

# Trabajo Fin de Grado

TÍTULO

EFFECTIVIDAD DE LA PUBLICIDAD CONTRA EL CONSUMO DE  
TABACO.

-

EFFECTIVENESS OF ADVERTISING AGAINST TOBACCO  
CONSUMPTION.

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## **RESUMEN**

El aumento del uso de la tecnología ha provocado entre otras cosas un incremento notable de la cantidad de información que recibimos. Las empresas aprovechan esta situación a través de estrategias de marketing o de actividades de comunicación, como la publicidad. Sin embargo, no toda la publicidad que recibimos consigue los objetivos para los que fue diseñada.

Es por esto que, este trabajo tiene como objetivo el estudio de la eficacia de la publicidad contra el consumo de tabaco desde el punto de vista del receptor del mensaje. Para ello, hemos analizado las consecuencias de la exposición a anuncios publicitarios, con componente tanto persuasivo como informativo; en particular, sobre la influencia del anuncio en la decisión final de compra, es decir, en el comportamiento del consumidor.

Hemos dividido el trabajo en dos partes: En primer lugar, un marco teórico en el que se contextualiza la situación del consumo de tabaco en España y la situación socioeconómica actual. Además, se aborda el concepto de publicidad y cómo puede afectar en el comportamiento de compra. En segundo lugar, hemos llevado a cabo un análisis empírico para evaluar la eficacia de las campañas publicitarias dirigidas a cubrir un fin social, concretamente, dejar de fumar. Para lograr nuestro objetivo, hemos seleccionado la última iniciativa publicitaria en contra del consumo de tabaco llevada a cabo por el Ministerio de Sanidad, Consumo y Bienestar Social en 2019. Finalmente, hemos realizado un estudio de mercado dirigido tanto a consumidores habituales como esporádicos. Para recoger la información necesaria, hemos empleado una encuesta como fuente de información primaria.

Palabras clave: Publicidad, eficacia, comportamiento del consumidor, tabaco

## **ABSTRACT**

The increasing use of technologies has led to a significant increase in the amount of information we receive. Companies take advantage of this situation through marketing strategies or communication activities, such as advertising. Nevertheless, not all the advertisements we receive finally achieve the objectives for which they were initially designed.

For that reason, the primary focus of this dissertation is to discuss the effectiveness of an advertising campaign launched against tobacco. In particular, this analysis was done from the receiver of the message point of view. For that purpose, this work explores the consequences of exposure to advertisements, with a combination of both, a persuasive and an informative component. Specially, this study is focused on the influence of the advertisement on the final purchasing decision, having a look whether it can affect the final consumer behavior or not.

The dissertation is divided into two major parts: First of all, a theoretical framework in which the current Spanish tobacco consumption and socioeconomic situation is described. Furthermore, this work also suggests the concept and importance of advertising and how it can affect the purchasing decision of consumers.

Secondly, an empirical analysis was executed to assess the effectiveness of advertising campaigns aimed at covering a social purpose, more specifically, stop smoking. In order to achieve the main goal, the last advertising initiative launched by the Ministry of Health, Consumption and Social Welfare in 2019 was analyzed. Finally, focusing the attention on both, regular and sporadic tobacco consumers, a market research was conducted. In addition, to collect the information, a questionnaire was used as a source of primary information.

Key words: Advertisements, effectiveness, consumer behavior, tobacco

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## **1. INTRODUCTION AND OBJECTIVES**

In order to understand the present consumption of tobacco in Spain and the advertisement campaigns launched against this product it is essential to start this dissertation by explaining the transformation suffered by tobacco advertisements over time. Furthermore, we will pay attention to the factors that have led to the prohibition of this kind of commercials.

First of all, the beginning of tobacco trading in Spain dates back to the 16th century. During this period, the first manufacturing companies were established in Sevilla. Initially, tobacco did not have a large negative impact on public health due to several factors.

On the one hand, during the first years, only a minor sector of the population consumed it and had access to this product. In addition, if people consumed tobacco it was also in small quantities due to the fact that the level of production was low.

However, this situation drastically changed at the end of the 19th century. There was a change in the production system, marketing and cultivation of tobacco. On the other hand, the development of new promotion techniques allowed manufacturing companies to create new advertising strategies that generated an exponential increase in sales for this product.

Nevertheless, tobacco advertising campaigns have undergone a huge transformation over the years. The evolution of tobacco advertisements has followed several stages that will be deeper explained in the following sections of this dissertation (Rodriguez, 2005).

Regarding the goals of this Final Degree Dissertation, the main concern is to analyze whether or not advertising based on social aspects, in this case, stop smoking, can affect or not final consumer decisions. Thanks to the skills acquired during Business Administration and Management degree course, some quantitative techniques for data collection will be used. This tool, which is a questionnaire, together with the results and statistics obtained from it will help us to conclude the effectiveness of this type of advertisement.

Firstly, to achieve this goal, we will analyze the current socioeconomic Spanish situation through official websites (such as the National Statistics Institute) to understand the main factors that affect consumption. At this stage, variables such as purchasing power or GDP

will be studied as core drivers for the Spanish economy. This data will allow us to understand the evolution of tobacco consumption over time and to analyze its main ups and downs. The explanation of health problems originated from tobacco consumption will be the key to understand why public institutions behave against this product and to see the measures they are currently carrying out.

Secondly, we will deal with the importance of advertising in consumer behavior having a look also at commercial communication variables and the evolution of tobacco advertisements. The last part of this section will be devoted to study the main variables that help us to determine the advertising effectiveness.

Thirdly, after presenting the advertising campaign and the main distribution channels that have been used to make it known to the public, we will carry out the aforementioned marketing research study through the use of a questionnaire.

The questionnaire will be distributed through WhatsApp and e-mail. After finishing this process, we will highlight the main limitations found while using this technique and with the results obtained from it, we will attempt to interpret them to achieve the proper conclusions about the advertising effectiveness.



## **2. SITUATION OF THE PROCESSED FOOD SECTOR IN SPAIN: TOBACCO**

The situation of the processed food sector together with the consumer habits in Spain have evolved during the last years. For this reason, in this section we will deal with the present Spanish economic situation in order to understand the consumption behavior of consumers.

Then, we will analyze the latest trends for tobacco consumption among men and women in Spain and their negative effects on health. Finally, we will have a look at the last regulations carried out by the public institutions to achieve the reduction of tobacco consumption and we will see if these measures together with advertising initiatives have had an effect on consumption.

### **2.1. CHANGE IN PURCHASING POWER AND MAIN ECONOMIC INDICATORS**

Spain has experienced a huge transformation during the last 40 years and consequently, the main drivers for consumption have evolved as well. First of all, it is necessary to analyze the evolution of GDP, which measures the market value of all the final goods and services produced in a specific time period, often a year. GDP is one of the main engines for an economy. An increase in its value reflects an increase in the economic activity of the country. According to the last information collected from “El País” newspaper, GDP is nowadays around 2%, the lowest recorded value since the recovery of the economy in 2014.

In Graph 1, we can observe its evolution going from 1996 to 2018. As can be seen, in 2009 the lowest growth values for the Spanish economy were reached as a consequence of the economic crisis. Their effects were dramatic for consumers as there was a loss of purchasing power and an important drop in consumption (El País, 31/10/2019).

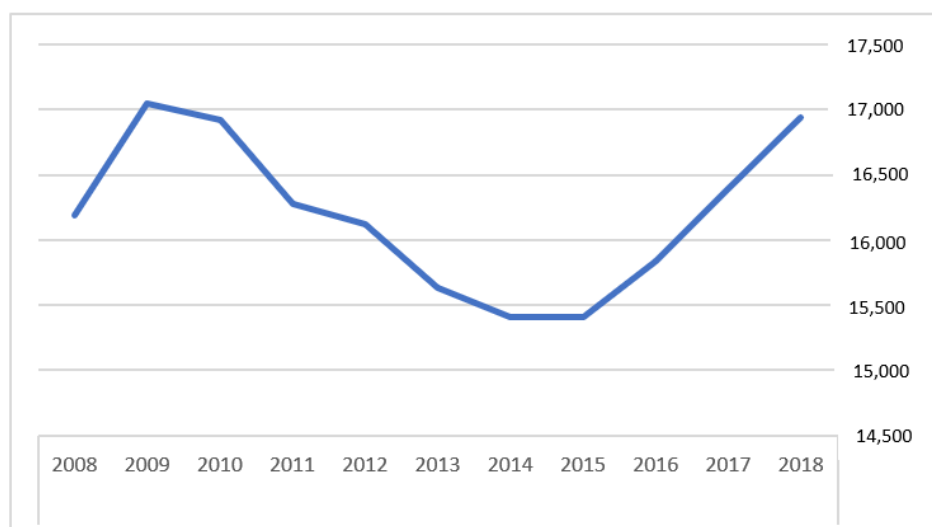
**Graph 1.** Evolution of GDP per capita in Spain, 1996-2018



Source: El País, 2019

Nowadays, the values for GDP are more stable but there still exist some concerns about this economic indicator due to the current political and economic instability of the country. In fact, as a consequence of the recession, average national income of Spanish consumers was negatively affected. As can be seen in Graph 2, since 2009 there has been a constant decrease of their disposable income that lasted until the recovery of the economy in 2014. This was translated into an increase of inequality and a decrease of the welfare and standards of living of consumers. After 2014, average national income was stabilized until 2015, when an upward trend has lasted until now (INE, 2018).

