

“I THINK THAT’S WHY THESE ATTRACT YOUNG PEOPLE MORE, BECAUSE OF THE FLAVORS AND THE COLORS”: PERCEPTIONS OF CIGARETT PACKS AMONG MEXICAN CITY YOUTH

Presenter: Grazielle Grilo, MSc

Background

- In Mexico, cigarette packs have ample space for branding and are prominently visible at the point-of-sale
- We explored how specific design features contribute to cigarette pack appeal among Mexican youth

Methods

- 15 focus group discussions held with 39 adolescent smokers and non-smokers (ages 13-17 years) and 17 young adult smokers (ages 18-24 years)
- Participants viewed two groups of cigarette packs (appealing and non-appealing) and sorted packs within groups based on their perceptions
- Data were thematically analyzed

Results

- Packs with bold and contrasting colors are particularly appealing to youth, who associated colors with things such as candy and sports teams
- Colors also communicated the addition of flavors
- For smokers, flavors and flavor capsules increased curiosity and enhanced their smoking experience because of the cigarette’s taste and smell

Cigarette packs with **flavors, flavor capsules and colorful designs** appeal to Mexican youth, including **non-smokers. Plain packaging and a flavor ban could reduce pack appeal among young people.**



Responses regarding color, flavor, and flavor capsules

“The color combination [*pink and blue Camel*] is what stands out (...) because you focus on it” (male young adult, mid/high-SES)

“I think that that’s why these attract young people more, because of the flavors and the colors” (male adolescent smoker, mid/high-SES)

“Because the colors pop and you can say, ‘Oh, it’s watermelon!’” [*Marlboro Fusion Summer*] (female adolescent non-smoker, mid/high-SES)

“I don’t know why the capsule appeals to me, I feel I want to know what it tastes like” (female adolescent smoker, low-SES)

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