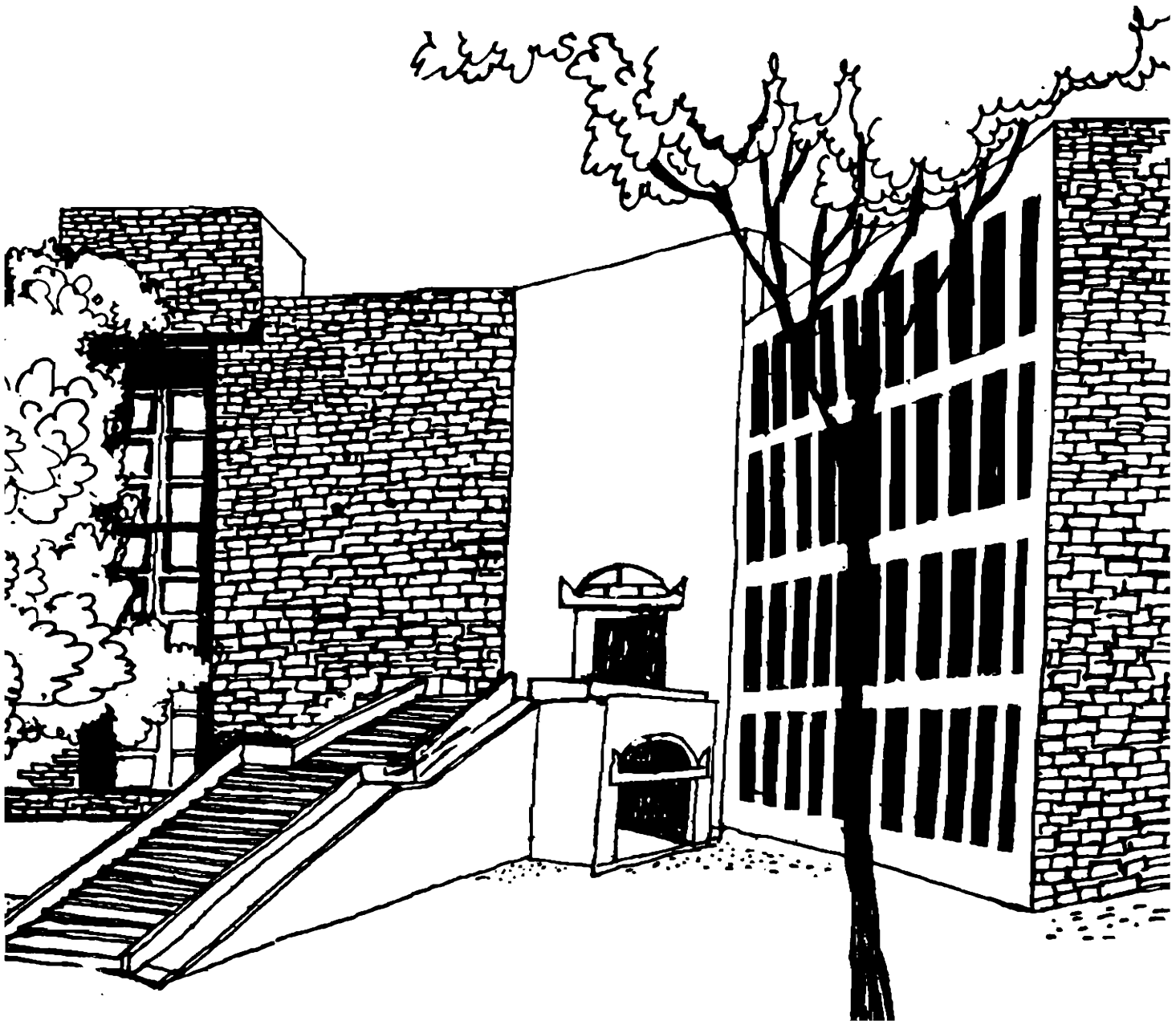




Working Paper



CIGARETTE AND LIQUOR ADVERTISING IN INDIA
AN EXPLORATORY STUDY

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ABSTRACT

The study examined cigarette and liquor ads in the print media in the context of consumer behaviour and legal/ethical issues. Subjects were drawn from three distinct segments, the vulnerable segment comprising of boys from senior school; habitual consumers, the adult users; and the potential segment, the adult non-users. The first segment was studied to assess the impact of ads on them in order to draw implications for public policy. To understand consumer behaviour, adult users were surveyed to find the initiation process and their reaction to own and competitive brands. Non-users were also examined on their reaction to ads. Laddering was used on both the adult segments to explore linkage of values with consumption. The findings indicate that school boys are exposed to either of the products through various media including shop displays. The impact of print media is realized only because of its proximity to the target audience and being a "choice" medium. Social factors dominate the initiation process for both the products. Values and goals differentiate users from non-users.

Imposing restriction on media is unlikely to contain the overpowering influences of social and value related factors. Social education through emotive or rational appeals could be directed at the vulnerable/potential segment to emphasize moderation, rather than total abstinence. Other measures could be restriction of supply, the severest form being prohibition. The consequences could however be equally disastrous.

CIGARETTE AND LIQUOR ADVERTISING IN INDIA - An Exploratory Study

Introduction:

Cigarettes and liquor products though major revenue contributors to the government exchequer are under severe pressure as they are considered harmful to the society.

Under the present regulations both cigarette and liquor ads are banned on TV. Besides, liquor cannot be directly advertised and has to rely on surrogate or deceptive advertising where common mnemonics are used to convey messages to the targeted segments. Cigarettes are allowed in print advertising and confined mostly to magazines. Both the industries resort to indirect heavy advertising through sponsorships of cultural and sports events. There has been occasional direct mail by liquor advertisers.

