

## JAPANESE TELEVISION ADVERTISEMENTS OF CIGARETTES AND IMAGE OF SCHOOLCHILDREN

Tsuneji MURAMATSU, Masashi FURUTA

(Department of Health Science)

Sonoe MURAMATSU

(Department of Physical Education, Tokai Gakuen Junior College)

Hiroshi OGAWA

(Division of Epidemiology, Aichi Cancer Center Research Institute)

Masaru MIYAO

(Department of Public Health, School of Medicine, Nagoya University)

Akira ITO

(Department of Physical Education, Chubu University)

### ABSTRACT

We surveyed cigarette advertising at 4 Television(TV) stations in the Nagoya-city area in Japan. The advertising was videotaped all day for one week in August of 1988 (before it was under self-imposed regulation) as well as in January of 1989 (after regulation went into effect). These videotapes were shown to 140 schoolchildren in an attempt to determine the image of which youngsters think as cigarette advertising. Cigarette advertising TV spots totaled up to 134 (3435 sec) before self-restraints went into effect as against 93 spots (2430 sec) following imposition of the restraints. The frequency and time of the spots devoted to cigarette advertising showed a 30 % decrease after the restraints went into effect. The advertising of Japanese cigarettes decreased, whereas the proportion of American cigarette advertising increased. The advertising content showed a clear change after the restraints came off. Boys had a better impression of cigarette advertising than girls. As to the schoolchildren's image of cigarette commercials, "grown-up" was the most common followed by "interesting", "cheerful" and "happy". Many schoolchildren watch TV nightly, so we strongly recommend that cigarette TV advertising should be banned.

### INTRODUCTION

The health hazards of smoking are widely recognized and smoking countermeasures will be more important among public health issues of our time. Among smoking countermeasures, a smoking prevention program for schoolchildren is the most important. Many west European Countries already have laws which prohibit the TV cigarette advertising, but this is not true for Japan yet.

Recently, the mass media cigarette advertising has rapidly increased in Japan<sup>1)</sup>,

because the Japan Monopoly Corporation came under the private management in April of 1985 and the import duty for foreign cigarettes was abolished in April of 1987. Cigarette advertising has since emphasized especially low tar-low nicotine features, a sense of fashion and youthfulness to young people. The study of cigarette advertising may well be useful in developing effective smoking prevention programs. We surveyed cigarette advertising which was televised in Nagoya-city area of Japan. And elementary schoolchildren's image of cigarette advertising was determined.

## METHODS

The methods of videotaping cigarette advertising and of investigating schoolchildren's image of cigarette advertising are as follows:

### 1. Methods of videotaping cigarette advertising

Videotaping of cigarette advertising was conducted daily for one week at 4 TV stations in the Nagoya-city area, in August of 1988 (before self-imposed regulation) and in January of 1989 (after the regulation went into effect). We counted the total number of spots and on-air time of the cigarette commercials which were televised for one week.

### 2. Methods of investigating schoolchildren's image of cigarette advertising

At first, in October of 1988, we conducted a pre-test survey of 69 schoolchildren's image of cigarette advertising, by showing videotaped cigarette commercials in an elementary school. We made up a questionnaire which consisted of 10 words (happy, delightful, cheerful, grown-up, beautiful, manly, feel-good, look-smart, interesting and splendid) from 32 words of subjective evaluation of smoking and short phrases which we obtained as the image of cigarette advertising for the pre-test.

Then in November of 1988, we asked 140 schoolchildren the image of cigarette advertising, by showing the cigarette commercials we had videotaped. They were sixth grade schoolchildren who had never been indoctrinated about smoking prevention. The schoolchildren were asked to indicate their impressions by marking their choice of 5 graded replies to the 10 words, respectively: ("strong support", "some support", "neutral", "not complete support" and "no support"). Replies were valued by giving 4 to zero points to these 5 grades. The higher their score was, the better impression they think of them as cigarette advertising. The questionnaire included an inquiry as to the time when they watched TV at home.