**Graph 2.** Evolution of average national income per unit of consumption, 2008-2018 (Base 2013).



Source: Own elaboration from National Statistics Institute (INE), 2018

The increase in purchasing power during the last years has originated an increase in consumption. According to the National Statistics Institute, average expenditure per household was about €29,871 in 2018, 2.3% points more than in 2017. In constant terms (removing the effect of prices), the average expenditure per household increased 1.4%. As it can be seen in Table 1, the biggest increases were recorded in education, housing, communications and transports. Nevertheless, the items in which households spent the less amount of money was in dressing and footwear, alcoholic drinks and tobacco (tobacco consumption experienced a decrease of 3.2% with respect to 2017) (Table 1).

**Table 1.** Average expenditure per household, percentage variation and annual variation per groups of expenditure, 2018.

Expenditure groups (2018)	Average expenditure per household (euros)	Percentage distribution	Annual variation rate
TOTAL	29,871	100	2.3
1. Food and non-alcoholic beverages	4,223	14.1	2.8
2. Alcoholic beverages and tobacco	519	1.7	-3.2
3. Clothes and footwear	1,463	4.9	-3.4
4. Housing, water, electricity, gas and other fuels	9,181	30.7	4.6
5. Furnitures, home items and housing maintenance items	1,372	4.6	2.6
6. Health	1,010	3.4	3
7. Transport	3,790	12.7	3.4
8. Communications	964	3.2	3.7
9. Leisure and culture	4,643	5.5	-1.1
10. Education	461	1.5	11.2
11. Restaurants and hotels	2,948	9.9	-1.8
12. Other goods and services	2,298	7.7	1.6

Source: Own elaboration from National Statistics Institute, 2018.

As it can be seen, tobacco only represents 1.7% of total average expenditure in Spain during 2018. This amount is only above education expenditure of households, which represents 1.5 % of total average expenditure (Table 1) (INE, 2018).

Regarding the last news, it has been found that if Spanish population spend less in tobacco is due to several reasons. First of all, population between 10-14 years in Spain spend more than 1 hour per day with phones, social media, computers and electronic devices. This addiction may be one of the reasons why young people spend less in tobacco. On the other hand, Spain has an aging population where the increase of cardiovascular diseases raises for this range of age. This part of the population is becoming more aware of the health problems that tobacco can originate and consequently, they take actions against it.

Furthermore, it is also true that nowadays there is even more concern about the benefits of right feeding and nutrition habits. In fact, it has been found that 90% of Spaniards relate feeding with health. Finally, it cannot be forgotten that 80% of the price for this product is intended to pay taxes so the tax changes registered in recent years have had a significant impact on the cost of this product (EL País, 26/06/2018).

## **2.2. CONSUMER HABITS AND PRESENT TOBACCO CONSUMPTION IN SPAIN**

According to the last published annual report of the National Health System of 2017, 23% of the population around 15 years and more smokes on a daily basis, 2.4 % are sporadic consumers and 25.7% are declared by themselves as ex-smokers, while 49% affirm to have never smoked. Having a look at these figures by genders, the percentage of daily men smokers is around 27.6% and 18.6% for women.

Smoking habits between 15 and 24 years affects to 18.5% of the population. In this range of age, the lowest difference between men (21.4%) and women (15.5%) is found. Major differences by gender are found out in the ranges of 25-34 years and people over 55 years old.

If we have a look at Graph 3, it can be seen that there exists a significant difference in daily smoking by genders. Vertical axes represent the percentage values for daily tobacco consumption while the horizontal axes are the different social classes analyzed.

Classifications by social class can be seen in the footnote <sup>1</sup> at the end of this page. Men follow a trend in which the habit for daily tobacco consumption increases as the social class decreases (from directors to non-qualified workers). However, the same cannot be said for women as values only vary from 16.7% to 20.3 % and no clear trends may be identified (Ministry of Health, Consumption and Welfare, 2017).

**Graph 3.** Prevalence of daily tobacco use in a population aged 15 and over



**Source:** Ministry of health, consumption and social welfare, 2017.

<sup>1</sup> Social class: The Social class division used that proposed the Spanish epidemiology society adapted for the national health survey of Spain. It corresponds to an aggrupation of coded occupations according to National classification of occupations. The six used are:

- (I) Directors and managers of establishments of 10 or more employees and professionals traditionally associated with university degrees.
- (II) Directors and managers of establishments with less than 10 employees, professionals traditionally associated with university degrees and other technical support professionals. Athletes and artists.
- (III) Intermediate occupations and self-employed workers.
- (IV) Supervisors and workers in qualified technical occupations
- (V) Skilled workers in the primary sector and other semi-skilled workers.
- (VI) Non-qualified workers

In addition, according to Table 2, Autonomous Communities with the highest daily tobacco consumption are Extremadura and Murcia (25.6%). On the other hand, the regions with the lowest levels of consumption are the communities of Melilla (15.3%), Galicia and Asturias (19.1%). Since 1993 until today, the percentage of men that consume tobacco on a daily basis is bigger than the percentage of daily women smokers. Nowadays the difference among genders in percentage points is around 9.4%.

**Table 2.** Prevalence of diary tobacco consumption between 15 years and over. Percentage distribution per gender and autonomous Community, 2014

<b>Autonomous Community</b>	<b>Both genders</b>	<b>Men</b>	<b>Women</b>
Andalucía	24.4%	29.0%	19.9%
Aragón	23.9%	27.6%	20.4%
Asturias	19.1%	21.9%	16.6%
Baleares	23.0%	29.3%	16.9%
Canarias	22.7%	29.5%	16.0%
Cantabria	21.4%	26%	17.5%
Castilla y León	21.6%	26%	17.5%
Castilla-La Mancha	23.4%	28.2%	18.6%
Cataluña	23.7%	29.8%	17.8%
Comunidad Valenciana	22.0%	26.4%	17.7%
Extremadura	25.6%	31.8%	19.5%
Galicia	19.1%	23.7%	14.9%
Madrid	23.2%	25.5%	21.1%
Murcia	25.6%	27.7%	23.5%
Navarra	23.2%	27.7%	18.8%
Pais Vasco	22.8%	28.5%	17.4%
La Rioja	21.8%	25.7%	17.9%
Ceuta	22.8%	27.4%	17.6%
Melilla	15.3%	19.7%	11.4%
<b>Spain</b>	<b>23.0%</b>	<b>27.6%</b>	<b>18.2%</b>

Source: Own elaboration form National Statistics Institute, 2014.

Nevertheless, in general the percentage of the population that normally smokes has experienced a continuous decrease since 1993 although this decline has slowed down in recent years. This decrease has been mainly thanks to the improvements in the lifestyles of both, men and women (INE, 2014).

### **2.3. HEALTH PROBLEMS AND SMOKING CONSEQUENCES**

Smoking cigarettes implies to be exposed to a large quantity of prejudicial health substances and to the risk of development of a dependency. Carbon monoxide is found in tobacco smoke and it goes into the blood through the lungs. On the one hand, it is the responsible for the damage originated in the vascular system and on the other hand, for the decrease in the delivery of oxygen to the tissues of our body. On some occasions, it may cause fatigue, cough and spitting.

Nicotine has its effects on some areas of the brain that regulate pleasant feelings, originating the raise of addiction. It also affects the cardiovascular system, heart rate and the possibility of experiencing arrhythmias. In addition, it also causes changes in blood viscosity and the increase in triglyceride and cholesterol levels.

In spite of the fact that it has a catching image for some people, tobacco produces some undesirable alterations after short time periods of consuming it. Among these negative effects it can be highlighted:

- Premature wrinkles in the upper lip area, around the eyes, chin and cheeks. It also produces grey skin coloration that it is known as “smoking image”.
- Stains on teeth, infections and tooth decay
- Bad breath and body odor due to the impregnation of the tobacco smell.
- Yellow spots on nails and fingers

In general, young people that keep smoking is not aware of the importance that these effects may have on health in the long-run. Tobacco is the first avoidable cause of diseases, disability and premature death in the world. In Europe, smoking causes 1,2 million of deaths every year. It is directly related with the show up of 29 diseases (in which 10 of them are of several types of cancers) and it is the main cause of lung cancer deaths and more than half of cardiovascular diseases (World Health Organization, 2019).

In Spain, more than 50,000 people die every year due to tobacco consumption. It has also to be highlighted that these figures show that more people die due to tobacco use rather than traffic accidents and illegal drug use together.

Finally, it has also to be mentioned that smoking has additional risks for women because it has been proven that the probability of suffering a heart attack is multiplied by 10 and menopause may appear 2 or 3 years before expected (World Health Organization, 2019). Health problems originated by tobacco consumption may be different in the short and long-run. These effects can be found in Table 6 attached in Appendix 1 at the end of this dissertation.

#### **2.4. PUBLIC INSTITUTIONS AND THEIR ROLE AGAINST TOBACCO**

Despite the harmful effects caused by tobacco on citizens health, there is still soft institutional and governmental measures to address this problem. Nowadays, there still exists conflict of interests between public institutions and smokers to reach an agreement regarding this issue.

As it has been explained in the previous section, smoking is the main cause of disease, disability and death around the world. Every year more than 50,000 people die due to its consumption in Spain (National Committee for tobacco prevention, 12/07/2018).

For this reason, both, national and world public institutions such as the Spanish Government, the World Health Organization, the World Bank and other governmental agencies around the world attempt to tackle this issue.