Article 47 of India resolves to enforce prohibition except for medical purposes. The liquor industry is not allowed to expand in capacity. Taxes have been imposed at different stages to make manufacturing and selling of liquor an expensive proposition. The guidelines for advertising alcoholic products is provided in Exhibit I. Despite these measures, consumption of portable alcohol has been growing by 12 to 15% annually. The volume rose from 208 million litres in 1982 to 474 million litres in 1989, with larger companies registering higher profits. Several small units employing 50 workers have come up. (Advertising and Marketing, February 1992). Country liquor shops, catering to lower income segments have been thriving. Cigarette

* These are however advertised on video, which is not controlled by Government.

consumption, notwithstanding the statutory warning, has not declined. The production figures indicate a growth of 9% during 1989-92, rising to 13% in 1991-92 (CMIE, February 1991, 1992).

Objective:

Given the above scenario, the paper attempts to find out the communication strategies, specifically advertising as adopted by the two industries. It will examine cigarette and liquor advertisements in the context of legal and ethical issues as also consumer behaviour. The purpose is to examine how advertisers have taken into account the legal constraints in designing of ads. Specifically,

- (a) What aspects of consumer behaviour are highlighted in these ads.
- (b) Major influences on initiation process, and the role of ad. The impact of these ads on potential as also vulnerable segments,

The findings should indicate the impact of advertising on the various segments highlighting the ethical issues and implications for public policy.

The scope is limited to English print media and premium brands. The choice of brands was constrained as premium brands are mostly advertised in English print media. The study based only on male subjects is exploratory and aims to raise issues and identify areas for further research.

Over View:

A brief review of the literature of the nineties reveals strong evidence of social and personal factors as antecedents to smoking and drinking. Social factors such as parental habits, peer group pressure, and social status play crucial role in initiation of consumption. Mediators operating on early adolescents are identified as drinking norms, preferences, image consequences as well as the friendship related consequences. Parents' alcohol use, peer attitude and peer drinking are significant influences (Ennett and Bauman 1991). Alcohol consumption perceived as initiation of sexual activity has also been examined (Corcoran and Thomas 1991). Association of drinking with sexual activity exist in many cultures including India. This could be subtly used and conveyed through romantic and suggestive outlays in the ads including the message. External variables often dictate drinking and smoking rather than subjective expected utility (Bauman, Fisher, and Koch, 1989). Social impact efficacy is more significant in predicting long term smoking (New Comb, Mc Carthy and Bentler, 1989).

Personal factors, such as, desire to rebel and exhibit aggressiveness or masculine traits viz, toughness and self confidence, have been major influences on decision to smoke. Self confidence, intelligence, relaxed orientation and emotional stability differentiate the non-user from the user group (Evans, et al, 1990). It has been observed that self-image and identity with the smoker depicted in an ad have strong influence on

intention to smoke (Burton, et al, 1989). It would be expected that similar attributes would be exhibited in the ads to convey such feelings to the target audience.

Smoking has been considered a reasoned action resulting from rational processes where both costs and benefits are considered (Marin and Marin, 1990). Thus there is a definite link between benefits and personal values manifested in consumption habit. Smoking has been used to enhance self concept and aspiration when they are affected adversely (Burton et al, 1989). This could be used implicitly in message to strike the right note given the state of mind of the audience. Newcomb and McGee (1991) found sensation seeking as a factor explaining deviant behaviour. In India such behaviour could be manifested in drinking and smoking specially amongst the youngsters.

Implications for public policy have been looked into by Botvin et al (1991) in a study on junior school boys. It was observed that exposure to ads in magazines with high readership amongst school boys could be instrumental in initiating consumption as the students are vulnerable to ad appeals. Thus an ad though claimed by advertisers to be a competitive tool to induce brand switching also encourages smoking behaviour. Other findings relevant to policy making relate to assertive or dogmatic alcoholic prevention messages which may have counter productive effect (Bensley and Wu, 1991).

Studies in India on related aspects are few. A study analysed a large number of cigarette ads through content analysis

and explored rationale behind the choice of substitute brands (Mukhopadhyay, 1980). It found that generally psychosocial consequences were emphasized in ads to influence choice. However, at a later stage, the choice was dictated by similarities in physical attributes of brands, including price. A perusal of several litigations (Exhibit II), shows that it is difficult to implicate a surrogate or a 'rider' ad (advertising on other products or ads, eg. the cassette case). Only technical matters such as printing on package can be taken action on.

In the above context how far have advertisers capitalized on the various aspects of consumer behaviour to achieve, the desired impact? Again the impact of an ad will not be uniform across individuals, though an ad is designed with a target audience in mind. This is where policy implications become relevant. This is precisely what the paper looks at.

It would appear that for the uninitiated, social and personal factors would matter. Peer group pressure, family influence, and tendency to conform or appease may induce consumption of either or both the products. The personal factors could be goal seeking (social status, self esteem, self concept/identity, sense of belonging) or problem solving (relaxation, enhancing morale, overcoming depression). S/he may seek solution to some of these and these could be played up by ads. A content analysis of ads and responses to ads should bear out some of these observations.

Though initiation may be due to social factors, personal factors

are likely to dominate with habituation. In that event, the impact of an ad may be reinforcing or informative. It has also been noted that values do link up with consumption (reasoned action). This applies more significantly to India, where various religious beliefs prevail. Given this, 'values' may be major discriminatory factors between users and non-users. Indeed, the dissuasive/preventive messages can capitalize on these aspects.

Method:

Design of Ads

Initial categorization was done with 20 different ads of cigarettes and liquor brands. For categorization, questionnaires were given with briefs on content analysis to 10 judges comprising of research staff who categorized the ads accordingly. The questionnaire examined visuals, props, characters, text, head/base/copyline and the overall impression. This resulted in 6 categories of cigarettes and 6 for liquor. A sample of 11 competitive brands representing different categories of liquor and cigarettes was chosen.

Consumer Behavior and Impact

The sample of consumers consisted of both users and non-users. The non-user included potential segment of adult non-user and the vulnerable segment of boys from senior school aged from 15 to 17 years. The size of each segment was 50, where sampling was purposive to represent middle to upper middle income groups. To understand influences and initiation processes, a questionnaire was administered to users. A section of the questionnaire dealt with the reaction towards ads of own and other brands. Non-users

were also administered questionnaires to elicit response towards ads. Finally, to understand the value consumption linkages, laddering was used on both the adult users and the non-users. Attributes, consequences and values were noted. These were compared with ad categories and responses of users to understand how different aspects of consumer behaviour are highlighted in ads to evoke desired responses. Responses of non-users were used to identify implication for message design.

