



Investigating Tobacco and E-Cigarette/Vape Marketing

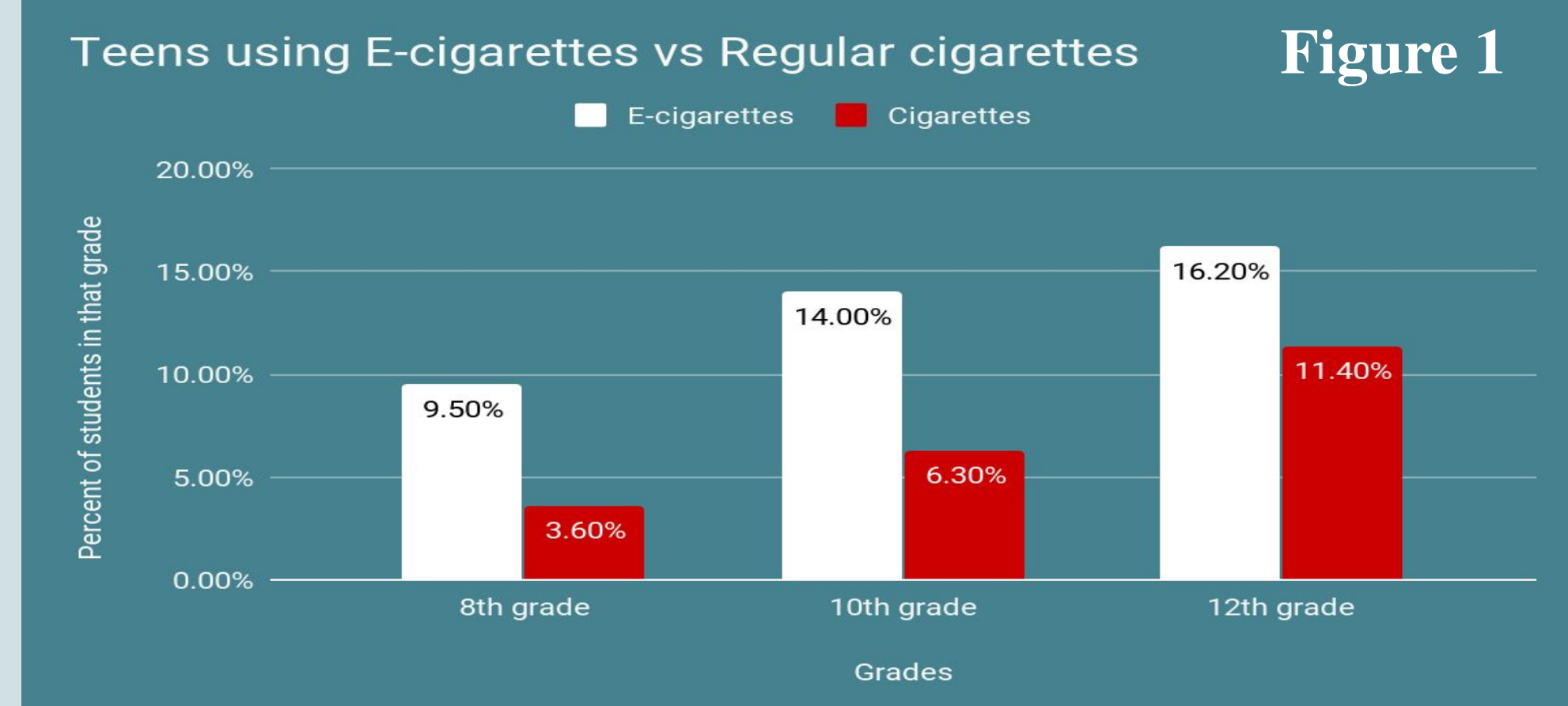


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INTRODUCTION

There is a problem with tobacco companies targeting minorities in poor communities. Despite the decline of teen smoking over the past year, there has been an increase of teen vaping¹. A possible cause of this problem is the accessibility of the products and the compelling advertisements in certain urban areas.²



In Figure 1, The charts illustrate a difference in teen vaping vs. teen smoking throughout 8th, 10th, and 12th grades

RESEARCH METHODOLOGIES

Four different locations near Palo Alto were observed. The Lower socioeconomic locations were Redwood City and East Palo Alto. The higher socioeconomic locations were Palo Alto and Menlo Park. The diagram in Figure 2 describes some of the key elements that were looked for while taking the field notes.

