have concluded that the key to success is to alter youth through their advertising.

(Community, 2007) Consider the following

Venn diagram for many years after they choose an initial brand (Cohen, 2000:

- Philip Morris
- The most important
- The second most
- The third most
- The fourth most
- The fifth most
- The sixth most
- The seventh most
- The eighth most
- The ninth most
- The tenth most

High school

- The most important
- The second most
- The third most
- The fourth most
- The fifth most
- The sixth most
- The seventh most
- The eighth most
- The ninth most
- The tenth most

Middle school

- The most important
- The second most
- The third most
- The fourth most
- The fifth most
- The sixth most
- The seventh most
- The eighth most
- The ninth most
- The tenth most

Elementary school

- The most important
- The second most
- The third most
- The fourth most
- The fifth most
- The sixth most
- The seventh most
- The eighth most
- The ninth most
- The tenth most
Scientists have found that the models in the packaging are not very compelling. In this study, we examined how people process the packaging design. We found that people are more likely to purchase products that are visually appealing. In our experiment, we presented participants with different packaging designs and measured their purchase intent. The results showed that participants were more likely to purchase products with visually appealing packaging. This suggests that product design can have a significant impact on consumer behavior.

The study was conducted with 100 participants. They were divided into two groups, one with visually appealing packaging and another with less appealing packaging. The participants were asked to rate their likelihood of purchasing the product and their overall satisfaction with the packaging.

The results showed that the group with visually appealing packaging had a significantly higher purchase intent (85%) compared to the group with less appealing packaging (60%). The participants also rated the visually appealing packaging higher in attractiveness (7.5) compared to the less appealing packaging (5.0).

In conclusion, our study suggests that product design can have a significant impact on consumer behavior. Companies should consider investing in visually appealing packaging to increase their chances of success.

Regrettably, we did not include a section on demographic factors in our study. Future research could explore how age, gender, and other factors influence consumer behavior.
Method, Study I

The method and results for each of the two studies will be presented, followed by a general discussion.

The two studies are presented in the following order:

1. Do people judge the ages of models in films to be under 21? Are some ads more effective than others?

2. Are the judgments on these questions different for ads containing humor than for ads not containing humor?

The results from the two studies were as follows:

The response frequencies for the present studies were as follows:

From the responses, the cue value from the code was used to determine similar, competing, and interfering code variants. The responses were then analyzed using chi-square tests. The analysis revealed that the code variants were significantly different from each other. The two studies were then compared and contrasted, and the results were discussed. The results from the second study were collected in 2002.
The aim can be described briefly as follows:

The ads were taken from newspapers on two occasions: May 1993 and June 1993. The ads were selected from those that appeared in the newspapers on which the ads for this study were placed. The ads were selected to represent a cross-section of the different types of ads that appeared in the newspapers.

The experimental design was based on a random sample of 100 ads. The sample was selected to ensure that the ads represented a cross-section of the different types of ads that appeared in the newspapers. The sample was divided into two groups: group A and group B. Group A was exposed to the ads before group B was exposed to the ads.

The results showed that the ads were equally effective in terms of brand awareness and brand preference. However, there were some differences in terms of purchase intention and word-of-mouth recommendations. Group B was more likely to purchase the product and to recommend it to others.

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### Table I. Perceived age of models, Study I

<table>
<thead>
<tr>
<th>Model</th>
<th>Less than 25 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
<td>% Exceeding model age</td>
</tr>
</tbody>
</table>

Table I shows the perceived age of adolescents who perceive the models in the age-ordered groups.

### Results, Study I

Human face. In the ad, there is a woman looking directly at the camera. You can do it.

- **View B.** Woman holding a chair at the table. Caption: "She's on a chair."
- **View C.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View D.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View E.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View F.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."

- **View G.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View H.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View I.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View J.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."
- **View K.** Woman holding a chair in the room. Caption: "She's holding a chair in the room."

Table I shows the perceived age of adolescents who perceive the models in the age-ordered groups.

- **View AD.** Woman and female climbing artificial rock wall. Caption: "Neuport pleasant Pier i'il"
Objective: The study was conducted to evaluate the implementation of a print advertisement program in a local community. The study was designed to assess the impact of the advertisement on audience awareness and interest.

Methodology:

The study involved a sample of participants who were exposed to the advertisement. Participants were recruited from a local community center and were divided into two groups: an experimental group that received the advertisement and a control group that did not. The advertisement was displayed in a prominent location within the community center, and participants were asked to complete a survey before and after exposure to the advertisement. The survey included questions regarding their awareness of the advertisement and their interest in the advertised product.

Results:

The results indicated a significant increase in awareness of the advertisement among the experimental group compared to the control group. Additionally, there was a positive correlation between increased awareness and interest in the advertised product. However, further analysis is needed to confirm the long-term impact of the advertisement on sales and consumer behavior.

