

HOW DOES THE PORTRAYAL OF SMOKING IN THE FASHION MEDIA INFLUENCE CONSUMER PURCHASE INTENTIONS?

AIM

This study aimed to explore the effect of smoking representation and portrayal in the fashion media, and how it influences consumer purchase intentions.



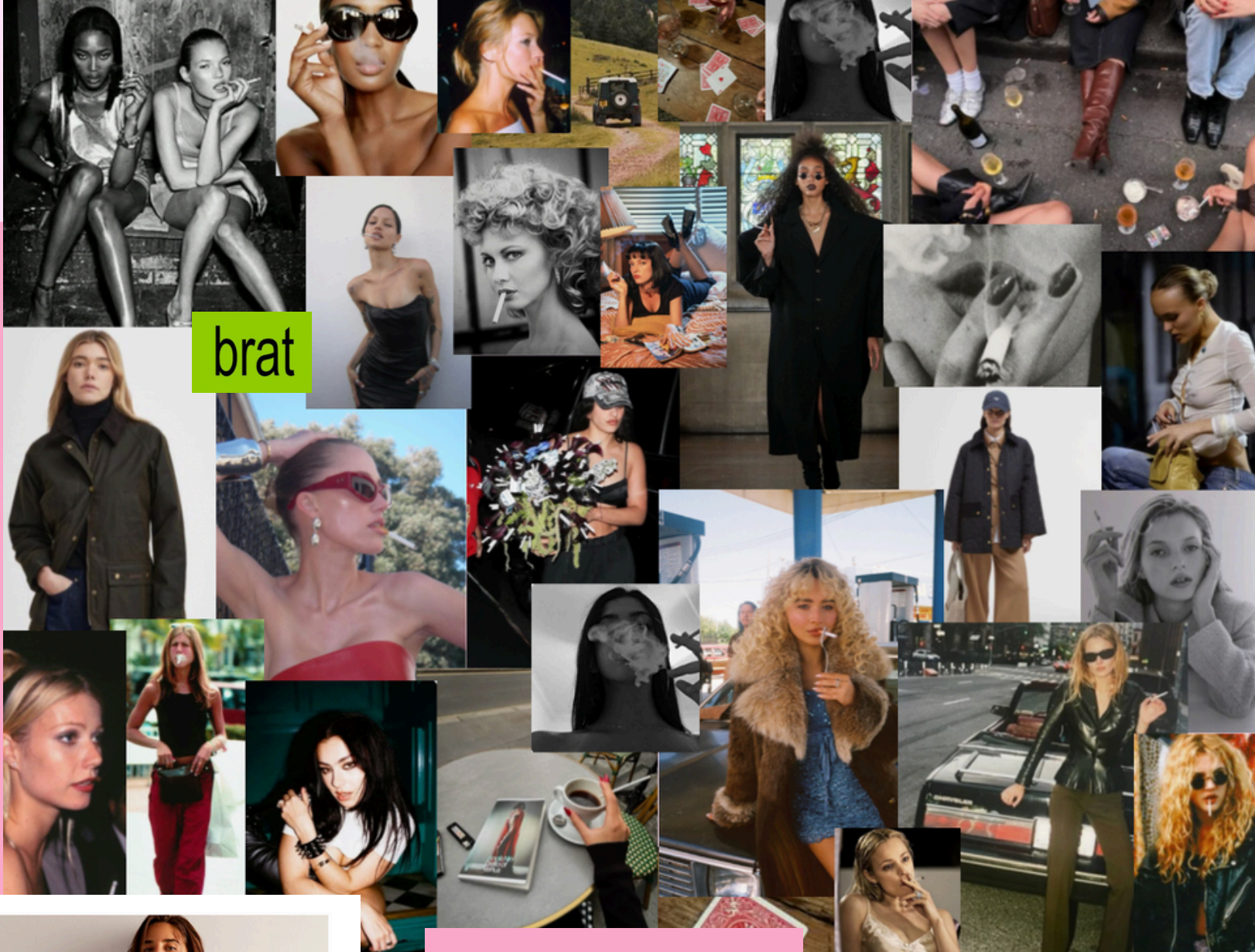
Cigarette



No Cigarette

SMOKING IN MEDIA

- Previously smoking has been prominent within the media, being used in films and music videos to portray emotions and characteristics.
- In fashion, cigarettes can also be used as props for shows and collections.
- Celebrities have also been photographed smoking, popularising the 'cool smoker' aesthetic.



HYPOTHESES

- H1:** There will be an effect of own smoking and vaping behaviour on liking the garments which are presented with or without a cigarette.
- H2:** There will be an effect of own smoking and vaping behaviour on the intention to purchase the garments which are presented with or without a cigarette.
- H3.1:** There will be an effect on the garment purchase intention based on the smoking and vaping habits of immediate family members.

- H3.2:** There will be an effect on the garment purchase intention based on friend group smoking and vaping habits.
- H4:** There will be an effect of own smoking and vaping behaviour on the time spent viewing images of garments presented with or without a cigarette.



Cigarette



No Cigarette

MOOD BOARD

TASK + SURVEY

- This study consisted of an all female sample, aged 18-25.
- Participants were shown a series of 12 smoking and non-smoking images.
- They were then asked to complete a series of demographic questions, and questions detailing their smoking and vaping habits, along with those of their family and friends.

FUTURE IMPLICATIONS

- Conducting the study using a male sample will provide a greater understanding
- Eye-tracking would provide more precise data
- Could look at Impact of vaping in the fashion media