

The Effects of Cigarette Company 's Image Advertising on Public Cigarette Consumption



1. 2001 61.8% (OECD)
가¹⁾ 20
(1997) 가
99 67.8% 1²⁾
(WHO),

1) OECD, Health Data, 2003.

2) , 가 2005.

가 ,가
 가 가
 가 가
 가
 가

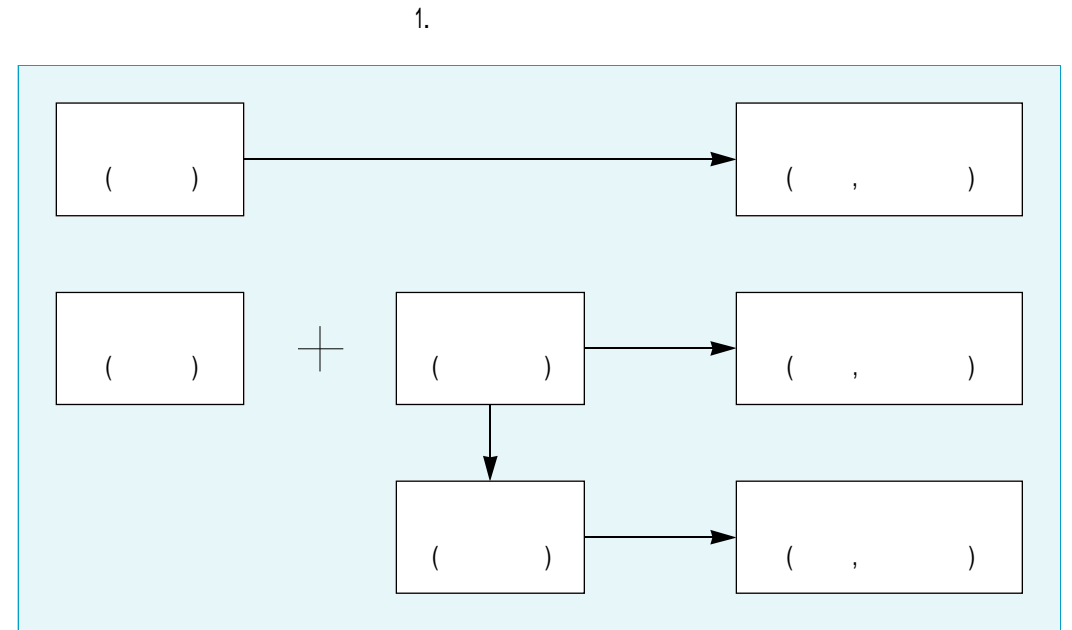
2.

가 1965
 , 1971
 1983 가
 ,가 19
 가 4) 가

3) , 「 『 』 332, pp.17~20, 1997.
 4) Fox, R. Stephen, The Mirror Makers: A History of American Advertising and Its Creators, New York: Morrow, 1984.

가

5)
 가 (Vice Product)
 가 가
 가
 (1).
 [1]



5) , 『 』 , 2000.

60

가

가

가

6)

가

가

(total amount of

3.

(WHO)

2005

(FCTC) 가

advertising exposure),
advertising expenditure)

(total

5

4.

가

가

1960

TV,

1989

가

1993

가

가

가

가

(Federal Trade Commission)

가

가

6) Moschis, George P., 「Point of View: Cigarette Advertising and Young Smokers」, 『Journal of Advertising Research』, 29, pp.51 ~ 60, 1989.

1) (Econometric Approach) 가

가 , 가 , 가

가 , 가 가

가 가

가

1992 "Smee Report"가

가

8) Lancaster

Gotthoffer 가 가

66%

35% 가

9) 가

7) Andrews, R. L & G. R. Franke, 「The Determinants of Cigarette Consumption: A Meta-Analysis」 『Journal of Public Policy and Marketing』, 10(1), pp.81~100, 1991; Bishop, J. A. & J. H. Yoo, 「Cigarette "Health Scare" Excise Taxes and Advertising Ban: A Reply」 『Southern Economic Journal』, 54, pp.777~779, 1988.

8) Luik, J. 「The "Smee Report" As a Contribution to the Tobacco Advertising Debate」 『Advertising and Marketing』, NTC: United Kingdom, 1992.

9) Lancater, Kent M. and Alyse R. Gotthoffer, 「The Economics of Tobacco Advertising: Spending, Demand and the Effects of Bans」 『Proceedings of the 2000 American Academy of Advertising』, 2000.

가 , 가¹¹⁾ Pechmann Ratneshwar 가

가 가

2) (Cognitive Approach) 가

가

12)

가

가

13)

35%가

가

10) 1700 가

()

10) DiFranza, Joseph R. et al., 「RJR Nabisco's Cartoon Camel Promotes Camel Cigarettes to Children」 『Journal of the American Medical Association』, 11, pp.3149~3153, 1991.

11) Goldberg, Marvin E., 「American Media and the Smoking-related Behaviors of Asian Adolescents」, 「Antismoking and Cigarette Advertising on Young Adolescents' Perceptions of Peers Who Smoke」, 『Journal of Advertising Research』, 43, pp.1~11, 2003.

12) Pechmann, Cornelia and S. Ratneshwar, 「The Effects of Antismoking and Cigarette Advertising on Young Adolescents' Perceptions of Peers Who Smoke」 『Journal of Consumer Research』, 21, pp.236~251, 1994.

13) Pechmann, Cornelia and Susan J. Knight, 「An Experimental Investigation of the Joint Effects of Advertising and Peers on Adolescents' Beliefs and Intentions about Cigarette Consumption」, 『Journal of Consumer Research』, 29, pp.5~18, 2002.

5.

¹⁴⁾ , 25%

¹⁶⁾

가
(counterargument)가

가
가

가 가

가 ¹⁵⁾

가 가

16

14) , 「 가 』 57 , pp.195 ~ 222, 2002.

15) , 「 가 』 43, pp.263 ~ 301, 1999.

16) Fox, Richard J. et al., Adolescents ' Attention to Beer and Cigarette Print Ads and Associated Product Warnings, Journal of Advertising, 27, pp.57 ~ 68, 1998.

가 가

.가 가

가 .

12~17

.가

¹⁷⁾

가

가

가

가



17) Krugman M. Dean and Karen Whitehill King, Teenage Exposure to Cigarette Advertising in Popular Consumer Magazines, Journal of Public Policy and Marketing, 19, pp.183 ~ 188, 2000.