## RESULTS

### 1. Cigarette advertising before and after the TV self-regulation

#### (1) TV station policy

Before the self-regulation, cigarette commercials totaled 134 spots (3435 sec) over one week (Table 1). The count of cigarette advertising for one week after regulation was totaled 93 spots (2430 sec). The spot and commercial time showed about a 30 %

Table 1. Comparison of Cigarette Advertising between TV Stations(%)

	Before Regulation <sup>1)</sup>		After Regulation <sup>2)</sup>	
	Spots	Seconds	Spots	Seconds
NA-TV	53 (39.6)	1275 (37.1)	29 (31.2)	720 (29.6)
CH-TV	33 (24.6)	825 (24.0)	26 (28.0)	600 (24.7)
CB-TV	28 (20.9)	660 (19.2)	15 (16.1)	480 (19.8)
TO-TV	20 (14.9)	675 (19.7)	23 (24.7)	630 (25.9)
Total	134 (100.0)	3435 (100.0)	93 (100.0)	2430 (100.0)

1) August 29 ~ September 4, 1988

2) January 9 ~ January 15, 1989

decrease, respectively, following the self-regulation.

## (2) Advertising time

There were no cigarette commercials in the morning, either before or after the regulation (Table 2). In the afternoon, cigarette commercials disappeared after the regulation with the exception of an hour between 2 to 3 p.m.. Before regulation, there were 117 spots (87.3 %) after 8 p.m., as against 91 spots (97.8 %) after the regulation.

## (3) Cigarette brands

Nineteen brands were advertised for one week before the regulation (Table 3). Among these brands, "LIBERA MILDS" was the most frequent. On the other hand, after the regulation, 14 brands of cigarettes were advertised for one week

and "SALEM LIGHTS" was the most frequent. The advertised cigarette brands were very different before and after the self-regulation.

Among the total spots, 46.3 % of them were for Japanese brands before the regulation, as against 12.9 % after the regulation (see Table 4). The advertising of Japanese cigarettes decreased, whereas the proportion of American cigarette advertising increased.

## 2. Schoolchildren's image of cigarette advertising

### (1) Image

Table 2. Comparison of Cigarette Advertising Times (%)

Times	Before Regulation	After Regulation
~1PM	0 ( 0.0)	0 ( 0.0)
1PM~	1 ( 0.7)	0 ( 0.0)
2PM~	6 ( 4.5)	2 ( 2.2)
3PM~	3 ( 2.2)	0 ( 0.0)
4PM~	5 ( 3.7)	0 ( 0.0)
5PM~	2 ( 1.5)	0 ( 0.0)
6PM~	0 ( 0.0)	0 ( 0.0)
7PM~	0 ( 0.0)	0 ( 0.0)
8PM~	6 ( 4.5)	3 ( 3.2)
9PM~	19 (14.2)	14 (15.1)
10PM~	24 (17.9)	17 (18.3)
11PM~	42 (31.3)	18 (19.4)
0AM~	16 (11.9)	34 (36.6)
1AM~	10 ( 7.5)	5 ( 5.4)
Total	134 (100.0)	93 (100.0)

Table 3. Cigarette Brands Commercially Televised for One Week (%)

Cigarette Brands		Before Regulation	After Regulation
1. LIBERA MILDS	(JC)	24 (17.9)	—
2. MILD SEVEN FK	(JC)	23 (17.1)	3 ( 3.2)
3. MARLBORO LIGHTS	(JC)	6 ( 4.5)	—
4. SOMETIME LIGHTS	(JC)	3 ( 2.2)	—
5. CABIN MILD	(JC)	2 ( 1.5)	—
6. SOMETIME MIASS	(JC)	1 ( 0.7)	—
7. SEVEN STARS	(JC)	1 ( 0.7)	1 ( 1.1)
8. DEAN	(JC)	1 ( 0.7)	—
9. FRONTIER	(JC)	1 ( 0.7)	—
10. PEACE LIGHTS	(JC)	—	6 ( 6.5)
11. CASTER MILD	(JC)	—	2 ( 2.2)
12. PHILIP MORRIS	(AC)	15 (11.2)	5 ( 5.4)
13. CAMEL MILDS	(AC)	15 (11.2)	—
14. LARK	(AC)	9 ( 6.7)	7 ( 7.5)
15. PARLIAMENT	(AC)	7 ( 5.2)	10 (10.8)
16. L & M	(AC)	7 ( 5.2)	1 ( 1.1)
17. KENT MILDS	(AC)	5 ( 3.7)	6 ( 6.5)
18. LUCKY STRIKE	(AC)	5 ( 3.7)	3 ( 3.2)
19. AMERICAN SUPER LIGHTS	(AC)	4 ( 3.0)	—
20. ISLANDS	(AC)	3 ( 2.2)	—
21. SALEM LIGHTS	(AC)	2 ( 1.5)	39 (41.9)
22. VIRGINIA SLIM LIGHTS	(AC)	—	5 ( 5.4)
23. MERIT LIGHT	(AC)	—	3 ( 3.2)
24. THIRTY SEVEN	(CC)	—	2 ( 2.2)
Total		134 (100.0)	93 (100.0)

