of commercial marketing, because the social campaigns are often sponsored by the tobacco industry and their effect is rarely measured by independent sources (Hastings & Angus, 2010). In addition to this, from the beginning of wide spread social marketing use, scientists believed that social marketing should become its own discipline, different from traditional marketing (Bloom & Novelli, 1981). Still, social marketing rather copied the techniques and methods of traditional marketing and there is belief among the research community that social marketing should reduce the usage of commercial marketing concepts and rather use concepts from other fields of studies (Wymer, 2011). The paper suggests that social marketer should first identify the cause of certain problems instead of simply relying on marketing mix. It is believed that social marketing nowadays is not always effective, does not seek "the deeper root causes" and is often employed as a tool to gain personal profit rather than to serve the needs of the society (Spotswood, et al., 2010). Therefore, there is a need to analyze whether anti-smoking social marketing tools are effective in influencing the behavior change. The

main focus will be on how social anti-smoking marketing can influence consumer perception of cigarettes.

2.4.1 Methods of anti-smoking social marketing and their effect

Anti-smoking social marketing can take various forms: regular media advertisements, cessation programs, school based education programs, internet communities and websites etc. Previously, most of the social anti-smoking advertisement targeted youth and focused on smoking prevention rather than promoting cessation (Wakefield, et al., 2003). In addition, social marketing was proven to have more impact on changing younger people associations towards cigarettes. Moreover that, social marketing messages can be influenced by family and friend as many attitudes towards cigarettes come from other people and can even be transmitted via generations (Sherman, et al., 2009). To add more, increase in "social unacceptability" of smoking was proven to cause decreasing rates of smoking (Alamar & Glantz, 2006). In conclusion, youth oriented social marketing can lose its value because the influence of family and friends can reduce the effect of social marketing. Therefore, traditionally used youth and smoking prevention marketing tools might not be of the highest value to influence change in cigarettes perception.

A study (Sandford, 2008) made in UK even found out that school based education programs increase awareness about cigarettes but have little impact on smoking prevalence. There is little evidence, that school based programs could have long-term effect. Therefore, there should be support for population wide anti-smoking campaigns which could lead to more negative public perception of cigarettes which would be transmitted through peer network. Another research (Landman, et al., 2002) supports this claim and adds that young prevention programs are often sponsored and created by tobacco manufacturers. The design of such programs makes it possible to increase awareness without altering attitudes towards smoking. Therefore, such programs can do more harm by increasing awareness towards smoking and even increasing the smoking rates. To conclude, social anti-smoking marketing targeted directly to young people does not affect their perception of cigarettes. In contrast, population wide measures and campaigns are believed to be likely to change the attitudes towards cigarettes and smoking.

Another kind of research (Paek, et al., 2011) investigated anti-smoking websites. The research found out, that the majority of websites simply provided general information about

smoking and used health belief model. This revealed that anti-smoking websites could use the concepts of subjective norm and self-efficacy to better reach the goal of changing attitudes towards smoking. In addition, research revealed that only smoking cessation (but not smoking prevention) websites used behavioral change techniques. This decreases the ability of smoking prevention websites to actually change the behavior. Overall, the conclusion based on this research can be drawn, that social anti-smoking websites are not effective in terms of changing the actual behavior as well as changing attitudes towards smoking. Since they basically provide already known information, they do not lead to either the cognitive processing of new information or changing consumer perception.

One of the examples of successful anti-smoking marketing campaign was the Truth campaign (Peattiea & Peattie, 2009). This campaign was found to be highly successful due to certain attributes. Firstly, instead of using traditional health statements, inducing fear, treat and telling what to you it focused on making consumer realizing the truth and choosing for them. It displayed the tobacco industry as greedy businessmen who are ready to do anything to become rich. Therefore, the research explained that social anti-smoking marketing largely depended on health – claims and the campaigns did not have much impact on changing attitudes. At the same time, Truth campaign reflected "emotional and symbolic meanings" which were important for target segment. It displayed smoking as portrayed smoking as being unfashionable, socially unacceptable and providing value to the manufacturers but not the smoker. Therefore, such messages can be effective in changing the perception about cigarettes.

The research also revealed that females are more likely to change their attitudes towards smoking when presented with long-term effects of smoking, while male respondents are more likely to be effect when presented with initial and short time effects (Smith & Stutts, 2003). There were also differences among the surveyed people of different ethnicity. This show, that anti-smoking social marketing campaigns should use different messages to be the most effective. In addition, social advertising on TV was proven to be more effective in this study. Therefore, choosing the right media is important for social anti-smoking advertising to be effective. In addition, the research proposed that messages focusing on loss of control over one's life could be effective in changing consumer perception of cigarettes.

2.3.2. What influences the effectiveness of social anti-smoking marketing?

The reviewed research does not fully answer the question whether social anti-smoking marketing can influence consumer perception of cigarettes. Furthermore, the research focuses mainly on younger population. It may be due to the fact, that social anti-smoking advertisement mainly targets young audience to prevent them from smoking. At the same time, older generation and smokers might be seen as those, whose perception of cigarettes is hard to change because they already made their decision. However, there is some evidence which suggest this might not be the effective way to change perception of cigarettes.

Firstly, the effect of usage of fear appeals in social anti-smoking advertisement was discussed (Hastings, et al., 2004). The study discussed that even though fear appeals are believed to be effective in short term and persuasive but do not lead to long term relationship creation and effect. The authors suggested, that other emotions – "love, excitement, sex, hope and humor" could be used in anti-smoking messages. Messages displaying empathy but not fear for example were found to be more effective (Biener & Taylor, 2002). The fear emphasizing messages in social anti-smoking advertising therefore does not fully use the possibilities to influence consumer perception of cigarettes. In addition, this research proved that social advertising focusing on one aspect of smoking cessation was found to elicit stronger reactions. To add more, variety and novelty of the messages were found to be important predictors of social advertising effectiveness. Overall, the message of the social advertisement can predict its effectiveness as well as target and influence certain attitudes towards cigarettes.

Another important factor influencing the effect of social advertisement in changing consumer perception is the chosen media as well as the perceived source of the message. As analyzed before (Smith & Stutts, 2003) TV advertising is considered more effective than press advertisements. In addition, another study revealed that in addition to traditional advertisement effectiveness measures: recall, attitude, brand salience, behavior intention and change – social marketing effectiveness depends greatly on "the capacity on an advertisement to entice the audience to think about the issues at hand" (Hassan, et al., 2007). This measure is important because it can lead to actual change in consumer perception of cigarettes and behavior change. This "capacity" is greatly influenced by credibility of the

media and the perceived source of advertising. Interestingly, tobacco industry sponsored social advertising was found to be more effective than government and EU sponsored. This effect according to study is mainly seen in Eastern European countries because they do not possess such strong distrust in commercial advertising. Therefore, the effect of credibility in the media and source of message is important factors in evaluating social marketing effectiveness. In addition, media literacy was found to be able to serve as both the intervention and prevention tool (Pinkleton, et al., 2007). In addition, media literacy participants were more likely to oppose smoking behavior.

To add more, researchers (Mahoney, 2010) found out that there is an issue that consumer still think that cigarettes make them more relaxed, gives them pleasure, they would not be able to give up because of addiction and that their friends approve of smoking. Therefore, social marketing messages need to address those issues and messages need to be pretested to target the cause of such attitudes. In addition, some research reported ineffectiveness of social marketing because of various issues. For example, smoking is a behavior that is difficult to alter during person's life span because it is imbedded in one's lifestyle. Therefore there should be focused communication interventions to decrease the need to smoke (Booth-Butterfield, 2003). Furthermore, research suggests that differential strategies should be applied to warn smokers against negative consequences of smoking (Hansena, et al., 2009). Moreover that, research suggests that currently used fear-based anti-smoking appeals can encourage a defensive response and ultimately lead to the rejection of messages, especially by committed smokers (Devlin, et al., 2007).

To sum up, the effect of social anti-smoking marketing is not widely researched topic. In addition, research mostly focuses on young adult and teen people. Thus, there is a need to better understand the effect of social marketing on older people. In addition, contradicting research findings show that effectiveness of social anti-smoking marketing is questionable as well as the effect of it for consumer perception. To add even more, various means to increase the effectiveness of social advertisement against cigarettes were proposed but little of these were implemented in real life.

2.5 Summary of the reviewed literature and possibilities for further research

The research revealed that brand, packaging and social marketing can effect consumer perception of cigarettes. Some of these affect certain associations and attitudes, while others decreases the overall liking of the cigarettes. The main findings of brand, packaging and social marketing effect on consumer perception of cigarettes are summarized in table 2

Marketing was for a long time a tool which made smoking extremely popular and some of the brands extremely salient and popular. Combined with addictive qualities of cigarettes this made smoking embedded deeply into society. Brand, packaging and social marketing were found to bring both positive and negative associations towards cigarettes brands and these need to be analyzed both by tobacco industry and policy makers.

Table 2 Brand, packaging and social marketing effect for consumer perception of cigarettes (literature findings)

Brand effect on consumer perception of cigarettes	**Packaging** effect on consumer perception of cigarettes	**Social marketing** effect on consumer perception of cigarettes
• Smokers are extremely brand loyal • Cigarettes brands are signals of quality • Cigarettes brands can influence pleasure of smoking • Smokers tend to evaluate known brands more positively • Some brands are perceived as fashionable and stylish	• Modern cigarettes design contributes towards positive associations creation • Descriptors on packages can create taste, health related positive associations • Brand symbols on packaging influence consumer perception of cigarettes and the brand • Plain packaging decreases the chance of misbeliefs about	• The effectiveness of anti-smoking social marketing is arguable • Social anti-smoking marketing focuses mainly on health related messages • Social marketing messages need to be better constructed to target the cause of the smoking behavior and attitudes

• Smokers of branded cigarettes think they look more attractive, cooler, grown-up • Social influence on brand preference is extremely strong • Brand equity of cigarettes brands remain even after restrictions in brand advertising • Cigarettes brands decrease the perceived risk of smokers • Cigarettes manufacturers are still able to communicate brand associations	smoking consequences • Plain packaging decreases the positive attitudes towards cigarettes • Plain packaging increases the salience of warning labels • Visual warning labels were found to be more attract more attention • Plain packaging can make it easier to distinguish certain brand • Large pictorial warnings can lead to misbelief and distrust • There is a need for novel, non-health related messages on cigarettes packaging	• Social anti-smoking marketing would be more effective if it triggered emotions, curiosity and "responsible thinking" • Fear and health consequences related appeals were found to cause missed reactions • Social marketing messages need to be constructed to target a wider range of consumers • Social marketing messages need to use sources perceived as credible

Source: prepared by the author of the thesis based on reviewed literature

Still the reviewed literature has certain limitations that need to be taken into account.

Limitations of research on **brand** effect on consumer perception of cigarettes:

- There is lack of understanding of the importance of certain attributes in selecting cigarettes and their brand
- The research uses limited brand names and does not provide evidence on what are the associations towards a certain brand
- The research mainly focuses on developed countries, where regulations are rather strict but there is lack of understanding on what associations consumers have towards the brand in less regulated environment

- There is a need to fully understand the effect that cigarettes brands have for certain aspects related to smoking

Limitations of research on **packaging** effect on consumer perception of cigarettes

- The studies analyzed the effect of certain packaging elements on consumer perception of cigarettes by removing one element at the time but not the effect of changing the packaging entirely
- There is a need to better understand the importance of the information presented on warning labels
- Usage of non-health related messages on cigarettes packaging was proposed but the research usually uses existing labels only
- There is a need to understand whether consumers trust policy makers in choosing the packaging which best suits the needs of the customers

Limitations of research on **social marketing** effect on consumer perception of cigarettes

- The findings of the research on social marketing effect on consumer perception of cigarettes is contradictive and therefore need further investigation
- There is lack of understanding of whether social advertising could affect consumers intentions to quit

General limitations of research on **cigarettes perception**

- The belief in one's ability to give up smoking is a dimension which needs further investigation among smokers
- Family status, number of children and income are rarely used as measures in cigarettes perception research
- Brand endorsers is a field, given little attention in cigarettes research, still celebrities can become brand ambassadors and change attitudes towards certain brand as well as overall perceptions

3. Research Method

This section of the thesis will describe how the research was conducted to answer the research question: *what is the effect of the brand for the consumer perception of cigarettes and how can social marketing and packaging change this perception?* The previously existing research provided some insights about this question, but the research will go beyond this and provide new insights about this topic. Since certain goals were set for this thesis, the method section will use research method to help and achieve these goals in order to answer the research question:

- Investigate the overall consumer perception of cigarettes
- Find out what are the associations towards cigarettes brands, how important is brand in creation of smoking related associations and how it may affect consumers smoking behavior
- Analyze whether certain cigarettes brands can be matched with celebrities, meaning that there is a fit between perceived image of the brand and the celebrity
- Analyze whether packaging affects attitudes towards the cigarettes and whether warning labels used on packages are relevant for consumers
- Find out the effect of social marketing in changing consumer perception towards smoking
- Find out what influences the effectiveness of social marketing

3.1 Preparations for the research

The thesis uses *deductive* approach to answer the research question. This means that literature is reviewed at first, the findings of the literature are discussed and a quantitative research is used to test the findings of the literature and provide new insights about the topic. This approach leads to both qualitative and quantitative methods used in the research. Both of these have their strengths and limitations (Hughes, 2006). Qualitative research can be better used to create hypothesis, because it can provide new insights and help in the process of thinking about the possible causes of the problem. At the same time, quantitative research can provide strong, mathematically and statistically proven, precise and controlled results. In addition, such research can be replicated and the findings can be later tested by other experiments.

In addition, the combination of both qualitative and quantitative methods is believed to provide the most thorough explanation about the topic and research problem (Bryman, 2014). Therefore, after analysis of existing literature, the quantitative study will enable us to compare the results of previous studies with results of our study and either support or disprove the findings of the research as well as provide new insights.

Population and sample size

The research will analyze the Lithuania market. This is eastern European country which can be categorized by high cigarettes smoking rates, relatively low average income, inequality and remains of ex-soviet culture. Still, it is a recent member of European Union and moved towards stricter regulation of cigarettes. Therefore, consumers in this market are able to compare the existing situation and recent restrictions on tobacco industry. Smoking is embedded in Lithuanian culture, so both smokers and non-smokers have certain knowledge about cigarettes brands, packaging, social marketing as well as the majority have tried to smoke themselves.

For the research to be representative of the entire population of Lithuania (around 3 million people) more than 380 survey answers would have to be collected (Krejcie & Morgan, 1970) results to be representative of the population. Since acquiring such large number of respondents with wide range of topics included was not possible in this research, a certain limitation had to be taken. The research will use higher than default confidence interval (6%) and lower confidence level (90%) and will not be as representative of the entire population. According to sample size formula (Godden, 2004) at least 189 respondents would have to be surveyed with this confidence level and interval. Of course a sample of more people is expected to increase the validity of the research.

Pretesting and choosing elements of the survey

The construct of the thesis required some pretesting to be done. Therefore, 20 respondents were surveyed on qualitative type of survey to better construct quantitative survey. It was survey, with open questions which revealed various elements to be used in the main survey

1) What possible benefits and drawbacks of smoking could you describe?
2) What things are or would be important for you in choosing cigarettes?

3) Tell the actor\actress which would best fit these qualities: charming, tough, smart, sexy, unique
4) (20 cigarettes packaging photos were shown to the respondents, no brands were known by respondents) Which of these do you think would best fit these packaging descriptions: dull, shocking, tasty, cool.
5) What information do you think is missing in the warning labels on cigarettes packaging, which would be important for consumers?
6) How does social anti-smoking marketing make you feel?
7) How do you feel about government restrictions of the tobacco industry?
8) (5 video and 10 still anti-smoking social advertisements were shown to surveyed people) they were asked to rank one which is: emotional, funny and shocking.

Those questions provided the researcher with ideas and helped to choose the right packaging, social marketing commercials and possible answers to the questions. In addition, it helped to find the answers which could be deterministic and reveal new information about perception of cigarettes. By using the results of qualitative study, quantitative study was constructed, which will help to answer the research questions.

3.2 Research design

The full questionnaire in Lithuanian language is provided in Appendix 1. The translation into English language (made by the researcher) is provided in Appendix 2.

Firstly, question related to smoking status were asked. They can be found in table 3. These questions provided the researcher with information of respondents smoking status and their preferred brand if they are smokers.

Table 3 Smoking status questions

Question	**Dimension**
1. Do you smoke?	Smoking status
2. How long in total have you smoked?	Length of smoking
3. How much cigarettes per week do you smoke (used to smoke)?	Heaviness
4. What brand of cigarettes do you usually smoke (used to smoke)?	Brand preference

Source: prepared by the author of the thesis

Question one reveals whether respondent is occasional, regular, ex-smoker or nonsmoker. Question two and three reveal how long the respondents have smoked and how heavy smoker he is, while question 4 shows the preferred brand. Those questions are important, since the reviewed literature show that perception of cigarettes and various factors is highly correlated with these respondent characteristics.

Table 4 Cigarettes perception question

Question	**Dimension**
5. Imagine a person that you know who smokes daily. Which of these statements do you think are likely to describe his beliefs and intentions?	Cigarettes perception

Source: prepared by the author of the thesis

Question 5 is important, because it asks to evaluate respondents' general belief about cigarettes. It is important to note that this question is non-direct. Direct questions might sometimes lead to consumers' unwillingness to give sincere answers because smoking is sensitive topic and people might just give the socially acceptable answers. Therefore, when they are asked to imagine a friend, their answers will reflect their true beliefs better (Gideon, 2012). The question uses Likert 5 point likely/unlikely scale. Middle answer provides respondents with possibility to choose an answer when they are in doubt.

Table 5 Associations importance and belief about brands questions

Question	**Dimension**
6. What is (would be) important for you in choosing cigarettes?	Importance of associations
7. Please choose one brand which would best fit these descriptions.	Brand associations

Source: prepared by the author of the thesis

Question 6 reveals consumer preference in what drives cigarettes brand choice. This is a trade-off type of question where consumers need to rank the attributes but cannot choose the same rank for different attributes. This is helpful since the respondent cannot simply choose middle or side answers for every attribute but need to evaluate the relative importance of

attributes. Question 7 is used, since it reveals what associations towards the cigarettes consumers have. Also, the question contains an answer – none of the brands, to reveal if some attributes are not perceived by the consumers to be associated with any brand.

Table 6 Brand loyalty questions

Question	**Dimension**
8. Do you (did you) always buy the same brand of cigarettes?	Brand loyalty
9. How would you react (had reacted) if the shop you went to buy cigarettes did not have your preferred brand of cigarettes?	Brand loyalty
10. How would you react (had reacted) if your favorite cigarettes brand would no longer be produced?	Brand loyalty

Source: prepared by the author of the thesis

Questions 8 – 10 measure consumers brand loyalty. These questions are marked to be only answered by smokers. Generally, this will help to understand how brand loyal consumer, which is important in building brand equity. Question 8 asks whether consumers are brand loyal and questions 9 and 10 serve to measure their loyalty in terms of providing them with a relatively occasion and fictitious situation.

Table 7 Brand attribute and endorsers questions

Question	**Dimension**
11. How important is cigarettes brand for these attributes of cigarettes?	Brand associations
12. Which brand of cigarettes do you think Leonardo DiCaprio smokes?	Brand endorser fit
13. Which brand of cigarettes do you think Vin Diesel smokes?	Brand endorser fit
14. What brand of cigarettes do you think Jim Parson smokes?	Brand endorser fit
15. What brand of cigarettes do you think Cameron Diaz smokes?	Brand endorser fit
16. What brand of cigarettes do you think Lana Del Rey smokes?	Brand endorser fit

Source: prepared by the author of the thesis

Question 11 is used to measure whether consumers believe brand is important for certain aspects of cigarettes. Likert 5 point importance scale was used in this question. This question reveals whether brands actually change consumer perception of cigarettes. In addition, questions 12-16 were asked to measure which brands are thought by consumers to be a fit with the celebrities' image. The selected celebrities were ranked by respondents in pre-test survey as:

- Charming - Leonardo DiCaprio
- Tough - Vin Diesel
- Smart - Jim Parson
- Sexy - Cameron Diaz
- Unique - Lana Del Rey

The questions with celebrities contained their picture to help consumers think about their image. In addition to the provided cigarettes brands, consumers were left with open answer possibility, to help find their beliefs in they did not believe any of the brands resembled with endorsers image or smoking status.

Table 8 Packaging associations questions

Question	**Dimension**
17. Would you agree with these statements about these cigarettes and its packaging? (coded – cool)	Packaging associations
18. Would you agree with these statements about these cigarettes and its packaging? (coded – dull)	Packaging associations
19. Would you agree with these statements about these cigarettes and its packaging? (coded – shocking)	Packaging associations
20. Would you agree with these statements about these cigarettes and its packaging? (coded – tasty)	Packaging associations

Source: prepared by the author of the thesis

Questions 17-20 were important because they measured consumer perception of 4 different cigarettes packages. Those packages were selected by pretested respondents to be

representative of these descriptions: cool, dull, shocking, tasty. This will help to understand how such packaging type changes consumer opinion about cigarettes perception. Likert 5 point importance scale was used in this question.

Table 9 Packaging and package descriptors related questions

Question	**Dimension**
21. Do you pay attention to warning labels on cigarettes packages?	Warning labels salience
22. What do you think, how important this information would be for you as a smoker?	Importance of label information
23. Do you agree with these statements about cigarettes?	Packaging and descriptors associations

Source: prepared by the author of the thesis

Questions 21 reveals whether consumers actually give attention towards warning labels on cigarettes packages while question 22 measures the importance of both real and fictional labels of packaging. This will provide information of how salient those labels can be and whether they have the capability of changing consumer perception. In addition, question 23 measures evaluates whether consumer perceive packaging requirements and labeling as necessary as well as the perceived source of such requirements. This will help to understand, whether packaging is a viable tool and whether consumers trust the source of such information. All of these questions use Likert 5 point scale. This scale is useful because it gives the respondent middle answer opportunity, which is helpful in case they do not have strong opinion about certain factor.

Table 10 Social anti-smoking marketing associations

Question	Dimension
24. What type of social anti-smoking marketing do you see the most?	Salience and repetition of social marketing sources
25. With which of these statements about social anti-smoking marketing would you agree?	Associations towards social anti-smoking marketing

Source: prepared by the author of the thesis

Questions 24 reveals, what type of anti-smoking advertising consumers see the most. First of all, this question is useful because it determines the source which attract most of the consumer attention, not just the amount of actual advertising used. Coupled with question 25 these questions reveal the salience of social anti-smoking marketing as well as association that consumers have towards such advertising.

Table 11 Associations towards social anti-smoking marketing advertising

Question	**Dimension**
26. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Emotional)	Social marketing associations
27. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Humorous)	Social marketing associations
28. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Shocking)	Social marketing associations
29. What do you think is the most important for social anti-smoking advertisement to be effective?	Social marketing effectiveness

Source: prepared by the author of the thesis

Questions 26 to 28 reveal what associations consumers have towards certain social marketing commercials. The commercials were rated in the pretest to be the most representative of these types: emotional, humorous, shocking. The answers to these questions will reveal how certain social advertising types are perceived by consumers and how it changes their perception of cigarettes. Question 29 reveals what consumer believe to be an effective social advertising. Since question is asked just after the social anti-smoking advertising shown, this will help consumers to think of how it could be more effective and what drives effectiveness of such commercials.

Table 12 Consumer perception of cigarettes change question

Question	**Dimension**
30. You were asked to imagine a daily smoker in the beginning of the survey. How would you think his/her opinion and intentions would change if he/she would see effective social anti-smoking advertisement every day?	Associations towards cigarettes after exposure to social marketing

Source: prepared by the author of the thesis

Question 30 reveals how the consumer perception of cigarettes changed after experiencing social advertising. The question asks of how consumers' belief the associations towards cigarettes would change if they were to experience social anti-smoking advertising every day. It is also indirect question, so their response will show how their implicit perception has changed towards cigarettes.

Table 13 Personal information questions

Question	**Dimension**
31. Your gender? (optional)	Personal information
32. Your age? (optional)	Personal information
33. Your education? (optional)	Personal information
34. Your occupational status? (optional)	Personal information
35. What is your monthly income? (optional)	Personal information
36. What is your marital status? (optional)	Personal information
37. How many children do you have? (optional)	Personal information

Source: prepared by the author of the thesis

Questions 31 – 37 require for personal details. These will be measured in terms of change in consumer perception related to demographic and social characteristics. All of these questions

were marked optional, therefore protecting the privacy and only the full answered surveys will be used for such analysis.

3.3 Data gathering

The internet based internet survey service provider www.apklausa.lt was used to store the survey. The respondents to the survey were gathered by using three main methods:

1) Using Facebook and other social network sites to ask friends to complete the survey
2) Using paid service of the survey service provider to advertise the survey
3) Posts on internet forums to achieve the required number of survey answers

Before taking the survey, the respondents were instructed of the folowing things:

- It was stated that survey takes between 20-25 minutes to finish, therefore asking to take respondents to take their time in answering the questions
- The respondents were assured that their answer are anonymous, they will be used for research purposes and data will be coded, therefore no personal resemblance can be made to respondent
- The respondents were told to stop at any point if the survey questions were found inappropriate, in anyway disturbing or making feel uncomfortable.
- It was told that the last personal questions are optional and that the respondents are only asked to answer those questions if they feel comfortable in doing that
- The respondents were told that one of them will be given a price (100 Litas worth of check) if they were to answer the questions fully. The email address was given and respondents were asked to send an email if they wished to enter the lottery. Still, no actual price was given but this was believed to increase the respondents' involvement in the survey. To letter of explanation was sent to every respondent who sent email for entering the lottery, but they all were given an answer that this research is made for master thesis and that lottery is not real. Still, all of their emails were registered and they were told that they will get the summary of thesis findings which could be considered a reward for their time.

Research ethics

Privacy of the respondents was given a great deal when making a survey. The chosen survey provider does not allow tracking of IP address in addition as little personal information as possible was gathered for the research. The answers themselves were coded and no person could be tracked by the survey answers themselves. In addition to this, respondents were told to only answer personal questions selectively if they feel free to enter such information. Moreover this, there was implicit instructions of how the data will be processed and that no respondent should feel obliged to finish the questionnaire if it made them feel uneasy. Therefore, the research followed the principles of ethical research: *voluntary participation, informed consent, confidentiality, anonymity, right to service* (Trochim, 2006).