For the school boys the test was carried out in a class room situation. Each of the boys saw 10 ads, 5 of cigarettes and 5 of liquor. A minimum of 20 replications were achieved on each ad. The responses were recorded in a structured questionnaire to understand the impact of the ad. A content analysis of responses was initially carried out. A correspondence analysis was then used to match the category/content of an ad with response pattern for the student segment. This was to identify those characteristics of the ad which evoked certain responses having social/legal implications.

Findings:

Design of ads, Consumer behavior, and Legal aspects [Exhibit III Tables 1 -4].

1. Categories of liquor and cigarette ads as obtained through content analysis are presented in Exhibit III. The cigarette ads can be broadly grouped as product focused, user focused and matched (product matched with consumer) ads. Abstract attributes (taste, stimulant) have been emphasized directly and indirectly. A single exception is the 'low tar and nic content', a concrete

attribute emphasizing safer cigarette. In most of the ads, psychosocial consequences have been conveyed through visual, head/copyline and text. These are - sense of belonging, companionship, means to socialize and sense of achievement. The social status of the user is also emphasized through visuals depicting professionals or through symbolic props. An interesting example is of an ad emphasizing safer cigarette and aiming to reduce dissonance by resolving the conflicting objectives of self-satisfaction and family welfare and thus achieving the goal of satisfaction and happiness (goal seeking and problem solving!). Value chain analysis for cigarette consumers also reveals the dominance of psychosocial consequences. Values have been emphasized in some ads to enhance self-identity.

The liquor ads are basically surrogate ads, where indirect messages are conveyed through mnemonics (accessories) that go with drinking. The most common of these are: soda, cut glass, ice cubes, and beer jug. The focus on the product is indirect through the brand and the company name. Depiction of sports events not only succeeds in attracting the attention of the user but also the sports enthusiast, who may be a non-user including the vulnerable segment, whose major activity is 'games'. No product attributes per se are emphasized. Overall, the emphasis is on good things of life, enjoyment, by using covert means through use of words such as 'spirits riding high'. The other emphasis has been on activities which also get associated with drinking and depicted through visuals viz. erotic scenes,

apparently relying on findings of Corcoran and Thomas. Though value chain analysis indicates concrete, functional, psychosocial as well as goal related aspects, the ads have succeeded in emphasizing only the psychosocial aspects through association with events which highlight those aspects. Clearly the ads are much more subdued in terms of explicit claims as the messages have to be conveyed subtly through covert means. An entirely separate category of ads reflect the current strategy adopted by liquor manufacturers. These could be described as indirect or rider ads where the product is exhibited unobtrusively in an ad of other product. Thus an ad for a hotel depicts tables laid out for drinks. Similarly, as mentioned earlier, cassette covers carry similar logos associated with liquor brand.

2. Initiation Process : (Tables 1 & 2a,b).

Nearly 50% of the smokers had their first taste before they reached the age of 15. Clearly this is the most susceptible age. Two major influences were 'peer group pressure' and 'curiosity', which support the earlier findings (Ennett, Bauman and others) along with that of Newcomb and McGee on sensation seeking. Most of them smoke alone or in a group during depression or when relaxing/and cheerful. It can be seen from the value chain analysis that one of the major reasons for smoking is for overcoming depression. This is in conformity with Burton and others. Relaxation, social status, socialization, the functional and psychosocial consequences too find mention. Stimulant, an abstract attribute of cigarette, also features, a reasoned action, supporting Marin and Marin.

For liquor, the average age of initiation is higher, around 20. This is normal in view of difficult access and inability to pay for the product at school level. The influences are 'peer group pressure', 'curiosity' and 'family influence'. It is enjoyed with food, in a group amongst close friends and family in the evenings. Liquor appears to be a more social product than cigarette and the behaviour of the user is in consonance with the value chain analysis. 'Companionship', 'means to socialize' also find mention.

Impact (Tables 1 & 3)

Users: Interestingly all responses have been noted against own brands. Noticeability is 76% for cigarette and 50% for liquor. Though the responses are against print ads, bias may have entered unconsciously to inflate figures for cigarettes. These are much more visible due to pop's and outdoor media. The major mentions were, self identity, reinforcing and assured availability (Table 1). Only 15% of the smokers, who noticed ads of other brands switched. Amongst liquor consumers none who noticed ads changed the brand. It may be mentioned here that the subjects in this sample are mostly occasional users and do not qualify as hard core users. Hence the choice of the brand has been dictated by availability and the choice of the group.

Adult non-users: The reactions relate to ad associated effects such as self identity, interesting, and amusing. None of the behavioural dimensions, ie, persuasion, curiosity (search), or passive learning, are significant. The value chain analysis

(Table 3) indicates functional consequences and concrete attributes (health hazards) as the major deterrents to consumption. The psychosocial consequences basically relate to fear of rejection due to social and religious strictures. Though it may be difficult to assess the personalities of non users, the typical statements seem to emphasize will-power, conformity to social norms, honesty and emotional stability. Attributes of self-identity are 'successful man', 'man of determination', which are in consonance with observations of Evans et al. These have implications for public policy in terms of reinforcing messages to non-users. Yet an advertiser could use these to induce trial by enhancing self concept and aspirations (goal seeking objectives).

Vulnerable Segment School Boys (Tables 4a.b., Figs 1.2): Findings by Botvin et al are strongly supported. As expected ad related responses correspond with behavioral dimensions, where responses vary with ads depending on how they are encoded. Correspondence analysis over cigarette categories shows self-identity to correlate consistently with passive learning. This is in conformity with findings by Burton et al. This more significant in cigarette ads where the characters are more sharply defined. In the liquor ads situational factors are highlighted affecting the responses accordingly. Hence 'interesting' leads to 'persuasion'; 'curiosity' rather than 'self-identity' initiate 'passive learning'. The characters frequently identified with in both the products are successful man, well-known person, sportsman or mature young man depending

on the character depicted in the ad. Identification with a professional character is rare.