— : No televising

(JC) : Japanese Cigarette

(AC) : American Cigarette

(CC) : Chinese Cigarette

Table 5 shows proportions of “strong support” and “some support” which indicate images of cigarette advertising. “Grown-up” was the most common in both sexes, followed by “interesting”, “cheerful” and “happy”. On the other hand, the proportion of “feel-good” and “beautiful” impressions were very low. The proportions were higher in boys than in girls for all of the 10 words. Accordingly, boys had better impression of cigarette advertising than girls.

## (2) Time of watching TV

Many schoolchildren watched TV between 7 and 9 p.m. (Table 5). At this time, 54.3 % to 60.7 % of them watched TV from Monday to Friday. On Saturday 62.1 % to 64.1 % and on Sunday 50.0 % to 55.7 % of them watched TV at the same time,

respectively.

## DISCUSSION

Japanese cigarette packages carry only warning: "Take care heavy smoking for your health". There are no commercials yet which indicate that smoking is a health hazard.

The count of cigarette advertising during the past 5 years<sup>1)</sup>, is increasing in the Tokyo area, because in 1985 the Japan Monopoly Corporation came under the private management. Additionally, in 1987 the import duty for foreign cigarettes was abolished. The count of cigarette advertising increased 2.8 times in 1986 and 4.1 times in 1987, compared with that in 1985.

In the present study, the total of 134 cigarette commercials (spots, 3435sec) was recorded for one week before the self-regulation. Given the situation, some anti-smoking groups appealed to the Ministry of Finance and the Japan Tobacco Association to decrease cigarette advertising. In response, the Japan Tobacco Association decided to decrease by one-third the count of TV cigarette advertising as of January 1, 1988, based on the self-imposed regulation. We videotaped cigarette commercials all day for one week at 4 TV stations in the Nagoya-city area. The count of cigarette

Table 4. Comparison of Advertising Volume between Japanese and Foreign Cigarettes (%)

	Before Regulation	After Regulation
Japanese Cigarettes	62 (46.3)	12 (12.9)
American Cigarettes	72 (53.7)	79 (84.9)
Chinese Cigarettes	0 ( 0.0)	2 ( 2.2)
Total	134 (100.0)	93 (100.0)

Table 5. Feeling When Schoolchildren Watched the Cigarette Advertising (%)

	Boys	Girls	Total	Probability <sup>a)</sup>
Grown-up	45 (63.4) <sup>b)</sup>	30 (43.5)	75 (53.6)	P < 0.05
Interesting	34 (48.0)	25 (36.8)	59 (42.2)	N. S.
Cheerful	33 (36.4)	23 (33.4)	56 (40.0)	N. S.
Happy	31 (43.7)	22 (31.9)	53 (37.9)	N. S.
Splendid	24 (33.9)	19 (27.6)	43 (30.7)	N. S.
Look-smart	21 (29.6)	10 (14.5)	31 (22.1)	P < 0.05
Delightful	17 (23.9)	10 (14.5)	27 (19.3)	N. S.
Manly	18 (25.4)	6 ( 8.6)	24 (17.1)	P < 0.01
Beautiful	13 (18.4)	7 (10.7)	20 (14.3)	N. S.
Feel-good	12 (16.8)	4 ( 5.8)	16 (11.4)	P < 0.05
100%N	71	69	140	—

a)  $\chi^2$ -test between boys and girls

b) The percentage of "strong support" and "some support"

Table 6. Comparison between the Times Which Schoolchildren Watch TV at Home (%)