Method of gathering and choosing respondents

Internet based surveys have their advantages as well as drawbacks. They are firstly, cost effective and useful in gathering large samples in short amount of time. This is mostly the reason why this type of survey was made (Matsuo, et al., 2005). Still, the web-surveys have statistically lower response rate, not all the respondents finish these surveys and they can sometimes be less focused. (Fan & Yan, 2010). Therefore, there were precautions and means to increase the validity taken by the researcher. Firstly, respondents were contacted either through peer network, forum or advertisement (which also gives bonuses to people who finish the surveys). Therefore, their involvement rate was increased. In addition, respondents were instructed of time necessary to fill the survey before taking it. Thirdly, additional incentive (possibility to win a check) was given by the author. Therefore, it was believed that the validity of the results will be higher.

In addition to this, the answers to the survey were screened to find possible reckless answers. Therefore, the survey website allows the screening of the answer according to time taken to finish the survey. After seeing the results the majority of respondents finished the survey in 25-35 minutes but the time taken varied from 7 minutes to an hour and a half. Therefore, the respondent who took extra short time to finish the survey probably did not take the survey seriously, while the ones who took a very long time finished the survey with a break taken. Both of these were considered to decrease the validity of the research so only by the answers respondents who took 15-45 minutes to finish the survey were used in the analysis. In

addition, only full answers to the survey were used with exception of answers which lacked few personal question answers.

To consider both the benefits and drawbacks of internet based survey one thing was believed to be highly important for the analyzed topic. Since smoking is sensitive issue, internet based survey is believed to help to collect more sincere and truthful answers. Respondents of such surveys feel more secure and can take a longer time to finish the survey so their responses are less biased and can be considered more valid. (Kaysa, et al., 2012). Therefore, the results of this type of survey are in fact more reliable in comparison with other methods of gathering survey results.

3.4 Data interpretation

Microsoft Excel 2010 was used to sort the answers to the questions and provide analytical and graphical details. After this, the survey answers were analyzed with IBM SPSS Statistics v22. This software tool was used to find statistical details about the answers, analyze relationship and statistical reliability of the answers.

The thesis had some hypothesis that aroused from theory section as well as the pretest questionnaire. Therefore, the following relationships and correlations were analyzed to provide answer to the research question:

- The relationship between smoking status and brand, packaging and social marketing perception
- The difference of the answers pre and post the exposure to social marketing
- The importance of social and demographic variables in predicting brand, packaging, social marketing and overall cigarettes perception
- The fit between the endorser and brand
- The importance of beliefs about cigarettes brands and brand choice
- The importance of brand loyalty on perceived benefits of the brands
- The effect of different package types on consumer perception of cigarettes packaging
- The importance of exposure to warning labels and perceived importance of warning labels (both real and fictional)
- The effect of newness of information for consumer perception of such information
- The relationship between social commercial type and attitude towards it

- The differences in perceptions of different social marketing advertising type
- Consumer perception of social marketing effectiveness

The research explores wide range of relationships. It cannot be concluded that any of the answers will yield statistically significant results but in the case they do they would provide new details about consumer perception of cigarettes. In addition, this type of research was not available before, so it would provide information for all the parties:

- Academic community – the research will provide understanding of new methods that can be used to conduct research about this topic in addition to providing new information about cigarettes brands, packaging and social marketing perception among the consumers in eastern Europe (developing country)
- Lawmakers – it will help to understand the means of tobacco industry to change consumer perception and provide details of how their current legislations regarding tobacco industry are perceived, whether they are effective and provide means to increase the effectiveness of regulation
- Non-governmental associations and other agents – provide details how the smokers and non-smokers should be educated, what type of social marketing is effective and what statements could be used to help people realize smoking effect as well as decrease salience of positive and increase salience of negative associations towards smoking
- Tobacco industry – provide information about cigarettes brand value for consumers and how they can successfully increase brand equity in highly regulated industry

Therefore, the research aims to increase the understanding of consumer perception of cigarettes as well as various factors that can change this perception.

3.5 Limitations of the method

Several limitations of this research were given before starting to write the thesis and therefore, the research method has certain limitations:

- Data was collected only in Lithuania – even though the sample is representative of Lithuania in cannot be applied directly in a broader context. Other research needs to

be conducted in other countries to provide evidence that research results can be applied universally

- The research will not analyze the effect of unique elements of social marketing, packaging and brand but analyze the effect of whole packaging, social advertisement and brand. Therefore it will not prove the effect of single elements and other research needs to be conducted to understand the effect of particular items and elements of brand, packaging and social advertisement.
- The study will not try to collect fully representative sample in terms of social and demographic descriptors. Internet based survey is believe to attract more younger, female respondents so it won't be possible to conclude that research results is totally representative of all Lithuanian society.
- Some answers will measure explicit associations and therefore they might differ from implicit associations which were also found to be predictive in the previous literature. Therefore, a further research needs to be done to measure those factors.
- The research represent three different and rather distinct features – brand, packaging and social marketing and therefore more isolated research has to be done to find more valid and statistically reliable results of each of these features.
- A rather small sample was gathered in pre-test survey, therefore additional study needs to be done to replicate results of this study and analyze whether the answers were statistically indifferent.
- The significance of smoking behavior related, social and demographic variables in changing perception will be analyzed but not the effect itself.

Overall, it is important to mention, that this study seeks to understand the possible effect and is rather experimental than representative of population. It therefore should be used to understand the method, its strengths and limitations rather than to be used as statistical proof of certain characteristics of smoking behavior and the effect of various factors. It will provide some hypothesis rather than prove the previously drawn hypothesis as well as seek to find other possible explanations than those provided by previous literature.

4. Analysis of Survey Results

The analysis of the research findings was done by using Microsoft Excel 2010 and IBM SPSS Statistics 22. Microsoft Excel was used to sort and screen the results, find the answers which were excluded from analysis because they were unfinished, time taken to finish the survey was too short or too long, the answers seemed to be patterned (choosing the same rank across all the categories). After screening, 201 survey results were used in the analysis. This is above the set minimal number of survey results (189). Therefore, the survey is expected to give significant results. The chosen methods of statistical test will be based upon the nature of independent and dependent variables (Institute for Digital Research and Education, 2014). In addition to this, large sample size will attribute to sample being normally distributed because of Central Limit Theorem if such assumption will have to be taken (Dedecker, et al., 2007). Still, most of the variables are ordinal or nominal, requiring the usage of non-parametric tests. (Institute for Digital Research and Education, 2014).

4.1 Sample characteristics

After collecting the results, various socio-demographic and smoking related factors were analyzed. These factors were considered important to be used in the research since these factors were found to be predictive of consumer perception towards cigarettes, brands, packaging and social advertisement in the previous literature. Tables 14 and 15 summarize the socio-demographic factors and their distribution in the sample while table 16 summarizes the smoking-status related factors. Median score was calculated for ordinal variables. It is because, usage of mean value is impossible when dealing with this kind of variables (Field, 2013). In addition, it was chosen to treat variables: age, gross monthly income, smoking behavior length and amount of cigarettes smoked per week as an ordinal rather than interval variables. This was done since it was believed to be better in order to categorize the respondents correctly and significantly for the research purpose.

Respondents were categorized in terms of age as being: underage (less than 18 years) –while smoking and buying cigarettes is illegal, 19-25 years (young-adult group) which was often considerate as an independent group by the researchers of similar topics, 26-35, 36-45, 46-55 year groups (which are different in terms of age, considered adult groups) and 56 years and older (which is early retirement, elderly, but not necessarily pensioner group). Gross income

was divided into following categories: under 800 litas (this is a group which earns less than minimal wage and can be considered low income), 801-1500 litas (considered below average group), 1501-2500 litas (considered above average group), more than 2500 (considered high income group).

Moreover this, smoking behavior length and amount of cigarettes smoked per week was categorized according to the relative meaning of the values. Smokers who smoke (or smoked) less than 1 year, can be considered little physically addicted to smoking. Smokers who smoke between 1 and 3 years can be considered physically addicted, but still smoking time is not too lengthy to actively try to give up smoking. Smoker who smoke 3-10 years are the ones which are less likely to give up smoking, considered both physically and strongly psychologically addicted to smoking. Moreover this, smokers who smoke more than 10 years can be called the ones to whom smoking became part of their lifestyle and status, they feel it as initial part of their image and are the least likely to try to give up smoking. At the same time, depending on amount of cigarettes smoked per week smokers can be categorized as: ultra-light smokers (less than 1 pack of cigarettes per week), light smokers (1-3 packs of cigarettes per week), regular smokers (more than 3 and up to 7 packs a week) and heavy smokers (more than 7 packs per weak). Therefore, these variables were considered ordinal rather than interval, believing that it would yield more significant statistical results.

Table Table 14 Socio-demographic factors distribution in the sample

Question	Multiple - choice answers	Number of respondents	% of total respondents	% of respondents who answered the question	Median
Gender	Male	63	31,30%	31,30%	
	Female	138	68,70%	68,70%	
	Total number of answers	201	100,00%	100,00%	
Age	Less than 18 years (1)	18	9,00%	9,00%	2
	19-25 years (2)	116	57,70%	57,70%	
	26-35 years (3)	29	14,40%	14,40%	
	36-45 years (4)	21	10,40%	10,40%	
	46-55 years (5)	15	7,50%	7,50%	
	56 or more years (6)	2	1,00%	1,00%	
	Total number of answers	201	100,00%	100,00%	
Marital status	Living with spouse unmarried	46	22,90%	23,10%	
	Married	12	6,00%	6,00%	
	Divorced	4	2,00%	2,00%	

	Single	101	50,20%	50,80%	
	Widow	36	17,90%	18,10%	
	Total number of answers	199	99,00%	100,00%	
Number of children	None (1)	143	71,10%	71,10%	1
	1 (2)	20	10,00%	10,00%	
	2 (3)	25	12,40%	12,40%	
	3 or more (4)	13	6,50%	6,50%	
	Total number of answers	201	100,00%	100,00%	

Table 14 summarizes the socio-demographic factors and their distributions in the sample. We can see from the table that sample was more female dominant (68.7% of surveyed people were female). This can be partly attributed to the fact that less than 46% of Lithuanians are males, in addition to high temporary working abroad levels of Lithuanian adults which makes this difference even higher (Urbonaite-Vainiene, 2013). In addition, high answer rates of female web-forum can also be attributed to higher than expected female ratio. Still, since other factors also contribute to smoking related behavior and characteristics, this should not affect research results highly. In addition, the majority of respondents fell in 19-25 years group, single, living with spouse unmarried and no children group. This was expected by making the internet-based survey because such age and family status group is the most active on the internet.

Table 15 Socio-demographic factors distribution in the sample

Question	Multiple - choice answers	Number of respondents	% of total respondents	% of respondents who answered the question	Median
Education	Primary (1)	0	0,00%	0,00%	5
	Secondary (2)	14	7,00%	7,00%	
	High School (3)	48	23,90%	24,10%	
	Professional occupation (4)	17	8,50%	8,50%	
	Non-finished university/college degree (5)	42	20,90%	21,10%	
	College degree (6)	17	8,50%	8,50%	
	University degree (7)	61	30,30%	30,70%	
	Total number of answers	199	99,00%	100,00%	
Occupational Status	Attending school	30	14,90%	14,90%	
	Student	71	35,30%	35,30%	

	Unemployed	11	5,50%	5,50%	
	Employed	85	42,30%	42,30%	
	Pensioner	1	0,50%	0,50%	
	Other	3	1,50%	1,50%	
	Total number of answers	201	100,00%	100,00%	
Gross monthly income?	Less than 800 lt (1)	73	36,30%	37,10%	2
	801-1500 lt (2)	43	21,40%	21,80%	
	1501-2500 lt (3)	40	19,90%	20,30%	
	More than 2500 lt (4)	41	20,40%	20,80%	
	Total number of answers	197	98,00%	100,00%	

Table 15 summarizes some extra socio-demographic factors which can affect consumer perception of cigarettes as well as brand, packaging and social marketing. The respondents typically finished high school or university (in Lithuania, it is common to finish 12 year school, with possibility to leave school after 10^{th} year and go to professional school, or finish 12 classes (considered high school) and have the possibility to attend college/university). This is no surprise having in mind the younger age sample group. Moreover this most of the respondents fall into low income group. This can also be attributed to young age sample. Still, this data is also representative of the population, since the sample size is large and can be considered enough to provide significant results (Field, 2013).

Lastly, table 16 summarizes general smoking-related characteristics of the respondents. As seen from the table, most of the respondents consider themselves regular smokers. Only 19.4 of respondent choose an answer that they have never smoked. It is in fact in line with the fact, that Lithuania was and still has high smoking rates. In addition to this, more than 42% of smokers say that they have smoked for 4 to 10 years, meaning that they are already highly addicted and less likely to give up smoking. Still 38.3% of smokers/ex-smokers state that they smoke/have smoked less than 20 cigarettes per week which can be considered ultra-light users. Therefore, the sample can be considered as more smoker/ex-smoker dominant but at the same time, the sample consists of relatively larger amount of light, ultra-light smokers than regular and heavy smokers. To conclude, smoking status questions are believed to be particularly important for impact on consumer perception and change in the perception according to various cues presented.

Table 16 Smoking characteristics related distribution in the sample

Question	Multiple - choice answers	Number of respondents	% of total respondents	% of respondents who answered the question	Median
Smoking Status	Regular smoker	97	48,30%	48,30%	
	Occasional smoker	36	17,90%	17,90%	
	Ex-smoker	29	14,40%	14,40%	
	Never smoked	39	19,40%	19,40%	
	Total number of answers	201	100,00%	100,00%	
Smoking time	Less than 1 year (1)	18	9,00%	11,10%	3
	1-3 years (2)	47	23,40%	29,00%	
	4-10 years (3)	68	33,80%	42,00%	
	More than 10 years (4)	29	14,40%	17,90%	
	Total number of answers	162	80,60%	100,00%	
Cigarettes smoked per week	Less than 20 cigarettes (1)	62	30,80%	38,30%	2
	20-60 cigarettes (2)	40	19,90%	24,70%	
	61-140 cigarettes (3)	43	21,40%	26,50%	
	More than 140 cigarettes (4)	17	8,50%	10,50%	
	Total number of answers	162	80,60%	100,00%	

4.2 The effect of brand for consumer perception of cigarettes

Evaluating brand choice on consumer perception of cigarettes required amount of certain brand chosen in order to use it to the analysis. After the analysis, the following transformation was done to find more relevant and significant groups for the analysis. Brands (Vogue, Glamour, Kiss, and Slim) were classified and slim-type, because they represent the category of similar feminine, slim-type brands. Brands (Chesterfield, Wall Street, Pall Mall, and Philip Morris) were classified together with others. This was done because of low sample size of these categories.

4.2.1 **The influence of social, demographic and smoking behavior related variables for cigarettes and brands perception**

Table 17 The importance of smoking related, demographic and social characteristics for consumer cigarettes associations, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Q5A1. Possibility to give up	0,201	0,456	0,431	0,023*	0,411	0,155	0,411	0,857	0,639	0,239
Q5A2. Pleasure	0,940	0,898	0,384	0,076	0,002**	0,815	0,255	0,225	0,380	0,232
Q5A3. Maturity and confidence	0,028*	0,121	0,130	0,070	0,255	0,792	0,583	0,314	0,744	0,191
A4. Help to concentrate	0,390	0,121	0,422	0,758	0,011*	0,557	0,809	0,994	0,625	0,599
A5. Help to relax	0,209	0,791	0,275	0,388	0,003**	0,120	0,251	0,148	0,152	0,533
A6. Only social behavior	0,358	0,252	0,109	0,852	0,684	0,119	0,113	0,064	0,722	0,702
A7. Smoker wish to quit	0,046*	0,010*	0,426	0,504	0,195	0,946	0,818	0,198	0,288	0,183
A8. Addictive	0,026*	0,271	0,526	0,493	0,048*	0,387	0,874	0,379	0,385	0,05*
A9. Less weigth if smoking	0,520	0,257	0,643	0,931	0,218	0,426	0,102	0,165	0,872	0,949
A10. Lack of understanding about consequences	0,009**	0,370	0,936	0,692	0,970	0,827	0,473	0,240	0,872	0,936
A11. Lack of second hand smoking consequences understanding	0,000***	0,205	0,321	0,972	0,682	0,528	0,389	0,280	0,991	0,644
A12. Smoker can give up	0,134	0,253	0,202	0,003**	0,231	0,445	0,710	0,851	0,05*	0,013*
A13. Information is key to smoking decrease	0,250	0,168	0,075	0,315	0,426	0,952	0,122	0,340	0,281	0,103
A14. Price is key to smoking decrease	0,885	0,633	0,589	0,810	0,734	0,835	0,821	0,890	0,888	0,881
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

The objective of the paper was not to find out how demographic, social and smoking related variables influence consumer perception of cigarettes, brand, packaging and social marketing, so the paper will only shortly explain which factors were found to be significant in changing consumer attitude. These will help to understand which factors beyond brand, packaging and social marketing can effect consumer perception of cigarettes. The effect of such variables needs to be taken into account when drawing conclusions about relationship between other variables.

Table 17 shows the social, demographic and smoking related factors which can influence consumer perception of cigarettes overall. As seen from this table, consumer belief about possibility for smoker to give up smoking depends on gender ($p<0.05$) but not on other variables. In addition, belief that smoking gives pleasure ($p<0.01$), helps to concentrate ($p<0.05$) and relax ($p<0.01$) as well as cigarettes being addictive ($p<0.05$) was influenced by the age. Moreover this, table also shows that smoking status affects consumer belief about cigarettes giving confidence and maturity for smoker ($p<0.05$), smokers willingness to quit ($p<0.05$), smokers being highly addicted ($p<0.05$), lack of smokers understanding about health consequences for themselves ($p<0.01$) and others ($p<0.001$). Therefore, age and smoking status were found to be the variable which can change consumer perception about cigarettes the most. Other effects were also noticed such as: relationship between smoking time and belief that smokers wish to quit smoking ($p<0.01$), relationship between gender ($p<0.01$), marital status ($p<0.05$), number of children ($p<0.05$) and belief that smokers are capable of giving up. However, traditionally used variables: cigarettes smoked per week, education, occupation and income, were not found to be statistically significant for consumer attitude towards cigarettes.

Table 18 The importance of smoking related, demographic and social characteristics for consumer perceived importance of cigarettes features, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3.Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
A1. Price	0,409	0,310	0,419	0,192	0,165	0,443	0,176	0,247	0,120	0,802
A2. Brand	0,031*	0,009**	0,134	0,077	0,038*	0,021*	0,031*	0,299	0,091	0,023*
A3. Taste	0,116	0,166	0,254	0,001***	0,013*	0,530	0,139	0,240	0,030*	0,000***
A4. Packaging	0,320	0,457	0,047*	0,053	0,294	0,742	0,839	0,802	0,436	0,180
A5. Quality	0,500	0,191	0,165	0,450	0,296	0,063	0,001***	0,663	0,043*	0,034*
A6. Cigarettes being fashionable and popular	0,956	0,210	0,699	0,883	0,746	0,673	0,483	0,402	0,840	0,831
A7. Friends acceptance	0,571	0,022*	0,637	0,033*	0,758	0,182	0,250	0,417	0,716	0,338
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 18 shows the socio-demographic and smoking related factors that influence consumer attitude towards the importance of various cigarettes features. The importance of cigarettes price was not found to be significantly different among the groups. On the contrary the results revealed that brand importance can be affected by all: whether consumer is a smoker ($p<0.05$), time being a smoker ($p<0.01$), age ($p<0.05$), education ($p<0.05$), occupation ($p<0.05$) and number of children ($p<0.05$). The importance of taste was significantly influenced by gender ($p<0.001$), age ($p<0.05$), marital status ($p<0.05$) and number of children ($p<0.001$). Strong influence of gender and age can be expected as seen in the reviewed literature, where taste preference is different among age and gender groups. Still, the effect of marital status and number of children was not as expected. In addition, it can stem from the mere fact that older consumers are usually the ones who have more children and are married and that this effect is similar to age effect. To add more, the relationship between occupation ($p<0.001$), marital status ($p<0.05$) and number of children ($p<0.05$) is seen from collected data.

On the contrary, cigarettes packaging importance was only effected by amount of cigarettes smoked ($p<0.05$). This might be explained by the fact that heavy and light users are willing to use packages which hold different amount of cigarettes. At the same time, importance of cigarettes being fashionable and popular was not affected by socio-demographic and smoking related factors. However, friends' acceptance of cigarettes smoked was found to be affected by the time consumer is a smoker and gender. In conclusion, the importance of brand, taste and quality of cigarettes was found to be the most effected by the socio-demographic and smoking related factors while. Income was again found to be non-predictive of cigarettes perception.

Table 19 The importance of smoking related, demographic and social characteristics for consumer perceived importance of brand for cigarettes qualities, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
A1. Quality	0,745	0,064	0,362	0,029*	0,066	0,850	0,527	0,255	0,252	0,198
A2. Stylishness	0,375	0,719	0,365	0,017*	0,872	0,371	0,189	0,681	0,011*	0,346
A3. Taste of cigarettes	0,536	0,011*	0,451	0,745	0,527	0,539	0,026*	0,280	0,890	0,792
A4. Cigarettes being modern and up to date	0,178	0,767	0,574	0,004**	0,461	0,108	0,627	0,205	0,000***	0,114
A5. Innovativeness	0,456	0,498	0,619	0,026*	0,670	0,525	0,828	0,129	0,003**	0,342
A6. Pleasure when smoking cigarettes	0,654	0,551	0,400	0,074	0,481	0,157	0,490	0,318	0,463	0,534
A7. Harmfulness	0,937	0,03*	0,210	0,108	0,167	0,215	0,250	0,027*	0,136	0,121
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 19 summarizes the importance of socio-demographic and smoking behavior related variables on consumer perception of importance of brand for certain qualities of cigarettes. As seen from the table, smoking status, amount of cigarettes smoked, age, education and number of children were found to be statistically insignificant for consumer belief about brand importance for various cigarettes characteristics. As seen from the table, time being a smoker affected consumer belief about importance of brand for taste of cigarettes ($p<0.05$) and harmfulness of cigarettes ($p<0.05$). In addition, occupation was also found to be significant for consumers' belief about brand importance for cigarettes taste, while income was found to affect consumer opinion about brand being important for cigarettes harmfulness. As seen from the table, only gender and marital status affect more than one category. Gender was found to effect consumer perception of brand being important for cigarettes quality ($p<0.05$), stylishness ($p<0.05$), cigarettes being modern and up-to-date ($p<0.01$) and innovativeness ($p<0.05$). At the same time, marital status was found to effect consumers' opinion about brand being important for cigarettes stylishness ($p<0.05$), cigarettes being modern and up to date ($p<0.000$) and innovative ($p<0.01$). In conclusion, brand importance for certain cigarettes characteristics were found to be less affected by socio-demographic and smoking related variables than general associations towards cigarettes and importance of cigarettes characteristics. Further on, more in depth analysis will be done in order to find the effect of brand on consumer perception of cigarettes.

4.2.2 **Chosen brand and perception of cigarettes**

Table 20 Chosen brand effect for importance of cigarettes characteristics

Cigarettes characteristic	Sig. value of Kruskal Wallis test, chosen brand effect for importance of characteristic	Median value	Mean value	Standard deviation
Price	0,012*	5	5	1,949
Brand	0,115	4	4,11	1,513
Taste	0,388	6	5,73	1,414
Packaging	0,14	3	3,22	1,362
Quality	0,02*	5	5,18	1,381
Cigarettes being fashionable and popular	0,284	2	2,69	1,479
Friends acceptance	0,12	1	2,07	1,622

*Significant at 0,05 level

Table 20 shows the relationship between the chosen brand of cigarettes and perceived importance of cigarettes characteristics. The higher median value in this table represents the

higher perceived importance among the respondents. This question did not allow the respondents to choose the same rank for the same characteristic. Therefore, as seen from the table the median values of the characteristics vary from 1 (Friends acceptance) to 6 (Taste). However, as seen from the table only the importance of cigarettes price and quality are significantly different among the groups of various cigarettes brands smokers ($p<0.05$).

Table 21 Friedman's test results for differences between consumers perceived importance of cigarettes characteristics

Ranks

	Mean Rank
Price	5,00
Brand	4,11
Taste	5,73
Packaging	3,22
Quality	5,18
Cigarettes being fashionable and popular	2,69
Friends acceptance	2,07

Test Statistics[a]

N	201
Chi-Square	491,753
df	6
Asymp. Sig.	,000

a. Friedman Test

It can be seen from table 21 that respondents evaluate various cigarettes characteristics differently ($p<0.001$). Taste and quality are seen as the most important characteristics while friends' acceptance of cigarettes and cigarettes being fashionable and popular as the least. This shows that even though the importance of characteristics is different, the differences between brand groups are not significantly different for other characteristics. However, as seen from table 20, even though characteristics are valued differently, brand does not always affect the importance of the characteristic. Table 22 shows the interrelation matrix of differences of perceived importance of various cigarettes characteristics (Wilcoxon Signed Ranks test). As seen from the table the perception of all the cigarettes attributes is different with the exception of price and quality pair. This is no surprise since price quality bias is widely known for various product groups (Hoyer & MacInnis, 2008). The consumers simply associate price with quality ant therefore the differences between these features is diminished. In conclusion, respondents perceive the importance of various cigarettes characteristics in the following order, starting with the most important: 1) Taste, 2) Quality, 3) Price, 4) Brand, 5) Packaging, 6) Cigarettes being fashionable and popular, 7) Friends Acceptance.