3. The products are very personal and satisfy basically psychological needs. As products are not essential or "healthy", their consumption need to be rationalized. This has been done through functional and psychosocial consequences as well as goal achievement, more explicitly in cigarette ads. There are no explicit statements regarding the product attribute except 'low nic and tar content'. The responses reflect perceptions where the product is accepted when the message, visual are in congruence with consumer perception. Indeed, most of the ads including the liquor ads focus on abstract attributes but indirectly hint at the consumer through visual and symbolic props. Since no explicit claims are made, none of these ads perse violate the rules of MRTF (Monopolies and Restrictive Trade Practices) viz. substantiation, false claim, misdirection.

Discussion and Conclusion

The study was carried on a limited sample of consumers and products. While the sample of smokers comprised of regular smokers, that of liquor were occasional to regular users. The biased sample in the case of liquor may have failed to identify some of the salient factors in the initiation process and also the basic needs/functions served by drinks to hard-core consumers. However the purpose of the study was not to develop a strategy for prohibition or anti-smoking drive. Experimental

design did not allow for measuring the impact of situational factors and state of readiness of the consumer. It is known that the effect of a stimulant differs because of the above factors. Since segments vary with product categories the findings are applicable only to the segments using the given sample of products. Despite limitations the study did confirm some of the earlier findings, thus identifying commonalities amongst consumers across cultures. It also raised certain relevant issues.

How do the liquor manufacturers react to the current regulations? The typical strategy seems to be a tendency to opt for rider ads i.e. using a different product ad to convey the message for liquor. As noted earlier, this cannot be challenged under the prevailing law. Another strategy is to sponsor sports events and convey the same messages in the ads by using appropriate words that convey feelings associated with liquor products. Surrogate ads have been used for quite some time with prominent mnemonics like soda and cut glass. The cigarette ads are much more direct with no explicit claims in violation of MRTP. Liquor and cigarette ads focus on abstract attributes and psychosocial consequences. In few cases the goal and values which match with the value analysis of the users are highlighted. As these are conveyed indirectly through the visual, head/copyline, or text, and perceived so by the target audience, these do not violate the existing rules of substantiation, overclaim, mis-representation, etc.

Onset of smoking/drinking is not through ads. They merely help to remind/reinforce/aid recognition. Where then does the catch lie? Clearly in the impact on vulnerable and user segments. While the vulnerable segment is exposed to the product through other means, the proximity of the media and the appeals through messages as well as visuals lead to recognition, curiosity, and self-identity. These lead to passive learning, stimulating the initiation processes, for self or others. The user, on the other hand, hardly ever changes his brand contrary to claims made by the advertisers that an ad is a competitive tool to induce switch over from one brand to the other.

What are the implications? Both statutory warnings as well as prohibition have been ineffective. Liquor deaths due to poisoning are frequent. The government warehouses in Gujarat (prohibition state) are full with confiscated liquor seized during the last 30 years. (Indian Express, April 1992). Clearly social influences and values are hard to contain or influence by merely media regulations. The route may be through social education in the form of emotive/rational messages to emphasize moderation rather than abstinence. It may also utilize reinforcing messages to non-user appealing to self-ego, emphasizing will-power and mental stability and avoid dogmatic preventive messages. Regulation on media cannot stop exposure to ads or product through other means. What needs to be realized is that initiation processes though social in nature, the consumer may still get stimulated through messages in media which may be providing a goal orientation or a problem

solving situation. If the aim of the government is to enforce article 47, then message alone would not be sufficient. The question is much more complex involving a detailed study of situations to understand why some people who want to give up succeed and others fail. A larger study would be required to cover different regional and cultural influences to evolve an effective public policy guideline.

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Advertisements shall neither claim nor suggest that any drink can contribute towards sexual success.

Besides this the provisions of MRTP Act apply equally to all advertisements. Sections 36A, 36B, 36C, 36D, 36E have played a major role in preventing advertisers from using unfair trade practices. These provisions also ensure that the ads keep their message within accepted boundaries of truth, ethics and good taste. There are instances of various practices which have been held as unfair by MRTP Commission.

Any advertisement which makes a false and deceptive representation or false and misleading statement regarding utility and quality of services or quality and manufacture of goods has been held as unfair by the MRTP Commission on various occasions. Also other practices such as supply of goods in unpermitted quantity packages, supply of adulterated food, false and misleading statements regarding usefulness of medical treatment and performance of company, misleading discount sales, lottery counter to promote public interest, offer of prizes for promotion of sales, tie-up sales have all been held as unfair trade practices.

According to Section 36B, the MRTP Commission not only has the power to make inquiries when a complaint is made but can also initiate such an inquiry "suo-moto". Also the penalty for any person contravenes the order made by the commission shall be punishable with imprisonment for term which may be extended to three years or with fine which may extend to Rs.10,000/- or with both.

Source: Courtesy Consumer Education Research Centre, Ahmedabad.

Exhibit-II (Contd.)

Complaints UPHELD by the Consumer Complaints Council:

Sr. No.	Year	Complaint made against Advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
		Advertiser	Agency			
1.	90-91	Forbes Forbes, Campbell, Cruickshank & Co., Herbertsons.		Direct mail advertisements for liquor products said to be for the trade, received by many not in the trade.	Complaint upheld Code III.4 & Standards of conduct.	First and Second advertiser agreed to comply
2.	90-91	Golden Tobacco Co.	Govan	a) Statutory warning for Burton Cigarettes reversed out on dark colour said to illegible. b) Advertising copy said to be misleading	Complaint upheld. Code III.4.	Advertiser asked to ensure visibility notwithstanding poor reproduction. Agency confirmed compliance.
3.	90-91	Golden Tobacco Co.	Govan	Health warning on electronic display board not visible.	Complaint upheld. Code III.4.	Advertiser asked to display it for minimum time needed to register.
4.	90-91	Jagajit Industries	MAA	Advertisements for Binnes' Aristocrat Cocktail Snacks and Aqua Absolut said to circumvent ban on advertisement for liquor products.	Complaints upheld. Code III and standards of conduct (2 complaints)	Compliance suggested by advertiser was found unacceptable.