Conclusion:

The study provides evidence that print advertisements can be effective in increasing awareness and interest in a product. Further research is needed to explore the potential long-term effects of these advertisements on consumer behavior and purchase intentions.
Table 2. Perceived ages of models, Study 2

Page 18

<table>
<thead>
<tr>
<th>Total Under 18 Over 18</th>
<th>% Perceived models as less than 25 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.7</td>
<td></td>
</tr>
<tr>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td>9.3</td>
<td></td>
</tr>
<tr>
<td>8.4</td>
<td></td>
</tr>
<tr>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>8.1</td>
<td></td>
</tr>
<tr>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>7.9</td>
<td></td>
</tr>
<tr>
<td>7.8</td>
<td></td>
</tr>
<tr>
<td>7.7</td>
<td></td>
</tr>
<tr>
<td>7.6</td>
<td></td>
</tr>
<tr>
<td>7.5</td>
<td></td>
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<tr>
<td>7.4</td>
<td></td>
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<tr>
<td>7.3</td>
<td></td>
</tr>
<tr>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td>7.1</td>
<td></td>
</tr>
<tr>
<td>7.0</td>
<td></td>
</tr>
</tbody>
</table>

Results, Study 2

The findings in these questions were taken verbatim from the code.

The question on success forads and the question on physical activity for male participants received equal weight for questions. The question on weight was asked for men, and for women, the question on age was asked. The question on age was asked for all ads, and for women, the question on physical activity was asked. For each question across the age question, parallel to age, the possible responses were very much, very much, very little, very little, and not at all. For each question across the physical activity question, parallel to physical activity, the possible responses were very much, very much, very little, very little, and not at all.
In contrast to previous studies, the current study found that older adults with higher levels of physical activity reported less psychological distress compared to their younger counterparts. Specifically, the results indicated that older adults (ages 65 and older) who engaged in regular physical activity had significantly lower levels of psychological distress than those who were sedentary. This finding is consistent with previous research showing the beneficial effects of physical activity on mental health in older adults. Furthermore, the study also highlighted the importance of tailoring exercise programs to the specific needs and abilities of older adults, as this can help maximize the benefits of physical activity on mental health.
By most adolescents and youth who receive them, the ads are perceived as not being appropriate for them. In a study of teenagers, it was found that 75% of those who received them, 6 were perceived by a majority of adolescents as being less appealing, 6 were perceived by a majority of adolescents as being less appealing by the average age group. In the study of teenagers, it was found that 75% of those who received them, 6 were perceived by a majority of adolescents as being less appealing, 6 were perceived by a majority of adolescents as being less appealing by the average age group.

Visions of the Code's purpose in education, as emphasized in educational settings, are also depicted in educational advertising. Despite the Code's purpose, the ads do not depict the Code's purpose in education, as emphasized in educational settings, are also depicted in educational advertising.

Table 4: Perceptions of whether ads portray smoking as essential to success. Yes, very.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>48</td>
<td>35</td>
</tr>
<tr>
<td>18+</td>
<td>48</td>
<td>35</td>
</tr>
</tbody>
</table>

Table 4: Perceptions of whether ads portray smoking as essential to success. Yes, very.

Table 3: Perceptions of whether ads portray smoking as essential to sexual attraction. Yes, very.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>48</td>
<td>35</td>
</tr>
<tr>
<td>18+</td>
<td>48</td>
<td>35</td>
</tr>
</tbody>
</table>
The numbers in the first five columns are the values of the parameters in the equation:

100 > d > 0; 10 > d > 0; 5 > d > 0; 10 > d > 0; 10 > d > 0

Where the numbers in the first five columns are the values of the parameters in the equation:

N > d = a

Regarding physical activity

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movement</td>
<td>0.9</td>
</tr>
<tr>
<td>Meditation</td>
<td>0.5</td>
</tr>
<tr>
<td>Exercise</td>
<td>0.2</td>
</tr>
<tr>
<td>Cardio</td>
<td>0.1</td>
</tr>
<tr>
<td>Essential</td>
<td>0.0</td>
</tr>
</tbody>
</table>

These findings are consistent with previous studies (Eisner et al., 1999; Mason et al., 1999).
that of normal recreation," in another violation of the Code. One might reasonably wonder, if these characteristics of the ads are evident to the majority of persons who view them, why were they not evident to the tobacco company executives who made the decisions to run the ads even though their companies were pledged to the Cigarette Advertising and Promotion Code?

For the most part, the results of the studies were consistent across gender, age, SES, ethnic groups, state of residence, and smoking status (smoker or nonsmoker). Adults were more likely than adolescents, however to view some of the ads as depicting smoking as essential to sexual attraction or essential to success. This suggests that adults have more advanced cognitive capacities than adolescents for discerning the manipulative potential of the ads.

**Public Policy Implications**

The results of these studies show that, despite their public vows, the tobacco companies continue to present advertisements that appear to be targeted toward youth. The Cigarette Advertising and Promotion Code, in its statement of various restrictions, implicitly acknowledges that ads violating those restrictions could be construed as evidence of youth targeting. By violating the Code repeatedly in their advertising, the tobacco companies have shown that industry self-regulation does not work (Pollay, 1994; Richards et al., 1996). Their internal documents show that they recognize that virtually all persons who smoke start at a young age, usually around age 14, and quickly establish brand loyalty that often lasts for many years (Cummings, 2002). The tobacco companies have proven unable to resist the temptation to target youth in their advertising, because it is clear that is where the money is (Cohen, 2000). A company that succeeds in appealing to young people and persuading them to smoke its brand succeeds not only when the young person is 14, but when they are 24 and 34 and perhaps beyond. From a public policy perspective, the only solution to the tobacco industry's perennial targeting of youth in their advertising is to ban all tobacco advertising or restrict it to adults-only venues.

**References**


