

Perceptions of E-cigarette Marketing & Packaging Among Filipino Youth

These statements offer examples of additional evidence from focus group discussions including participants' views concerning e-cigarette appeals, flavors, and warning labels on packaging.



Youth Targeting by E-cigarette Marketing

| STATEMENT | AGE | GENDER | USE STATUS |
|--|--------------|--------|---------------|
| "The sales target is young ones. " | 13–15 | BOY | DOES NOT VAPE |
| "On social media , ma'am, you can no longer see anything that does not encourage younger people not to use vape. They would really encourage younger people to buy." | 18–20 | WOMAN | DOES NOT VAPE |

Youth Appeals: Coolness, Fashion, and Pop Cultures

| STATEMENT | AGE | GENDER | USE STATUS |
|---|--------------|--------|-------------------|
| "...when someone vapes, they look cool. So, I just tried." | 13–15 | BOY | USES E-CIGARETTES |
| "I was able to use vape when I would go with my friends, they gave me vape, they said it's tasty and it makes you look cool. " | 13–15 | BOY | USES E-CIGARETTES |
| "It's 'GengGeng' [youth slang for 'gangster']... gives you some kind of 'coolness.' " | 13–15 | GIRL | DOES NOT VAPE |
| "It's really about the tricks that I see on Facebook and then I imitate them when I was still using my classmate's vape." | 13–15 | GIRL | DOES NOT VAPE |
| "...it's so cool to use because if you breathe it out you can do tricks like forming hearts or circles out of it. I really like it." | 13–15 | GIRL | USES E-CIGARETTES |
| "It's because I saw it at Philippines Got Talent vaping with a thick smoke... So I imitated that, too." | 16–17 | BOY | DOES NOT VAPE |
| " People vaping on TikTok... They do tricks, make circles... That made me curious... that's why I bought one." | 16–17 | BOY | USES E-CIGARETTES |
| "I copy tricks in YouTube. " | 16–17 | BOY | USES E-CIGARETTES |
| "When you have a vape slinged on, you are like a god. You look dashing with it. " | 18–20 | MAN | DOES NOT VAPE |
| "When I started with vape, I like doing circles, that's why I kept using vape because I wanted to learn how to do it... I feel superior, I feel like I'm above the rest... " | 18–20 | MAN | USES E-CIGARETTES |
| "To look cool , to look handsome... When you vape, you look like a rich kid because vapes are expensive." | 18–20 | WOMAN | DOES NOT VAPE |
| "Even other vape users when they see something new with you, especially Flava, they think you're cool. " | 18–20 | WOMAN | USES E-CIGARETTES |

Flavors: Central Role in Youth Use and Appeal

| STATEMENT | AGE | GENDER | USE STATUS |
|---|-------|--------|-------------------|
| “When there are many flavors , you seem to want to taste more. ” | 13–15 | BOY | DOES NOT VAPE |
| “Like eating a snow bear candy. ” | 13–15 | GIRL | USES E-CIGARETTES |
| “It was very fragrant ma’am and makes you curious and want to buy one. That is why when I tried it ma’am, it hooked me. ” | 16–17 | BOY | USES E-CIGARETTES |
| “I was eating a lot, and I ate old food, it had a smell. That’s when I vaped, it helped relieve it. It tastes good, and smells good. ” | 16–17 | BOY | USES E-CIGARETTES |
| “... it's like candy with a menthol feeling in the throat.” | 16–17 | GIRL | USES E-CIGARETTES |
| “It’s really sweet on your tongue, eventually, you get addicted to the taste. ” | 16–17 | GIRL | USES E-CIGARETTES |
| “It’s like you’re chewing candy. ” | 16–17 | GIRL | USES E-CIGARETTES |
| “When you finish eating, like you want to poop so bad, and you don’t want it to smell. ” | 16–17 | GIRL | USES E-CIGARETTES |
| “...it smells good when you exhale it, it really smells like a mango , it’s like you ate a mango.” | 16–17 | GIRL | USES E-CIGARETTES |
| “...it tasted good , it was like I was eating chocolate. ” | 16–17 | GIRL | USES E-CIGARETTES |
| “When you inhale it, you’re just like eating candy. ” | 18–20 | MAN | DOES NOT VAPE |
| “...I was enticed to use vape because it smells good , and the sweet scent is addicting. ” | 18–20 | MAN | USES E-CIGARETTES |
| “...I just got really interested with vape, only because of the smell. ” | 18–20 | MAN | USES E-CIGARETTES |
| “That’s why we buy , for the taste. ” | 18–20 | MAN | USES E-CIGARETTES |
| “I feel like I want to taste the different kinds of flavors , when something new comes out.” | 18–20 | MAN | USES E-CIGARETTES |
| “It covers the smell because of the vape, because of the juice. Especially after you blow out smoke, you feel like there is perfume on your clothes.” | 18–20 | WOMAN | DOES NOT VAPE |
| “That is why we vape because there are more flavors to choose from, so when more new flavors come out , we keep vaping more and more because you keep trying different flavors. ” | 18–20 | WOMAN | USES E-CIGARETTES |
| “It’s like you're wearing perfume. ” | 18–20 | WOMAN | USES E-CIGARETTES |



Flavors, Packaging, and Perceptions of Harm

| STATEMENT | AGE | GENDER | USE STATUS |
|---|--------------|--------|-------------------|
| “The pictures are disgusting ... I don’t want to try it anymore.” | 13–15 | GIRL | DOES NOT VAPE |
| “It is soft even though the nicotine is high.” | 13–15 | GIRL | DOES NOT VAPE |
| “[The pack that] doesn’t have that much warning signs on it... looks more pleasing to the eye.” | 16–17 | GIRL | DOES NOT VAPE |
| “...the one with hands cut off, it shows how harmful it is .” | 16–17 | GIRL | DOES NOT VAPE |
| “Those pictures make you not want to use it anymore... like the sickness you can see in the picture, I will be like this when I smoke so it is better to just stop .” | 16–17 | GIRL | USES E-CIGARETTES |
| “Because it seems like what will happen to you is already here, like this, if you use something like that you will be comatose.” “ I won’t buy something like that , [will buy] just another flavor, it seems like it is threatening .” | 16–17 | GIRL | USES E-CIGARETTES |



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