These organizations advise the combination of several measures for its control as there has been evidence that the illegalization of the product and the prohibition of its consumption are not the most effective measures and they are not politically acceptable in democratic countries (National Committee for smoking prevention, 2010).

Among the main tools applied by public institutions to slow down tobacco consumption it can be highlighted the increase of fiscal measures. It is one of the most effective ways that immediately help to reduce per capita consumption and the prevalence of smoking through the increase in prices. An increase of 10% in price may increase between 3 and 5% abstinence rates. These effects are specially noticed among young people and the less favored social groups (National Committee for smoking prevention, 2010).

Spain is, within the European Union, one of the countries with the lowest prices for a pack of cigarettes. The cheapest price for a pack of cigarettes is around 4-5 euros. This



price is contrasted with other countries of the EU such as France, where the cheapest price can be found around 8-9 euros (ABC, 2018).

In addition, public institutions have also tried to regulate tobacco consumption in public spaces. Studies prove that this measure is able to improve its results over time. Researchers point out that prevalence of consumption is reduced between 7-8% when smoking is forbidden in work spaces and 3-4% when it is regulated in leisure spaces. This is especially given for developed countries and its main effects are reached among adults of 25-54 years old (National Committee for smoking prevention, 2010).

Another key measure is the reduction of the accessibility of the product to underage people. Measures such as advertising prohibition, promotion and sponsorship against tobacco consumption help to tackle this problem. The effects in the reduction of prevalence for tobacco consumption are around 4 to 6% in the long-run. Young people may even require additional preventive campaigns because they have frequently pro-smoking behaviors.

The only way to reasonably control the sale of tobacco to underage people would probably be to restrict its sale to physical shops and get rid of all the machines that distribute the product. Furthermore, it has also to be mentioned the importance of the design of advertising campaigns in social communication channels focused on the population as a whole. The use and design of right advertising campaigns can increase the attempts of giving up tobacco by almost 40%. The most effective results are given when these campaigns are well financed and also combined with other regulatory measures.

Public institutions also aim to increase the accessibility for treatments that help to stop smoking habits. People most favored from these kinds of measures are those of low economic resources and daily tobacco consumers, especially women. It can result in an increase of dropout rates of around 5 to 25% depending on the amount of funding.

Finally, the accessibility of telephone assistants established to help the slowdown of smoking rates should also be highlighted. Its impact depends on the accessibility and characteristics of the telephone support services. It can help to reduce tobacco consumption around 20 to 40%. It is true that if the telephone support service is of national scope (for instance, number phones that appear in all packs of cigarettes) and its number is regularly published its impact will be much higher. The main advantage of this

telephone assistance is that the messages and support provided can be personalized as a function of the preferences of each user.

## **2.5. IMPACT OF TOBACCO REGULATIONS ON THE SPANISH ECONOMY**

It was not until January, 1<sup>st</sup> 2006 when “28/2005” law came into force in Spain. This regulation established the prohibition of smoking in work spaces (both public and private) and cultural centers. It had a multidimensional effect in terms of health improvements, reduction of tobacco prevalence among the young adult population and the general reduction of the exposure to tobacco smoke (BOE, 26/12/2005).

Since the law was announced until it was implemented there was a huge controversy among the whole population. The most striking reactions were given in the hostelry sector by the request of the abrogation of the regulation. During the first years, the Spanish Federation of hostelry and restoration (SFHR) predicted that if the law entered into force, restaurants and bars would lose around €1,6 million in sales, 8% of its turnover. This would imply, according to “Europa Press” the detriment of almost 20,000 job positions (National Committee for smoking prevention, 2009).

After years of its implementation, it has been shown that the main economic indicators in Spain were not affected by this regulation. In fact, if the hostelry sector has experienced frequency loss of smokers in establishments, this effect has been compensated with the increase in frequency from people who value more smokeless spaces (National Committee for smoking prevention, October 2009).

Nonetheless, if confronted opinions from the National Smoking Prevention Committee and the Spanish Hostelry and restaurant Federation are put aside, we will be able to conclude that this law has not fulfilled citizens expectations. In order to check this general dissatisfaction, we may have a look at the answers collected from the questionnaires carried out by the Sociological Research Center (CIS).

The following table gathers the different assessments (very well, well, fair, bad, very bad) of the law, answered by smokers, ex-smokers and people that have never smoked before in 2005 (before the law was enacted), in 2006 (during the first year of its implementation) and in 2008.

**Table 3.** Perception of law 28/2005 by Spaniards, smokers and non-smokers

	November, 2005			October, 2006			October,2008		
	Smoker	Ex-smoker	Has never smoked before	Smoker	Ex-smoker	Has never smoked before	Smoker	Ex-smoker	Has never smoked before
Very good	17.80%	36.50%	50.80%	7.3%	17.7%	19.25%	12.1%	20.7%	20.3%
Good	39.50%	39.80%	37.70%	46.5%	49.2%	55.8%	45.6%	53.8%	53.2%
Regular	8.30%	7.50%	4.60%	12.9%	12.6%	9.6%	8.2%	5.4%	6.7%
Bad	24.30%	10.30%	5.50%	23.7%	12.8%	11.5%	20.3%	11.1%	12.8%
Very bad	9.60%	4.30%	0.60%	6.5%	5.4%	2.1%	9.8%	6.1%	4.5%
Not answer	0.5%	1.80%	0.80%	3.1%	1.4%	1.7%	4.1%	3.1%	2.5%

Source: Own elaboration through Sociological Research Centre (CIS), 2008.

It can be observed that, the percentage of people that had never smoked before and valued the law as very good/good in 2005 have significantly decreased compared to the percentage of the same group that voted the law as very good in 2008. In 2005, 50.8% of the people who had never smoked before graded the regulation as very good, while only 20.3% of them rated it as very good/good after it entered into force in 2008 (CIS, 2008).

Nevertheless, if we have a look at daily smokers it can be seen that, in general, the law has not disappointed them. Before the implementation, 39.5% of the smokers said the law was considered as good and later on, in 2008 after its implementation 45.6% of the same group of people valued it as good.

To conclude, we could attempt to explain the disappointment of non-smokers as a loss of tolerance to smoke or due to the fact that people that smoke is failing to fulfill with the enacted regulation.

### **3. ADVERTISING AND ITS IMPORTANCE IN THE FINAL PURCHASING DECISION**

Advertising is one way of communicating a set of paid messages in order to publish products, services, ideas or institutions with the aim of reporting and influencing people purchasing decisions through the use of massive communication channels (Alegre, Berné and Galve, 2000)

Advertising and consumer behavior have a strong relation. All consumers go through a process in their decision making as follows: (Alegre, Berné and Galve ,2000):

1. Problem recognition
2. Information search
3. Evaluation of alternatives
4. Purchase
5. Post-purchase satisfaction or dissatisfaction

The main role of advertising is to inform (give to know the product service or idea), to persuade (influence in consumer's behavior) and to remind (ensure loyalty towards a product, brand or idea).

Advertising is an activity with important economic and social repercussions. From an economic perspective, advertising contributes to the increase in sales. From a social perspective, advertising has a great use due to its informative content that favors consumers in particular and in a more general way the society as a whole. It provides ways to satisfy its needs and desires.

In order to understand the importance of advertising, the most commonly commercial communication variables used in Marketing and the influence that advertising has on consumer behavior will be explained. Finally, the main techniques used for measuring advertising effectiveness will be studied.

### **3.1. CONCEPT AND COMMERCIAL COMMUNICATION VARIABLES**

In this section we will explain, taking as reference Alegre, Berné and Galve's book (2000), the concept and commercial communication variables of Marketing.

First of all, it has to be highlighted that one of the roles of Marketing is to organize commercial communication. For this purpose, marketing uses several channels and tools which are: advertising, sales promotion, public relations and personal selling.

In this chapter, we will deal with all these variables in order to understand their use in business commercial activities. Later on, with the aim of deepening and understanding the analysis of the advertising campaign we are going to carry out, we will focus our attention just on advertising.

In general, communication consist of the emission of a message, from a sender to a receiver, through a determined distribution channel. In this case, the sender of the message is the manufacturer or commercial intermediary that attempts to transmit persuasive information to potential, intermediate and final buyers. The sender of the message of our advertising campaign is going to be the Ministry of Health, consumption and social welfare, which seeks to persuade the potential or current consumer of tobacco to help them to stop smoking.

There exist four kinds of commercial communication: sales promotion, personal selling, public relations and advertising. Sales promotion is the process that, in a short period of time seeks to offer a set of material, economic or entertainment incentives, to different commercial figures, with the objective of obtaining a fast and temporal increase in sales. Sales promotion has some advantages because it is characterized for being extremely effectively and flexible. It is especially effective when it is executed in homogeneous kind of products and it is flexible, because it does not require a long period of time to apply it.

Depending on the kind of receiver, there exist different sales promotion programs. The most usual ones have as a destiny the distributor, the prescriber, the team sales or the consumer. Nonetheless, if sales promotion is devoted to consumers, other objectives can be included such as tasting the product, make a first purchase, achieve brand loyalty or a specific segment of consumers.

Personal selling is the task carried out by the sales team of a company, which develops an impersonal communication with distributors, prescribers or consumers. The seller is, in fact, a negotiator of commercial terms at the service of the company to achieve its objectives. The use of impersonal against massive communication has some advantages. On the one hand, it allows getting more in touch with consumers. Consumers can receive more personal advices and more information. On the other hand, the seller can adjust the message according to the characteristics of each specific case.