Table 22 Differences between the perceived importance of various cigarettes characteristics

	Price	Brand	Taste	Packaging	Quality	Cigarettes being fashionable and popular	Friends acceptance
Median value	5	4	6	3	5	2	1
Price	-	0,000*	0,000*	0,000*	0,473	0,000*	0,000*
Brand	0,000*	-	0,000*	0,000*	0,000*	0,000*	0,000*
Taste	0,000*	0,000*	-	0,000*	0,000*	0,000*	0,000*
Packaging	0,000*	0,000*	0,000*	-	0,000*	0,000*	0,000*
Quality	0,473	0,000*	0,000*	0,000*	-	0,000*	0,000*
Cigarettes being fashionable	0,000*	0,000*	0,000*	0,000*	0,000*	-	
Friends acceptance	0,000*	0,000*	0,000*	0,000*	0,000*	0,000*	-
*Statistically significant, p<0,001							

Table 23 shows how the groups of different brand smokers perceive the importance of various cigarettes characteristics. Talking about price, Parliament smokers were found to give less importance for cigarettes price than non-smokers ($p<0.05$) or Winston smokers ($p<0.01$). Actually, median value of price importance among Parliament smokers is the lowest. This is no surprise, since these are the most expensive cigarettes. In addition, Winston smokers also gave more importance on cigarettes price than Marlboro ($p<0.01$), L&M ($p<0.05$) or Kent ($p<0.001$) smokers. Therefore, this is the most price conscious group.

Talking about the brand, no significant differences between different brand groups were found, but all groups evaluated brand more favorably (median value 4 or more) than other cigarettes characteristics. Taste of cigarettes was evaluated as the most important characteristic (median value of 7) by the Kent consumers, which was significantly higher than non-smoker group ($p<0.05$) but not the other groups. In addition, Winston groups also evaluated taste as more important than non-smoker group ($p<0.05$).

The most differences between various brand groups occurred in evaluating packaging. Parliament group was the highest scoring group (Median value 4.5). It was significantly higher than groups of Marlboro ($p<0.01$), L&M ($p<0.05$), Winston ($p<0.001$), Slim-type ($p<0.01$) or Non-smoker ($p<0.01$) groups. Therefore, it can be said that Parliament smokers statistically significantly evaluate packaging more importantly than other brand smokers. Winston group on the contrary, had the lowest score of importance of packaging (3 (2,6 ±

1,163)). It was significantly lower than Parliament ($p<0.001$), L&M ($p<0.05$), Kent (0.05), Bond ($p<0.05$) or Other ($p<0.01$) groups. In addition, Slim-type cigarettes group evaluated packaging significantly lower than Parliament ($p<0.01$), Bond ($p<0.05$) or Other ($p<0.05$) groups. Therefore, it can be seen that certain brands consumers give more importance for cigarettes packaging than others. In addition, the packaging effect on consumer perception of cigarettes will be analyzed in the following chapters of the thesis.

Looking at cigarettes quality characteristic, it can be seen that Winston group evaluates cigarettes quality less than Parliament ($p<0.05$), Marlboro ($p<0.01$) or Kent ($p<0.01$) group. Therefore, this group is the least quality conscious. However, when measuring the two social characteristics of cigarettes: cigarettes being fashionable and popular and friends acceptance no statistically significant differences between consumers of different cigarettes groups can be seen. Therefore, brand groups do not differ on importance rating of these qualities.

Table 23 Differences between various brands groups in perception of importance of various cigarettes characteristics

	Wilcoxon-Mann Whitney test									
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other	Slim-type
Price	Median (Mean±S.D.)	5,5 (5,11±1,914)	2 (3±2,449)	5 (4,84±1,906)	5 (4,8±2,121)	4,5 (4,66±2,065)	5 (4,17± 1,77)	6 (5,16±2,31)	7 (6,133±1,105)	6 (5,125±2,247)	6 (5,181±1,721)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,047*	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,448	0,072	-	-	-	-	-	-	-	-
	(3) L&M	0,575	0,13	0,945	-	-	-	-	-	-	-
	(4) Camel	0,628	0,18	0,809	0,865	-	-	-	-	-	-
	(5) Kent	0,055	0,286	0,188	0,197	0,658	-	-	-	-	-
	(6) Bond	0,881	0,24	0,638	0,679	0,699	0,177	-	-	-	-
	(7) Winston	0,055	0,005**	0,003**	0,014*	0,103	0,000*	0,371	-	-	-
	(16) Other	0,777	0,098	0,459	0,517	0,641	0,087	0,914	0,215	-	-
	(17) Slim-type	0,902	0,122	0,643	0,813	0,66	0,134	0,733	0,075	0,68	-
Brand	Median (Mean±S.D.)	5 (4,5 ± 1,68)	4,5 (4,33 ± 1,	4 (4,288 ± 1,440	4 (4 ± 1,55)	4,5 (4,166 ± 0,98)	4 (3,705 ± 1,358	4 (4 ± 2,366)	4 (4,06 ± 1,552)	4 (3,625 ± 1,408)	4 (3,727 ± 1,009)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,803	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,400	0,921	-	-	-	-	-	-	-	-
	(3) L&M	0,183	0,679	0,495	-	-	-	-	-	-	-
	(4) Camel	0,451	0,818	0,853	0,827	-	-	-	-	-	-
	(5) Kent	0,063	0,392	0,220	0,674	0,562	-	-	-	-	-
	(6) Bond	0,652	0,818	0,787	1,000	0,937	0,759	-	-	-	-
	(7) Winston	0,063	0,725	0,623	0,787	0,951	0,473	0,984	-	-	-
	(16) Other	0,055	0,367	0,126	0,435	0,367	0,736	0,747	0,313	-	-
	(17) Slim-type	0,081	0,404	0,226	0,565	0,462	0,817	0,884	0,424	0,790	-
Taste	Median (Mean±S.D.)	6 (5,32 ± 1,613)	5,5 (5,33 ± 1	6 (5,82 ± 1,37)	6 (5,28 ± 1,768	6 (5,5 ± 1,871)	7 (6,24 ± 1,3)	5,5 (5,83 ± 0,	6 (6,17 ± 0,791)	6 (5,88 ± 1,258)	6 (6 ± 1,183)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,987	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,400	0,483	-	-	-	-	-	-	-	-
	(3) L&M	0,937	0,981	0,309	-	-	-	-	-	-	-
	(4) Camel	0,701	0,818	0,743	0,865	-	-	-	-	-	-
	(5) Kent	0,022*	0,227	0,142	0,072	0,286	-	-	-	-	-
	(6) Bond	0,605	0,699	0,743	0,643	0,937	0,319	-	-	-	-
	(7) Winston	0,022*	0,287	0,578	0,142	0,576	0,216	0,418	-	-	-
	(16) Other	0,249	0,541	1,000	0,451	0,747	0,245	0,747	0,674	-	-
	(17) Slim-type	0,203	0,462	0,836	0,416	0,660	0,329	0,591	0,919	0,904	-
Packaging	Median (Mean±S.D.)	3 (3,13 ± 1,528)	4,5 (4,5 ± 0,5	3 (3,09 ± 1,125)	3 (3,36 ± 1,287	3,5 (4 ± 2,191)	3 (3,53 ± 1,231	4 (4,33 ± 1,63	3 (2,6 ± 1,163)	4 (3,69 ± 1,138)	3 (2,45 ± 1,368)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,008**	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,128	0,003**	-	-	-	-	-	-	-	-
	(3) L&M	0,328	0,041*	0,350	-	-	-	-	-	-	-
	(4) Camel	0,356	0,485	0,366	0,575	-	-	-	-	-	-
	(5) Kent	0,246	0,062	0,263	0,799	0,658	-	-	-	-	-
	(6) Bond	0,072	0,699	0,062	0,208	0,699	0,256	-	-	-	-
	(7) Winston	0,246	0,000***	0,084	0,030*	0,135	0,023*	0,012*	-	-	-
	(16) Other	0,087	0,083	0,089	0,483	0,914	0,606	0,367	0,005**	-	-
	(17) Slim-type	0,208	0,005**	0,129	0,080	0,149	0,059	0,027*	0,695	0,026*	-
Quality	Median (Mean±S.D.)	5 (5,13 ± 1,492)	6 (5,83 ± 1,47	6 (5,44 ±1,341)	5 (5,08 ± 1,382	5 (5 ± 1,095)	6 (5,76 ± 1,147	4,5 (4,5 ± 1,3	5 (4,63 ± 1,402)	5 (5,19 ± 1,167)	5 (5,09 ± 1,578)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,259	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,318	0,398	-	-	-	-	-	-	-	-
	(3) L&M	0,891	0,158	0,259	-	-	-	-	-	-	-
	(4) Camel	0,701	0,24	0,351	0,789	-	-	-	-	-	-
	(5) Kent	0,137	0,708	0,418	0,096	0,177	-	-	-	-	-
	(6) Bond	0,289	0,132	0,120	0,339	0,485	0,062	-	-	-	-
	(7) Winston	0,137	0,037*	0,009**	0,159	0,634	0,005**	0,852	-	-	-
	(16) Other	0,992	0,178	0,334	0,989	0,747	0,146	0,367	0,199	-	-
	(17) Slim-type	0,932	0,350	0,445	0,973	0,808	0,264	0,462	0,495	0,865	-
Cigarettes being fashionable and popular	Median (Mean±S.D.)	2 (2,55 ± 1,37)	3 (3,5 ± 1,87	2 (2,73 ± 1,437)	2 (2,8 ± 1,732)	2 (2,5 ± 1,378)	2 (2,76 ± 1,522	2 (2,33 ± 1,03	2 (2,5 ± 1,225)	2 (2,63 ± 1,586)	2 (2,64 ± 1,69)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,160	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,514	0,281	-	-	-	-	-	-	-	-
	(3) L&M	0,681	0,268	0,904	-	-	-	-	-	-	-
	(4) Camel	0,960	0,310	0,700	0,789	-	-	-	-	-	-
	(5) Kent	0,684	0,286	0,941	0,968	0,812	-	-	-	-	-
	(6) Bond	0,881	0,240	0,638	0,751	0,937	0,708	-	-	-	-
	(7) Winston	0,684	0,217	0,647	0,848	0,918	0,747	0,820	-	-	-
	(16) Other	0,937	0,231	0,623	0,721	1,000	0,709	0,914	0,943	-	-
	(17) Slim-type	0,990	0,256	0,684	0,839	0,961	0,817	0,961	0,919	0,942	-
Friends acceptance	Median (Mean±S.D.)	2 (2,26 ± 1,605)	1 (1,5 ± 0,83	1 (1,78 ± 1,428)	2 (2,68 ± 2,286	1 (2,17 ± 2,401)	1 (1,82 ± 1,51)	1,5 (1,83 ± 0,9	2 (1,9 ± 0,995)	1 (1,88 ± 10544)	2 (2,91 ± 2,212)
	(0) Non-smokers	-	-	-	-	-	-	-	-	-	-
	(1) Parliament	0,339	-	-	-	-	-	-	-	-	-
	(2) Marlboro	0,090	0,875	-	-	-	-	-	-	-	-
	(3) L&M	0,726	0,339	0,088	-	-	-	-	-	-	-
	(4) Camel	0,536	0,937	0,989	0,448	-	-	-	-	-	-
	(5) Kent	0,284	0,812	0,805	0,274	0,865	-	-	-	-	-
	(6) Bond	0,726	0,589	0,617	0,751	0,699	0,708	-	-	-	-
	(7) Winston	0,284	0,394	0,155	0,621	0,520	0,363	0,918	-	-	-
	(16) Other	0,365	0,747	0,684	0,389	0,802	0,901	0,747	0,463	-	-
	(17) Slim-type	0,411	0,256	0,063	0,735	0,404	0,208	0,462	0,329	0,251	-
	*Statistically significant, p<0,05										
	**Statistically significant, p<0,01										
	***Statistically significant, p<0,001										

4.2.3 **Brand choice effect on brand loyalty**

Table 24 summarizes the effect of chosen brand on consumer brand loyalty of cigarettes. As seen from the table, respondent of this survey tend to be little brand loyal. As seen from the table, the median values of 2.5 and 3 represent the middle choice for the brand loyalty questions. This is the answers which shows that consumer is a little brand loyal but not too strongly. This is the opposite of what the previous literature found about brand loyalty rates of the smokers. In addition to this, chosen brand did not affect customer brand loyalty levels. Therefore, it can be said, that the research does not provide proof of strong brand loyalty of differences in brand loyalty levels between different brand groups.

Table 24 Brand effect for smokers' brand loyalty

Brand loyalty related characteristics	Sig. value of Kruskal Wallis, importance of brand in predicting cigarettes loyalty	Median value	Mean value	Standard deviation
Q8. Brand Loyalty	0,938	2,5	2,43	1,103
Q9. Choice in case of brand not available	0,67	3	2,55	1,075
Q10. Choice in case of brand no longer produced	0,228	3	2,64	0,957
Summed brand loyalty rank	0,603	8	7,62	2,68

The differences between brand groups were also measured in the research, however no differences between any brand groups were found according to brand loyalty levels. Therefore, the summary can be done that smokers of all brands are similarly brand loyal and that smokers possess some brand loyalty but this level is not high.

Still, differences were measured between answers towards different brand loyalty questions. Table 25 reveals the results of Wilcoxon Signed Ranks test. As seen from the test, the answers towards the question about the behavior in case of favorite brand being ceased to be produced and consumer reported brand loyalty are different. This shows, that even though respondent feel brand loyal they are not willing to behave as if they were. This means that measuring behavior rather than self-reported brand loyalty can give more relevant results.

Table 25 Relationship between different brand loyalty questions

Test Statistics[a]			
	9. How would you react (had reacted) if the shop you went to buy cigarettes did not have your preferred brand of cigarettes? - 8. Do you (did you) always buy the same brand of cigarettes?	10. How would you react (had reacted) if your favorite cigarettes brand would no longer be produced? - 8. Do you (did you) always buy the same brand of cigarettes?	10. How would you react (had reacted) if your favorite cigarettes brand would no longer be produced? - 9. How would you react (had reacted) if the shop you went to buy cigarettes did not have your preferred brand of cigarettes?
Z	-1,559[b]	-2,747[b]	-1,289[b]
Asymp. Sig. (2-tailed)	,119	,006	,197
a. Wilcoxon Signed Ranks Test			
b. Based on negative ranks.			

4.2.4 **The relationship between chosen brand and perceived importance of brand to cigarettes features**

Table 26 shows how consumers evaluate brand importance to certain cigarettes qualities. As seen from the table, consumers perceive that brand is more important than unimportant for cigarettes qualities (median value of 4 and 5). This shows, that brand is important in predicting consumer perception of cigarettes. In addition to this table shows that there are significant differences among the brand groups in perceived importance of brand to pleasure of smoking ($p<0.01$).

Table 26 Consumer evaluation of brand importance to cigarettes characteristics dependent on chosen brand

Q11. How important is cigarettes brand for these attributes of cigarettes?	Sig. value of Kruskal Wallis test, chosen brand and importance of brand to cigarettes characteristics relationship	Median value	Mean value	Standart deviation
Quality	0,082	5	4,19	1,27
Stylishness	0,396	4	3,48	1,353
Taste	0,105	4	4,08	1,133
Cigarettes being modern and up-to-date	0,31	4	3,48	1,3
Innovativeness	0,134	4	3,45	1,374
Pleasure	0,008**	4	3,87	1,31
Harmfulness	0,136	4	3,52	1,588
	**Statistically significant, p<0,01			

Table 27 shows the results of Friedman test on differences between perceived importance of brand to different cigarettes attributes. As seen from the test result, there is significant difference ($p<0.001$) between perceived importance of brand to different cigarettes attributes.

Table 27 The difference between perceived importance of brand to various cigarettes characteristics

Ranks

	Mean Rank
Quality	4,81
Stylishness	3,60
Taste of cigarettes	4,55
Cigarettes being modern and up-to-date	3,55
Innovativeness	3,51
Pleasure when smoking cigarettes	4,20
Harmfulness	3,77

Test Statistics[a]

N	201
Chi-Square	105,023
df	6
Asymp. Sig.	,000

a. Friedman Test

Table 28 shows the differences of perceived importance of brand for certain cigarettes attributes. As seen from the table, there are significant differences of perceived importance of brand to different cigarettes characteristics. Wilcoxon Signed Ranks test was used to measure this relationship. The table results show that brand effect to quality of cigarettes is the highest (median value 5) and significantly different from Stylishness ($p<0.001$), Cigarettes being modern and up-to-date ($p<0.001$), Innovativeness ($p<0.001$), Pleasure of smoking ($p<0.01$) and Harmfulness ($p<0.001$). However, it is not significantly higher than brand effect on Taste. Cigarettes taste is the second factor, perceived as most affected by the brand, significantly higher than Cigarettes being modern and up-to-date ($p<0.001$), Innovativeness ($p<0.001$), Pleasure ($p<0.05$), Harmfulness ($p<0.001$) and Stylishness ($p<0.001$). The table shows that consumer evaluate brand effect on various cigarettes characteristics differently.

Table 28 The differences between perceived importance of brand on certain cigarettes attributes

	Quality	Stylishness	Taste	Cigarettes being modern and up-to-date	Innovativeness	Pleasure	Harmfulness
Median value (Mean value +- standart deviation)	5 (4,19±1,27)	4 (3,48±1,353)	4 (4,08±1,133)	4 (3,48±1,3)	4 (3,45±1,374)	4 (3,87±1,31)	4 (3,52±1,588)
Quality	-	-	-	-	-	-	-
Stylishness	0,000***	-	-	-	-	-	-
Taste	0,212	0,000***	-	-	-	-	-
Cigarettes being modern and up-to-date	0,000***	0,962	0,000***	-	-	-	-
Innovativeness	0,000***	0,633	0,000***	0,448	-	-	-
Pleasure	0,003**	0,004**	0,013*	0,002**	0,001***	-	-
Harmfulness	0,000***	0,800	0,000***	0,774	0,672	0,001***	-
	*Statistically significant, p<0,05						
	**Statistically significant, p<0,01						
	***Statistically significant, p<0,001						

4.2.5 **Brands perceived as best fitting for categories and endorsers**

Table 29 Brands perceived as best according to presented categories

		Number of respondents choosing particular brands among the presented categories (total N=201)									
Brand descriptor	Perceived best brand (mode value)	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other	None of the brands	Slim-type
It has high quality	Parliament	74	51	8	7	10	2	11	7	24	7
It is stylish	Marlboro	37	49	11	9	14	5	6	10	22	38
These cigarettes taste good	Marlboro	18	55	15	13	19	2	19	11	20	29
It has attractive packages	Slim type cigarettes	19	38	10	24	19	2	17	10	23	39
It is modern and up-to-date	Marlboro	20	53	12	5	29	2	13	9	34	24
It is innovative	Marlboro	22	49	11	8	25	9	16	5	34	22
It is old-fashioned	Other	6	11	9	27	3	31	15	63	25	11
It is cheap	Other	4	3	7	6	4	24	11	67	35	40
It is the least harmful	None of the brands	30	8	1	7	2	2	2	8	121	20

Table 29 shows what brands consumers perceived to be best according to the presented categories. As seen from the table, Parliament and Marlboro are consistently rated as being high quality, stylish, having good taste, modern and up-to-date and innovative. At the same time, slim-type cigarettes are seen as having attractive packages even though consumers of such cigarettes stated as founded in the previously in the paper that they do not evaluate packaging highly. In addition, other than presented brands are seen as old-fashioned and cheap, while none of the brands are mostly seen as being the least harmful. Even though, statistical analysis of this data was not possible due to the fact that certain brand groups had low samples, it can be seen that certain brands possess more positive qualities than other brands. This shows that brands can have value in terms of providing brand related associations.

Table 30 Brands perceived as a best fit for presented celebrities

		Number of respondents choosing particular brands as a fit with the celebrity												
Celebrity	Perceived best fitting brand (mode value)	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Wall Street	Voque	Glamour	Kiss	Slim	Other
Leonardo DiCaprio	Marlboro	31	74	8	14	4	3	6	26	5	3	1	1	25
Vin Diesel	Marlboro	18	80	12	28	15	20	9	7	0	0	0	0	12
Jim Parson	Marlboro	15	32	25	10	27	10	12	7	10	5	7	7	34
Cameron Diaz	Voque	27	28	9	4	12	2	2	0	35	29	12	28	13
Lana del Ray	Glamour	11	28	10	6	4	4	8	2	30	44	7	30	17

Table 30 shows what brand consumers think that a certain celebrity would smoke. As stated before, Leonardo DiCaprio (representing charming), Vin Diesel (representing tough) and Jim Parson (representing smart) were told to be smoking Marlboro. It might be just because it is the most popular brand. However, a very high number of respondents (80) chose Marlboro

as a brand that Vin Diesel would smoke. In addition, a relatively large number of respondents (26) chose Wall Street as a brand that Leonardo DiCaprio would smoke and some of them chose answer other and told that they think Leonardo DiCaprio would smoke Wall Street because of recent popular movie “Wall Street” seen. Therefore, it can be seen that brands have certain attributes related to themselves and that even the brand name could bear the meaning.

Differently from male endorsers consumer repeatedly reported slim type cigarettes as best fitting cigarettes with Cameron Diaz (representing sexy) and Lana Del Rey (representing unique). Most of the respondents (35) chose brand Voque as a brand that Cameron Diaz would smoke and brand Glamour (44 respondents) as a brand that Lana Del Rey would smoke. Therefore, these cigarettes brands represent other characteristics and can are seen as more feminine by the consumers. In addition, some respondents chose answer other and stated that Lana Del Rey and Cameron Diaz would never smoke. Therefore, they have the image on non-smoking women in their minds.

The purpose of these two questions was not to find statistically significant results because it would need a very large number of respondents to gather large enough sample for every group, but to show that brands could have certain qualities. The purpose of the thesis was not to find the best brand according to categories, but it can still be seen from the data that respondents repeatedly choose certain brands for certain categories as well as celebrities. Therefore, further research could focus on such effect and provide statistical data to support the hypothesis that consumer have possess certain associations towards cigarettes brands and these can be seen both by asking directly and brand-endorser fit.

4.2.6 **The effect of chosen brand to consumer perception of cigarettes**

Table 31 summarizes consumer perception of various cigarettes related associations. As seen from the table, significant differences between chosen brand groups can be seen in terms of smokers feeling more mature and confident as well as consumers lack of understanding of smoking consequences for other people. The higher median value in the table represents the higher perceived likelihood among the respondents that certain cigarettes related characteristics are true about the smoker friend they imagine. Therefore, the higher value means stronger association towards cigarettes.

Table 31 The differences between consumer perception strength of various cigarettes associations dependent on chosen cigarettes brand

	Sig. value of Kruskal Wallis test, importance of brand in predicting importance of characteristic	Median value	Mean value	Standard deviation
A1. Possibility to give up	0,534	2	2,22	1,147
A2. Pleasure	0,803	4	4,01	0,946
A3. Maturity and confidence	0,021*	3	2,8	1,204
A4. Help to concentrate	0,576	4	3,62	1,052
A5. Help to relax	0,654	4	4,11	0,895
A6. Only social behavior	0,058	3	3	1,225
A7. Smoker wish to quit	0,246	4	3,42	1,079
A8. Addictive	0,23	3	3,23	1,118
A9. Less weight if smoking	0,166	3	2,76	1,314
A10. Lack of understanding about consequences	0,414	3	3,06	1,314
A11. Lack of second hand smoking consequences understanding	0,028*	3	3,21	1,299
A12. Smoker can give up	0,185	3	3,37	1,142
A13. Information is key to smoking decrease	0,67	2	2,38	1,094
A14. Price is key to smoking decrease	0,052	3	2,99	1,129

*Statistically significant, p<0,05

Table 32 The strength of smoking associations

Ranks

	Mean Rank
This person is going to give up smoking during a year	4,61
Feels pleasure when smoking	10,19
Thinks that he/she looks more mature and confident when smoking	6,30
Thinks that smoking helps him/her to focus and concentrate	9,08
Thinks that smoking helps him/her to relax	10,64
Smokes only to socialize	6,96
Wants to give up smoking	8,38
Could not give up smoking because of addiction	7,58
Is afraid he/she would gain weight after giving up smoking	6,36
Does not fully understand the consequences that smoking has for health	7,17
Does not fully understand the impact that smoking has for people around him	7,71
He/she would for sure give up smoking if he wanted	8,27
He/she would give up smoking if he got more information about the consequences of smoking	4,93
Would give up smoking if the price of the cigarettes would increase greatly	6,83

Test Statistics[a]

N	201
Chi-Square	537,800
df	13
Asymp. Sig.	,000

a. Friedman Test

Table 32 shows Friedman test results for differences among the strength of various cigarettes associations. The test results show that there is significant differences ($p<0,001$) between the strength of various cigarettes related associations. As seen from this table as well as table 31, consumer associate cigarettes with pleasure and help to relax and focus the most. On contrary they associate possibility of smoker to give up smoking the least. Therefore, this only confirms the findings of previous literature about consumer attitude towards cigarettes.