Source: Consumer Education Research Centre, Ahmedabad.

EXHIBIT - III

Categorization of Liquor Ads

All the ads used surrogates, such as soda, jug, ice cubes etc. that accompany drinking.

Category - 1: Ad L1: Advertorial, visuals/copyline convey great satisfaction, something to be enjoyed on great occasions. Consequence highlighted.

Category - 2: Ad L2: Product focused. Brand name "Officers Choice", headline, and the logo, a navy emblem, give "snob appeal". Seem to emphasize psychosocial consequence.

Category - 3: Ads L3, L4: Visual depicts "sports event". Conveying excitement, good time, "fun" associated with the situations. Consequences covertly conveyed through "catch the spirit", "spirit riding high". Characters convey sports/outdoor oriented person (healthy enjoyment?).

Category - 4: Ads L5, L8: Erotic scene conveying companionship, intimacy, visuals convey the consequences and the goal achievement, such as fostering relationship, enjoyment/activity that accompany/follow drinking.

Category - 5: Ads L6, L7, L9 and L10: Product focused ads. Emphasizing product attribute. Merely aiding recognition reminding or drawing attention through devices, such as sports information, visual or a rider on sports. Thus drawing attention of non-user sports enthusiast.

Category - 6: Ad L11: Rider ads. Ads that convey the message through the ads of other products. Illustration: Ad for hotel depict a table laid out for drink showing jug, glass and bottle.

Categorization of Cigarette Ads

Category - 1: Ads C1, C10: User dominated, focus on psychosocial consequences, values and goal orientation. User attribute a non conformist, challenger of norms, liberalised. Text and overall impression - Success through breaking the social norms Liberated views, sense of freedom. Values emphasized to achieve self identity. "Charas, the spirit of freedom... the way you are".

Category - 2: Ad C2, C4: Product focused directly with indirect emphasis on the user through the headline. Visual, brand name, text, convey quality. Overall impression the right brand for connoisseur. Matching of product with the user characteristics. Use of symbols to depict the user class. Direct message for the product attribute. Indirect on the user (snob appeal).

Category - 3: Ad C3: Product focused, emphasizing the product attribute to reduce dissonance. Benefits are psychosocial that of resolving conflict of family affection and cigarette addiction, safer cigarette that can achieve both the goals Consequences as well as goal emphasized.

Category - 4: Ad C5: Product focused 'taste' attribute emphasized, name of the company to convey quality.

Category - 5: Ad C6 and C7: User dominated, visual depicting, social gathering, psychosocial consequences viz., sense of belonging and also happy social interaction, socialization. The product attribute emphasized, 'matching of filter or tobacco'. Visual depicting, sense harmony, belonging, enjoyment, psychosocial consequences.

Category - 6: Ad C8 and C9, C11: User focused, depicting outgoing adventurous characteristics, 'Live Life Kingsize appealing to certain attributes of the character, psychosocial consequences or goal achievement. User as well as product emphasized with the product shown has stimulant (abstract attribute) with the visual showing the user in action - goal orientation, healthy atmosphere. (Social status, achiever). Attempt to achieve identity with character while reflecting benefits/goal.

* Matched Ads.

Table 1: Initiation and Adoption Behaviour of Users of Liquor and Cigarette

Initiation	Cig.	Liq.	Cig.	Liq.	Cig.	Liq.	Cig.	Liq.	Cig.	Liq.
i) Age:	< 15		15 - 19		>20					
	52	23	36	31	12	46				
ii) How it started**:	Peer group pressure		To feel big		Macho feeling,		Family influence		Curiosity**	
influences	34	37	21	10	18	5	-	16	27	32
Consumption										
When	*	Pre/Post lunch	Pre/Post dinner		Depression	cheerful	relaxing	ideal time*		
	Cig.	15	17		22	12	34	No specific time		
	Liq.	12	44		6	31	7	Evenings		
How	*	alone	with friends/in group		both					
	Cig.	37	42		21					
	Liq.	-	92		8					
Identify with	*	social	outgoing	frank	loves luxury	Any other				
	Cig.	22	26	29	23					
	Liq.	33	21	29	17					
Noticeability of ad		presence		absence						
	Cig.	76		24						
	Liq.	50		50						
Changing because of ad		Yes	No							
	Cig.	15	85	-						
	Liq.	-	100	-						
Reactions to ads*		<u>Own</u>		<u>Others</u>		<u>All</u>				
		Cig.	Liq.	Cig.	Liq.	Cig.	Liq.			
a) like the person		15	20							
b) almost myself		19	25							
c) reinforcing message, visual		23	25							
d) Longing for own brand		10	-							
e) Assured availability		23	20							
f) No reaction		10	-							
Age		< 25		25 - 30		31 - 40		> 40		
		Cig.	Liq.	Cig.	Liq.	Cig.	Liq.	Cig.	Liq.	
		5	12	37	25	42	50	16	13	
Income (annual)		< 1 lakh		(1-5 lakh)		above 5 lakhs				
		Cig.	Liq.	Cig.	Liq.	Cig.	Liq.			
		52	50	26	32	22	18			

Multiple responses. Figures indicate % to total responses.
Ad was not an influence on the initiation process.

Table - 2 (a): Value Chain Analysis for Liquor Consumers

Attributes		Consequences		Values/Goals
Concrete	Abstract	Functional	Psycho social	
Smooth drink	Good taste		rewarding experience after day's work.	self-esteem
Cooling effect on hot days	Stimulant (for work for thinking)	relaxing/calming	good feeling	mental peace happiness
Filling		tension reliever	feeling of freshness/fun	companionship
Increase appetite		means to socialize	snob appeal social status	total freedom enjoyment
Goes with food		energy to tired mind and body	sense of belonging feeling free and high/no hangover macho feeling	builds/foster relationship

Notes: In India, liquor (beer) is not considered a thirst quencher. A consumer of 'Beer' is not distinguished from a consumer of wine though distinct segments exist amongst the users.