Public relations include the practices of managing communication between an organization and its audience. They are sponsorship, patronage and the support to cultural activities with certain economic compensations depending on the distribution channel used. Public relations can match with advertising campaigns, sales promotion or any specific action of personal selling in order to stimulate the interest and credibility of the message.

Finally, advertising is a controlled and impersonal communication of a set of paid messages on which an identifiable sponsor is based to publish products, services, ideas or institutions with the aim of reporting and influencing on its purchase or acceptance, through the use of massive distribution channels.

The elaboration of an advertising program implies the realization of a process composed of the following steps:

1. Setting of advertising objectives
2. Budgeting of advertising program
3. Determination of advertising message
4. Configuration of the distribution channels
5. Execution of the advertising campaign
6. Evaluation of the effectiveness of the advertising campaign

In this dissertation, we will pay special attention to steps 4 and 6, which will allow us to explain what distribution channels has been used to distribute the advertisement and how efficient- or not- it has been in achieving its objective. This effectiveness will be studied through the memory and perception of the audience towards it.

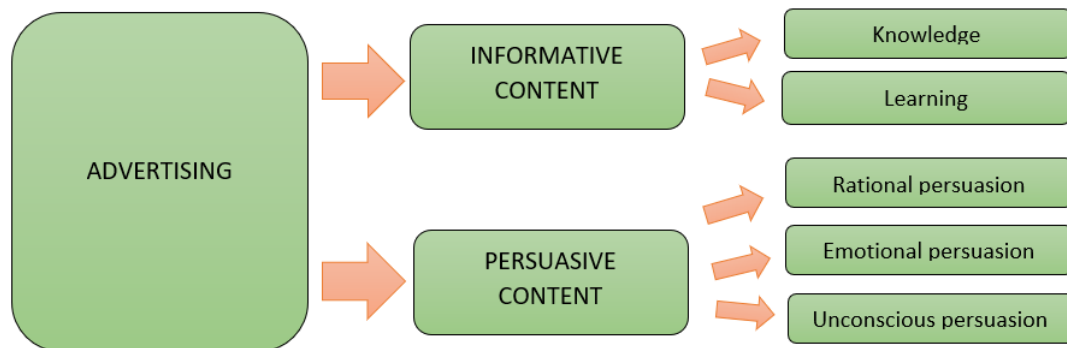
### 3.2. INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOR

Advertising is an activity with important economic and social repercussions. As an economic instrument, advertising contributes to some extent to increasing sales. From a social perspective, advertising has a great utility due to its informative content and its ability for meeting ways to satisfy needs and desires.

Communication is one of the variables with more potential on consumers and has two action mechanisms over consumer behavior (Rodriguez del Bosque, De la Ballina and Santos, 1997):

1. Informative component: It provides a higher degree of knowledge to consumers that learn through the given information.
2. Persuasive component: To persuade is to convince, and for that purpose, three usual channels are used: rational model (arguing to persuade), emotional model (trying to connect with consumers through feelings) and unconscious model (subliminal advertising).

**Figure 1.** Advertising action mechanisms



Source: Own elaboration

Therefore, it can be said that importance of advertising can be summarized in the following aspects: it provides information to consumers, it allows an increase in sales, it implies strong economic repercussions for the company, it boosts certain behaviors and social habits and also, it finances communication channels.

As it can be seen, through the use of information, advertising is able to influence positively or negatively on consumer behavior. In addition, we cannot forget to mention that advertising does not create needs but perceives them, tries to guide and satisfy them.

One of the main important aspects of advertising is that it is able to reach a large audience in a short period of time. However, advertising does not guarantee sales, it needs to be complemented with other tools in order to convince people to buy or not to buy a product/service. Also, advertising cannot accurately select the market audience to which it is launching the message.

Regarding consumer behavior, it is important to know the way consumers behave and especially the factors that determine the purchase or behavior: this means that, apart from advertising that is able to influence and meet needs and desires, there exist also some internal and external factors to consumers that may even influence personal characteristics.

On the one hand, regarding the external factors we could mention the so called “social influences” that can be grouped as: culture, social class, group belonging and relatives and friends. On the other hand, we can find internal factors that are the own characteristics of the consumer that determines how they think, what desire and how they decide.

Among personal characteristics we can identify classifications by gender, age, family situation, education, occupation and income. Finally, psychological characteristics are: perception, knowledge or learning process, motivation, attitude, personality and lifestyle.

Focusing our attention on advertising campaigns launched against tobacco consumption, we can observe that public institutions attempt to sensitize the receiver focusing their efforts on human implications, appealing to feelings or moods that humans are able to experience to change their consumption habits.

### **3.3. EFFECTIVENESS EVALUATION OF THE ADVERTISING CAMPAIGN**

Before carrying out our research study we should explain how advertising effectiveness should be evaluated. Firstly, the concept of effectiveness is usually associated with the achievement of results of the advertising campaign. These results are defined as a function of the advertising objectives that were established before launching the add to the audience.



In our case, we are going to measure this effectiveness through the use of a questionnaire in order to know whether the audience has been influenced by the campaign and if they are influenced to stop smoking or not.

According to the different answers of the respondents, advertising effectiveness can be measured from three different perspectives (*Economistas*, 2002):

- Measuring the effectiveness of the distribution channels: It consists of determining the effectiveness of the different distribution channels that are used to spread the message (in this case is the Internet and the radio).
- Measuring the effectiveness of the message: Looking for the equilibrium between the message (content and creativity) with the predisposition of the audience towards it.
- Measuring the global effectiveness of the advertising campaign: The effects of a campaign depend on the advertisements (messages), distribution channels and the time slot at which they are advertised.

In general, the nature of advertising objectives is usually quantitative and they intend to know the impact of the advertisement over the audience in the following aspects (Serrano, 2013):

- Advertising memory: The higher the advertising memory the more effective it will be. It can be thought in two ways: Spontaneous or suggested. The first one consists in associating the brand with the slogan and being able to remember the name without any problem. The second is about a controlled association from a list of brands in relation with the idea or product advertised.
- Consumers attitude: One of the main objectives of advertising is to affect in consumer behavior, being able to modify their preferences.
- Predisposition to buy or change their minds: Buying behavior associated with a sales objective allows to evaluate advertising effectiveness.

The techniques that can be used to measure advertising effectiveness can be grouped attending to several rules. Firstly, according to the moment in which the advertising campaign is launched. At this point, we can make a distinction between pre-test and post-tests techniques.

On the one hand, Pre-test techniques consists of a set of procedures that allows to evaluate the value of the advertising campaign or its elements according to the objectives that are pursued (before launching the advertisement). These kinds of tests allow the prevention of errors. It allows to verify and rectify the errors done during the planification of the advertising campaign. On the other hand, post-test techniques consist of a set of procedures that allows to evaluate the effectiveness of the advertising campaign during or after it is launched to the audience.

Secondly, advertising effectiveness can also be grouped according to the memory, attitude and behavior of the interviewed. This criterion can also be classified according to the following stages in the advertising response: cognitive, affective and conative stage.

Techniques related to the cognitive stage attempt to measure the ability of the advertisements to catch people's attention, its ability to be kept in people's minds and to capture whether the audience has taken the message or not.

Techniques based on the affective stage measures the attitude that the advertisement is able to generate in individuals. It is about opinion, preference and persuasive measures. Finally, the conative stage collects information about purchasing intentions or individual answers to direct marketing techniques.

The first tool has the disadvantage that is impossible to generate excluding techniques. In most cases, memory or recognition may be normally used before, during and after the advertising campaign with the aim of measuring the degree of attention and message understanding from the audience.

Through the use of the questionnaire, our empirical research study will be more specifically based on memory and recognition techniques. Respondents will be asked about the perception and memory of some of the advertisement elements.

Measures based on memory are able to determine the impact caused by the message on the respondents through the capacity of the audience to remember it. In other words, these measures attempt to evaluate the understanding of the message in the first advertisement perception and the degree of permanence of those advertisements in memory.

In addition, it cannot be forgotten to mention that there exist also a lot of external factors that can influence the achievement or not of the advertising objectives. These factors can be actions such as the competence behavior or other marketing-mix variables.

Also, variables such as the advertising characteristics, the place at which it is advertised, its style, repetition, duration or design can strongly affect to its effectiveness.

## **4. RESEARCH STUDY**

This section is devoted to present the specific advertising campaign against tobacco we have chosen and the distribution channels that has been used for its diffusion. At the end of this dissertation, in Appendix 3, a video version of this advertisement can be found.

In addition, in order to test for the advertisement effectiveness, we have analyzed people's opinion and attitudes towards the advertisement. For that purpose, we have carried out a research study through the use of a questionnaire. This is the quantitative technique that has helped us to determine the following aspects:

- (I) People's concerns about abusive tobacco consumption
- (II) People's concerns about tobacco advertising effectiveness
- (III) People's frequency for tobacco consumption
- (IV) People's memory and perception towards the tobacco advertisement
- (V) People's attitude towards advertisements against tobacco consumption
- (VI) Determine whether advertisements are able to fulfill its objectives or not
- (VII) Be able to know whether people trust in online advertising or not

The questionnaire has, as an advantage, the high number of people that can be reached to answer it. However, as a disadvantage it can be said that it is not possible to manage people's attitude towards it so some people could not take the questionnaire as seriously as we wanted.