Table 33 The differences between perceived strength of various cigarettes associations

	Possible to give up	Pleasure	Maturity and confidence	Help to concentrate	Help to relax	Only social behavior	Smoker wish to quit	Addictive	Less weigth if smoking	Lack of understanding about consequences	Lack of second hand smoking consequences understanding	Smoker can give up	Information is key to smoking decrease	Price is key to smoking decrease
Median value	2	4	3	4	4	3	4	3	3	3	3	3	2	3
Possible to give up	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pleasure	0,000***	-	-	-	-	-	-	-	-	-	-	-	-	-
Maturity and confidence	0,000***	0,000***	-	-	-	-	-	-	-	-	-	-	-	-
Help to concentrate	0,000***	0,000***	0,000***	-	-	-	-	-	-	-	-	-	-	-
Help to relax	0,000***	0,137	0,000***	0,000***	-	-	-	-	-	-	-	-	-	-
Only social behavior	0,000***	0,000***	0,031*	0,000***	0,000***	-	-	-	-	-	-	-	-	-
Smoker wish to quit	0,000***	0,000***	0,000***	0,053	0,000***	0,000***	-	-	-	-	-	-	-	-
Addictive	0,000***	0,000***	0,000***	0,001***	0,000***	0,060	0,085	-	-	-	-	-	-	-
Less weigth if smoking	0,000***	0,000***	0,649	0,000***	0,000***	0,026*	0,000***	0,000***	-	-	-	-	-	-
Lack of understanding about consequences	0,000***	0,000***	0,009**	0,000***	0,000***	0,730	0,002**	0,098	0,005**	-	-	-	-	-
Lack of second hand smoking consequences understanding	0,000***	0,000***	0,000***	0,000***	0,000***	0,058	0,062	0,733	0,000***	0,004**	-	-	-	-
Smoker can give up	0,000***	0,000***	0,000***	0,023*	0,000***	0,001***	0,720	0,307	0,000***	0,012*	0,175	-	-	-
Information is key to smoking decrease	0,146	0,000***	0,000***	0,000***	0,000***	0,000***	0,000***	0,000***	0,001***	0,000***	0,000***	0,000***	-	-
Price is key to smoking decrease	0,000***	0,000***	0,106	0,000***	0,000***	0,878	0,000***	0,042*	0,029*	0,481	0,044*	0,000***	0,000***	-
*Statistically significant, p<0,05														
**Statistically significant, p<0,01														
***Statistically significant, p<0,001														

Table 33 summarizes the perceived differences between various cigarettes associations. The table shows that the strength of various cigarettes related associations is different. Still, some of differences between the associations towards cigarettes are insignificant. Consumers strength of belief that cigarettes help to concentrate is not significantly different from belief that smoker wish to quit. These are among the strongest associations towards cigarettes. Still the strength of these associations can be seen as statistically insignificant. In addition, the strength of belief that one is to give up smoking is not significantly different from belief that information is a key to deter smoking. These are among the lowest values in terms of strength of association. The other statistically indifferent pair is belief that smoking gives pleasure and helps to relax. This effect might come from the fact that pleasure and helping to relax might be seen as similar effect of cigarettes. The offer insignificant pairs are from mid – strength range. Therefore, even though there are differences between the strength of cigarettes associations, not all associations differ in their strength. The further research could focus on finding interrelations among these associations and possible correlation between perceived strength of various associations.

Table 34 The differences of strength of cigarettes associations dependent on chosen brand

		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A1. Possibility to give up	Median (Mean±S.D.)	2 (1,92±0,85)	2,5 (2,17±0,967)	2 (2,38±1,23)	2 (2,44±1,227)	2 (2±0,894)	2 (2±0,935)	3 (2,2±1,157)	2 (2,2±1,157)	2 (2,13±1,147)	1 (2,36±1,804)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,881	-	-	-	-	-	-	-	-	-
	Marlboro	0,134	0,765	-	-	-	-	-	-	-	-
	L&M	0,093	0,789	0,814	-	-	-	-	-	-	-
	Camel	0,777	0,818	0,578	0,542	-	-	-	-	-	-
	Kent	0,705	0,759	0,310	0,317	1,000	-	-	-	-	-
	Bond	0,012*	0,240	0,160	0,190	0,132	0,062	-	-	-	-
	Winston	0,368	0,885	0,553	0,472	0,852	0,718	0,078	-	-	-
	Other brands	0,605	0,802	0,481	0,451	0,971	0,901	0,083	0,847	-	-
	Slim-type	0,928	0,884	0,646	0,520	0,961	1,000	0,216	0,761	0,904	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A2. Pleasure	Median (Mean±S.D.)	4 (4,03±0,788)	4 (3,67±1,506)	4 (4,04±0,999)	4 (4±0,957)	4 (4±1,095)	4 (3,94±1,144)	,5 (2,81±0,816	4 (4,23±0,817)	4 (4,13±0,885)	4 (3,64±1,12)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,808	-	-	-	-	-	-	-	-	-
	Marlboro	0,615	0,638	-	-	-	-	-	-	-	-
	L&M	0,951	0,789	0,734	-	-	-	-	-	-	-
	Camel	0,855	0,818	0,943	0,903	-	-	-	-	-	-
	Kent	0,882	0,759	0,820	0,946	0,973	-	-	-	-	-
	Bond	0,274	0,699	0,255	0,314	0,485	0,392	-	-	-	-
	Winston	0,237	0,467	0,501	0,355	0,694	0,468	0,135	-	-	-
	Other brands	0,582	0,641	0,882	0,702	0,914	0,790	0,261	0,699	-	-
	Slim-type	0,270	0,808	0,204	0,359	0,462	0,404	0,808	0,116	0,251	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A3. Maturity and confidence	Median (Mean±S.D.)	3 (3,37±1,195)	1 (2±1,549)	3 (2,71±1,141)	3 (2,72±1,173)	4 (3,83±1,169)	3 (2,88±1,166)	3 (2,5±0,837)	3 (2,67±1,155)	2 (2,13±1,025)	3 (2,82±1,168)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,350	-	-	-	-	-	-	-	-	-
	Marlboro	0,017	0,188	-	-	-	-	-	-	-	-
	L&M	0,056	0,268	0,940	-	-	-	-	-	-	-
	Camel	0,412	0,065	0,043*	0,060	-	-	-	-	-	-
	Kent	0,143	0,135	0,677	0,781	0,117	-	-	-	-	-
	Bond	0,122	0,589	0,743	0,679	0,065	0,708	-	-	-	-
	Winston	0,021	0,233	0,845	0,794	0,046*	0,606	0,885	-	-	-
	Other brands	0,001***	0,747	0,089	0,125	0,008**	0,102	0,449	0,152	-	-
	Slim-type	0,217	0,350	0,766	0,892	0,122	0,963	0.591	0,674	0,162	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A4. Help to concentrate	Median (Mean±S.D.)	4 (3,63±1,076)	4 (3,5±1,643)	4 (3,62±0,984)	4 (3,8±0,957)	4,5 (4,33±0,816)	4 (3,88±0,781)	4 (3,67±1,033)	3 (3,33±1,093)	4 (3,38±1,31)	4 (3,55±1,128)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,808	-	-	-	-	-	-	-	-	-
	Marlboro	0,961	0,787	-	-	-	-	-	-	-	-
	L&M	0,567	0,903		-	-	-	-	-	-	-
	Camel	0,149	0,485	0,512	0,247	-	-	-	-	-	-
	Kent	0,455	0,919	0,401	0,857	0,286	-	-	-	-	-
	Bond	0,960	0,937	0,966	0,789	0,310	0,708	-	-	-	-
	Winston	0,244	0,634	0,148	0,102	0,046*	0,073	0,493	-	-	-
	Other brands	0,656	0,641	0,637	0,404	0,115	0,363	0,747	0,624	-	-
	Slim-type	0,940	0,808	0,981	0,636	0,180	0,578	0,961	0,459	0,79	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A5. Help to relax	Median (Mean±S.D.)	4 (4,11±1,034)	4 (3,5±1,643)	4 (4,24±0,802)	4 (4,08±0,702)	4,5 (4,33±0,816)	4 (4,41±0,507)	4 (3,67±1,033)	4 (4,07±0,868)	4 (4,06±0,929)	4 (3,82±1,079)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,961	-	-	-	-	-	-	-	-	-
	Marlboro	0,749	0,398	-	-	-	-	-	-	-	-
	L&M	0,441	0,679	0,238	-	-	-	-	-	-	-
	Camel	0,726	0,485	0,106	0,478	-	-	-	-	-	-
	Kent	0,475	0,354	0,602	0,128	0,973	-	-	-	-	-
	Bond	0,274	0,937	0,179	0,419	0,310	0,117	-	-	-	-
	Winston	0,549	0,634	0,325	0,816	0,520	0,183	0,371	-	-	-
	Other brands	0,714	0,590	0,497	0,885	0,590	0,382	0,449	0,980	-	-
	Slim-type	0,284	0,961	0,171	0,710	0,350	0,147	0,733	0,571	0,610	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A6. Only social behavior	Median (Mean±S.D.)	3 (3,32±1,317)	1 (1,83±1,329)	3 (2,96±1,186)	3 (2,76±1,234)	4 (3,83±1,169)	3 (3±1,275)	3 (3,17±1,169)	3 (3,17±0,95)	2 (2,31±1,195)	4 (3,27±1,191)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,048*	-	-	-	-	-	-	-	-	-
	Marlboro	0,202	0,058	-	-	-	-	-	-	-	-
	L&M	0,101	0,131	0,479	-	-	-	-	-	-	-
	Camel	0,412	0,026	0,831	0,075	-	-	-	-	-	-
	Kent	0,412	0,101	0,992	0,526	0,201	-	-	-	-	-
	Bond	0,751	0,093	0,809	0,542	0,394	0,919	-	-	-	-
	Winston	0,557	0,026*	0,426	0,156	0,186	0,609	0,852	-	-	-
	Other brands	0,014*	0,367	0,078	0,295	0,021*	0,146	0,178	0,019*	-	-
	Slim-type	0,902	0,048*	0,399	0,247	0,404	0,547	0,808	0,717	0,064	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A7. Smoker wish to quit	Median (Mean±S.D.)	3 (3,37±1,076)	2 (2,17±1,329)	4 (3,62±0,984)	4 (3,44±1,044)	3,5 (3,67±1,211)	4 (3,47±1,068)	3 (3,17±0,983)	4 (3,53±1,008)	3 (3±1,211)	4 (3,73±1,104)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,037*	-	-	-	-	-	-	-	-	-
	Marlboro	0,280	0,012*	-	-	-	-	-	-	-	-
	L&M	0,763	0,041*	0,514	-	-	-	-	-	-	-
	Camel	0,652	0,093	0,113	0,715	-	-	-	-	-	-
	Kent	0,812	0,052	0,591	0,979	0,759	-	-	-	-	-
	Bond	0,472	0,310	0,220	0,419	0,485	0,516	-	-	-	-
	Winston	0,487	0,023*	0,753	0,740	0,852	0,798	0,307	-	-	-
	Other brands	0,244	0,231	0,056	0,227	0,329	0,292	0,858	0,113	-	-
	Slim-type	0,336	0,037*	0,721	0,477	0,961	0,547	0,301	0,612	0,148	-

Table 35 The differences of strength of cigarettes associations dependent on chosen brand (continued)

		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A8. Addictive	Median (Mean±S.D.)	3 (3,29±1,011)	2 (2,33±1,366)	3 (3,11±1,265)	3 (3,44±0,917)	4 (3,83±1,169)	4 (3,65±0,996)	4 (3,83±0,753)	3 (3,2±0,887)	3 (2,81±0,981)	4 (3±1,789)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,525	-	-	-	-	-	-	-	-	-
	Marlboro	0,729	0,220	-	-	-	-	-	-	-	-
	L&M	0,562	0,075	0,401	-	-	-	-	-	-	-
	Camel	0,274	0,699	0,966	0,391	-	-	-	-	-	-
	Kent	0,252	0,052	0,179	0,519	0,708	-	-	-	-	-
	Bond	0,218	0,093	0,231	0,391	0,937	0,708	-	-	-	-
	Winston	0,565	0,135	0,993	0,282	0,186	0,121	0,113	-	-	-
	Other brands	0,153	0,449	0,305	0,085	0,083	0,045*	0,049*	0,317	-	-
	Slim-type	0,823	0,525	0,992	0,685	0,404	0,458	0,591	0,896	0,645	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A9. Less weigth if smoking	Median (Mean±S.D.)	2,5 (2,63±1,303)	2,5 (2,67±1,862)	2 (2,56±1,324)	4 (3,32±1,345)	3,5 (3,17±1,835)	3 (2,82±1,237)	2,5 (2,83±1,835)	3 (3,1±1,242)	2 (2,06±1,181)	3 (2,45±1,293)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,808	-	-	-	-	-	-	-	-	-
	Marlboro	0,768	0,989	-	-	-	-	-	-	-	-
	L&M	0,043*	0,478	0,027*	-	-	-	-	-	-	-
	Camel	0,472	0,093	0,209	0,981	-	-	-	-	-	-
	Kent	0,556	0,865	0,427	0,184	0,609	-	-	-	-	-
	Bond	0,881	0,818	0,787	0,608	0,818	0,973	-	-	-	-
	Winston	0,123	0,605	0,073	0,444	0,821	0,451	0,725	-	-	-
	Other brands	0,136	0,590	0,189	0,006**	0,203	0,094	0,407	0,011*	-	-
	Slim-type	0,740	0,808	0,832	0,074	0,404	0,487	0,733	0,174	0,481	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A10. Lack of understanding about consequences	Median (Mean±S.D.)	4 (3,39±1,326)	3 (2,5±1,225)	3 (2,87±1,254)	3 (3,12±1,453)	4 (3,83±1,169)	3 (2,76±1,48)	3,5 (3,67±1,211)	3 (3±1,287)	3 (3±1,211)	3 (2,82±1,328)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,525	-	-	-	-	-	-	-	-	-
	Marlboro	0,065	0,578	-	-	-	-	-	-	-	-
	L&M	0,448	0,314	0,433	-	-	-	-	-	-	-
	Camel	0,493	0,041*	0,431	0,314	-	-	-	-	-	-
	Kent	0,119	0,685	0,784	0,438	0,135	-	-	-	-	-
	Bond	0,677	0,180	0,179	0,448	0,818	0,227	-	-	-	-
	Winston	0,208	0,442	0,657	0,716	0,172	0,571	0,287	-	-	-
	Other brands	0,254	0,407	0,637	0,702	0,178	0,709	0,367	0,962	-	-
	Slim-type	0,172	0,525	1,000	0,542	0,149	0,963	0,301	0,761	0,865	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A11. Lack of second hand smoking consequences understanding	Median (Mean±S.D.)	4 (3,74±1,201)	2,5 (2,17±0,983)	3 (2,91±1,221)	4 (3,2±1,5)	4,5 (4±1,265)	3 (2,94±1,391)	3,5 (3,83±0,983)	3 (3,2±1,215)	3,5 (3,31±1,195)	3 (2,73±1,421)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,462	-	-	-	-	-	-	-	-	-
	Marlboro	0,003**	0,199	-	-	-	-	-	-	-	-
	L&M	0,162	0,117	0,364	-	-	-	-	-	-	-
	Camel	0,582	0,041*	0,093	0,247	-	-	-	-	-	-
	Kent	0,038	0,227	0,878	0,512	0,117	-	-	-	-	-
	Bond	0,987	0,026*	0,099	0,448	0,818	0,227	-	-	-	-
	Winston	0,060	0,064	0,296	0,876	0,159	0,554	0,307	-	-	-
	Other brands	0,183	0,049*	0,219	0,968	0,261	0,488	0,494	0,747	-	-
	Slim-type	0,03*	0,462	0,688	0,378	0,098	0,711	0,149	0,344	0,318	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A12. Smoker can give up	Median (Mean±S.D.)	3 (3±1,139)	3,5 (3,17±1,472)	4 (3,58±1,177)	3 (3,32±1,18)	2 (2,5±1,378)	3 (3,35±1,057)	4 (4±0,894)	3,5 (3,47±0,973)	4 (3,69±0,704)	4 (3,45±1,572)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,660	-	-	-	-	-	-	-	-	-
	Marlboro	0,026*	0,539	-	-	-	-	-	-	-	-
	L&M	0,270	0,903	0,366	-	-	-	-	-	-	-
	Camel	0,289	0,485	0,062	0,130	-	-	-	-	-	-
	Kent	0,247	0,818	0,488	0,883	0,117	-	-	-	-	-
	Bond	0,056	0,865	0,483	0,227	0,065	0,256	-	-	-	-
	Winston	0,073	0,394	0,571	0,608	0,058	0,753	0,287	-	-	-
	Other brands	0,025*	0,725	0,898	0,283	0,040*	0,363	0,541	0,407	-	-
	Slim-type	0,274	0,541	0,966	0,660	0,256	0,677	0,660	0,761	0,981	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A13. Information is key to smoking decrease	Median (Mean±S.D.)	2 (2,55±1,108)	2 (2,5±1,225)	2 (2,38±1,072)	2 (2,48±1,295)	2,5 (2,67±1,366)	2 (1,88±0,857)	2,5 (2,5±0,548)	2 (2,43±1,073)	2 (2,38±1,088)	2 (2±1,095)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,404	-	-	-	-	-	-	-	-	-
	Marlboro	0,540	0,853	-	-	-	-	-	-	-	-
	L&M	0,715	0,942	0,894	-	-	-	-	-	-	-
	Camel	0,907	0,818	0,700	0,789	-	-	-	-	-	-
	Kent	0,027*	0,319	0,095	0,135	0,201	-	-	-	-	-
	Bond	0,934	0,818	0,700	0,789	1,000	0,101	-	-	-	-
	Winston	0,685	0,951	0,835	0,979	0,756	0,086	0,756	-	-	-
	Other brands	0,551	0,914	0,918	0,864	0,693	0,191	0,59	0,837	-	-
	Slim-type	0,159	0,404	0,299	0,359	0,350	0,890	0,301	0,274	0,422	-
		Non-smokers	Parliament	Marlboro	L&M	Camel	Kent	Bond	Winston	Other Brands	Slim-type
A14. Price is key to smoking decrease	Median (Mean±S.D.)	3 (3,16±0,973)	1,5 (1,67±0,816)	3 (2,98±1,252)	3 (3,28±1,061)	3 (3,5±1,225)	2 (2,59±1,278)	3 (3,33±0,516)	3 (2,9±1,062)	3,5 (3,25±0,856)	2 (2,55±1,368)
	Non-smokers	-	-	-	-	-	-	-	-	-	-
	Parliament	0,216	-	-	-	-	-	-	-	-	-
	Marlboro	0,603	0,019*	-	-	-	-	-	-	-	-
	L&M	0,555	0,003**	0,386	-	-	-	-	-	-	-
	Camel	0,605	0,015*	0,431	0,865	-	-	-	-	-	-
	Kent	0,059	0,135	0,253	0,045*	0,125	-	-	-	-	-
	Bond	0,677	0,009**	0,617	1,000	1,000	0,117	-	-	-	-
	Winston	0,294	0,014*	0,704	0,154	0,307	0,285	0,307	-	-	-
	Other brands	0,661	0,003**	0,474	0,968	0,802	0,087	1,000	0,228	-	-
	Slim-type	0,127	0,216	0,309	0,115	0,180	0,926	0,216	0,391	0,148	-

*Statistically significant, p<0,05

**Statistically significant, p<0,01

***Statistically significant, p<0,001

Table 34 summarizes the effect of brand chosen for the strength of certain associations towards the cigarettes.

Possibility to give up – the belief that a smoker was to give up smoking in the next year had a median value of 2. It was among the lowest scores. In addition, there was no significant differences among the brand groups with the exception of bond group which had stronger belief about giving-up smoking than the non-smoker group ($p<0,05$).

Pleasure of smoking – the association that smoking gives smoker a pleasure had a median value 4 and was among the highest. However, there was no significant difference between the brand groups.

Smokers feel more mature and confident – this association had median value of 3. In addition, Kruskal Wallis test revealed statistically significant differences among the brand groups in terms of strength of this association. Non-smokers (median value 3) believed that smokers feel more mature and confident more strongly than other brand (median value 2) smokers ($p<0,001$). In addition, Camel smokers (median value 4) believed that smokers feel more mature and confident than Marlboro (median value 3) smokers ($p<0,05$), Winston (median value 3) smokers ($p<0,05$) or other brand (median value 2) smokers ($p<0,01$). Therefore, Camel smokers are the one that associate smoking with maturity and confidence more than those brand groups.

Help to concentrate & Help to relax – the median value of both of these variables was 4 and among the higher. Still the only significant difference among the brands groups on these associations was the significant difference on associations about smoking helping to relax between Camel (mean value 4.5) and Winston (mean value 3) groups ($p<0.05$).

Smokes only to socialize - this association had a mean value of 3 which is among the mid-strength values. In addition, there were differences between some brand groups in strength of this association. Parliament group had the lowest median score (1) for this association and was statistically significantly lower than Non-smoker (median value 3) group ($p<0.05$), Winston (median value 3) group ($p<0.05$) and Slim-type (median value 4) group ($p<0.05$). In addition, Other brand group (median value 2) was significantly lower than Non-smoker (median value 3) group ($p<0.05$), Camel (median value 4) group ($p<0.05$) and Winston (median value 3) group ($p<0.05$). Therefore, significant differences between groups can be seen when measuring strength of this association.

Smokers wish to quit – this association had a mean value of 4 and was among the highest. Still, there were little differences between brand groups. The exception was Parliament group (median value 2) which had significantly lower result than Non-smoker (median value 3) group ($p<0.05$), Marlboro (median value 4) group ($p<0.05$), L&M (median value 4) group ($p<0.05$), Winston (Median value 4) group ($p<0.05$) and Slim-type (medina value 4) group ($p<0.05$). Therefore, Parliament cigarettes consumers are the ones that are willing to quit the least.

Addictive – this association had median value of 3 and was among the middle range values. The only significance difference between the brand groups strength towards this association was between Other brand group (median value 3), Kent (median value 4) group ($p<0.05$) and Bond (median value 4) group ($p<0.05$).

Gaining weight if one was to give up smoking – this association had median value of 3 and was among the mid-range values. The brand with the highest median value in this group was L&M (median value 4) which was significantly higher than Non-smoker (median value 2.5) group ($p<0.05$), Marlboro (median value 2) group ($p<0.05$) and Other brands (median value 2) group ($p<0.01$). In addition to this, other brands group was also significantly lower than Winston (median value 3) group ($p<0.05$).

Lack of understanding about consequences of smoking – the associations that smokers would give up if they got more information regarding smoking had median value of 3 and can be considered mid-range value. The only significant difference in terms of strength of this association was among Camel (median value 4) and Parliament (median value 3) groups ($p<0.05$).

Lack of understanding about consequences of second-hand smoking – belief that smokers were to give up smoking if they got more information about second hand smoking had median value of 3 and can be considered mid-range value. In addition, there were significant differences between groups according to Kruskal Wallis test. In addition, Non-smokers group (median value 4) was significantly higher according to strength of this association than Marlboro (median value 3) group ($p<0.01$) and Slim-type (median value 3) group ($p<0.05$). In addition, Parliament group (median value 2.5) was significantly lower than Bond (median value 3.5) group ($p<0.0.5$), Other brands (median value 3.5) group ($p<0.05$) and Camel (mean value 4.5) group ($p<0.05$).

Smoker can give up if he/she wanted to – this association measured whether respondents feel that smokers are in control of their behavior. The median value of this association was 3 and can be considered a mid- range value. Non-smokers group (median value 3) was significantly lower than Marlboro (median value 4) group ($p<0.05$) and Other brand (median value 4) group ($p<0.05$). In addition, Camel group (Median value 2) was significantly lower than Other brand (median value 4) group ($p<0.05$).

Belief that smokers would give up if they got more information – this association had median value of 2. This is low value among the other values. This shows that consumer do not believe that smokers would give up smoking if they got more information about smoking consequences. Still, there was significant difference between Kent (2 (1,88±0,857)) and Non-smoker (2 (2,55±1,108)) groups ($p<0.05$). However, there were little differences between other brands

Belief that smoker would give up if the cigarettes price increased – this association had a mean value of 3 and can be considered a mid-range value. Still there were statistically significant differences between the brand groups. Parliament group (median value 1.5) had the lowest median value and had statistically significantly lower association strength than Marlboro (median value 3) group ($p<0.05$), L&M (median value 3) group ($p<0.01$), Camel (median value 3) group ($p<0.05$), Bond (median value 3) group ($p<0.01$), Winston (Median value 3) group ($p<0.05$) and Other brands (median value 3.5) group ($p<0.01$). In addition, L&M group (median value 3) was statistically higher than Kent (median value 2) group ($p<0.5$).

Therefore, different cigarettes associations are perceived differently by the consumers and there are differences among the brand groups on the strength of various associations. These differences might arise from the fact that brands have certain associations and can change consumer perception of cigarettes. However, as seen from previous data, age and gender can influence consumer perception of cigarettes and therefore differences between brand groups can simply arise from different demographic groups which choose the brands.

4.3 The effect of packaging for consumer perception of cigarettes

This part of the paper will explain how packaging, cigarettes descriptors and warning labels can change consumer perception of cigarettes. In addition, this part will analyze how restrictions and requirements of cigarettes packaging are perceived by the consumers.

4.3.1 **The influence of social, demographic and smoking behavior related variables for cigarettes packaging perception**

Table 36 The importance of smoking related, demographic and social characteristics for perceived importance of warning label messages, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Q22A1 Smokers die younger	0,000***	0,768	0,536	0,002**	0,594	0,216	0,722	0,108	0,081	0,090
Q22A2 Smoking damages the arteries, leads to heart diseases and possibility of strokes	0,002**	0,899	0,763	0,079	0,983	0,352	0,827	0,186	0,589	0,409
Q22A3 Smoking can cause a fatal disease – lung cancer	0,001***	0,988	0,655	0,096	0,938	0,277	0,686	0,496	0,199	0,507
Q22A4 Pregnant woman can harm the foetus if they smoke	0,045*	0,614	0,307	0,734	0,792	0,213	0,462	0,641	0,683	0,150
Q22A5 Protect your kids, protect them from inhaling cigarettes fumes	0,019*	0,361	0,307	0,383	0,633	0,489	0,983	0,622	0,161	0,133
Q22A6 Your doctor or pharmacist can help you to give up smoking	0,004**	0,528	0,134	0,025*	0,329	0,817	0,886	0,562	0,430	0,284
Q22A7 Smoking causes addiction – don't start	0,015*	0,732	0,112	0,049*	0,960	0,084	0,837	0,620	0,423	0,217
Q22A8 Average smoker spends more than 3000 litas on cigarettes per year	0,04*	0,472	0,396	0,146	0,877	0,225	0,733	0,645	0,544	0,523
Q22A9 70% of surveyed people say that they would never kiss a smoker	0,006**	0,912	0,632	0,151	0,902	0,464	0,663	0,515	0,347	0,235
Q22A10 Research reveals: smoking decreases focus and concentration	0,237	0,350	0,900	0,051	0,501	0,429	0,133	0,148	0,421	0,178
Q22A11 80 % of employers say that they would give preference to non-smoker employee	0,225	0,509	0,427	0,001***	0,05*	0,052	0,580	0,653	0,004**	0,009**
Q22A12 Most people think that smokers smell bad and look less attractive	0,067	0,722	0,616	0,094	0,077	0,382	0,604	0,940	0,139	0,220
Q22A13 70% of surveyed woman believe that smokers have less potency	0,051	0,980	0,322	0,052	0,682	0,284	0,758	0,977	0,637	0,864
Q22A14 Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	0,067	0,413	0,678	0,026*	0,869	0,365	0,716	0,291	0,317	0,140
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 35 displays the results of Kruskal Wallis test on significance of various socio-demographic and smoking related characteristics for consumer perception of warning labels of cigarettes packaging. Question answers 8 to 13 are not real warning labels but created by the author of the thesis. As seen from this table, smoking status was highly significant for the perceived importance of warning messages. It had significant effect on perceived importance

for messages 1 and 3 ($p<0.001$), 2, 6 and 9 ($p<0.01$) and 4, 5, 7 and 8 ($p<0.05$). Therefore it can be seen as important predictor of perceived importance of various warning labels. In addition to this, gender was significantly important on perception of 11th message ($p<0.01$), 1st question ($p<0.01$) and 6th, 7th and 14th questions ($p<0.05$). In addition, question 11 was the most affected by socio-demographic variables: gender ($p<0.001$), age ($p<0.05$), marital status ($p<0.01$) and number of children ($p<0.01$). In conclusion, smoking status and gender are the most important factors in predicting perceived importance of warning messages, while the message about employer preference of non-smoking employee was the most effected by socio-demographic variables but not smoking behavior related variables.