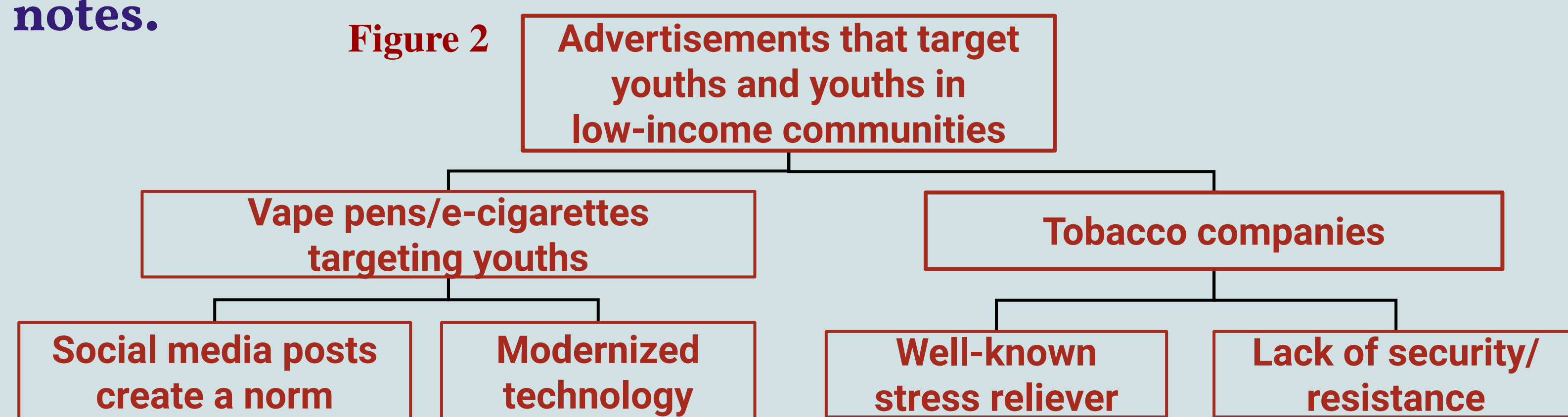


Figure 2, lays out the initial hypothesis of the unexpected outcome of advertisements form these industries. The field notes and further research support this diagram.

CONCLUSIONS AND ANALYSIS

The most significant variable in my findings was the sign regulations in/outside the retail stores. By California law, you must have have a sign outside enforcing no tobacco to those under the age³ 21 . Location was another variable that contributed to which outlets had the signs and which didn't.

Figure 3



In Figure 3, the sign was an exact replica of what was observed and recorded in the field notes outside the liquor stores located in Palo Alto and Menlo Park.

Figure 4



Figure 4 shows another sign on the entrance door of the Palo Alto and Menlo Park liquor store that were observed.

DATA AND FINDINGS

Tobacco retailers in low socioeconomic locations

- Tobacco products were located behind the counter
- There were no signs located on the door or inside the stores that addressed the illegal actions of tobacco for minors
- many “real. simple. different.” signs were located above the tobacco products.