### **4.1. PRESENTATION AND CHARACTERISTICS OF THE CHOSEN ADVERTISING CAMPAIGN**

The poster that has been chosen to be analyzed corresponds with the advertising campaign called "Tobacco binds and kills you" published by the Spanish Ministry of Health, Consumption and Social Welfare in September, 2019.

The poster is published in Spanish and it does not exist any other version in a different language. However, the pictures that are depicted on the poster are easy to interpret without the need of reading any message.

**Figure 2.** “Tobacco binds and kills you” advertising campaign



Source: Ministry of Health, consumption and social welfare, 2019.

As it can be seen, the poster is decomposed into 6 different pictures. The first one shows a young man of around 20-30-year-old smoking a traditional cigarette. The image is colorful and the purple color at the background stands out the yellow color of the hoodie.

The second image corresponds to a young woman of the same range of age as the boy previously described but, in this case, she is smoking an electronic cigarette. Now, the image uses striking colors in which the pink blazer highlights the blue color at the background.

To follow with, the next picture is again a young boy that, as the girl described before, is also smoking an electronic cigarette but of a different design. In this case, orange is the color that predominates at the background of the image that contrasts with the dark shirt of the boy.

The next picture shows a blond girl between 20-30-year-old that is smoking from a hookah. She is wearing a khaki color shirt and following with the same line as the pictures described before, the image is contrasted with a yellow background tone.

Finally, the last picture depicts a young man that is wearing a pink sweater over a green color background. This is the most representative image of the advertisement and it is followed by the message that the Spanish Government wants to spread among the young adult population.

It shows the man smoking some kind of firecracker and it gives the audience room to think that it does not matter how people consume tobacco because the negative consequences and damages to its consumer do not disappear.

Finally, the advertisement shows the message of the advertising campaign: “Do not be fooled. Tobacco binds and kills you in all its forms.” Then, the name of the public institution in charge of sending out the message is written down, which is, the Spanish Government.

Regarding the message of this advertising campaign against tobacco, it should be noticed that the message is all written in the same kind of typography in a white color that is highlighted by the red color of the background. In addition, another striking point that should be taken into account is the fact that the name of the advertising campaign, that is, “tobacco binds and kills you”, appear in capital letters. This design has been done in this way in order to generate contrast with the rest of the sentence and give a particular strength to the important part of the message.

To sum up, we could mention that the poster has a strong visual strength due to the presence of bright colors on it. In addition, this design and use of colors together with the people that appear on it give us an idea of what kind of audience is trying to persuade the advertisement, that are young adults around 20-35 years old. In general, the visual texture is almost flat and the poster is designed to be read from the front. All its elements are positioned in a frontal way.

If the poster of the advertising campaign only showed several young adults smoking tobacco in different ways, the poster would be classified as a simple one. Nonetheless, the incorporation of the last image where the man is smoking some kind of firecracker gives the intuition to think that the advertisement is more complex than it seemed to be at the beginning.

This image, together with the message that follows it, gives the viewer the space to think about the damaging consequences of tobacco consumption. It leads to a deeper reflection about the content of the message. This is the component of the advertisement with the highest semantic significance because it attempts to catch the viewer's attention appealing to the consequences that smoking can have on their health.

As it has been seen, the main objective of this advertising campaign is to raise awareness, especially among young smoker adults, about the damaging effects that any way of tobacco may have on health.

Besides the poster version of this advertising campaign, other formats, such as the radio version, were launched as well (See Appendix 4). Even though this format is not used for the research study of this project, it will be described during this synopsis in order to analyze its main characteristic and striking elements.

As far as the length is concerned, the podcast lasts around 20 seconds. With the purpose of achieving a higher degree of spontaneity and concision, an introductory part at the beginning of the advertisement is missing. In this case, the issuer of the message uses some creative and technological means (background sound) to develop a story line that catches the listener's attention.

Furthermore, the issuer in charge of the broadcast, is a woman of around 20-35 years old. The target listeners are, again, the young adult population, especially smokers but the advertisement is useful for any individual within this range of age. Although specific information has not been found regarding this issue, this aspect of the advertisement probably determines the time zone at which the advertisement is launched.

At the beginning, the woman has a soft tone of voice that together with the background tune, creates a relaxed and peaceful environment to the listener. During this time period, the woman appoint for the different ways in which tobacco can be consumed.

Nevertheless, this situation dramatically changes when a bang is heard. This sound is followed by the message of the advertising campaign (Don't be fooled, tobacco binds and kills you in all its ways). After this blast, the issuer tone of voice is much harder and serious than the previous one.

Finally, the advertisement initiative ends by pointing out to the public institution in charge of distributing the message, which is the Spanish Government. To sum up, it can be

noticed that the elements that has to be highlighted the most in this radio broadcast are the direct and clear emission of the message, its short duration and the use of sound effects to catch people's attention.

#### **4.2. MEDIA AND DISTRIBUTION CHANNELS**

After analyzing the chosen advertising campaign and explaining its main objective we are going to move on to explain the diffusion methods that has been used to spread the message and analyze its advantages and disadvantages.

Firstly, it has to be noticed that the success or failure of an advertising campaign depends on a great extent on the configuration of a media plan. This is so due to the fact that in this configuration, the target audience we are able to reach is determined. Furthermore, this step is one of the most important ones at the time of considering to launch an advertising campaign at it usually implies the greatest part of the advertising budget.

According to the Ministry of Health, Consumption and Social Welfare webpage, the distribution channels selected to spread this advertisement are the Internet and the radio. Regarding the Internet, the main distribution channels has been social media such as Facebook, Twitter, WhatsApp and YouTube apart from the official Ministry of Health website and other alternative webpages. This advertising campaign has also been designed to be recorded as a video and can be easily found on YouTube (see Appendix 3 to watch the video).

Talking about advantages and disadvantages, the Internet is a communication network of global scope that allows easy and fast communication. In the following table we can observe some of the advantages and disadvantages we can detect at the time of using the Internet and the radio as distribution channels to distribute this advertisement.



**Table 4.** Advantages and disadvantages of the Internet and the radio as distribution channels

<b>INTERNET</b>		<b>RADIO</b>	
<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>	<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
Fast way to communicate	There is no interaction with the user	Easy to segment the market. Each program has the audience well defined.	Radio advertisements are brief
It simplifies processes	Some people such as elderlies may not have access to Internet	It can reach a large audience	Time slots and most popular programs are usually too much demanded
Cheaper than other distribution channels such as tv	More difficult to catch people's attention due to the existence of massive information	The radio, as well as the Internet, is much cheaper than other channels such as TV.	Agglomeration of advertisements. If our advert is at the end people may lost interest and attention on it
It is a continuous market. The ad is available every time.	There exists possibility of network failures	High degree of credibility	Repeat exposure is important in order to have an impact on audience

Source: Own elaboration

Finally, it should be pointed out that, according to recent studies (Annual Social media study IAB, 2019) the most used social media in 2019 has been (following this order): Facebook (2,320 million of users), YouTube (1,900 million of users) , WhatsApp (1,600 million of users) and Instagram (1 million of users).

As it has been explained before, this advertising imitative has been published in all these social media with the exception of Instagram. As a consequence, it could be concluded that these distribution channels can encourage the probability of the advertisement to be seen due to their high usage rate.

### **4.3. PRESENTATION OF THE QUESTIONNAIRE**

Regarding the questionnaire design, the questions have been designed following a logical order from the most general to the most specific ones. This method is known as funneling procedure (Jiménez, Orús and Pina, 2012).

First questions attempt to extract people's opinions and interests about intoxication caused by abusive tobacco consumption (smoking) and their opinions regarding whether advertising campaigns against tobacco are effective or not. Later on, questions have been focused on the specific advertising campaign we were analyzing.

Before starting to answer the questionnaire, a brief description can be found. This description includes the goal for which we are carrying out the questionnaire in order to inform the respondents about the topic they are going to be asked.

At the end of the questionnaire, some more personal questions can be found. These questions are about the gender, age, marital status and study level of the respondents. This format gives the respondents the feeling that the survey is ending.

In addition, it has to be said that, apart from the title and initial description, the questionnaire is set up by 16 questions and a final farewell and appreciation to the respondents is included at the end.

Talking about the elaboration of the questions, simple and clear language has been used to catch people's attention and facilitate the speed when doing the questionnaire. All the answers have been collected in an anonymous way in such a way that all people may freely express their opinions and not be conditioned by others. As we are trying to collect information from an advertising campaign against tobacco, we have tried to distribute the questionnaire to reach as many people as possible because the topic is something understood by everybody and all of the respondents can give their opinion on it. Nevertheless, as we have previously indicated, special attention will be given to the answers given by young people among 20-30-years-old as the advertisement is trying to catch the attention from people of this range of age.

Regarding the questions design, the questionnaire has only 2 dichotomous questions (yes/no) due to the fact that this kind of answers are less informative for being later analyzed (Jiménez, Orús and Pina, 2012).

The main diffusion methods used to launch the questionnaire have been WhatsApp and e-mail. This is due to the fact that this media is especially cheaper and fast to communicate to everyone through the use of mobile phones. These diffusion methods are comfortable for the participants as most people use WhatsApp and email and are able to reach people from different ranges of age, genders and cultures.

Finally, we have obtained 262 answers. The questionnaire, that obtains primary information from the main source, has been acknowledged as the most suitable technique for our quantitative purposes and can be seen in Appendix 2 at the end of this dissertation.