Table 37 The importance of smoking related, demographic and social characteristics for attitudes towards cigarettes packaging, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Q23A1 Warning labels on cigarettes packaging are useful for consumers	0,007**	0,062	0,895	0,218	0,482	0,022*	0,178	0,824	0,070	0,336
Q23A2 Light cigarettes containing less nicotine are less harmful	0,745	0,028*	0,120	0,000***	0,000***	0,033*	0,322	0,898	0,000***	0,000***
Q23A3 I would like to see more innovation in cigarettes industry	0,848	0,433	0,023*	0,202	0,681	0,233	0,248	0,582	0,753	0,619
Q23A4 Visual warnings displaying health impact of smoking shocks me	0,004**	0,402	0,707	0,115	0,101	0,352	0,960	0,869	0,364	0,145
Q23A5 Visual warnings displaying health impact of smoking looks unrealistic	0,965	0,592	0,585	0,408	0,421	0,831	0,427	0,118	0,450	0,506
Q23A6 Government should not control packaging of cigarettes	0,000***	0,112	0,662	0,296	0,726	0,650	0,390	0,270	0,619	0,371
Q23A7 Warning labels on cigarettes packages are only mandatory because of international treaties	0,032*	0,511	0,635	0,835	0,536	0,203	0,326	0,984	0,901	0,774
Q23A8 Cigarettes marketing should not be banned	0,024*	0,048*	0,188	0,035*	0,047*	0,736	0,189	0,479	0,01**	0,012*
Q23A9 Government control of tobacco industry is not beneficial for the consumers and general population	0,258	0,019*	0,137	0,022*	0,044*	0,290	0,043*	0,141	0,045*	0,511
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 36 shows the socio-demographic and smoking related factors effect on consumer perception of cigarettes packaging and its requirements. As seen from the table, smoking status can statistically significantly predict consumer belief of usefulness of warning labels

($p<0.01$), shock effect of visual cigarettes warnings ($p<0.01$), belief that government should not control packaging of cigarettes ($p<0.001$), and belief that warning labels on cigarettes are only required for international treaties and cigarettes marketing should not be banned ($p<0.05$). Moreover this, statistically significant differences between variable groups: time being smoker ($p<0.05$), gender, age, marital status and number of children ($p<0.001$) and education level ($p<0.05$) were found in terms of consumer perception that light cigarettes are less harmful.

Other differences between groups can also be seen in the table. Belief that cigarettes warnings are useful for consumers was significantly affected by education level ($p<0.05$), time being smoker affected strength of belief that cigarettes marketing should not be banned and government control of tobacco industry is not beneficial for consumers ($p<0.05$). To add more, amount of cigarettes smoked per week was statistically significant for consumer willingness to see more innovation in cigarettes industry ($p<0.05$). Moreover this, belief that cigarettes marketing should not be banned was affected by smoking status ($p<0.05$), time being smoker ($p<0.05$), gender ($p<0.05$), age ($p<0.05$), number of children ($p<0.05$) and marital status ($p<0.01$). Lastly, belief that government control of tobacco industry is not beneficial for consumers was affected by time being smoker, gender, age, occupation and marital status ($p<0.05$). In conclusion, the attitudes towards cigarettes packaging requirements varied among the socio-demographic and smoking related factors groups.

4.3.2 **The perceived importance of different cigarettes warning labels messages**

Table 38 shows the median, mean and standard deviation values of consumer perceived importance of various cigarettes warning labels messages. At the same time, as seen from table 39 there are significant differences between the perceived importance of different warning label messages among the respondents. As seen from table 38, most of the warning messages have median value of 3 (out of 5). This is a mid-value which means that consumers perceive messages as neither important nor unimportant. This shows that consumers do not possess strong beliefs about the presented warning labels messages and rather stay towards mid values. Still, the different messages are perceived differently and therefore their effectiveness can be seen from the data.

Table 38 The median, mean and standard deviation values of perceived importance of different warning labels messages

	Median	Mean	Standard deviation
Q22A1 Smokers die younger	3	2,67	1,461
Q22A2 Smoking damages the arteries, leads to heart diseases and possibility of strokes	3	2,86	1,398
Q22A3 Smoking can cause a fatal disease – lung cancer	3	3,02	1,430
Q22A4 Pregnant woman can harm the fetus if they smoke	3	3,18	1,493
Q22A5 Protect your kids, protect them from inhaling cigarettes fumes	3	3,22	1,505
Q22A6 Your doctor or pharmacist can help you to give up smoking	2	2,52	1,425
Q22A7 Smoking causes addiction – don't start	3	2,84	1,459
Q22A8 Average smoker spends more than 3000 litas on cigarettes per year	3	3,38	1,260
Q22A9 70% of surveyed people say that they would never kiss a smoker	3	3,11	1,357
Q22A10 Research reveals: smoking decreases focus and concentration	3	2,66	1,348
Q22A11 80 % of employers say that they would give preference to non-smoker employee	3	3,46	1,204
Q22A12 Most people think that smokers smell bad and look less attractive	4	3,47	1,349
Q22A13 70% of surveyed woman believe that smokers have less potency	3	3,20	1,439
Q22A14 Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	3	2,63	1,501

As seen from table 39, the message about people belief that smokers smell bad was perceived as the most important message (mean rank 8.85, median value 4) At the same time, the message that your doctor or pharmacist can help you to give up smoking was perceived as the least important mean rank (6.06, median value 2). Even though, test results show that there are differences between perceived importance of different messages, it is hard to distinguish from this data whether certain messages are statistically significantly perceived as more important than the others. Therefore, a matched-pair test was performed in order to find the importance of the messages relatively to other messages.

Table 39 The results of Friedman Test on differences between perceived importance of different cigarettes warning label messages

Ranks

	Mean Rank
Q22A1Smokers die younger	6,40
Q22A2Smoking damages the arteries, leads to heart diseases and possibility of strokes	7,01
Q22A3Smoking can cause a fatal disease – lung cancer	7,62
Q22A4Pregnant woman can harm the foetus if they smoke	7,98
Q22A5Protect your kids, protect them from inhaling cigarettes fumes	8,20
Q22A6Your doctor or pharmacist can help you to give up smoking	6,06
Q22A7Smoking causes addiction – don't start	6,92
Q22A8Average smoker spends more than 3000 litas on cigarettes per year	8,50
Q22A9 70% of surveyed people say that they would never kiss a smoker	7,96
Q22A10Research reveals: smoking decreases focus and concentration	6,30
Q22A11 80 % of employers say that they would give preference to non-smoker employee	8,70
Q22A12Most people think that smokers smell bad and look less attractive	8,85
Q22A13 70% of surveyed woman believe that smokers have less potency	8,16
Q22A14Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	6,35

Test Statistics[a]

N	201
Chi-Square	243,739
df	13
Asymp. Sig.	,000

a. Friedman Test

Table 40 shows the Wilcoxon Signed Ranks test results for the differences between perceived importance of various warning label messages. As seen from the table, most of the messages are significantly different in their perceived importance relatively to other messages. As seen from the table, message about people thinking that smokers smell bad and look less attractive (median value 4) was perceived as more important than most of the other messages with the exception of message about smokers spending a large amount of smoke on cigarettes and message about employers preferring non-smoking employees. At the same time, message about doctor or pharmacist ability to assist in giving up smoking was perceived as less important than most of the other messages with the exception of messages: *smokers die younger*, *research reveals: smoking decreases focus and concentration and 70% of surveyed woman believe that smokers have less potency.* Overall, many significant differences were captured by this test with the conclusion that the messages of the warning labels is perceived differently by the consumers. Therefore, importance of the message should be evaluated in order to find whether it is effective to decrease smoking rates. In addition, social status related questions were perceived as more important than health related

questions. Therefore, such messages would be more effective in terms of decreasing positive associations towards cigarettes.

Table 40 differences between the perceived importance of various cigarettes warning labels messages, Wilcoxon Signed Ranks test results

	Q22A1	Q22A2	Q22A3	Q22A4	Q22A5	Q22A6	Q22A7	*Q22A8*	*Q22A9*	*Q22A10*	*Q22A11*	*Q22A12*	*Q22A13*	Q22A14
Median (Mean ± S.D.)	3 (2,67 ± 1,461)	3 (2,86 ± 1,398)	3 (3,02 ± 1,398)	3 (3,18 ± 1,493)	3 (3,22 ± 1,505)	2 (2,52 ± 1,425)	3 (2,84 ± 1,459)	3 (3,38 ± 1,26)	3 (3,11 ± 1,357)	3 (2,66 ± 1,348)	3 (3,46 ± 1,204)	4 (3,47 ± 1,349)	3 (3,2 ± 1,439)	3 (2,63 ± 1,501)
Q22A1 Smokers die younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Q22A2 Smoking damages the arteries, leads to heart diseases and possibility of strokes	0,001***	-	-	-	-	-	-	-	-	-	-	-	-	-
Q22A3 Smoking can cause a fatal disease – lung cancer	0,000***	0,001***	-	-	-	-	-	-	-	-	-	-	-	-
Q22A4 Pregnant woman can harm the foetus if they smoke	0,000***	0,000***	0,058	-	-	-	-	-	-	-	-	-	-	-
Q22A5 Protect your kids, protect them from inhaling cigarettes fumes	0,000***	0,000***	0,009**	0,387	-	-	-	-	-	-	-	-	-	-
Q22A6 Your doctor or pharmacist can help you to give up smoking	0,130	0,001***	0,000***	0,000***	0,000***	-	-	-	-	-	-	-	-	-
Q22A7 Smoking causes addiction – don't start	0,086	0,832	0,055	0,001***	0,000***	0,001***	-	-	-	-	-	-	-	-
Q22A8 Average smoker spends more than 3000 litas on cigarettes per year	0,000***	0,000***	0,000***	0,053	0,159	0,000***	0,000***	-	-	-	-	-	-	-
Q22A9 70% of surveyed people say that they would never kiss a smoker	0,000***	0,002**	0,223	0,503	0,240	0,000***	0,002**	0,004**	-	-	-	-	-	-
Q22A10 Research reveals: smoking decreases focus and concentration	0,949	0,04*	0,000***	0,000***	0,000***	0,082	0,071	0,000***	0,000***	-	-	-	-	-
Q22A11 80 % of employers say that they would give preference to non-smoker employee	0,000***	0,000***	0,000***	0,01**	0,027*	0,000***	0,000***	0,370	0,000***	0,000***	-	-	-	-
Q22A12 Most people think that smokers smell bad and look less attractive	0,000***	0,000***	0,000***	0,008**	0,023*	0,000***	0,000***	0,443	0,000***	0,000***	0,896	-	-	-
Q22A13 70% of surveyed woman believe that smokers have less potency	0,000***	0,000***	0,05*	1,000	0,793	0,000***	0,001***	0,074	0,423	0,000***	0,005**	0,004**	-	-
Q22A14 Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	0,741	0,016*	0,000***	0,000***	0,000***	0,233	0,056	0,000***	0,000***	0,788	0,000***	0,000***	0,000***	-
*Statistically significant, p<0,05														
**Statistically significant, p<0,01														
***Statistically significant, p<0,001														

Table 41 shows statistical measures of the average rank of old and new messages as well as Wilcoxon Signed Ranks test results for differences among these ranks. As seen from the table, even though the median value of both old and new warning label messages was the same (3), they were perceived statistically differently. Therefore, new, fictional messages were perceived as being more important than old, real messages. The mean value of new messages was (3.214 ± 0.988) while mean value of old messages was (2.868 ± 1.175). Therefore the perceived importance of old messages was both lower and more varying. On the contrary, new messages were perceived as more important with less volatility.

Table 41The importance of newness of warning label message

Statistics

		New message average rank	Old message average rank
N	Valid	201	201
	Missing	0	0
Mean		3,2139	2,8675
Median		3,0000	3,0000
Std. Deviation		,98776	1,17471

Ranks

		N	Mean Rank	Sum of Ranks
Old_pack_info_avgrank - New_pack_info_avgrank	Negative Ranks	113[a]	85,01	9606,50
	Positive Ranks	40[b]	54,36	2174,50
	Ties	48[c]		
	Total	201		

a. Old_pack_info_avgrank < New_pack_info_avgrank
b. Old_pack_info_avgrank > New_pack_info_avgrank
c. Old_pack_info_avgrank = New_pack_info_avgrank

Test Statistics[a]

	Old_pack_info_avgrank - New_pack_info_avgrank
Z	-6,770[b]
Asymp. Sig. (2-tailed)	,000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

4.3.3 Associations towards different cigarettes packages

Table 42 shows the differences between associations towards different cigarettes packages. As seen from the table, different cigarettes packages elicit different associations among the consumers.

Perceived quality As seen from the table, packaging described as cool had the highest perceived quality value (3(3,25 ± 1,113)) significantly higher than other packages ($p<0.001$). On the contrary packaging described as chocking had the lowest perceived quality value (3(2,47 ± 1,105). It was significantly lower than other packages ($p<0.001$) but not the “dull” package.

Stylishness Package described as „Cool“ was again rated as significantly higher on association towards stylishness (median value 5) with p<0,001. At the same time packages „Dull“ and “Shocking” were statistically significantly (p<0,001) perceived as less stylish.

Tasty According to this association, “cool” package was rated higher than “Dull” (p<0,001), “Shocking” (p<0,001) as well as “Tasty” packaging (p<0,05). Still, the differences between packages “Dull” and “Shocking” taste association were insignificant but lower than “tasty” packaging (p<0,001). This is different from pre-test analysis where “Tasty” packaging was rated as having the best tasting cigarettes. Still, differences between this packaging and “Cool” packaging are not strongly significant (p<0,05) and pre-test used low sample so this data of survey is more reliable.

Capturing attention All the packages were significantly different from another ones with (p<0,001) with exception of “Tasty” and “Shocking” pair having lower reliability (p<0,01). Therefore, according to perception of packaging capturing attention packages can be laid in the following order starting with the highest agreement with the statement of packaging capturing attention: “Cool” (median value 5), “Shocking” (median value 4), “Tasty” (Median value 3) and “Dull” (median value 2).

Modern looking – according to strength of this association, all packages were perceived statistically differently (p<0,001) with the exception of “Tasty” and “Shocking” pair. Therefore, “Cool” package was rated as the most modern, while “Dull” package was rated as the least modern.

Looking old fashioned – Differences between “Shocking” and “Cool” packages as well as “Tasty” and “Dull” packages were statistically insignificant on association of packaging looking old fashioned. Therefore, “Cool” and “Shocking” packages were seen as the less old fashioned, while “Dull” and “Tasty” packages as more old-fashioned (p<0,001).

Cigarettes being cheap – There were significant differences (p<0,001) between strength of this association towards different cigarettes packages with exception of “Dull” and “Tasty” packages pair. “Cool” package was rated as being the least cheap, while “Dull” and “Tasty” as the cheapest (p<0,001).

Harmfulness of cigarettes – The only significant difference according to this association was that “Tasty” packaging was ranked as less harmful (p<0,001) than other packages.

Table 42 The associations towards different cigarettes packages

		Q17 "Cool"	Q18 "Dull"	Q19 "Shocking"	Q20 "Tasty"
These cigarettes have high quality	Median (Mean ± Standard Deviation)	3(3,25 ± 1,113)	3(2,56 ± 1,095)	3(2,47 ± 1,105)	3(2,92 ± 1,012)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,266	-	-
	Q20 "Tasty"	0,001***	0,000***	0,000***	-
This package looks stylish	Median (Mean ± Standard Deviation)	5(4,14 ± 1,120)	2(2,05 ± 1,232)	2(2,08 ± 1,226)	3(2,93 ± 1,173)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,765	-	-
	Q20 "Tasty"	0,000***	0,000***	0,000***	-
These cigarettes are tasty	Median (Mean ± Standard Deviation)	3(3,36 ± 1,092)	3(2,40 ± 0,944)	3(2,27 ± 1,034)	3(3,14 ± 1,082)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,060	-	-
	Q20 "Tasty"	0,04*	0,000***	0,000***	-
This packaging captures attention	Median (Mean ± Standard Deviation)	5(4,34 ± 0,946)	2(2,18 ± 1,281)	4(3,40 ± 1,517)	3(3,06 ± 1,229)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,000***	-	-
	Q20 "Tasty"	0,000***	0,000***	0,009**	-
This packaging looks modern	Median (Mean ± Standard Deviation)	5(4,20 ± 1,055)	2(2,29 ± 1,351)	3(3,04 ± 1,422)	3(2,95 ± 1,232)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,000***	-	-
	Q20 "Tasty"	0,000***	0,000***	0,282	-
This is old-fashioned packaging	Median (Mean ± Standard Deviation)	1(1,74 ± 0,986)	3(2,95 ± 1,379)	2(1,90 ± 1,068)	3(2,74 ± 1,278)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,082	0,000***	-	-
	Q20 "Tasty"	0,000***	0,153	0,000***	-
These cigarettes are cheap	Median (Mean ± Standard Deviation)	2(2,14 ± 1,114)	3(3,06 ± 1,194)	3(2,58 ± 1,022)	3(2,89 ± 1,004)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,000***	-	-	-
	Q19 "Shocking"	0,000***	0,000***	-	-
	Q20 "Tasty"	0,000***	0,127	0,001***	-
These cigarettes are less harmful	Median (Mean ± Standard Deviation)	2(1,88 ± 1,232)	1(1,97 ± 1,144)	1(1,91 ± 1,164)	2(2,31 ± 1,271)
	Q17 "Cool"	-	-	-	-
	Q18 "Dull"	0,390	-	-	-
	Q19 "Shocking"	0,757	0,514	-	-
	Q20 "Tasty"	0,000***	0,000***	0,000***	-
	*Statistically significant, p<0,05				
	**Statistically significant, p<0,01				
	***Statistically significant, p<0,001				

4.3.4 Attention paid to the warning labels and perceived importance of warning labels

Table 43 The relationship between importance paid towards warning labels and perceived importance of warning labels messages

	Importance of paying attention to warnings for perceived importance of message	Median value	Mean value	Standart deviation	No attention	Little attention	Some attention	Usually attentive	Always attentive
Q22A1 Smokers die younger	0,001***	3	2,67	1,461	1 (2,21±1,44)	2 (2,43±1,5)	3 (2,55±1,288)	3 (3,29±1,436)	3 (3,46±1,363)
Q22A2 Smoking damages the arteries, leads to heart diseases and possibility of strokes	0,000***	3	2,86	1,398	2 (2,23±1,269)	3 (2,69±1,31)	3 (2,82±1,376)	3 (3,46±1,401)	4 (3,62±1,299)
Q22A3 Smoking can cause a fatal disease – lung cancer	0,000***	3	3,02	1,430	2 (2,49±1,42)	3 (2,73±1,303)	3 (2,96±1,401)	4 (3,79±1,287)	4 (3,77±1,366)
Q22A4 Pregnant woman can harm the foetus if they smoke	0,023*	3	3,18	1,493	3 (2,7±1,473)	3 (2,94±1,449)	4 (3,36±1,483)	3,5 (3,5±1,478)	4 (3,69±1,436)
Q22A5 Protect your kids, protect them from inhaling cigarettes fumes	0,009**	3	3,22	1,505	3 (2,63±1,559)	3 (3,27±1,483)	3 (3,13±1,504)	4 (3,86±1,325)	4 (3,65±1,325)
Q22A6 Your doctor or pharmacist can help you to give up smoking	0,006**	2	2,52	1,425	2 (2,19±1,314)	2 (2,47±1,515)	2 (2,25±1,322)	3 (2,96±1,319)	3 (3,27±1,458)
Q22A7 Smoking causes addiction – don't start	0,080	3	2,84	1,459	2 (2,56±1,563)	3 (2,82±1,409)	3 (2,62±1,381)	3 (3,25±1,481)	3 (3,35±1,384)
Q22A8 Average smoker spends more than 3000 litas on cigarettes per year	0,183	3	3,38	1,260	4 (3,44±1,368)	3 (3,08±1,239)	3 (3,31±1,275)	4 (3,68±1,056)	4 (3,69±1,225)
Q22A9 70% of surveyed people say that they would never kiss a smoker	0,002**	3	3,11	1,357	3 (2,7±1,456)	3 (2,73±1,319)	3 (3,24±1,319)	4 (3,64±1,224)	4 (3,69±1,087)
Q22A10 Research reveals: smoking decreases focus and concentration	0,049*	3	2,66	1,348	3 (2,37±1,273)	2 (2,43±1,339)	3 (2,62±1,408)	3 (3,14±1,268)	3 (3,12±1,275)
Q22A11 80 % of employers say that they would give preference to non-smoker employee	0,461	3	3,46	1,204	3 (3,28±1,386)	3 (3,43±1,18)	3 (3,38±1,163)	4 (3,71±1,213)	4 (3,73±1,16)
Q22A12 Most people think that smokers smell bad and look less attractive	0,425	4	3,47	1,349	3 (3,21±1,457)	4 (3,33±1,405)	4 (3,55±1,288)	4 (3,79±1,315)	3,5 (3,65±1,198)
Q22A13 70% of surveyed woman believe that smokers have less potency	0,190	3	3,20	1,439	3 (2,81±1,547)	3 (3,08±1,455)	3 (3,27±1,34)	4 (3,57±1,451)	3,5 (3,5±1,334)
Q22A14 Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	0,265	3	2,63	1,501	2 (2,35±1,446)	2 (2,59±1,499)	3 (2,53±1,489)	3 (2,93±1,562)	3 (3,08±1,521)
	*Statistically significant, p<0,05								
	**Statistically significant, p<0,01								
	***Statistically significant, p<0,001								

Table 43 contain results of Kruskal Wallis test of significance of attention paid towards warning labels and perceived importance of the warning label. As seen from the table, 8 out of 14 messages are perceived differently by the groups that pay different attention towards warning labels. In addition, 6 out of 8 old messages and only 2 out of 6 new messages are perceived differently by the groups. Therefore, new messages are perceived less differently

dependent on consumer attention paid towards warning labels of cigarettes. In addition, the higher attention paid towards the warning labels can be associated with higher perceived importance of warning labels. Therefore, it can be said, that consumer which give more attention for warning labels of cigarettes do believe that these messages are more important. Therefore, the meaning of such messages would be transferred towards general cigarettes associations.

4.3.5 **Attention paid to the warning labels and associations towards cigarettes packaging requirements**

Table 44 The relationship between attention paid towards cigarettes warning labels and associations towards cigarettes packaging requirements strength

	Significance of attention paid towards health warnings for attitude towards packaging control measures	Median	Mean	Standard deviation	No attention	Little attention	Some attention	Usually attentive	Always attentive
Q23A1Warning labels on cigarettes packaging are useful for consumers	0,000***	3	2,98	1,353	2 (2,47±1,47)	3 (2,73±1,271)	3 (2,93±1,303)	3 (3,46±1,17)	4 (3,88±1,033)
Q23A2Light cigarettes containing less nicotine are less harmful	0,147	2	2,46	1,334	2 (2,56±1,368)	2 (2,49±1,227)	2 (2,25±1,336)	3 (2,93±1,386)	1,5 (2,15±1,347)
Q23A3I would like to see more innovation in cigarettes industry	0,370	3	3,07	1,412	3 (3,21±1,552)	3 (3,31±1,211)	3 (2,76±1,374)	3 (3,04±1,401)	3 (3,08±1,598)
Q23A4Visual warnings displaying health impact of smoking shocks me	0,006**	3	3,09	1,346	3 (2,58±1,384)	3 (2,98±1,283)	3 (3,11±1,257)	4 (3,79±1,228)	3 (3,35±1,413)
Q23A5Visual warnings displaying health impact of smoking looks unrealistic	0,02*	3	3,00	1,271	3 (2,79±1,424)	3 (3,49±1,102)	3 (3±1,186)	3 (2,93±1,215)	3 (2,54±1,334)
Q23A6Government should not control packaging of cigarettes	0,008**	3	3,12	1,334	3 (3,53±1,162)	3 (3,47±1,192)	3 (2,89±1,41)	3 (2,86±1,268)	3 (2,58±1,474)
Q23A7Warning labels on cigarettes packages are only mandatory because of international treaties	0,125	3	3,11	1,316	4 (3,56±1,297)	3 (3,16±1,161)	3 (2,96±1,414)	3 (2,89±1,227)	3 (2,85±1,405)
Q23A8Cigarettes marketing should not be banned	0,680	3	2,75	1,493	3 (2,95±1,527)	3 (2,55±1,292)	3 (2,89±1,618)	2 (2,57±1,451)	3 (2,69±1,594)
Q23A9Government control of tobacco industry is not beneficial for the consumers and general population	0,354	3	3,18	1,220	3 (3,09±1,461)	3 (3,37±1,093)	3 (2,93±1,136)	3 (3,29±1,272)	3 (3,38±1,098)
	*Statistically significant, p<0,05								
	**Statistically significant, p<0,01								
	***Statistically significant, p<0,001								

Table 44 shows data about relationship between attention paid towards cigarettes warning labels and strength of attitude towards cigarettes packaging requirements. As seen from this data, attention paid towards warning labels is significant for changing consumer perception that warning labels are useful for consumers ($p<0,001$), visual warning are shocking ($p<0,01$), visual warning look unrealistic ($p<0,05$) and government should not control cigarettes packaging ($p<0,01$). In addition, it can again be seen that consumer who are more

attentive of cigarettes warning labels possess stronger associations towards belief that warning labels are useful for consumers and higher belief that visual warning are shocking (with the exception of usually attentive group). In addition, these consumers believe that visual warning labels are unrealistic and government should not control cigarettes packaging less strongly. Therefore, it can be seen that attention given to cigarettes packaging is related to consumer attitude towards cigarettes packaging requirements.