Table - 2(b): Value Chain Analysis for Smokers

Attributes		Consequences		Values/Goals
Concrete	Abstract	Functional	Psycho social	
	stimulant for work/ thinking	helps to concentrate	Rewarding experience after hardwork	to achieve goals/ career aims
	Taste	relaxing	feeling equal to other	praise appreciation from others.
		means to socialize	sense of belonging	
		good for hardwork	appreciation from others reflects social status sense of good feeling satisfaction of success	

Table - 3(a): Value Chain Analysis for Non-Users - Liquors

Attributes		Consequences		Values/Goals
Concrete	Abstract	Functional	Psycho social	
Bad for Health	-	Waste of time,	Leads to addiction,	Emotional stability, Happiness
Unpleasant taste		Can be fatal,	Not appreciated by society/elders/family,	Being unique, Honesty, achiever, friendship built on lasting values (not on food and drinking habits)
Hurts throat		Expensive	unacceptable to religion, social taboo Non-consumption Makes one feel happy and strong	Conformity to norms, Broad outlook, Goal achievement

Table - 3 (b): Value Chain Analysis for Non-Users - Cigarettes

Attributes		Consequences		Values/Goals
Concrete	Abstract	Functional	Psycho social	
Harmful for Health	-	Not essential to life	Unpleasant habit	Feel great/unique
		No particular need satisfied	Non-consumption shows willpower	Aim for perfection, honesty
		Feel sleepy		An achiever/ contributor to society
		Cancer threat		Achieve emotional balance

Table - 4 (a): FREQUENCY OF RESPONSES FOR CIGARETTE ADS (Senior School Boys n = 50)

Response:		Ad related responses							Related to behavioural dimensions							
Ms	1. Self identi- fication refer- ence group	Plea- sant ad- verts	Inter- esting/ amusing	Not infor- mative	Conf- using	Excite- ment	Plea- sure	Relax- ation	Home- ly/ heal- thy atmo-	Aware- ness	Recog- nition	Curio- sity/ arou- sal	Persu- asive	plea- sant fee- ling	pass- ive learn- ing	see the pro- duc- in the ad
	7	19	22(a)	22(a)	22(a)	20	20	20	19	No 1(a)	Yes 1(a)	22(b)	22(c)	22(a)	22(d)	
C1	0	4	0	2	2	2	6	3	3	7	13	2	2	4	4	
C2	5	8	7	10	4	1	6	10	6	13	10	2	2	0	3	
C3	6	5	8	6	1	2	5	8	17	14	9	3	0	7	8	
C4	3	5	7	2	2	1	10	2	8	14	6	2	3	5	4	
5	6	8	7	3	3	0	6	1	4	6	14	2	3	4	6	
6	8	6	8	5	0	1	10	11	13	4	19	3	7	8	11	
7	5	10	14	5	2	3	10	9	10	3	17	3	3	1	8	
8	9	6	5	4	2	6	6	0	10	1	19	9	8	6	6	
9	17	8	7	3	1	1	5	7	2	6	14	3	6	4	4	
10	9	7	2	4	2	6	4	5	1	9	12	3	6	7	8	
11	10	5	6	7	1	2	5	3	4	13	8	5	4	2	9	

Features attributed to self identification were: Successful man, well-known person, sportsman. There was hardly any identification with a specific profession.

Note: Multiple responses.

C1 is a cigarette for women.

Table - 4 (b): FREQUENCY OF RESPONSES FOR LIQUOR ADS (Senior School Boys n = 50)

Response:		Ad related responses								Related to behavioural dimensions						
Ads	1. Self identi- fication refer- ence group	Plea- sant mo- ments	Intere- sting/ amusing	Not infor- mative	Conf- using	Excite- ment	Plea- sure	Relax- ation	Home- ly/ heal- thy atmo-	Aware- ness	Recog- nition	Curio- sity/ arou- sal	Persu- asive	plea- sant fee- ling	pass- ive learn- ing	see the pro- duc- in the ad
	7	19	22(a)	22(a)	22(a)	20	20	20	19	No 1(a)	Yes 1(a)	22(b)	22(c)	22(a)	22(d)	
L1	7	9	7	0	0	2	5	5	4	4	16	3	3	4	10	
L2	4	12	12	2	4	2	5	4	3	4	17	4	12	2	15	
L3	10	10	10	7	1	11	2	1	6	7	13	7	3	2	10	
L4	8	7	9	3	1	9	2	4	4	14	6	7	1	1	8	
L5	9	0	10	5	1	10	6	0	1	13	8	7	7	4	14	
L6	4	2	11	5	0	7	4	3	2	6	14	10	7	1	10	
L7	2	7	6	2	1	0	5	4	0	12	8	4	3	3	1	
L8	6	5	6	6	3	8	6	6	2	10	11	14	7	8	14	
L9	3	7	7	3	4	7	3	0	1	12	8	8	5	2	3	
L10	0	2	9	2	4	4	2	7	2	15	5	2	4	4	4	

Features attributed to self identification were: Successful man, well-known person, sportsman, young mature person. There was hardly any identification with a specific profession.

L11: rider ad, not considered.