#### **4.4. ANALYSIS OF RESULTS**

After explaining the questionnaire design and how the questions have been organized, we are going to move on to analyze the answers we have obtained in order to conclude the degree of the advertisement effectiveness. First of all, we will have a look at the answers obtained from the first section of the questionnaire because they are the most general ones. They would allow us to study what the attitude of the individuals is with respect to general advertising and their interest about the effectiveness of advertising campaigns against tobacco.

Secondly, we will analyze the results obtained from the memory and recognition test done in the second section of the questionnaire. As it has been explained before, the sample is set up by 262 respondents in which 64.1% of them are women and 35.9% are men.

The most representative group of age from the sample is the group of 15-25 years old as they represent 38.5% of the respondents. People ranging from 26-35 years represent 14.1% of the sample. People from 36-45 years are the less representative group of age, just 4.6%. People between 46-55 years old are 16% of the sample and finally the population with more than 55 years represents an important part of the respondents with 26.7%.

In addition, it can be pointed out that most of the respondents have completed a University degree (84.4%) and only 12.6% have secondary studies. Finally, the less representative group are people with just compulsory studies who represents 2.7% of the total.

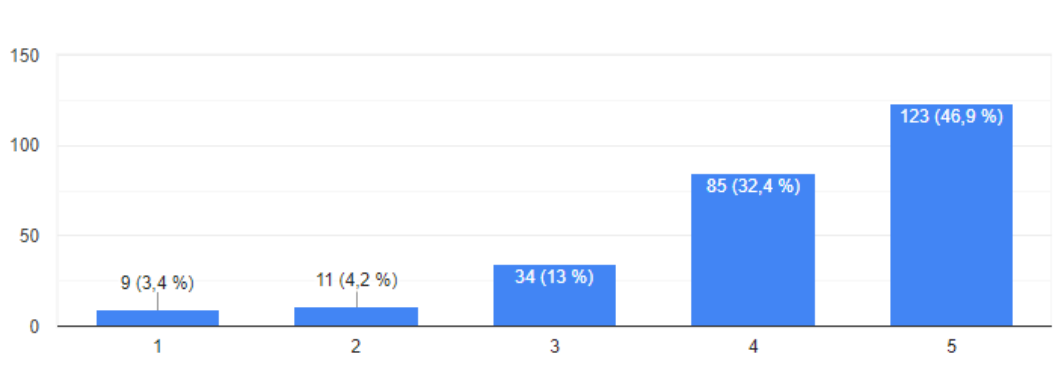
Regarding their smoking habits, only 14.1% of them smoke on a daily basis, 8.5% smoke occasionally, 18.7% say they do not smoke but they have smoked on a daily basis, 19.5% point out that they do not smoke but they have smoked in some occasions and finally, 38.9% of the sample had never smoked before.

As we have previously explained, there exist two techniques for measuring advertising effectiveness: On the one hand, according to the moment in which the advertising campaign was made (pre-test and post-test techniques) and on the other hand, according to the memory, attitude and behavior of consumers. We are going to focus on this second method because there exists lack of information for analyzing and carrying out the first one.

Firstly, we have measured the interest of people towards the topic that we are dealing with, that its, intoxication caused by smoking abuse and later on, their opinion about if advertising campaigns against tobacco are effective or not.

At this point, we found that, most individuals consider tobacco intoxication something they are worried about. Only 3.4% of the respondents answered that it is a topic they are not interested in. This percentage is strongly contrasted with 79.3% of the people that gave a punctuation of four or more (Graph 4).

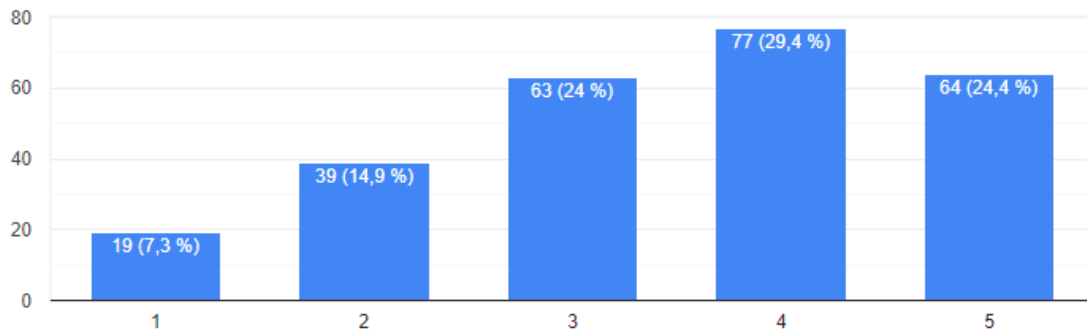
**Graph 4.** People's interest in intoxication caused by abusive tobacco consumption



After analyzing people interests regarding this issue, we wanted to know whether people believe that advertising campaigns against tobacco (in general) are effective or not and if they thought this kind of advertisement was able to influence both, smokers and non-smokers. If we have a look at Graph 5, we find that this opinion is less concentrated than the previous one and that the answers are more diversified among the values of the scale.

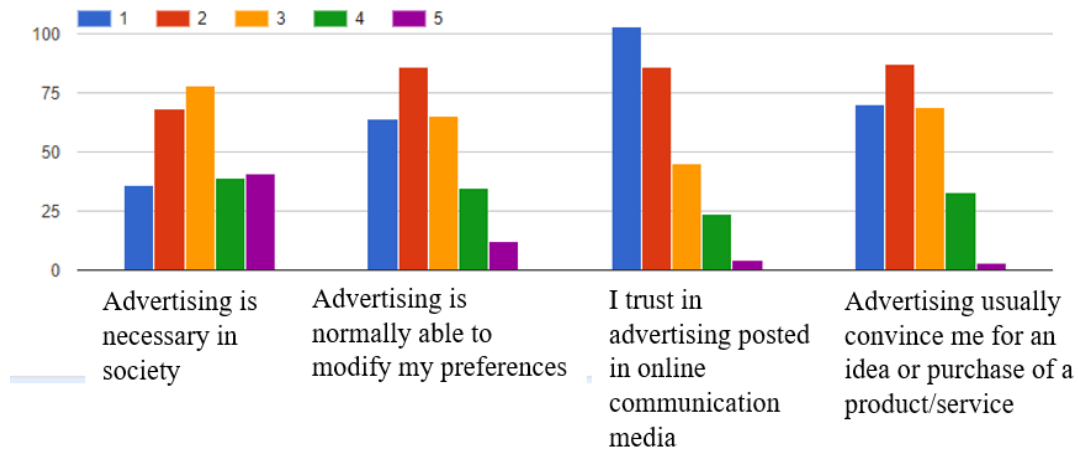
Around half of the people (53.8%) gave a score of 4 or more, that is, they found advertising campaigns against tobacco effective and necessary. However, there were a big percentage of people that was neutral regarding this question (24%) and 22.2% that considered this kind of advertising campaigns as not effective.

**Graph 5.** People’s opinions about effectiveness of advertising campaigns against tobacco



Later on, we measured the attitude of the individuals towards general advertising. If we have a look at Graph 6, we can conclude that:

**Graph 6.** People’s general opinions about advertising



- People do not consider that advertising is necessary for society
- People do not believe that advertising is able to modify its preferences
- Advertising in online communication media do not inspire trust among the respondents.
- Advertising is not able to convince about an idea or about buying a product or service

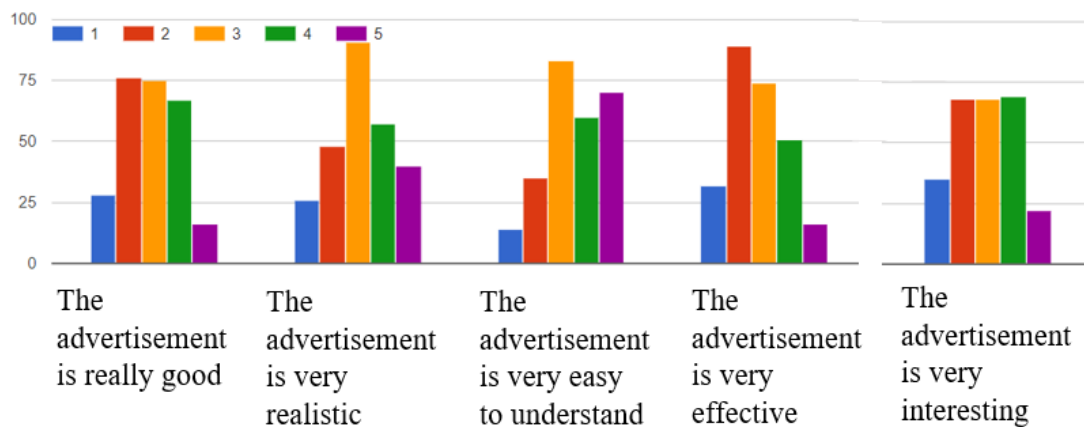
According to these results it seems to be that the respondents do not trust in general advertising. However, this does not mean that the advertisement cannot achieve its objectives.

After asking these general questions to the audience, we moved on to the second section of the questionnaire. In this section, we showed the poster of the advertising campaign against tobacco we wanted to analyze. We asked the audience to observe the image for a few seconds before moving on to the memory test we had arranged for them. We also asked them not to see the image again once they were answering the memory test.

As we wanted to measure the effectiveness of this advertisement, both, cognitive and affective kind of questions were asked.