4.3.6 Smoking status and associations towards cigarettes packaging requirements

Table 45 The relationship between smoking status and association towards cigarettes packaging requirements strength

	Significance of smoking status for attitude towards packaging control measures	Median	Mean	Standard deviation	Regular smoker	Occasional smoker	Ex-smoker	Never smoked
Q23A1Warning labels on cigarettes packaging are useful for consumers	0,007**	3	2,98	1,353	3 (2,71± 1,325)	3 (2,67± 1,454)	3 (3,07± 1,307)	4 (3,62± 1,184)
Q23A2Light cigarettes containing less nicotine are less harmful	0,745	2	2,46	1,334	2 (2,47± 1,331)	3 (2,61± 1,337)	2 (2,28± 1,386)	2 (2,41± 1,332)
Q23A3I would like to see more innovation in cigarettes industry	0,848	3	3,07	1,412	3 (3,13± 1,389)	3 (3,11± 1,508)	3 (2,93± 1,438)	3 (2,97± 1,405)
Q23A4Visual warnings displaying health impact of smoking shocks me	0,004**	3	3,09	1,346	3 (2,82± 1,339)	3 (2,89± 1,41)	4 (3,55± 1,213)	4 (3,59± 1,208)
Q23A5Visual warnings displaying health impact of smoking looks unrealistic	0,965	3	3,00	1,271	3 (3± 1,225)	3 (3,14± 1,291)	3 (2,93± 1,361)	3 (2,95± 1,337)
Q23A6Government should not control packaging of cigarettes	0,000***	3	3,12	1,334	3 (3,4± 1,344)	3 (3,53± 1,158)	3 (2,55± 1,213)	3 (2,49± 1,211)
Q23A7Warning labels on cigarettes packages are only mandatory because of international treaties	0,032*	3	3,11	1,316	3 (3,29± 1,299)	3 (3,36± 1,376)	3 (2,72± 1,162)	3 (2,74± 1,312)
Q23A8Cigarettes marketing should not be banned	0,024*	3	2,75	1,493	3 (2,64± 1,466)	4 (3,39± 1,4)	2 (2,34± 1,446)	3 (2,74± 1,551)
Q23A9Government control of tobacco industry is not beneficial for the consumers and general population	0,258	3	3,18	1,220	3 (3,33± 1,256)	3 (3,11± 1,16)	3 (2,86± 1,187)	3 (3,1± 1,231)
	*Statistically significant, p<0,05							
	**Statistically significant, p<0,01							
	***Statistically significant, p<0,001							

As seen from table 45, Kruskal Wallis test results are given which show that smoking status can affect consumer associations towards cigarettes packaging requirements strength. There was significant differences among smoking status groups in terms of belief that warning labels are useful for consumers ($p<0,01$), visual warnings are shocking ($p<0,01$), government should not control cigarettes packaging ($p<0,001$), warning labels on cigarettes packages are

only mandatory because of international treaties ($p<0,05$) and cigarettes marketing should not be banned ($p<0,05$).

Consumer that never smoked (median value 4) believed that that warning labels are useful for consumers more than smoker and ex-smoker groups (median values 3). In addition, never smokers group and ex-smoker groups (median values 4) finds visual warnings as being more shocking than smokers groups (median values 3). In addition to this, these groups are less likely to believe that government should not control cigarettes packaging and that warning labels are only mandatory because of international treaties (lower mean scores). However, interesting results were found in terms of belief that cigarettes marketing should not be banned. Ex-smoker group (median value 2) had the weakest belief that cigarettes marketing should not be banned, meaning that they support the ban of cigarettes marketing. On the contrary, occasional smoker group (medina value 4) had the strongest belief that there should be no ban of cigarettes marketing.

4.4 The effect of social marketing for consumer perception of cigarettes

4.4.1 **The influence of social, demographic and smoking behavior related variables for anti-smoking social marketing perception**

Table 46 The importance of smoking related, demographic and social characteristics for attitudes towards anti-smoking social marketing, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Q25A1 It irritates me	0,294	0,779	0,418	0,099	0,044*	0,397	0,722	0,676	0,485	0,159
Q25A2 There should be more anti-smoking social marketing	0,056	0,177	0,601	0,067	0,132	0,055	0,596	0,726	0,185	0,377
Q25A3 Social marketing influences the decrease in smoking rates	0,004**	0,091	0,965	0,884	0,782	0,340	0,930	0,288	0,318	0,158
Q25A4 Social anti-smoking marketing is informative	0,165	0,915	0,931	0,564	0,450	0,651	0,846	0,556	0,851	0,182
Q25A5 Social marketing makes people oppose smoking	0,02*	0,900	0,726	0,669	0,080	0,367	0,837	0,486	0,143	0,188
Q25A6 Social anti-smoking marketing makes people think about cigarettes	0,744	0,807	0,660	0,831	0,338	0,730	0,871	0,713	0,972	0,049*
Q25A7 Social anti-smoking marketing makes people smoke more	0,025*	0,408	0,039*	0,019*	0,006**	0,044*	0,224	0,636	0,102	0,011*
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									

Table 46 show the importance of socio-demographic and smoking related variables on consumer perception of social marketing. As seen from the table, smoking status affects the attitude that social marketing decreases smoking rate ($p<0,01$), social marketing makes people oppose smoking and social marketing makes people smoke more ($p<0,05$). In addition, the previous association towards social marketing is also effected by amount of cigarettes smoked, gender, education and number of children had ($p<0,05$) as well as age ($p<0,01$). In addition, age is statistically significant in predicting consumer association that social marketing irritates them ($p<0,05$). Furthermore, there is relationship between number of children had and belief that social marketing makes people think about cigarettes ($p<0,05$).

Table 47 The importance of smoking related, demographic and social characteristics for perceived qualities of effective anti-smoking social marketing, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Q29A1 It needs to be informative	0,023*	0,982	0,182	0,406	0,697	0,779	0,862	0,291	0,112	0,782
Q29A2 It needs to evoke emotions and feelings	0,880	0,597	0,237	0,007**	0,231	0,998	0,230	0,103	0,113	0,015*
Q29A3 It needs to be visual	0,631	0,094	0,098	0,006**	0,139	0,017*	0,100	0,045*	0,539	0,635
Q29A4 It has to have a shock effect	0,729	0,096	0,090	0,086	0,004**	0,299	0,064	0,015*	0,059	0,033*
Q29A5 It needs to be novel and unique	0,067	0,454	0,238	0,349	0,510	0,888	0,507	0,085	0,126	0,019*
Q29A6 It needs to be attractive	0,311	0,528	0,546	0,520	0,084	0,555	0,008**	0,563	0,305	0,749
Q29A7 It needs to make viewer think	0,004**	0,640	0,738	0,04*	0,077	0,114	0,170	0,019*	0,070	0,020*
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 47 summarizes the relationship between socio-demographic and smoking-related factors and consumer perception of what makes social marketing effective. As seen from the table, belief that social anti-smoking marketing should be informative is affected by consumer smoking status ($p<0,05$). The belief that social marketing needs to evoke feelings and emotions is affected by gender ($p<0,01$) and amount of children had ($p<0,05$). To add more, belief that social anti-smoking marketing needs to be visual is significantly different among gender ($p<0,01$), education level ($p<0,05$) and income ($p<0,05$) groups. Furthermore, belief that social marketing needs to have chock effect is affected by consumer age ($p<0,01$) and income ($p<0,05$). Moreover amount of children had effect belief that social anti-smoking marketing needs to be novel and unique ($p<0,05$), while occupation affects belief that anti-smoking social marketing needs to be attractive ($p<0,01$). The beliefs that social marketing needs to make viewer think is the most affected by socio-demographic and smoking related factors, consisting of: smoking status ($p<0,01$), gender ($p<0,0,5$), income ($p<0,05$) and number of children had ($p<0,05$). We can see from this table, that income even though it was less significant for predicting brand and packaging related associations is important in terms of measuring the factors that make social anti-smoking marketing effective.

Table 48 The importance of smoking related, demographic and social characteristics for change in consumer perception of cigarettes after exposure to social marketing, Kruskal Wallis test results

	Q1. Smoking status	Q2. Time being smoker	Q3. Cigarettes smoked	Q31. Gender	Q32. Age	Q33. Education	Q34. Occupation	Q35. Income	Q36. Marital status	Q37. Children
Change1 Possibility to give up	0,001***	0,167	0,668	0,016*	0,282	0,240	0,530	0,590	0,901	0,174
Change2 Pleasure	0,378	0,462	0,016*	0,006**	0,061	0,765	0,717	0,285	0,086	0,004**
Change3 Maturity and confidence	0,422	0,321	0,476	0,620	0,650	0,584	0,143	0,430	0,760	0,344
Change4 Help to concentrate	0,101	0,086	0,389	0,319	0,547	0,213	0,337	0,688	0,915	0,532
Change5 Help to relax	0,019*	0,622	0,191	0,206	0,238	0,094	0,511	0,591	0,054	0,042*
Change6 Only social behavior	0,157	0,366	0,199	0,133	0,087	0,463	0,008**	0,411	0,669	0,370
Change7 Smoker wish to quit	0,135	0,091	0,519	0,013*	0,550	0,596	0,487	0,581	0,259	0,319
Change8 Addictive	0,094	0,442	0,577	0,478	0,121	0,017*	0,663	0,825	0,261	0,467
Change9 Less weigth if smoking	0,400	0,743	0,528	0,085	0,546	0,853	0,174	0,383	0,559	0,416
Change10 Lack of understanding about consequences	0,220	0,219	0,597	0,563	0,342	0,511	0,532	0,414	0,379	0,545
Change11 Lack of second hand smoking consequences understanding	0,019*	0,358	0,550	0,680	0,153	0,066	0,121	0,349	0,489	0,105
Change12 Smoker can give up	0,049*	0,128	0,240	0,567	0,624	0,343	0,648	0,603	0,591	0,123
Change13 Information is key to smoking decrease	0,104	0,347	0,188	0,440	0,036*	0,070	0,607	0,403	0,210	0,340
Change14 Price is key to smoking decrease	0,419	0,366	0,753	0,752	0,474	0,587	0,835	0,868	0,622	0,071
	*Statistically significant, p<0,05									
	**Statistically significant, p<0,01									
	***Statistically significant, p<0,001									

Table 48 summarizes the effect of socio-demographic and smoking related factors on change in consumer perception of various cigarettes associations. As seen from the table, certain factors are more important for change in attitude. Smoking status was found to be significant for change rate of associations: possibility of smoker to give up ($p<0,001$), smoking helping to relax ($p<0,05$), lack of smokers understanding of second hand smoking consequences ($p<0,05$) and belief that smoker can give up ($p<0,05$). Gender was also significant for change in consumer perception towards cigarettes: pleasure of smoking ($p<0,01$), smokers willingness to give up and possibility to give up ($p<0,05$).

On the contrary, other factors were found to be insignificant for predicting change in consumer associations towards smoking. Factors time being smoker, income and marital status did not statistically significantly affect any of the associations. However, amount of

cigarettes smoked was significant for change in consumer association towards smoking giving pleasure (p<0,05). Moreover, age was significantly important for change in consumer perception that smokers were to give up if they got more information (p<0,05). In addition, education was significant for perceived change in association that cigarettes are highly addictive (p<0,05), while occupation was significant for change in association that smokers only smoke to socialize (p<0,01). To add even more, number of children had was significant in predicting change in consumer association that smoking gives pleasure (p<0,01) and helps to relax (p<0,05).

4.4.2 **Social marketing exposure and change in consumer perception of cigarettes**

Table 49 Consumer associations towards cigarettes before and after exposure to social marketing advertisements

	Before exposure to social marketing			After exposure to social marketing			Significance of change, Wilcoxon signed ranks test
	Median	Mean	Standard deviation	Median	Mean	Standard deviation	Sig. value
A1. Possibility to give up	2	2,22	1,147	3	2,73	1,191	0,000***
A2. Pleasure	4	4,01	0,946	3	3,42	1,111	0,000***
A3. Maturity and confidence	3	2,8	1,204	3	2,77	1,131	0,596
A4. Help to concentrate	4	3,62	1,052	3	3,43	1,028	0,012*
A5. Help to relax	4	4,11	0,895	4	3,65	1,015	0,000***
A6. Only social behavior	3	3	1,225	3	2,85	1,174	0,059
A7. Smoker wish to quit	4	3,42	1,079	3	3,42	1,056	0,956
A8. Addictive	3	3,23	1,118	3	2,97	1,027	0,001***
A9. Less weigth if smoking	3	2,76	1,314	3	2,64	1,233	0,117
A10. Lack of understanding about consequences	3	3,06	1,314	3	2,90	1,176	0,071
A11. Lack of second hand smoking consequences understanding	3	3,21	1,299	3	2,95	1,180	0,007**
A12. Smoker can give up	3	3,37	1,142	3	3,53	1,059	0,072
A13. Information is key to smoking decrease	2	2,38	1,094	3	3,03	1,197	0,000***
A14. Price is key to smoking decrease	3	2,99	1,129	3	3,26	1,079	0,000***
							*Statistically significant, p<0,05
							**Statistically significant, p<0,01
							***Statistically significant, p<0,001

Table 49 shows data which supports that where was or was no change in consumer associations towards cigarettes before and after exposure to social marketing.

Belief that a smoker was to give up smoking during a year As seen from the table, there was a shift in consumer belief that a smoker they were imagining was to give up smoking during a year after exposure to social anti-smoking marketing (p<0,001). There was shift in mean

value from 2 (unlikely) to 3 (neither likely nor unlikely). Therefore, social marketing affected this association.

Pleasure of smoking – there was shift pre and post exposure to social marketing for association of smoking giving pleasure ($p<0,001$) with the change in median value from (4 likely) to 3 (neither likely, nor unlikely). Therefore, social anti-smoking marketing can be attributed to decrease in association that smoking gives pleasure.

Maturity and confidence – there was no significant change in perception that smokers feel more mature and confident.

Smoking helps to concentrate – the association that smoking helps to concentrate became weaker after exposure to social marketing ($p<0,05$).

Smoking helps to relax – the association that smoking helps to relax became weaked after exposure to social marketing ($p<0,001$).

There were no significant differences in terms of associations that *smokers wish to give up* and *smokers only smoke to socialize*.

There was decrease in perception that *smoker could not give up because of addiction* after exposure to social marketing ($p<0,001$).

There were no significant differences between association strengths of *smoker gaining weight if he/she was to give up smoking* and *belief that smoker would give up smoking if he/she was to get more information* about smoking consequences.

There was significant decrease in the belief that smoker was to give up smoking if *he/she got more information about smoking consequences for people around him/her* ($p<0,01$). This effect might come from the fact that consumers got information from social anti-smoking marketing and do not feel that extra information would give any more impact.

There was no significant change in association that *smoker would give up if he wanted* after exposure to social marketing.

Highly statistically significant increase in consumer belief that *smoker was to give up if he got more information about smoking consequences* and *if the prices of the cigarettes increased* ($p<0,001$) after exposure to social marketing.

Therefore it can be concluded from the data that social marketing can statistically significantly change consumer perception and associations towards cigarettes, by increasing the strength of negative associations and decreasing the strength of positive associations.

4.4.3 **Perception of different social advertisement types**

Table 50 reveals the results of Wilcoxon Signed Ranks test of differences between associations of different social anti-smoking advertisements and attitudes towards them.

The belief that advertisement is informative there was significant difference between the perceptions that social anti-smoking advertisement is informative between "Humorous" and "Emotional" as well as "Shocking" advertisement ($p<0,001$) but not "Emotional" and "Shocking" advertisement. Therefore, "Humorous" social advertisement was seen as less informative.

Social advertisement making think about smoking consequences there were significant differences between the social advertisements, with "Emotional" being rated the highest and "Humorous" rated the lowest ($p<0,001$).

Willingness of respondents not to smoke after seeing the advertisement There were no significant differences between "Emotional" and "Shocking" advertisement, but "Humorous" advertisement scored the lowest on this association ($p<0,001$).

Willingness of respondents for other people not to smoke after seeing the advertisement the strength of this attitude towards social marketing was significantly different between the advertisement types ($p<0,001$). "Emotional" advertisement was ranked the highest (median value of 4), while "Humorous" advertisement was ranked the lowest (median value of 3).

The belief about the effectiveness of social advertisement "Emotional" advertisement was ranked as being more effective than "Humorous" ($p<0,001$) and "Shocking" ($p<0,01$) advertisements. There was no significant difference between "Shocking" and "Humorous" advertisements.

Willingness to see more social advertisement of that type "Emotional" advertisement scored statistically significantly higher than "Humorous" and "Shocking" advertisements ($p<0,001$), while there was no significant differences between "Humorous" and "Shocking" groups.

Belief that smoking rates would be decreased if the following social advertisement was used – respondents reported that they believe that “Emotional” commercial is more likely to decrease smoking rates than “Humorous” ($p<0,001$) or “Shocking” ($p<0,01$) advertisement. In addition, they believed that “Shocking” advertisement is more likely to decrease smoking rates than “Humorous” advertisement ($p<0,05$).

In conclusion, data suggests that emotional social advertisement is more effective in terms of decreasing smoking rates while humorous advertisement is the least effective.

Table 50 The relationship between the type of social advertisement and perceived associations towards the advertisement

		Q26 "Emotional"	Q27 "Humorous"	Q28 "Shocking"
This social advertisement is informative	Median (Mean ± Standard Deviation)	3(3,35±1,216)	3(2,62±1,263)	4(3,42±1,155)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,458	0,000***	-
This social advertisements makes me think about smoking consequences	Median (Mean ± Standard Deviation)	4(3,72±1,189)	3(2,84±1,248)	4(3,48±1,204)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,009**	0,000***	-
I would like not to smoke after watching this commercial	Median (Mean ± Standard Deviation)	3(3,15±1,245)	2(2,38±1,279)	3(3,27±1,348)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,304	0,000***	-
I would like other people not to smoke after watching this commercial	Median (Mean ± Standard Deviation)	4(3,82±1,108)	3(2,63±1,255)	3(3,39±1,308)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,000***	0,000***	-
This social advertisement is effective	Median (Mean ± Standard Deviation)	3(3,52±1,123)	3(3,01±1,194)	3(3,20±1,261)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,002**	0,123	-
I would like to see more social advertisement like this	Median (Mean ± Standard Deviation)	4(3,56±1,260)	3(2,96±1,324)	3(2,87±1,419)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,000***	0,485	-
If there was more social advertisement like this, the smoking rates would decrease	Median (Mean ± Standard Deviation)	3(3,35±1,121)	3(2,89±1,246)	3(3,10±1,214)
	Q26 "Emotional"	-	-	-
	Q27 "Humorous"	0,000***	-	-
	Q28 "Shocking"	0,006**	0,031*	-
	*Statistically significant, p<0,05			
	**Statistically significant, p<0,01			
	***Statistically significant, p<0,001			

4.4.4 **Type of social advertisement and attitudes towards social advertisement effectiveness**

Table 51 Relationship between type of social advertisement seen the most and perceived attributes of effective social marketing

		Type of social advertisement							
		TV	Radio	Outdoor stands	Leaflets	Press	Internet	Other	
What makes social marketing effective	Frequency	26	1	104	16	11	34	9	Pearsons correlation cofficient
Q29A1It needs to be informative	59	30,77%	100,00%	31,73%	25,00%	36,36%	26,47%	0,00%	0,321
Q29A2It needs to evoke emotions and feelings	135	57,69%	100,00%	65,38%	68,75%	63,64%	79,41%	66,67%	0,665
Q29A3It needs to be visual	86	38,46%	100,00%	46,15%	62,50%	27,27%	35,29%	22,22%	0,24
Q29A4It has to have a shock effect	138	61,54%	100,00%	70,19%	87,50%	45,45%	67,65%	66,67%	0,359
Q29A5It needs to be novel and unique	70	19,23%	0,00%	33,65%	50,00%	45,45%	41,18%	33,33%	0,405
Q29A6It needs to be attractive	20	19,23%	0,00%	6,73%	12,50%	0,00%	11,76%	22,22%	0,341
Q29A7It needs to make viewer think	117	42,31%	100,00%	57,69%	68,75%	54,55%	67,65%	55,56%	0,482

Table 51 shows the frequencies of consumer choosing certain attribute of social advertisement that contributes towards the effectiveness of anti-smoking social marketing. However, the Chi-Square test results do not show that there are significant differences between groups of respondents dependent on the type of social advertisement seen. In addition, the results of the test are not reliable because some of the factors and types of advertisement had very low sample rates. Still, as seen from the table, consumer believed that social anti-smoker marketing needs to evoke feelings and emotions, have a shock effect and make viewer think in order to be effective the most.

4.4.5 **Smoking status and perception of social anti-smoking marketing**

Table 52 Relationship between smoking status and perception of social anti-smoking marketing

		Regular smoker	Occasional smoker	Ex-smoker	Never smoked
It irritates me	Median (Mean ± S.D.)	3 (2,8 ± 1,288)	3 (2,78 ± 1,355)	3 (2,62 ± 1,347)	3 (2,33 ± 1,243)
	Regular smoker	-	-	-	-
	Occasional smoker	0,909	-	-	-
	Ex-smoker	0,522	0,657	-	-
	Never smoked	0,060	0,159	0,384	-
There should be more anti-smoking social marketing	Median (Mean ± S.D.)	3 (3,1 ± 1,271)	3 (3,17 ± 1,254)	4 (3,69 ± 1,257)	4 (3,62 ± 1,269)
	Regular smoker	-	-	-	-
	Occasional smoker	0,766	-	-	-
	Ex-smoker	0,037*	0,112	-	-
	Never smoked	0,034*	0,123	0,837	-
Social marketing influences the decrease in smoking rates	Median (Mean ± S.D.)	3 (2,96 ± 1,181)	3 (2,86 ± 1,268)	3 (3,45 ± 1,055)	4 (3,62 ± 0,935)
	Regular smoker	-	-	-	-
	Occasional smoker	0,722	-	-	-
	Ex-smoker	0,052	0,067	-	-
	Never smoked	0,001***	0,006**	0,401	-
Social anti-smoking marketing is informative	Median (Mean ± S.D.)	3 (3,18 ± 1,173)	3 (3,06 ± 1,194)	4 (3,52 ± 1,022)	4 (3,51 ± 1,073)
	Regular smoker	-	-	-	-
	Occasional smoker	0,611	-	-	-
	Ex-smoker	0,152	0,101	-	-
	Never smoked	0,119	0,086	0,959	-
Social marketing makes people oppose smoking	Median (Mean ± S.D.)	3 (2,91 ± 1,182)	3 (2,97 ± 1,253)	4 (3,48 ± 1,122)	4 (3,51 ± 1,144)
	Regular smoker	-	-	-	-
	Occasional smoker	0,865	-	-	-
	Ex-smoker	0,027*	0,098	-	-
	Never smoked	0,009**	0,058	0,893	-
Social anti-smoking marketing makes people think about cigarettes	Median (Mean ± S.D.)	4 (3,59 ± 1,214)	3,5 (3,42 ± 1,079)	4 (3,52 ± 1,09)	3 (3,44 ± 1,252)
	Regular smoker	-	-	-	-
	Occasional smoker	0,318	-	-	-
	Ex-smoker	0,650	0,641	-	-
	Never smoked	0,474	0,865	0,803	-
Social anti-smoking marketing makes people smoke more	Median (Mean ± S.D.)	3 (2,96 ± 1,414)	3 (3,03 ± 1,108)	3 (2,41 ± 0,983)	2 (2,38 ± 1,31)
	Regular smoker	-	-	-	-
	Occasional smoker	0,808	-	-	-
	Ex-smoker	0,058	0,019*	-	-
	Never smoked	0,03*	0,016*	0,652	-
		*Statistically significant, p<0,05			
		**Statistically significant, p<0,01			
		***Statistically significant, p<0,001			

Table 52 summarizes the relationship between smoking status and perception of anti-smoking social marketing.

There were no statistically significant differences in consumer perception that *social anti-smoking marketing irritates them* among the smoking status groups.

There should be more anti-smoking social marketing There was significantly lower strength in belief that there should be more anti-smoking social marketing in regular smoker group than in ex-smoker and never smokers groups ($p<0,05$).

Social marketing influences decrease in smoking rates Never smokers believed that social marketing influences decrease in smoking rates more than regular smokers ($p<0,001$) or occasional smokers ($p<0,01$).

Social marketing is informative – there were no statistically significant differences among the smoking status groups in terms of strength of this belief.

Social anti-smoking marketing makes people oppose smoking Regular smokers believed that social marketing makes people oppose smoking less strongly than ex-smoker ($p<0,05$) or never smoker ($p<0,01$) groups.

Social anti-smoking marketing makes people smoke more There were statistically significant differences between occasional smoker group, which believed that social anti-smoking marketing makes people smoke more statistically significantly stronger than ex-smoker ($p<0,05$) and never smoker ($p<0,05$) groups. In addition, never smoker group also had statistically significantly weaker belief that social anti-smoking marketing makes people smoke more than regular smoker group ($p<0,05$).

4.4.6 Smoking status and attitudes towards social anti-smoker advertisement effectiveness

Table 53 summarizes the relationship between smoking status and the chosen attributes of effective social advertisement. As seen from the table, Chi-Square test results show that there are significant differences among smoking status groups in the belief that effective social anti-smoking advertisement needs to be informative ($p<0,05$) and needs to make viewer think ($p<0,01$). As seen from the data, consumers that never smoked believe that social anti-smoking advertisement needs to be informative. This belief is the lowest among the ex-smokers. On the contrary, ex-smokers tend to think that social anti-smoking advertisement needs to make viewer think more frequently than other groups. Therefore, these two perceived as important for social advertisement aspects are dependent on whether the respondent is regular or occasional smoker, ex-smoker or has never smoked.

