

Impact of Tobacco Branding and Industry Reputation on Attitudes and Behaviors: Towards a Conceptual Framework

Abstract

The tobacco epidemic is one of the biggest threats to public health in human history, and smoking has been identified as the leading cause of preventable deaths and a significant contributor to non-communicable diseases. Accordingly, smoking accounts for more than 8 million deaths annually in the world. Furthermore, smoking-related diseases incur healthcare expenses and productivity losses exceeding \$1 trillion annually. Despite strict marketing regulations around the world, smoking is still increasing in many countries. Tobacco branding and industry reputation are regarded as crucial factors in shaping smoking behaviors. The primary purpose of this paper is to develop a conceptual framework for exploring the influence of tobacco branding and industry reputation on smoker attitudes and behaviors. Based on the stimulus-organism-response (SOR) model, tri-component attitude model, and pleasure-arousal-dominance (PAD) emotional model, it is proposed that tobacco brand and industry reputation indirectly influence attitudes and behaviors through cognitive and affective components. This conceptual framework contributes to the growing body of marketing literature by providing direction for future theoretical and empirical research to reduce smoking prevalence.