As we have already explained in the theoretical framework, affective stage consists of using opinions, preference and persuasive measures. For that reason, in our case, we asked the respondents their opinions about the advertising campaign we wanted to analyze. The results we obtained at this point were as follows:

**Graph 7.** People’s opinion about “Tobacco binds and kills you” advertising campaign



As can be seen, the first graph illustrates whether respondents considered the advertisement as a good or bad one, in terms of its effectiveness in transmitting the message to the target audience. According to the answers, 104 people answered 2 or less, what means that, according to their opinions, the advertisement is bad. A high number of people felt neutral to this question (75 participants answered 3). The total number of people that voted 4 or more, that is, the advertisement is very good, was 84 participants.

As it can be seen, more people considered the advertisement as bad than the people who thought it was very good. Regarding their opinions about whether the advertisement was realistic or not, 37 % of the participants answered the advertisements was realistic against 28% of them who thought the opposite. So, according to them, the advertisement is realistic.

The third question was if they found the advertisement easy to understand or not. In this question we found that respondents in general, agree with the answers and they found the advertisement easy to understand.

However, regarding their opinions about the effectiveness of the advertisement most people voted answers 1 and 2 that means they did not consider the advertisement as effective (121 respondents voted one and two).

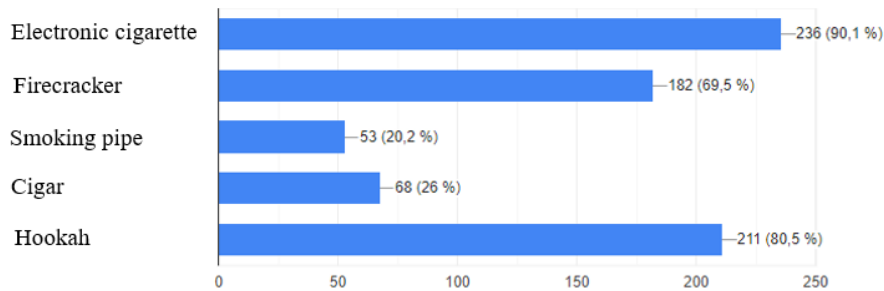
Finally, it has to be noticed that when the respondents were asked if they considered the advertisement as interesting, the answers were more dispersed and most of the people answered 2, 3 and 4. If we do not take into account the people that voted 3, that is the most neutral answer, we can see that the percentage of the respondents that voted the advertisement is not interesting (39%) is higher than the one that considered the advertisement as interesting (34.7%).

After answering these questions, the respondents were exposed to some cognitive kind of questions which we wanted to test whether they were able to remember some of the elements that appeared on the advertisement they were exposed to.

First of all, the participants faced a question to test if they were able to remember the elements that appeared on the advertisement. They were exposed to several options and they had to choose the ones they remembered that appeared on the ad. The answers for this question can be seen in Graph 8.

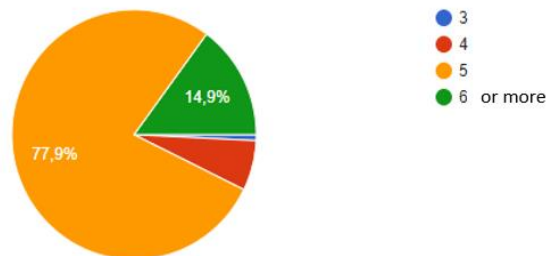
The only options that were not correct were the smoking pipe and the cigar. As can be seen in the graph, only a small percentage of people voted for these items and there is a big difference with the people that voted for the correct ones. For this reason, we can conclude that, in general, respondents were able to remember the items that appeared on the advertisement without any problem.

**Graph 8.** Voting percentage of the elements that appear in “Tobacco binds and kills you” advertising campaign



The second question for the memory test was regarding the number of people that appeared on the advertisement. Interviewees were exposed to several options and, as in the previous question, they did it quite good. Almost 80% of them selected the correct answer, that was, 5 people.

**Graph 9.** Percentage voting of number of people that appear in “Tobacco binds and kills you” advertising campaign



Thirdly, they were challenged to point out the message, phrase or word they most remembered from the poster. This was a short kind of question is which we wanted to test if the essential part of the message was catch-up or not. Again, only 24 out of 262 answers said they did not remember anything from the message. This is a good result because it means that only 9.16% of the participants were not able remember anything. The rest of the people answered words or phrases that were highly related with the essence of the message that the advertising campaign wanted to transmit. (It does not matter the way you consume tobacco because in any case, it harms your health).



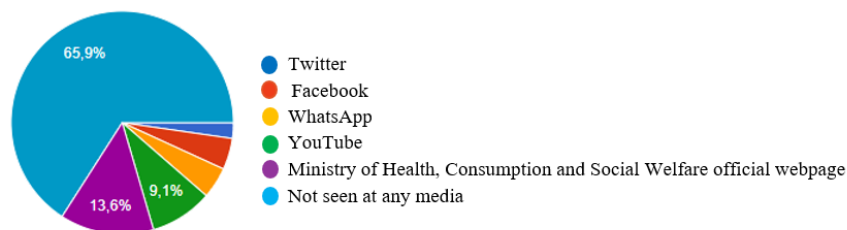
Finally, we asked the participants if they had to see the image of the advertising campaign again in order to answer the questions of the memory test. The percentage of people that said he/she had to see the picture again was just 1.1% of the respondents.

All this information and data collected from the questionnaire allow us to conclude that, regarding the memory, attitude and behavior of consumers towards the advertisement campaign it is effective. In general, they were able to remember the message without the need of observing the image again.

Nonetheless, we have noticed that, the distribution channels that have been used to spread the advertisement through the population have not been effective. One of the questions of our study was devoted to know whether the participants had seen this advertising campaign before doing this questionnaire or not. Most of the people (83.2%) had never seen the imagen before. This means that public institutions in charge of distributing it, needs to put more efforts to distribute it.

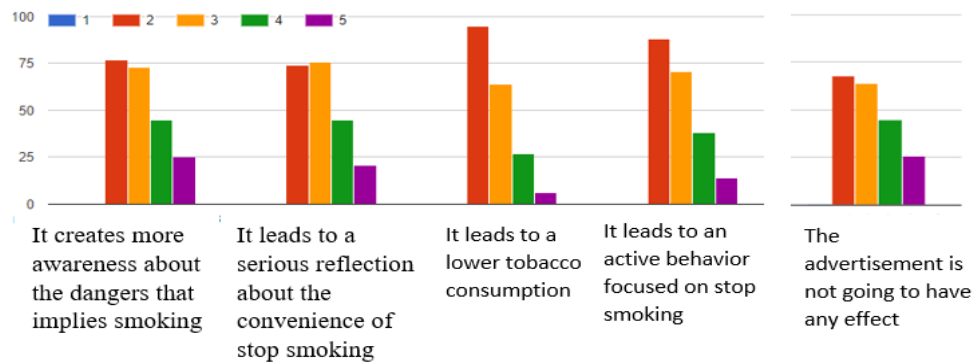
Participants that indicate they had seen the advertisement before were expected to point out in what distribution channel they had observed it. If we have a look at Graph 10, we see that 13.6% of the respondents had seen it through the Ministry of Health, Consumption and Social Welfare. Only 9.1% of them had seen it through YouTube, followed by WhatsApp and Facebook with 4.5% and Twitter, just 2.3% of people.

**Graph 10.** Percentage voting of distribution channels where people have seen “Tobacco binds and kills you” advertising campaign



The last issue of the questionnaire was devoted to ask the participants their opinions about what objective this advertisement could achieve. The results obtained are depicted in Graph 11.

**Graph 11.** People’s opinions regarding the objective “Tobacco binds and kills you” advertising campaign can achieve



What can be actually concluded from these graphs is that, according to people’s opinion, this advertising campaign launched against tobacco is not going to achieve lower tobacco consumption nor an active behavior focused on stop smoking. Nevertheless, it is a good result the fact that, most respondents disagree with the statement “This ad is not going to have any effect”.

If neutral answers are not taken into account, it could be concluded that, according to the respondents, the objective that this advertisement initiative is going to achieve is that of raising more awareness about the dangers that causes smoking. This coincides, as it was explained in previous sections, with the purpose for which the advertising campaign was initially design.

## 5. LIMITATIONS AND IMPLICATIONS

One of the main limitations faced at the time of doing this study has been the configuration and use of Google forms. As it has been seen, this tool has been suitable and effective for obtaining quantitative results and making the subsequent qualitative analysis. Nevertheless, while designing the questionnaire, we were not able to design every type of scale we wanted.

In addition, we found another restriction when we wanted to create independent sections and freeze the chance for respondents to come back to previous sections in the questionnaire. Regarding the questionnaire design, the first idea was to show the advertisement once and not show it again. However, this was not feasible to be done and we decided to directly ask the participants whether they had to see the image again or not while answering the memory test.

Moreover, it should be noted that the findings of this study are restricted only to Spanish people due to the fact that the questionnaire was designed in this language and was distributed from the city of Zaragoza.

Finally, regarding the techniques used for testing the advertisement effectiveness, this analysis could not concentrate on pre-test techniques due to the fact that the advertisement was already launched to the audience.

Therefore, this study is an approximation to the measurement of effectiveness of the advertisement, and more effort could be done in order to improve the representativeness of the conclusions. In spite of this limitation, this work does provide relevant implications for further research according to the results.