Table 53 Association between smoking status and perceived attributes of effective social anti-smoking advertisement

			Regular smoker	Occasional smoker	Ex-smoker	Never smoked	Pearsons Chi-Square value
What makes social marketing effective	Frequency	Share of total N=201	0,48	0,18	0,14	0,19	
Q29A1It needs to be informative	59	0,29	29,90%	22,22%	13,79%	46,15%	0,022*
Q29A2It needs to evoke emotions and feelings	135	0,67	65,98%	63,89%	72,41%	69,23%	0,879
Q29A3It needs to be visual	86	0,43	39,18%	41,67%	44,83%	51,28%	0,629
Q29A4It has to have a shock effect	138	0,69	65,98%	72,22%	75,86%	66,67%	0,727
Q29A5It needs to be novel and unique	70	0,35	27,84%	38,89%	31,03%	51,28%	0,066
Q29A6It needs to be attractive	20	0,10	8,25%	13,89%	3,45%	15,38%	0,309
Q29A7It needs to make viewer think	117	0,58	60,82%	33,33%	75,86%	61,54%	0,004**
						*Statistically significant, p<0,05	
						**Statistically significant, p<0,01	

5. Discussion of the Research Findings

5.1 The main results of the research and their implications

The literature findings that were supported by the analysis

Cigarettes associations

- The research supports the previous findings that consumer associates cigarettes with pleasure and belief that cigarettes helps smokers to relax and concentrate
- The data supports the claim that cigarettes associations are related to respondents smoking status (occasional, regular smoker, ex-smoker, never smoked), gender, age, marital status and number of children had
- Smoking status and age were found to be the most important factors affecting cigarettes associations

Cigarettes brands

- Price – quality heuristics was highly supported by the findings of the research. Data supported that consumers perceive price and quality indifferently
- Cigarettes brands were seen as signals of quality by the respondents
- Popular cigarettes brands were perceived as being better on certain attributes as well as fitting celebrities' image. Therefore, the effect that known brands are perceived more favorably is proven by the data
- Data supports that brand name itself does not provide much information for consumer and that other brand elements might be important for associations creation

Cigarettes packaging

- The significance of socio-demographic and smoking related variables for predicting perceived importance of warning labels was supported by the data
- The differences between perceived importance of various cigarettes warning label messages were significant as supported by the research data
- Respondents felt that government control of tobacco industry is not beneficial for the consumers

Social marketing

- Anti-smoking social marketing clip was more effective in changing consumer perception than still images
- The support towards social anti-smoking marketing depended on smoking status and age as well as some differences were seen among other groups.
- Social anti-smoking marketing messages are perceived differently by different target groups
- Social anti-smoking marketing providing information, being humorous and attractive was supported to be non-important for effectiveness of such advertisement

Unique findings on the research

Cigarettes associations

- Data supported that socio-demographic and smoking related factors are important for predicting the importance of certain cigarettes features.
- Taste, quality and price of cigarettes were found to be the most important factors in choosing cigarettes
- Analysis results suggest that number of children had and occupation might be as and even more important in predicting perceived importance of certain cigarettes characteristics
- Beliefs that smokers look more attractive and grown up and smokers would gain weight if they stopped smoking were both significantly lower in strength than other association. Furthermore, these were unaffected by socio-demographic and smoking related respondent characteristics.
- The importance of friends' acceptance of cigarettes and cigarettes being fashionable and popular were perceived as the least important factors in choosing cigarettes. Furthermore, the importance of cigarettes being fashionable and popular was unaffected by any socio-demographic and smoking related variables.
- Consumers did not explicitly state that more information about smoking consequences would lead to decrease in smoking rates or that smoker is able to give up

- Different socio-demographic and smoking status groups perceive messages of social anti-smoking advertisement differently and they have to be targeted by different messages and commercial.

Cigarettes brands

- Cigarettes brands chosen were not found to be related to consumer brand loyalty
- Brand loyalty level of smokers is at best medium as seen from the data. The research does not provide any proof that smokers in Lithuania are extremely brand loyal.
- Smoking status, amount of cigarettes smoked, education and income levels and number of children had were not found to be significant in perceived importance of brand for certain cigarettes attributes
- Differences between different brand consumers can be seen from the data in terms of perceived importance of cigarettes attributes
- Cigarettes brands were found to be important predictors of cigarettes taste and quality
- Data has shown that chosen cigarettes brand is statistically significant for associating smoking with maturity and confidence. Therefore, even though the claim that smokers feel more mature and confident was not supported by overall sample, certain brand users had strong association with smokers feeling more confident.
- Even though brand chosen was not directly related to associations towards cigarettes there were significant differences between certain brand users, therefore data supports that brand can influence consumer perception of cigarettes
- The data does not statistically support, but hypothesis can be drawn from the data that certain brand users value different characteristics of the cigarettes and that cigarettes name and brand image is related to image of celebrities. Therefore, increase in cigarettes brand equity can be achieved by choosing the meaningful brand name or associating it with celebrity

Cigarettes packaging

- New warning label messages were found to be rated as more important for smokers than the old warning label messages. Therefore, this shows that old cigarettes warning messages might lose their value

- There were statistically significant messages among the cigarettes packages presented. Therefore, this shows that different packages can elicit different associations towards cigarettes
- Plain packaging using text warning label was perceived less favorably than packaging using graphic warning label
- Package, which used graphic warning label, was found to be perceived as more modern, capturing more attention and less old-fashioned that traditional packages. Therefore, it can be said that packages using large pictorial warnings decrease some associations but can create certain positive associations towards cigarettes.
- Social status related warning label messages were perceived as more important than health-related messages
- Attentive to cigarettes warning labels respondents found messages as more important. Therefore, the increase in salience of such messages would lead to increase in perceived importance of such messages
- Attention paid towards cigarettes packages was related to more support on packaging control measures
- Smoking status was related to the support towards cigarettes packaging control. Occasional smokers group was the one which opposed such control the most, while never smoked and ex-smoker group supported control of cigarettes packaging the most.

Social marketing

- The importance of certain social marketing characteristics depending on target groups were found by the research
- Social anti-smoking marketing changed consumer associations towards cigarettes: decreased the strength of positive associations and increased the strength of negative associations.
- Social marketing did not affect social status related associations towards cigarettes
- The type of social advertisement was significant in perception of its ability to change behavior as well as consumers acceptance of such advertisement
- It was found that social marketing needs to evoke emotions and feelings, have a shock effect and make viewer think to be effective

- Smoking status was found to be important in changing consumers attitude towards social anti-smoking marketing

5.2 The strenths, limitations and possible weeknesses of the chosen method

Strengths of the analysis

- Analysis improved the understanding about cigarettes brands, packaging and social marketing effect on consumer perception of cigarettes
- Many different socio-demographic and smoking related variables were used which helped to define the most important ones
- The study of three fundamentally different aspects (brand, packaging and social marketing) were analyzed but one consumer sample was used which is helpful in understanding the relative importance of these cigarettes attributes
- Study used indirect questions to find implicit associations and more sincere answers from the respondents
- Internet based survey results are more reliable for the socially sensitive topic of smoking
- Some of the research findings are highly significant, with $p<0.001$. Therefore, this suggest the high reliability of these results

Limitations of the research

- The study did not analyze the effect of every possible variable on consumer perception of cigarettes brands, packaging and social marketing but the effect of the most significant variables
- The interrelations between variables were not taken into account (such as older consumers are more likely to be married and having children). When variables were taken in isolation, there were losses in understanding whether certain variables can change perception indirectly, through other variables
- Very limited amount of packages and social advertisements were used in the analysis
- The research used non-parametric statistic tests, which itself are less reliable
- The internet-based survey sample might be representative of only certain population group but not of all the population

Possible weaknesses of the research

- Some respondents groups had relatively low samples. Therefore, conclusions might be proven to be insignificant if larger sample of such groups would be gathered
- There might have been a positive influence of chosen brand, for later results of packaging and social advertisement evaluations because consumers might be associating with certain brand
- The shown social advertisements might have affected consumer response about perceived importance of certain social advertisement features. Therefore, consumers might have been focusing on only the provided social advertisement

5.3 Research implications

Academic implications

- The research used unique methods of gathering data. In used indirect measures such estimating consumers brand loyalty in terms of their behaviour in case the preferred brand is not available. In addition, it measured the effect of social marketing in terms of change in attitude towards cigarettes associations which were measured by asking the respondents to evaluate belief about other smokers instead of themselves. This was believed to increase respondents' sincerity. In addition, the effect of newness of information was supported by the data; therefore such measures can be used in the future. Overall, the researcher provided means which can be used in future analysis of cigarettes and their brands, packaging and social marketing. In addition, research has shown that usage of ranking questions where respondents need to use trade-off and give different relevance to various attributes was found to yield more significant results. Therefore, similar questions should be used in future research.

Managerial implications

Talking from cigarettes industry perspective, the research provided support that the popularity of brand is directly related to positive evaluations about the brands. In addition, the possible fit between the brand and endorser can be used by cigarettes manufacturers to create brand image associations. Moreover this, the research provided support that plain packaging using graphic warning labels does not necessarily lead to creation of totally

negative attitudes towards cigarettes. Brand name as well as usage of brand descriptors can be used to change consumers associations about the brands. In addition, cigarettes consumers were found to be less brand loyal than described previously. In addition, their brand loyalty level different from actual behaviour in case brand is not available. Therefore, there is a need for cigarettes brands to be available.

Implications for lawmakers

Lawmakers need to be cautious about the effect of cigarettes marketing banning. For one, it will benefit the known and salient brands and decrease the means to compete. In addition, packaging that used large graphic warnings was perceived as unique and innovative. Furthermore, there was decreased effectiveness of warning labels which used old information. Furthermore, there were differences estimated between social advertisement types, messages of warning labels and low trust in governments' ability to benefit customers by imposing regulations. Therefore, the government needs to work together with cigarettes industry, to increase consumer trust in both social marketing and packaging requirements.

5.4 Further research directions

Overall, the research provided some insights but further research could work on improving and providing more accurate answers. Therefore, the following research directions could provide even more significant results:

- The effect of the brand should be measured by gathering large enough groups of respondents for relationships between non-parametric, nominal variables distributions to be measured accurately.
- There is a need to better investigate the relationship and underlying reasons of linking certain brands with certain attributes and endorsers
- More packages of various categories could be compared to find more relevant results about packaging effect on consumer perception of cigarettes
- More types of social advertisement should be compared to better understand the effect of social marketing for consumer perception of cigarettes
- The interrelation between brand, packaging and social marketing attitudes could be measured to find the indirect effect of these attributes for perception of other attributes and cigarettes overall

6. Conclusion

This paper analyzed the effect of cigarettes brand, packaging and social for consumer perception of cigarettes. Even though, there is much control of cigarettes, tobacco industry is able to compete and keep their brand equity. As seen from the paper there are several reasons for this.

Firstly, consumers hold both positive and negative belief about cigarettes. Still, after they start smoking, they start to feel distress because of negative information they get about cigarettes and positive feelings that they feel. This leads to situations there consumer relieve this tension by going for defensive reasoning. As seen from the research data, respondents felt that cigarettes help them to relax, concentrate and give pleasure. At the same time, they believed that smokers have limited capability to give up smoking. Overall, this leads to the behavior which persists even though it causes various consequences.

Cigarettes brand is one factor that increases the effect of positive and decreases the effect of negative associations. Certain cigarettes brands were perceived as being better on certain characteristics. In addition, consumers felt that brands are important for cigarettes quality, taste and even the healthiness of the cigarettes. Therefore, cigarettes brands have the power, though limited, to change consumer perception of cigarettes.

Packaging is a tool, which together with brand can create even stronger associations towards cigarettes packaging. Certain cigarettes packages were perceived as having cigarettes which were tastier, healthier, more pleasant and socially acceptable. Overall, consumers felt that governments control of cigarettes packaging and marketing overall is not beneficial and to a certain level only needed for international treaties. This distrust shows that consumers are likely to oppose various cigarettes restrictions and rather support the tobacco industry.

Lastly, social marketing was attributed to decreased positive and increased negative associations towards cigarettes. Still, certain messages and social marketing advertisements were evaluated more favorably. In addition, relevance of different messages depended both on information provided and newness of information. To add even more, social status related messages were perceived as being both more relevant and having stronger effect for consumer perception of cigarettes.

In conclusion, the effect of brand, packaging and social marketing for consumer perception of cigarettes needs more data to be collected to support the thesis findings as well as findings of the other research. Contradicting results were found by previous research as well as this thesis. In addition, no single aspect of cigarettes, socio-demographic and smoking related factors should be seen in isolation. On the contrary, only the integrated and innovative research designs used can tell for sure, what is the overall effect of brand, packaging and social marketing for consumer perception of cigarettes.

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Appendix 1 Quantitative survey (Original)

1. Ar jūs rūkote? (Jeigu atsakėte ne - nerūkiau niekados, eikite prie 5 klausimo)

- Taip, pastoviai
- Taip, kartais
- Ne, bet anksčiau rūkiau
- Ne, nerūkiau niekados

2. Kiek laiko iš viso rūkote?

- Iki 1 metų
- 1-3 metus
- 4-10 metų
- Daugiau nei 10 metų

3. Kiek cigarečių per savaitę iš viso surūkote (surūkydavote)?

- iki 20 vnt (1 pak)
- 20-60 vnt. (1-3 pak.)
- 61-140 vnt. (3-7 pak.)
- Daugiau nei 140 vnt. (7 pak.)

4. Kokio prekinio ženklo cigaretes dažniausiai rūkote (rūkėte)?

- Parliament
- Marlboro
- L&M
- Camel
- Kent
- Bond
- Winston
- Chesterfield
- Wall Street
- Vogue
- Glamour
- Kiss
- Slim
- Philip Morris
- Kitas_____ (Įrašykite)

5. Įsivaizduokite pažystamą asmenį, kuris rūko kiekvieną dieną. Kurie iš šių teiginių, jūsų nuomone tinka apibūdinti šiam asmeniui? (Vertinimas 1 - visiškai netikėtina; 3 – nei tikėtina nei netikėtina; 5 – visiškai tikėtina)

Teiginys	Visiškai netikėtina	Netikėtina	Nei tikėtina nei netikėtina	Tikėtina	Visiškai tikėtina
Per metus laiko, šis žmogus mes rūkyti	1	2	3	4	5
Jaučia malonumą rūkydamas	1	2	3	4	5
Galvoja, jog rūkydamas atrodo labiau subrendęs, pasitikintis savimi	1	2	3	4	5
Galvoja, kad rūkymas jam/jai padeda susikaupti, susikoncentruoti	1	2	3	4	5
Galvoja, kad rūkymas jam/jai padeda atsipalaiduoti	1	2	3	4	5
Rūko tik dėl kompanijos	1	2	3	4	5
Norėtų mesti rūkyti	1	2	3	4	5
Net jeigu stengtųsi, nesugebėtų mesti rūkyti dėl priklausomybės	1	2	3	4	5
Bijo, jog metęs (-ųsi) rūkyti priaugs svorio	1	2	3	4	5
Nepakankamai suvokia cigarečių keliamą pavojų sveikatai	1	2	3	4	5
Nepakankamai suvokia cigarečių keliamą pavojų aplinkiniams	1	2	3	4	5
Jeigu norėtų, tikrai mestų rūkyti	1	2	3	4	5
Jeigu gautų daugiau informacijos apie rūkymo žalą, mestų rūkyti	1	2	3	4	5
Mestų rūkyti cigaretėms žymiai pabrangus	1	2	3	4	5

6. Kas Jums yra (būtų) svarbu renkantis cigaretes? Prašome išdėlioti prioriteto tvarka skalėje nuo 1 iki 7, kai 1 - mažiausiai svarbu, 7 - labiausiai svarbu.

Vertinimas / Teiginys	1, 2, 3, 4, 5, 6, 7
Cigarečių kaina	
Prekinis ženklas	
Cigarečių skonis	
Pakuotė	
Kokybė	
Cigarečių populiarumas/madingumas	
Draugų palaikymas	

7. Išrinkite vieną prekinį ženklą, kuris geriausiai atspindėtų šias savybes (Parliament, Marlboro, L&M, Camel, Kent, Bond, Winston, Chesterfield, Wallstreet, Glamour, Kiss, Slim, Pall Mall, Philip Morris, kitas, joks prekinis ženklas)

- Kokybė
- Stilingumas
- Geras cigarečių skonis
- Įšvaizdžios pakuotės
- Šiuolaikiškumas
- Modernumas ir inovatyvumas
- Senamadiškumas
- Pigus
- Mažiausiai kenkia sveikatai

8. Ar jūs visada perkate to pačio prekinio ženklo cigaretes (klausimas rūkantiems)?

- Visada perku vieno prekinio ženklo cigaretes
- Jeigu tik įmanoma perku vieno prekinio ženklo cigarettes
- Stengiuosi pirkti vieno prekinio ženklo cigaretes, bet kartais nusiperku ir kitokių
- Perku skirtingų prekinių ženklų cigaretes, bet vieną perku dažniau nei kitus
- Perku skirtingų prekinių ženklų cigaretes

9. Kaip elgtumėtes, jeigu parduotuvė į kurią Jūs užėjote neturėtų to prekinio ženklo cigarečių, kurias dažniausiai rūkote (klausimas rūkantiems)?

- Pirkčiau bet kokias kitas cigaretes, tai problemų man nesudarytų
- Tikrai cigarečių nepirkčiau ir eičiau į kitą parduotuvę
- Jeigu netoli būtų kita parduotuvė, eičiau į ją, jei ne - pirkčiau kito prekinio ženklo cigaretes
- Pirkčiau kito prekinio ženklo cigaretes, turiu kelis prekinius ženklus cigarečių, kurias dažniausiai rūkau
- Pirkčiau kitas panašaus stiprumo ir kainos cigaretes

10. Kaip galvojate, kaip jaustumėtės, jeigų būtų nustotos gaminti to prekinio ženklo, kurį dažniausiai rūkote, cigaretės (klausimas rūkantiems)?

- Susierzinčiau, negalėčiau rūkyti kito prekinio ženklo cigarečių, todėl greičiausiai mesčiau rūkyti
- Susierzinčiau, tačiau išbandyčiau kelis variantus ir pereičiau prie kito prekinio ženklo cigarečių
- Tiesiog pereičiau prie kitų cigarečių, nors patirčiau šiokį tokį susierzinimą
- Tiesiog pradėčiau rūkyti kito prekinio ženklo cigaretes, tai man nesudarytų jokių nepatogumų

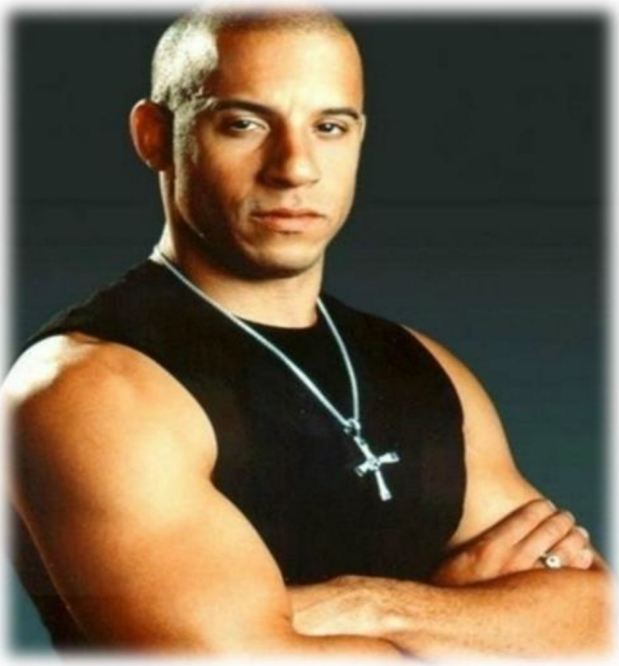
11. Prašome pateikti savo nuomonę, kiek svarbus prekinis ženklas yra šioms pateiktoms cigarečių savybėms. Nurodykite savo nuomonę skalėje nuo 1 iki 5, kai 1 reiškia – visiškai nesvarbu, 5 – labai svarbu.

Kriterijus	Visiškai nesvarbu	Nesvarbu	Nei svarbu nei nesvarbu	Svarbu	Labai svarbu
Kokybė	**1**	**2**	**3**	**4**	**5**
Stilingumas	**1**	**2**	**3**	**4**	**5**
Cigarečių skonis	**1**	**2**	**3**	**4**	**5**
Šiuolaikiškumas	**1**	**2**	**3**	**4**	**5**
Modernumas ir inovatyvumas	**1**	**2**	**3**	**4**	**5**
Rūkymo teikiamas malonumas	**1**	**2**	**3**	**4**	**5**
Mažesnė žala sveikatai	**1**	**2**	**3**	**4**	**5**

12. Kokio prekinio ženklo cigaretes Jūsų nuomone rūko Leonardo DiCaprio?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- Kitas variantas.

13. Kokio prekinio ženklo cigaretes Jūsų nuomone rūko Vin Diesel?



- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- Kitas variantas.

14. Kokio prekinio ženklo cigaretes Jūsų nuomone rūko Jim Parson?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- Kitas variantas.

15. Kokio prekinio ženklo cigaretes Jūsų nuomone rūko Cameron Diaz?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- Kitas variantas.

16. Kokio prekinio ženklo cigaretes Jūsų nuomone rūko Lana Del Rey?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- Kitas variantas

17. Ar sutiktumėte su šiais teiginiais pamatę šią pakuotę (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiškai sutinku)

Teiginys	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Šios cigaretės yra kokybiškos	1	2	3	4	5
Pakuotė atrodo stlingai	1	2	3	4	5
Šios cigaretės yra skanios	1	2	3	4	5
Ši pakuotė traukia akį	1	2	3	4	5
Ši pakuotė atrodo moderniai	1	2	3	4	5
Tai yra senamadiška pakuotė	1	2	3	4	5
Tai yra pigios cigaretės	1	2	3	4	5
Šios cigaretės mažiau kenksmingos sveikatai	1	2	3	4	5

18. Ar sutiktumėte su šiais teiginiais pamatę šią pakuotę (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiškai sutinku)

Teiginys	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Šios cigaretės yra kokybiškos	1	2	3	4	5
Pakuotė atrodo stlingai	1	2	3	4	5
Šios cigaretės yra skanios	1	2	3	4	5
Ši pakuotė traukia akį	1	2	3	4	5
Ši pakuotė atrodo moderniai	1	2	3	4	5
Tai yra senamadiška pakuotė	1	2	3	4	5
Tai yra pigios cigaretės	1	2	3	4	5
Šios cigaretės mažiau kenksmingos sveikatai	1	2	3	4	5

19. Ar sutiktumėte su šiais teiginiais pamatę šią pakuotę (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiškai sutinku)

Teiginys	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Šios cigaretės yra kokybiškos	1	2	3	4	5
Pakuotė atrodo stlingai	1	2	3	4	5
Šios cigaretės yra skanios	1	2	3	4	5
Ši pakuotė traukia akį	1	2	3	4	5
Ši pakuotė atrodo moderniai	1	2	3	4	5
Tai yra senamadiška pakuotė	1	2	3	4	5
Tai yra pigios cigaretės	1	2	3	4	5
Šios cigaretės mažiau kenksmingos sveikatai	1	2	3	4	5

20. Ar sutiktumėte su šiais teiginiais pamatę šią pakuotę (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiškai sutinku)

Teiginys	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Šios cigaretės yra kokybiškos	1	2	3	4	5
Pakuotė atrodo stlingai	1	2	3	4	5
Šios cigaretės yra skanios	1	2	3	4	5
Ši pakuotė traukia akį	1	2	3	4	5
Ši pakuotė atrodo moderniai	1	2	3	4	5
Tai yra senamadiška pakuotė	1	2	3	4	5
Tai yra pigios cigaretės	1	2	3	4	5
Šios cigaretės mažiau kenksmingos sveikatai	1	2	3	4	5

21. Ar Jūs atkreipiate dėmesį į įspėjamuosius užrašus ant cigarečių pakuočių?

- Ne, niekados neatkreipiu dėmesio
- Dažniausiai neatkreipiu dėmesio
- Kartais atkreipiu dėmesį, kartais - ne
- Dažniausiai atkreipiu dėmesį
- Visados atkreipiu dėmesį

22. Kaip manote, kiek Jums kaip rūkančiam asmeniui būtų aktuali ši informacija pateikiama ant cigarečių pakuočių? (1 – visiškai neaktualu, 3 – nei aktualu nei neaktualu, 5 – labia aktualu)

	Visiškai neaktualu	Neaktualu	Nei aktualu nei neaktualu	Aktualu	Labai aktualu
Rūkaliai miršta anksčiau	**1**	**2**	**3**	**4**	**5**
Rūkymas pažeidžia arterijas, sukelia širdies priepuolį ir insultą	**1**	**2**	**3**	**4**	**5**
Rūkymas sukelia mirtiną ligą – plaučių vėžį	**1**	**2**	**3**	**4**	**5**
Rūkydamos nėščiosios kenkia vaisiui	**1**	**2**	**3**	**4**	**5**
Apsaugokite vaikus: neverskite jų kvėpuoti rūkalų dūmais	**1**	**2**	**3**	**4**	**5**
Jūsų gydytojas ar vaistininkas padės jums mesti rūkyti	**1**	**2**	**3**	**4**	**5**
Rūkymas sukelia priklausomybę – nepradėk!	**1**	**2**	**3**	**4**	**5**
Rūkantis asmuo vidutiniškai išleidžia daugiau nei 3000litų cigaretėms per metus	**1**	**2**	**3**	**4**	**5**
70% apklaustų žmonių teigia, jog niekada nesibūčiuotų su rūkančiu asmeniu	**1**	**2**	**3**	**4**	**5**
Tyrimai rodo – rūkymas trugdo gebėjimui susikaupti ir susikoncentruoti	**1**	**2**	**3**	**4**	**5**
80% darbdavių teigia, jog jiems priimtinesnis nerūkantis darbuotojas	**1**	**2**	**3**	**4**	**5**
Dauguma žmonių mano, jog rūkantys asmenys skleidžia blogą kvapą ir atrodo nepatraukliai	**1**	**2**	**3**	**4**	**5**
70% apklaustų moterų teigia, jog rūkymas kenkia vyro potencijai	**1**	**2**	**3**	**4**	**5**
Dūmuose yra benzolo, nitrozoaminų, formaldehido ir vandenilio cianido	**1**	**2**	**3**	**4**	**5**