Times	Monday to Friday	Saturday	Sunday
0PM~	0 ( 0.0)	1 ( 0.7)	7 ( 5.0)
1PM~	0 ( 0.0)	1 ( 0.7)	8 ( 5.7)
2PM~	0 ( 0.0)	1 ( 0.7)	9 ( 6.4)
3PM~	1 ( 0.7)	2 ( 1.4)	8 ( 5.7)
4PM~	12 ( 8.6)	4 ( 2.9)	7 ( 5.0)
5PM~	26 (18.6)	19 (13.6)	8 ( 5.7)
6PM~	37 (26.4)	47 (33.6)	37 (26.4)
7PM~	85 (60.7)	87 (62.1)	70 (50.0)
8PM~	76 (54.3)	90 (64.1)	78 (55.7)
9PM~	30 (21.4)	59 (42.1)	34 (24.2)
10PM~	10 ( 7.1)	34 (24.3)	17 (12.2)
11PM~	2 ( 1.4)	9 ( 6.4)	2 ( 1.4)
0AM~	1 ( 0.7)	1 ( 0.7)	1 ( 0.7)
100%N	140	140	140

sion of cigarette advertising than girls. Ogawa, et al.<sup>2)</sup> reported that reasons of fun or excitement, being like friends or others, feeling like an adult and impressing friends, were more frequent in the initiation than the maintenance of smoking behavior among junior high school students. These results correspond well with schoolchildren's image reactions to cigarette advertising obtained in our study. Therefore, cigarette advertising is considered to encourage young boys and girls to begin smoking.

Muramatsu, et al.<sup>3)</sup> reported that some schoolchildren think that "Speak Lark", a catch phrase, is a name of cigarettes. This indicates that the TV voice-over "Speak Lark" leaves a very strong impression on schoolchildren. At the same time, a song and/or background music give a good impression of smoking and improve its image<sup>4)</sup>.

Generally, when people smoke or eat in commercials on TV, the propaganda is very effective<sup>5)</sup>. Since smoking is very harmful to our health, it is no good for people to appear in commercials of cigarettes. In most of the videotaped commercials, people smoked in beautiful campuses or in clean parks with delight. In response to these commercials, many schoolchildren expected cigarettes tasted nice and considered smoking adults were smart.

In Japan, many cigarette commercials run on TV now even under the self-imposed regulation. An affirmative image of smoking cigarettes through these commercials will be printed in children's minds easily. Chapman, et al.<sup>6)</sup> have reported that subjects were presented with cigarette advertising from which all identifying writing had been

advertising showed a 30 % decrease, and most of the brands given less time were domestic. On the other hand, American cigarette brand commercials increased.

There are many evening programs for the family from 7 to 9 p. m., and many schoolchildren watch them. Accordingly, cigarette commercials should send out as late as possible. Considering the effects on schoolchildren, we strongly recommend that these TV commercials should be banned.

Cigarette advertising appeared to impress many youngsters as "grown-up", "cheerful" and "interesting". Boys have a better impres-

removed. A large proportion of smokers and nonsmokers were able to identify the brand names and slogans correctly. Goldstein, et al.<sup>7)</sup> have reported that a dose-response relationship was found between smoking level and cigarette advertising recognition, with regular smokers recognizing 61.6 % of advertisements, compared with only 33.2 % for nonsmokers.

For the smoke free society in the 21st century, it is most important to educate children not to smoke. Recently, the Japanese School Health Association<sup>8)</sup> published a handbook of smoking prevention programs for elementary school teachers.

Control for cigarette TV advertising and of automatic tobacco vendors is very urgent for Japan in days to come.

# REFERENCE

- 1) Video-Research Co.: '87 TV rating, *A Trend Study of Advertisements*, 45-53, 1988
- 2) Ogawa, H., et al.: Smoking among Junior High School Students in Nagoya, Japan, *International Journal of Epidemiology*, 17(4), 817-820, 1988
- 3) Muramatsu, T., et al.: Elementary School Smoking Prevention Program, Joint-Teaching of First-year and Fourth-year children, *Japanese Journal of School Health*, 31(2), 82-91, 1989
- 4) Forum for Children's Television: Medicines CM and an Alcoholic Drink CM Which Children Watch, *A Study of CM for Children*, No. 5, 31-32, 1981
- 5) Forum for Children's Television: Medicines CM and an Alcoholic Drink CM Which Children Watch, *A Study of CM for Children*, No. 5, 28-29, 1981
- 6) Chapman, S., et al.: Brand Preference and Advertising Recall in Adolescent Smokers, Some Implications for Health Promotion, *American Journal of Public Health*, 72(5), 491-494, 1982
- 7) Goldstein, A.O., et al.: Relationship between High School Student Smoking and Recognition of Cigarette Advertisements, *The Journal of Pediatrics*, 110(3), 488-491, 1987
- 8) Japanese School Health Association: A Handbook of Smoking Prevention Programs for Elementary Schoolchildren, Daiichi-Houki Press Co., 1986