Future research might be focused on examining and expanding studies on some of the following aspects that are not still deeply clarified:

- Examining what the reasons why people do not believe and trust in advertising are and what measures could be done for the purpose of improving this issue.
- Explaining gender differences for tobacco consumption attending to social class classifications. It has been proven that, in the case of men, tobacco consumption increases as social class decreases but the same has not been found for women.
- Examining why people who have never smoked before do not consider “28/2005” law as good as before it entered into force.

- Suggesting improvements and changes to be included in “Tobacco binds and kills you” advertising campaign to be more attractive and effective.

## 6. CONCLUSIONS

Consistent with the World Health Organization, smoking is still nowadays one of the main problems in public health and its negative consequences are especially seen among young adults.

Our data suggest that, in Spain, the percentage of the population that normally smokes has experienced a continuous decrease since 1993 although this decline has slowed down in recent years. Our study explains this decrease has been mainly thanks to the improvements in the lifestyles of the Spanish population who are becoming more aware of the benefits of healthy feeding and nutrition habits.

The Office for National Statistics suggests that this decline experienced in tobacco expenditure may be explained by the increasing use of technologies and social media (especially among young adults).

For this reason, public institutions are trying to tackle health problems caused by tobacco consumption through the implementation of fiscal measures or the limitation of tobacco consumption within public spaces.

Furthermore, it has also to be mentioned the importance of the design of advertising campaigns in social communication channels focused on raising awareness to give up smoking. Our data suggests that the design of accurate advertising campaigns can increase the attempts of giving up tobacco by almost 40%. The most effective results are given when these campaigns are well financed and also combined with other regulatory measures.

As we have seen through this dissertation, we have decided to choose the last advertising initiative launched out against tobacco by the Spanish Government called “Tobacco binds and kills you” published in September, 2019. Then, we decided to study it to test for its effectiveness.

According to the results obtained from our quantitative study, it should be highlighted that people, in general, do not trust advertising. Nonetheless, this does not mean that advertisements are not able to achieve its objectives. If the attention is focused on our specific advertisement, we have been able to conclude that, in terms of memory, attitude and behavior of the respondents of the questionnaire, the advertisement might reach certain effectiveness standards.

After having a look at the poster of the advertising campaign, respondents were able to remember the main elements that were shown on it. Furthermore, they were also able to remember and explain the essence of the message of the advertising campaign without the need of looking again at the image. Variables such as the advertising design (colors, topography, elements, texture, etc..) are key to increase the probability of retaining the advertisement in memory.

However, one of the main conclusions of this study has been that the distribution channels used to distribute the advertisement (Facebook, Twitter, WhatsApp, YouTube and the Ministry of Health, Consumption and Social Welfare official webpage) are not effective. This is due to the fact that, in spite of being the latest advertising initiative launched by the Spanish Government, only 16.8% of the participants in the questionnaire answered that they had seen this advertisement before.

For this reason, we believe that public institutions should put much more effort, money and time in ensuring that their advertising campaigns catch the attention and reach the target audience. In this case, the advertising campaign was especially focused on young people between 20-30 years old so it could be said that if this distribution channels are not being effective, public institutions could consider increasing awareness through the placement of this kind of ads in places where they spend more time (libraries, schools, sport centers, universities...).

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## 8. APPENDICES

### APPENDIX 1: Long and short-run effects of tobacco on health

- Efectos del consumo de tabaco en la salud a corto y largo plazo/ Long and short-run effects of tobacco on health.

**Table 5.** Long and short-run effects of tobacco on health

<b>SMOKING</b>	
<b>SHORT-RUN HEALTH CONSEQUENCES</b>	<ul style="list-style-type: none"> <li>-Greater probability of having a cold</li> <li>- More probability for having cough</li> <li>-Decrease in sports performance/efficiency</li> <li>-Loss for appetite</li> <li>-Premature skin aging</li> </ul>
<b>LONG-RUN HEALTH CONSEQUENCES</b>	<ul style="list-style-type: none"> <li>- Irritation of respiratory system</li> <li>- Arteriosclerosis (Cardiovascular diseases)</li> <li>- Bladder, kidney, lung and pancreas cancer</li> <li>- It increases the probability of having digestive ulcers</li> <li>-It promotes the appearance of pharyngitis and alterations of the sense of smell.</li> <li>-In closed environments, it may even cause conjunctivitis.</li> <li>-Tobacco is also attributed to traffic accidents due to its negative effects on sight and the increase in distraction.</li> </ul>

Source: Own elaboration through Ministry of Health, Consumption and Social Welfare

## APPENDIX 2: Questionnaire

Buenos días/tardes. Soy estudiante de 4º de ADE en la Universidad de Zaragoza y estoy realizando una investigación con el fin de evaluar la eficacia de las campañas publicitarias contra el consumo de tabaco.

La encuesta es de carácter anónimo y tan sólo le llevará unos minutos. Su opinión es muy importante. ¡Muchas gracias por su colaboración!

1. ¿Es o ha sido usted fumador?

1. Fumo diariamente
2. Fumo ocasionalmente
3. No fumo, pero he fumado diariamente
4. No fumo, pero he fumado ocasionalmente
5. No he fumado nunca

2. ¿Qué opinión le merece la intoxicación crónica producida por el abuso de tabaco? Valore su interés, desde 1, no me interesa en absoluto, hasta 5 puntos, es un tema que me preocupa mucho.

1      2      3      4      5

3. ¿Qué opinión le merece la publicidad en general? Valore, de 1 a 5 su grado de acuerdo o desacuerdo con cada uno de estos ítems (1-totalmente desacuerdo/ 5 totalmente de acuerdo).

-Los anuncios son necesarios en la sociedad	1	2	3	4	5
-A menudo la publicidad modifica mis preferencias	1	2	3	4	5
-La publicidad a través de medios online me inspira confianza	1	2	3	4	5
-A menudo los anuncios logran convencerme de una idea o compra de un producto	1	2	3	4	5

4. ¿Qué opinión le merece la eficacia de las campañas publicitarias contra el consumo de tabaco? Valore su opinión desde 1, no considero que sean eficientes para nada, hasta 5 puntos, son muy eficaces y por tanto necesarias.

1      2      3      4      5

## SECCIÓN 2: PRESENTACIÓN DEL ANUNCIO

Por favor, observe el anuncio que se le muestra a continuación. Cuando lo haya hecho, pase a las siguientes preguntas procurando no volver a ver la imagen.

## SECCIÓN 3: TEST DE RECUERDO

5. ¿Había visto ya este anuncio publicitario?

- Si
- No

\*Si ha contestado sí a la pregunta anterior,

6. ¿A través de qué medio lo había visto anunciado?

- Twitter
- Facebook
- WhatsApp
- YouTube
- Página Oficial Ministerio de Sanidad, Consumo y Bienestar Social
- Otras

7. ¿Podría indicar cuál de estos elementos aparecía en el anuncio publicitario?

- Cigarrillo electrónico
- Petardo
- Pipa
- Puro
- Cachimba

8. ¿Sería capaz de recordar cuántas personas aparecían en la imagen?

- 3
- 4
- 5
- 6 o más

9. Por favor, piense en el mensaje escrito en el anuncio y escriba lo que recuerde del mismo

10. ¿Ha vuelto a mirar el anuncio para responder a las preguntas anteriores?

- Si
- No

11. Valore, de 1 a 5 su grado de acuerdo o desacuerdo con cada uno los siguientes calificativos sobre el anuncio publicitario expuesto (desde 1, totalmente en desacuerdo, hasta 5, totalmente de acuerdo)

-El anuncio es muy bueno	1	2	3	4	5
-El anuncio es muy realista	1	2	3	4	5
-El anuncio es muy fácil de comprender	1	2	3	4	5
-El anuncio es muy eficaz	1	2	3	4	5
-El anuncio es muy interesante	1	2	3	4	5

12. Responda su grado de acuerdo (desde 1, completamente en desacuerdo, hasta 5, completamente de acuerdo) con las siguientes afirmaciones:

La exposición a este anuncio:

• Produce una mayor conciencia de los peligros que conlleva fumar	1	2	3	4	5
• Conduce a una reflexión seria sobre la conveniencia de dejar de fumar	1	2	3	4	5
• Conduce a un menor consumo de tabaco	1	2	3	4	5
• Conduce a una actitud activa a dejar de fumar	1	2	3	4	5
• Conduce a una decisión de dejar de fumar	1	2	3	4	5
• No va a producir ningún efecto	1	2	3	4	5

#### SECCIÓN 4: PREGUNTAS DE IDENTIFICACIÓN

##### 13. Sexo

- Masculino
- Femenino

##### 14. Edad

- De 15-25 años
- De 26-35 años
- De 36-45 años
- De 46-55 años
- Mas de 55 años

##### 15. Estado Civil

- Soltero/a
- Casado/a
- Viudo/a
- Separado/a
- Otras

##### 16. Nivel de estudios

- Estudios primarios
- Estudios secundarios (Bachiller/ Formación profesional)
- Estudios superiores (Universitarios / Formación Profesional Superior)
- Otros

¡Muchas gracias por su participación! Le agradezco que me haya concedido estos minutos.

### **APPENDIX 3: “Tobacco binds and kills you” video version**

- Video sobre campaña publicitaria “El tabaco ata y te mata” / Video about “tobacco binds and kills you” advertisign campaign:

<https://www.youtube.com/watch?v=60pvBPJKXOO>

### **APPENDIX 4: “Tobacco binds and kills you” radio broadcast**



Tobacco binds and kills you podcast.mp3