23. Ar sutinkate su šiais teiginiais apie cigaretes? (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiskai sutinku)

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Informaciniai pranešimai ant cigarečių pakuočių yra naudingi vartotojui	**1**	**2**	**3**	**4**	**5**
Light cigaretės yra lengvesnės, todėl mažiau keiksmingos sveikatai	**1**	**2**	**3**	**4**	**5**
Aš norėčiau matyti daugiau inovacijų cigarečių ir jų pakuočių dizaine	**1**	**2**	**3**	**4**	**5**
Vaizdinė medžiaga apie cigarečių žalą mane šokiruoja	**1**	**2**	**3**	**4**	**5**
Vaizdinė medžiaga apie cigarečių žalą atrodo nerealistiškai	**1**	**2**	**3**	**4**	**5**
Valstybė neturėtų kištis į cigarečių pakuotės dizainą	**1**	**2**	**3**	**4**	**5**
Informaciniai perspėjimai ant cigarečių pakuočių reikalingi tik dėl tarptautinių susitarimų	**1**	**2**	**3**	**4**	**5**
Cigarečių reklama neturėtų būti draudžiama	**1**	**2**	**3**	**4**	**5**
Vartotojui valstybės įtaka cigarečių industrijai yra nenaudinga	**1**	**2**	**3**	**4**	**5**

24. Kokios rūšies socialinės reklamos nukreiptos prieš rūkymą pastebite daugiausiai?

- Televizijos
- Radijo

- Reklaminiai stendai
- Lankstinukai
- Reklama spaudoje
- Reklama internete
- Kitas variantas

25. Su kuriais iš šių teiginių apie socialinę prieš cigaretes nukreiptą reklamą sutiktumėte? (1 – visiškai nesutinku, 3 – nei sutinku nei nesutinku, 5 – visiškai sutinku)

	Visiškai nesutinku	Nesutinku	Nei sutinku nei nesutinku	Sutinku	Visiškai sutinku
Socialinė prieš cigaretes nukreipta reklama mane erzina	**1**	**2**	**3**	**4**	**5**
Reikėtų daugiau socialinės reklamos nukreiptos prieš rūkymą	**1**	**2**	**3**	**4**	**5**
Socialinė reklama daro teigiamą įtaką cigarečių vartojimo mažinimui	**1**	**2**	**3**	**4**	**5**
Socialinė reklama prieš cigaretes yra informatyvi	**1**	**2**	**3**	**4**	**5**
Socialinė reklama nuteikia prieš rūkymą	**1**	**2**	**3**	**4**	**5**
Socialinė reklama priverčia galvoti apie cigaretes	**1**	**2**	**3**	**4**	**5**
Socialinė reklama paskatina rūkymą	**1**	**2**	**3**	**4**	**5**

26. Ar sutiktumėte su žemiau pateiktais teiginiais apie šią socialinę reklamą? (1 – visiškai nepritariu, 3 – nei pritariu nei nepritariu, 5 – visiškai pritariu)

https://www.youtube.com/watch?v=SPBQII5c9fw

	Visiškai nepritariu	Nepritariu	Nei pritariu nei nepritariu	Pritariu	Visiškai pritariu
Ši socialinė reklama yra informatyvi	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama verčia susimastyti apie rūkymo žalą	**1**	**2**	**3**	**4**	**5**

Pamatęs šią reklamą aš norėčiau nerūkyti	**1**	**2**	**3**	**4**	**5**
Pamatęs šią reklamą aš norėčiau, kad kiti asmenys nerūkytų	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama yra efektyvi	**1**	**2**	**3**	**4**	**5**
Aš norėčiau matyti daugiau tokios socialinės reklamos	**1**	**2**	**3**	**4**	**5**
Jeigu tokios reklamos būtų daugiau, sumažėtų rūkančių žmonių skaičius	**1**	**2**	**3**	**4**	**5**

27. Ar sutiktumėte su žemiau pateiktais teiginiais apie šią socialinę reklamą? (1 – visiškai nepritariu, 3 – nei pritariu nei nepritariu, 5 – visiškai pritariu)

(Prierašas apačioje: Rūkymas sukelia senėjimą anksčiau laiko)

	Visiškai nepritariu	Nepritariu	Nei pritariu nei nepritariu	Pritariu	Visiškai pritariu
Ši socialinė reklama yra informatyvi	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama verčia susimastyti apie rūkymo žalą	**1**	**2**	**3**	**4**	**5**
Pamatęs šią reklamą aš norėčiau nerūkyti	**1**	**2**	**3**	**4**	**5**
Pamatęs šią reklamą aš norėčiau, kad kiti asmenys nerūkytų	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama yra efektyvi	**1**	**2**	**3**	**4**	**5**
Aš norėčiau matyti daugiau tokios socialinės reklamos	**1**	**2**	**3**	**4**	**5**
Jeigu tokios reklamos būtų daugiau, sumažėtų rūkančių žmonių skaičius	**1**	**2**	**3**	**4**	**5**

28. Ar sutiktumėte su žemiau pateiktais teiginiais apie šią socialinę reklamą? (1 – visiškai nepritariu, 3 – nei pritariu nei nepritariu, 5 – visiškai pritariu)

	Visiškai nepritariu	Nepritariu	Nei pritariu nei nepritariu	Pritariu	Visiškai pritariu
Ši socialinė reklama yra informatyvi	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama verčia susimastyti apie rūkymo žalą	**1**	**2**	**3**	**4**	**5**
Pamatęs šią reklamą	**1**	**2**	**3**	**4**	**5**

aš norėčiau nerūkyti					
Pamatęs šią reklamą aš norėčiau, kad kiti asmenys nerūkytų	**1**	**2**	**3**	**4**	**5**
Ši socialinė reklama yra efektyvi	**1**	**2**	**3**	**4**	**5**
Aš norėčiau matyti daugiau tokios socialinės reklamos	**1**	**2**	**3**	**4**	**5**
Jeigu tokios reklamos būtų daugiau, sumažėtų rūkančių žmonių skaičius	**1**	**2**	**3**	**4**	**5**

29. Kaip manote, kas svarbiausiai socialinei prieš cigaretes nukreiptai reklamai tam, kad ji būtų efektyvi?

- Informatyvumas
- Emocijų ir jausmų sukėlimas
- Vaizdingumas
- Šokiravimo efektas
- Išskirtinumas
- Patrauklumas
- Vertimas susimąstyti

30. Apklausos pradžioje Jūsų buvo paprašyta įsivaizduoti rūkantį pažystamą asmenį. Kaip manote, kaip pasikeistų jo požiūris, jeigu jis kasdien būtų priverstas matyti efektyvią, prieš cigaretes nukreiptą socialinę reklamą?

Teiginys	**Visiškai netikėtina**	**Netikėtina**	**Nei tikėtina nei netikėtina**	**Tikėtina**	**Visiškai tikėtina**
Per metus laiko, šis žmogus mes rūkyti	1	2	3	4	5
Jaučia malonumą rūkydamas	1	2	3	4	5
Galvoja, jog rūkydamas atrodo labiau subrendęs, pasitikintis savimi	1	2	3	4	5
Galvoja, kad rūkymas jam/jai padeda susikaupti, susikoncentruoti	1	2	3	4	5

Galvoja, kad rūkymas jam/jai padeda atsipalaiduoti	1	2	3	4	5
Rūko tik dėl kompanijos	1	2	3	4	5
Norėtų mesti rūkyti	1	2	3	4	5
Net jeigu stengtųsi, nesugebėtų mesti rūkyti dėl priklausomybės	1	2	3	4	5
Bijo, jog metęs (-ųsi) rūkyti priaugs svorio	1	2	3	4	5
Nepakankamai suvokia cigarečių keliamą pavojų sveikatai	1	2	3	4	5
Nepakankamai suvokia cigarečių keliamą pavojų aplinkiniams	1	2	3	4	5
Jeigu norėtų, tikrai mestų rūkyti	1	2	3	4	5
Jeigu gautų daugiau informacijos apie rūkymo žalą, mestų rūkyti	1	2	3	4	5
Mestų rūkyti cigaretėms žymiai pabrangus	1	2	3	4	5

31. Jūsų lytis ?

- Vyras
- Moteris

32. Jūsų amžius (neprivalomas klausimas)?

- iki 18 metų
- 19-25 metai
- 26-35 metai
- 36-45 metai
- 46-55 metai
- 56 ir daugiau metų

33. Jūsų išsilavinimas (neprivalomas klausimas)?

- Pradinis
- Pagrindinis
- Vidurinis
- Profesinis isilavinimas
- Nebaigtas aukštasis
- Aukštasis (neuniversitetinis)
- Aukštasis (universitetinis)

34. Jūs esate (neprivalomas klausimas)?

- Moksleivis (-ė)
- Studentas
- Bedarbis
- Dirbantis
- Pensininkas
- Kitas

35. Kokios yra Jūsų pajamos (per mėnesį) neprivalomas klausimas))?

- iki 800 lt
- 801-1500 lt
- 1501-2500 lt
- Daugiau nei 2500 litų

36. Kokia yra Jūsų šeimyninė padėtis (neprivalomas klausimas)?

- Vedęs/Ištekėjusi
- Išsiskyręs (-usi)
- Našlys (-ė)
- Nevedęs/netekėjusi
- Gyvenu kartu nesusituokęs (-usi)

37. Kiek jūs turite vaikų (neprivalomas klausimas)?

- Neturiu
- 1
- 2
- 3 ir daugiau

Appendix 2 – Quantitative survey (Translation)

1. Do you smoke? (If you answer – no, I have never smoked please move on to the 5th question)

- Yes, regularly
- Yes, occasionally
- No, but I have previously smoked
- No, I have never smoked

2. How long in total have you smoked?

- Less than 1 year
- 1-3 years
- 4-10 years
- More than 10 years

3. How much cigarettes per week do you smoke (used to smoke)?

- Less than 20 cigarettes (less than 1 pack)
- 20-60 cigarettes (1-3 packs)
- 61-140 cigarettes (3-7 packs)
- More than 140 cigarettes (more than 7 packs)
- Other_____(please write down)

4. What brand of cigarettes do you usually smoke (Used to smoke)?

- Parliament
- Marlboro
- L&M
- Camel
- Kent
- Bond
- Winston
- Chesterfield
- Wall Street
- Vogue
- Glamour
- Kiss
- Slim
- Philip Morris

5. Imagine a person that you know who smokes daily. Which of these statements do you think are likely to describe his beliefs and intentions? (Choose from 1 – very unlikely, 3 – neither likely nor unlikely, 5 – very likely)

	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
This person is going to give up smoking during a year	1	2	3	4	5
Feels pleasure when smoking	1	2	3	4	5
Thinks that he/she looks more mature and confident when smoking	1	2	3	4	5
Thinks that smoking helps him/her to focus and concentrate	1	2	3	4	5
Thinks that smoking helps him/her to relax	1	2	3	4	5
Smokes only to socialize	1	2	3	4	5
Wants to give up smoking	1	2	3	4	5
Could not give up smoking because of addiction	1	2	3	4	5
Is afraid he/she would gain weight after giving up smoking	1	2	3	4	5
Does not fully understand the consequences that smoking has for health	1	2	3	4	5
Does not fully understand the impact that smoking has for people around him	1	2	3	4	5
He/she would for sure give up smoking if he wanted	1	2	3	4	5
He/she would give up smoking if he got more information about the consequences of smoking	1	2	3	4	5
Would give up smoking if the price of the cigarettes would increase greatly	1	2	3	4	5

6. What is (would be) important for you in choosing cigarettes. Please rank the items below starting with 1 – the least important to 7 – the most important. (One rank cannot be used for more than one item)

Statement / Rank	1, 2, 3, 4, 5, 6, 7
Price	
Brand	
Taste	
Packaging	
Quality	
Cigarettes being fashionable and popular	
Friends acceptance	

7. Please choose one brand which would best fit these descriptions (Parliament, Marlboro, L&M, Camel, Kent, Bond, Winston, Chesterfield, Wallstreet, Glamour, Kiss, Slim, Pall Mall, Philip Morris, other brand, none of the brands)

- It has high quality
- It is stylish
- These cigarettes taste good
- It has attractive packages
- It is modern and up-to-date
- It is innovative
- It is old-fashioned
- It is cheap
- It is the least harmful

(Question for smokers/ex-smokers) 8. Do you (did you) always buy the same brand of cigarettes?

- I always buy the same brand
- If it is possible I buy the same brand
- I try to buy the same brand, but sometimes I buy other brands of cigarettes
- I buy various cigarettes brands but there is one that I buy more often than others
- I buy various cigarettes brands

(Question for smokers/ex-smokers) 9. How would you react (had reacted) if the shop you went to buy cigarettes did not have your preferred brand of cigarettes?

- I would not buy any cigarettes and definitely go to another shop
- If another shop was nearby I would go there, if not – I would purchase another brand
- I would buy another brand of cigarettes, there are substitute brands that I buy if the shop does not have mine
- I would buy another cigarettes brand of similar price and strength
- I would buy just about any another cigarettes brand, it would not be a problem to me

(Question for smokers/ex-smokers) 10. How would you react (had reacted) if your favorite cigarettes brand would no longer be produced?

- I would feel anxious, I could not smoke another cigarettes brand so I would probably give up smoking overall
- I would feel distressed but I would try few other brands and pick one to smoke
- I would simply start smoking other cigarettes brand, but I would feel some discomfort because my preferred disappeared
- I would simply start smoking other cigarettes brand, I would not experience any discomfort

11. How important is cigarettes brand for these attributes of cigarettes? (Rank from 1 (not important at all) to 5 (highly important)

	Not important at all	More unimportant than important	Neither important, nor unimportant	More important than unimportant	Highly important
Quality	**1**	**2**	**3**	**4**	**5**
Stylishness	**1**	**2**	**3**	**4**	**5**
Taste of cigarettes	**1**	**2**	**3**	**4**	**5**
Cigarettes being modern and up-to-date	**1**	**2**	**3**	**4**	**5**
Innovativeness	**1**	**2**	**3**	**4**	**5**
Pleasure when smoking cigarettes	**1**	**2**	**3**	**4**	**5**
Harmfulness	**1**	**2**	**3**	**4**	**5**

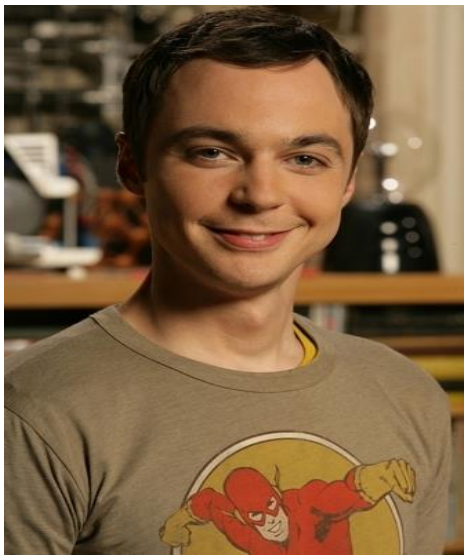
12. Which brand of cigarettes do you think Leonardo DiCaprio smokes?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- other____(please write down).

13. What brand of cigarettes do you think Vin Diesel smokes?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- other____(please write down).

14. What brand of cigarettes do you think Jim Parson smokes?



- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- other____(please write down).

15. What brand of cigarettes do you think Cameron Diaz smokes?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- other____(please write down).

16. What brand of cigarettes do you think Lana Del Rey smokes?

- Parliament,
- Malboro,
- L&M,
- Camel,
- Kent,
- Bond,
- Winston,
- Chesterfield,
- Wall Street,
- Voque,
- Glamour,
- Kiss,
- Slim,
- Pall Mall,
- Philip Morris,
- other____(please write down).

17. Would you agree with these statements about these cigarettes and its packaging? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree	Agree	Totally agree
These cigarettes have high quality	1	2	3	4	5
This package looks stylish	1	2	3	4	5
These cigarettes are tasty	1	2	3	4	5
This packaging captures attention	1	2	3	4	5
This packaging looks modern	1	2	3	4	5
This is old-fashioned packaging	1	2	3	4	5
These cigarettes are cheap	1	2	3	4	5
These cigarettes are less harmful	1	2	3	4	5

18. Would you agree with these statements about these cigarettes and its packaging? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree	Agree	Totally agree
These cigarettes have high quality	1	2	3	4	5
This package looks stylish	1	2	3	4	5
These cigarettes are tasty	1	2	3	4	5
This packaging captures attention	1	2	3	4	5
This packaging looks modern	1	2	3	4	5
This is old-fashioned packaging	1	2	3	4	5
These cigarettes are cheap	1	2	3	4	5
These cigarettes are less harmful	1	2	3	4	5

19. Would you agree with these statements about these cigarettes and its packaging? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree	Agree	Totally agree
These cigarettes have high quality	1	2	3	4	5
This package looks stylish	1	2	3	4	5
These cigarettes are tasty	1	2	3	4	5
This packaging captures attention	1	2	3	4	5
This packaging looks modern	1	2	3	4	5
This is old-fashioned packaging	1	2	3	4	5
These cigarettes are cheap	1	2	3	4	5
These cigarettes are less harmful	1	2	3	4	5

20. Would you agree with these statements about these cigarettes and its packaging? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree	Agree	Totally agree
These cigarettes have high quality	1	2	3	4	5
This package looks stylish	1	2	3	4	5
These cigarettes are tasty	1	2	3	4	5
This packaging captures attention	1	2	3	4	5
This packaging looks modern	1	2	3	4	5
This is old-fashioned packaging	1	2	3	4	5
These cigarettes are cheap	1	2	3	4	5
These cigarettes are less harmful	1	2	3	4	5

21. Do you pay attention to warning labels on cigarettes packages?

- No, I never pay attention
- Usually, I do not pay attention
- Sometime I pay attention, sometimes not
- Usually I pay attention
- I always pay attention

22. What do you think, how important this information would be for you as a smoker? (Please rank from 1 (not important at all) to 5 (highly important), with 3 meaning neither important, not unimportant)

	Not important at all	Not important	Neither important, not unimportant	Important	Highly important
Smokers die younger	**1**	**2**	**3**	**4**	**5**
Smoking damages the arteries, leads to heart diseases and possibility of strokes	**1**	**2**	**3**	**4**	**5**
Smoking can cause a fatal disease – lung cancer	**1**	**2**	**3**	**4**	**5**
Pregnant woman can harm the foetus if they smoke	**1**	**2**	**3**	**4**	**5**
Protect your kids, protect them from inhaling cigarettes fumes	**1**	**2**	**3**	**4**	**5**
Your doctor or pharmacist can help you to give up smoking	**1**	**2**	**3**	**4**	**5**
Smoking causes addiction – don't start	**1**	**2**	**3**	**4**	**5**
Average smoker spends more than 3000 litas on cigarettes per year	**1**	**2**	**3**	**4**	**5**
70% of surveyed people say that they would never kiss a smoker	**1**	**2**	**3**	**4**	**5**
Research reveals: smoking decreases focus and concentration	**1**	**2**	**3**	**4**	**5**
80 % of employers say that they would give preference to non-smoker employee	**1**	**2**	**3**	**4**	**5**
Most people think that smokers smell bad and look less attractive	**1**	**2**	**3**	**4**	**5**
70% of surveyed woman believe that smokers have less potency	**1**	**2**	**3**	**4**	**5**
Cigarettes fumes contain benzene, nitrosamines, formaldehyde and hydrogen cyanide	**1**	**2**	**3**	**4**	**5**

23. Do you agree with these statements about cigarettes? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree, not disagree	Agree	Totally agree
Warning labels on cigarettes packaging are useful for consumers	**1**	**2**	**3**	**4**	**5**
Light cigarettes containing less nicotine are less harmful	**1**	**2**	**3**	**4**	**5**
I would like to see more innovation in cigarettes industry	**1**	**2**	**3**	**4**	**5**
Visual warnings displaying health impact of smoking shocks me	**1**	**2**	**3**	**4**	**5**
Visual warnings displaying health impact of smoking looks unrealistic	**1**	**2**	**3**	**4**	**5**
Government should not control packaging of cigarettes	**1**	**2**	**3**	**4**	**5**
Warning labels on cigarettes packages are only mandatory because of international treaties	**1**	**2**	**3**	**4**	**5**
Cigarettes marketing should not be banned	**1**	**2**	**3**	**4**	**5**
Government control of tobacco industry is not beneficial for the consumers and general population	**1**	**2**	**3**	**4**	**5**

24. What type of social anti-smoking marketing do you see the most?

- Television
- Radio
- Outdoor stands
- Leaflets
- Advertisements in the press
- Internet
- Other

25. With which of these statements about social anti-smoking marketing would you agree? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, not disagree)

	Totally disagree	Disagree	Neither agree, not disagree	Agree	Totally agree
It irritates me	**1**	**2**	**3**	**4**	**5**
There should be more anti-smoking social marketing	**1**	**2**	**3**	**4**	**5**
Social marketing influences the decrease in smoking rates	**1**	**2**	**3**	**4**	**5**
Social anti-smoking marketing is informative	**1**	**2**	**3**	**4**	**5**
Social marketing makes people oppose smoking	**1**	**2**	**3**	**4**	**5**
Social anti-smoking marketing makes people think about cigarettes	**1**	**2**	**3**	**4**	**5**
Social anti-smoking marketing makes people smoke more	**1**	**2**	**3**	**4**	**5**

26. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, not disagree) ***(Appendix 3 contains snapshot of the video)***

https://www.youtube.com/watch?v=SPBQII5c9fw

	Totally disagree	Disagree	Neither agree, not disagree	Agree	Totally agree
This social advertisement is informative	**1**	**2**	**3**	**4**	**5**
This social advertisements makes me think about smoking consequences	**1**	**2**	**3**	**4**	**5**
I would like not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
I would like other people not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
This social advertisement is effective	**1**	**2**	**3**	**4**	**5**
I would like to see more social advertisement like this	**1**	**2**	**3**	**4**	**5**
If there was more social advertisement like this, the smoking rates would decrease	**1**	**2**	**3**	**4**	**5**

27. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

The statement in the bottom is - *Smoking causes premature ageing*

	Totally disagree	Disagree	Neither agree, not disagree	Agree	Totally agree
This social advertisement is informative	**1**	**2**	**3**	**4**	**5**
This social advertisements makes me think about smoking consequences	**1**	**2**	**3**	**4**	**5**
I would like not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
I would like other people not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
This social advertisement is effective	**1**	**2**	**3**	**4**	**5**
I would like to see more social advertisement like this	**1**	**2**	**3**	**4**	**5**
If there was more social advertisement like this, the smoking rates would decrease	**1**	**2**	**3**	**4**	**5**

28. Would you agree with the following statements about this anti-smoking social marketing advertisement? (Please rank from 1 (totally disagree) to 5 (totally agree), with 3 meaning neither agree, nor disagree)

	Totally disagree	Disagree	Neither agree, not disagree	Agree	Totally agree
This social advertisement is informative	**1**	**2**	**3**	**4**	**5**
This social advertisements makes me think about smoking consequences	**1**	**2**	**3**	**4**	**5**
I would like not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
I would like other people not to smoke after watching this commercial	**1**	**2**	**3**	**4**	**5**
This social advertisement is effective	**1**	**2**	**3**	**4**	**5**
I would like to see more social advertisement like this	**1**	**2**	**3**	**4**	**5**
If there was more social advertisement like this, the smoking rates would decrease	**1**	**2**	**3**	**4**	**5**

29. What do you think is the most important for social anti-smoking advertisement to be effective? (you can pick more than one)

- It needs to be informative
- It needs to evoke emotions and feelings
- It needs to be visual
- It has to have a shock effect
- It needs to be novel and unique
- It needs to be attractive
- It needs to make viewer think

30. You were asked to imagine a daily smoker in the beginning of the survey. How would you think his/her opinion and intentions would change if he/she would see effective social anti-smoking advertisement every day?

	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
This person is going to give up smoking during a year	1	2	3	4	5
Feels pleasure when smoking	1	2	3	4	5
Thinks that he/she looks more mature and confident when smoking	1	2	3	4	5
Thinks that smoking helps him/her to focus and concentrate	1	2	3	4	5
Thinks that smoking helps him/her to relax	1	2	3	4	5
Smokes only to socialize	1	2	3	4	5
Wants to give up smoking	1	2	3	4	5
Could not give up smoking because of addiction	1	2	3	4	5
Is afraid he/she would gain weight after giving up smoking	1	2	3	4	5
Does not fully understand the consequences that smoking has for health	1	2	3	4	5
Does not fully understand the impact that smoking has for people around him	1	2	3	4	5
He/she would for sure give up smoking if he wanted	1	2	3	4	5
He/she would give up smoking if he got more information about the consequences of smoking	1	2	3	4	5
Would give up smoking if the price of the cigarettes would increase greatly	1	2	3	4	5

31. Your gender? (Optional question)

- Male
- Female

32. Your age? (Optional question)

- Less than 18 years
- 19-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56 or more years

33. Your education? (Optional question)

- Primary
- Secondary
- High school
- Professional occupation
- Non-finished university, college degree
- College degree
- University degree

34. Your occupational status? (Optional question)

- Attending school
- Student
- Unemployed
- Employed
- Pensioner
- Other

35. What is your monthly income? (Optional question)

- Less than 800 lt
- 801-1500 lt
- 1501-2500 lt
- More than 2500 lt

36. What is your marital status? (Optional question)

- I live together with a spouse without marriage
- Married
- Divorced
- Single
- Widow

37. How many children do you have? (Optional question)

- I do not have any children
- 1
- 2
- 3 or more

Appendix 3 Screen capture of social anti-smoking advertisement