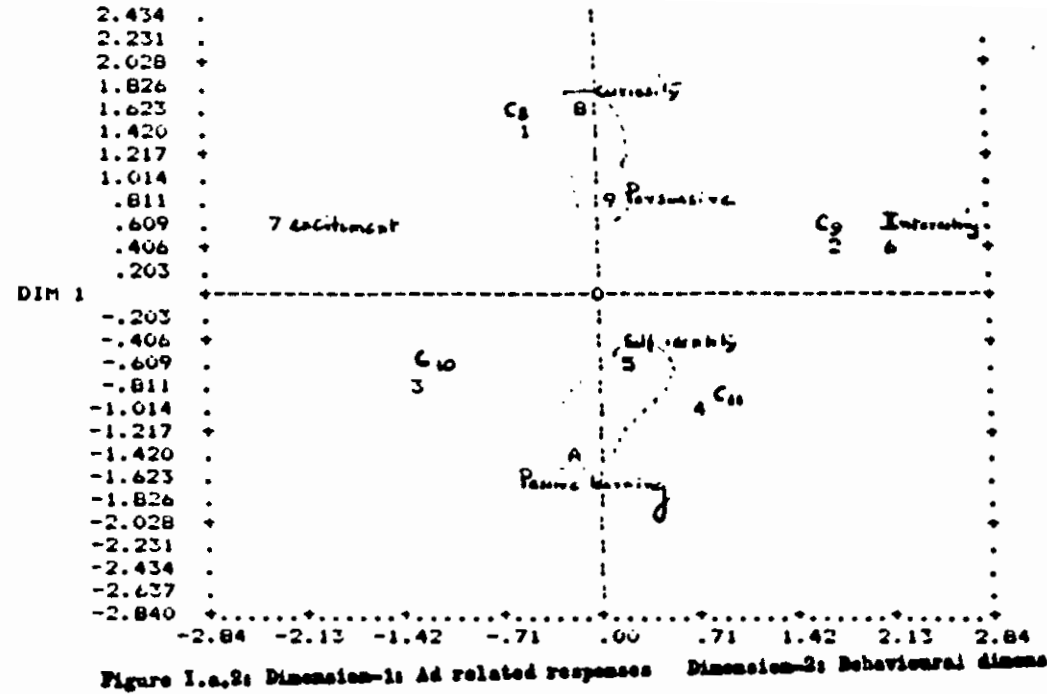
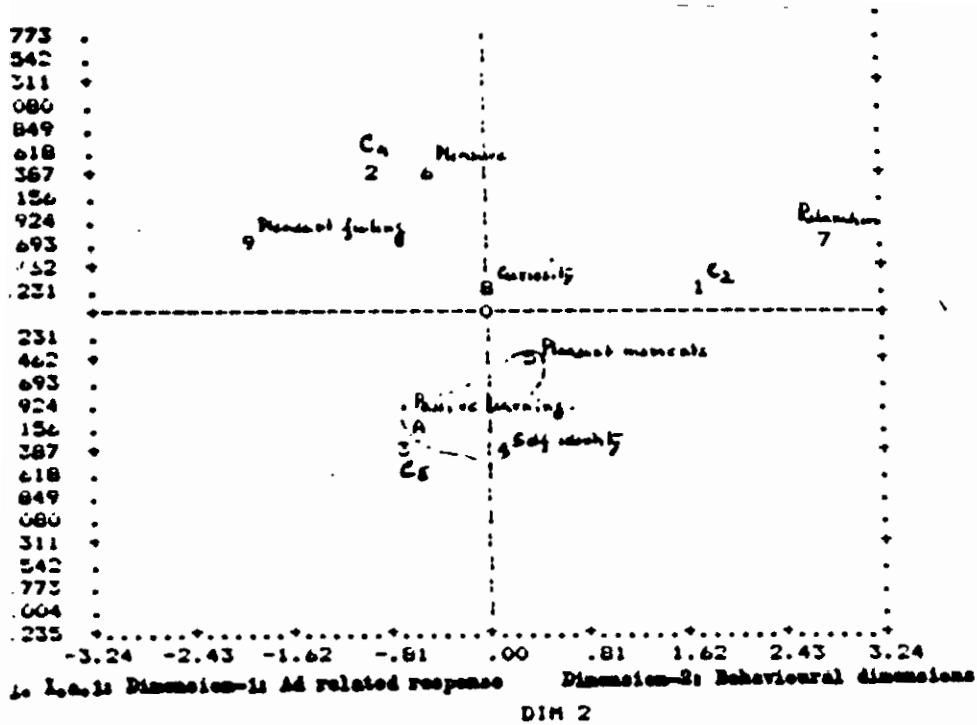
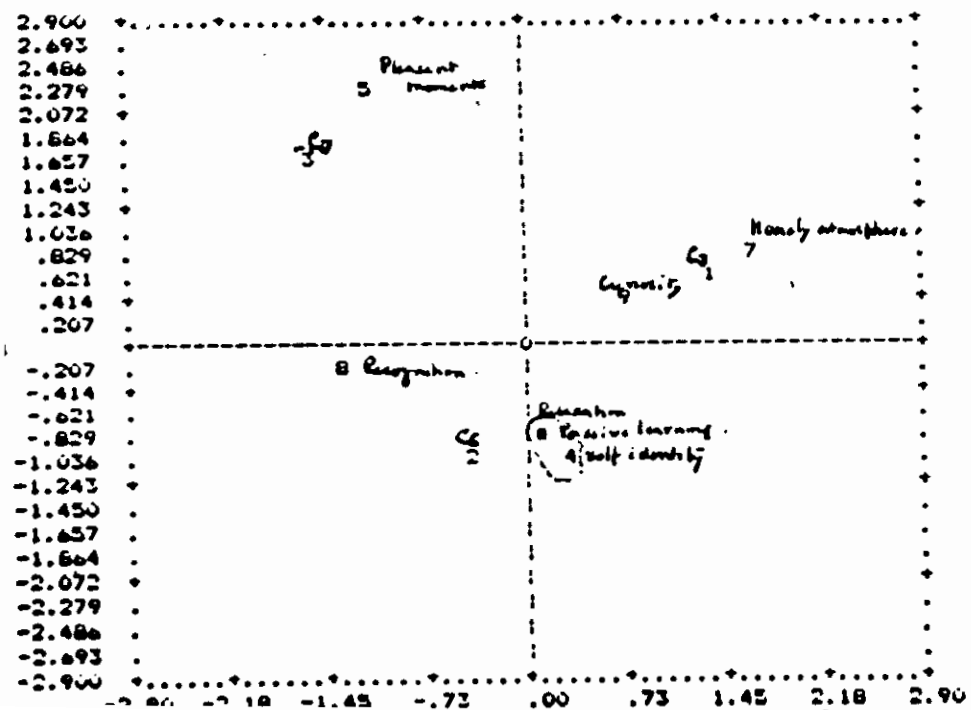


Fig. I.a.1: Ads C2, C4, C5: Product focused with indirect emphasis on the user (categories 2 and 4). Relaxation, which has not been emphasized is isolated from the rest of the factors.