Tobacco retailers in higher socioeconomic locations

- The advertisement seemed more up-to-date
- Signs were on monitors and simple/modern
- Signs were located outside on entrance warning the regulations on tobacco

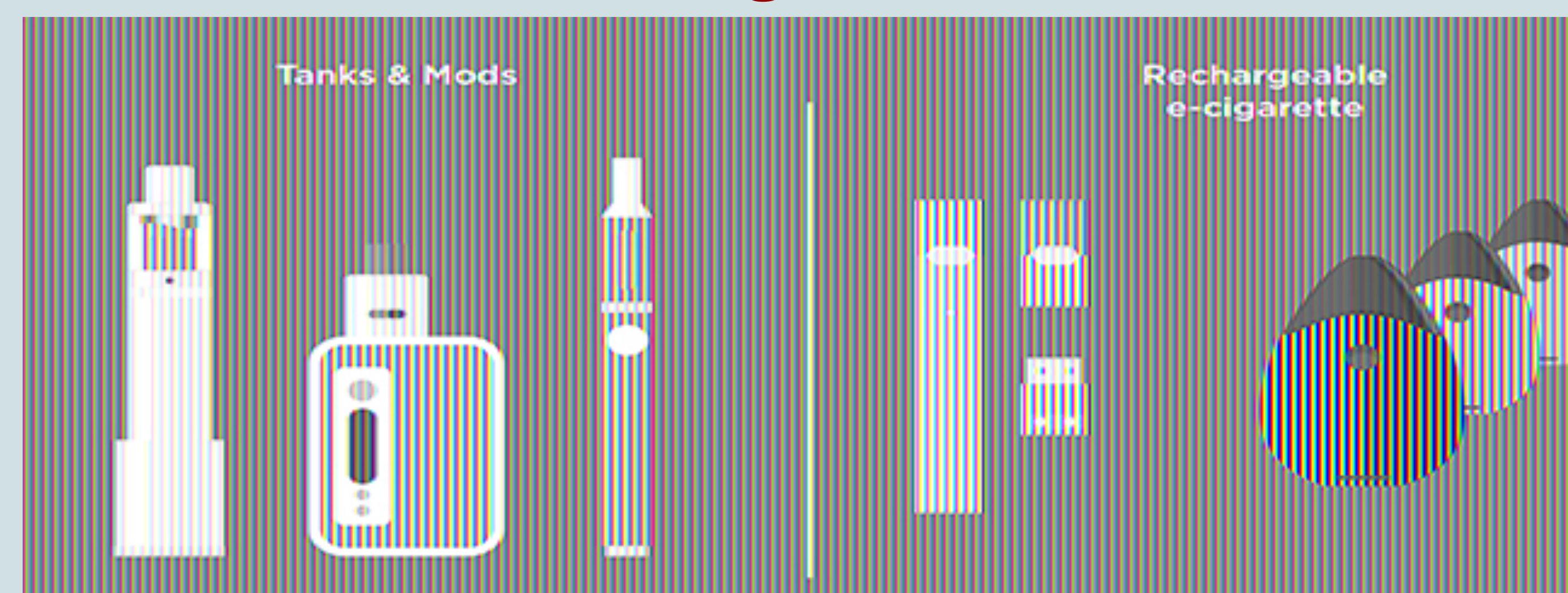
Vape/e-cigarette retailers in low socioeconomic locations

- Juul pods and other e-cigarettes were located behind the counter, on either side of tobacco
- Juul’s suspended flavors were still in stock
- All packaging was “cool” or “sophisticated”

Vape/e-cigarette retailers in higher socioeconomic locations

- Suspended Juul flavors were still in stock
- more variety of e-cigarettes / more brands
- Same packaging as other locations

Figure 5



As Figure 5 shows, there are a number of different vape pens and e-cigarettes, some of which were observed (as shown in the field notes) and were present in some of the liquor stores⁴.

IMPLICATIONS AND NEXT STEPS

The data indicated a significant number of variables that create loopholes for teens and teens in lower socioeconomic location. The non-signs locations imply a lack of security for the tobacco and other nicotine products, making them more accessible to those who don't qualify (i.e., anyone under the age of 21).⁵

The suspended e-cigarettes that are still in stock could be the last in their inventory and selling off the last flavors that they have.⁶ But who are they selling these flavors to? Are retailers more careless if the flavors are suspended?

Next steps should include stricter laws based on the flavors being sold in retail, as well as more sign laws regulating teens, especially those in lower socioeconomic locations.

ACKNOWLEDGEMENTS/REFERENCES

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