Fig. I.a.2: Ads C8, C9, C10, C11 (categories 1 and 6). Value and life style oriented ads. User focused, self identity is close to passive learning and curiosity to persuasion. Anomalies such as excitement not leading to curiosity could be explained by familiarity with a brand.

Fig. I.a.3: Ads C3, C6, C7: Matched ads (categories 3 and 6). Relaxations and hotel atmosphere highlighted. Decoding matches with encoding. Relaxation and passive learning have collapsed into one point next to self identity. Familiarity dimension appears to be confounded with dimension 1. Recognition has affected curiosity and passive learning.

C₁, a cigarette for women has not been taken in to analysis.



Correspondence Analysis of Liquor Ads

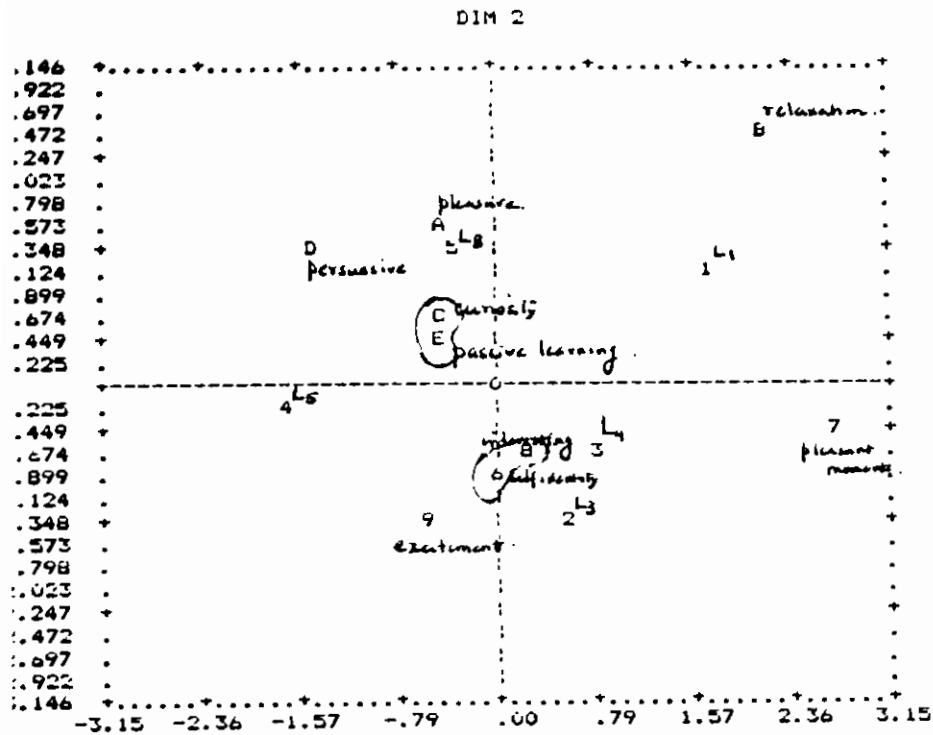


Fig. II.b.2: Dimension-1: Ad related responses Dimension-2: Behavioural dimension

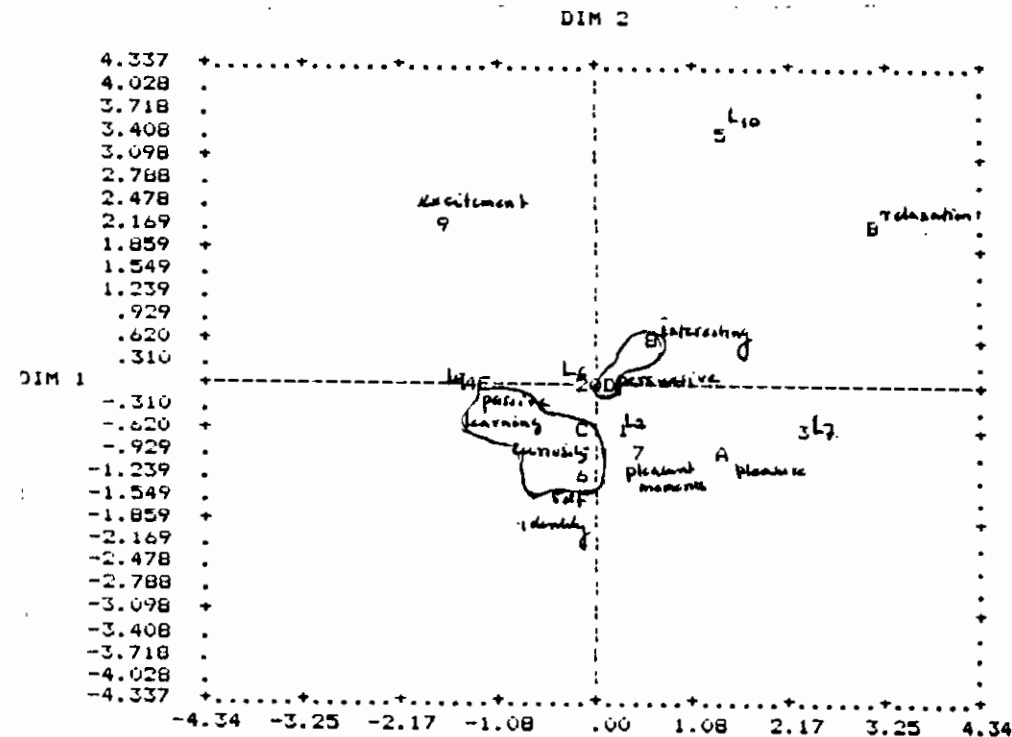


Fig. II.b.1: Dimension-1: Behavioural dimension Dimension-2: Ad related responses

II.b.1: Ads L1, L3, L4, L5, LB (Categories 1, 3 and 4). User focused ads. Curiosity with passive learning; interesting with self identity. Visuals depict sports events and erotic scenes.

, a rider ad is not included as it appears to be targeted at the user only.

I.b.2: Ads L2, L6, L7, L9, L10 (Categories 2 and 6). Product focused ads. Excitement and relaxation not highlighted in the ads are isolated from the rest. Interesting bunch with persuasiveness; curiosity with passive learning and self identity.