

# Social marketing & electronic cigarettes: **smoking is not cool!**

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## INTRODUCTION

- The increasing use of electronic cigarettes (e-cigarettes) among young adults in Brazil has become a significant public health concern, despite **legal prohibition** for sale, import, and advertising since 2009 (ANVISA, 2023).
- This growing trend is fueled by **social influences, misinformation, and emotional triggers such as anxiety and stress** (Hallal et al., 2023; Yeo et al., 2017).

## OBJECTIVE

- Explore the personal and social motivations for ecigarette use and to identify strategic points for social marketing intervention. By investigating user experiences and perceptions, the study aims to inform future public health campaigns, policy efforts, and behavior change initiatives in the Brazilian context.

## METHOD



Semi-structured interviews with nine participants, aged 21 to 44, residing in urban areas of Brazil



Participants were selected based on their current use of e-cigarettes, and questions covered motivations, frequency of use, health perceptions, and social influences



Qualitative Analysis  
Content analysis

## RESULTS

- E-cigarette use among young Brazilian adults is strongly influenced by social environments such as parties and peer gatherings, confirming that social belonging and group influence drive consumption (Wang et al., 2022; Yeo et al., 2017).
- Emotional factors, particularly stress and anxiety, were also cited as frequent triggers.

- Participants perceived e-cigarettes as more socially acceptable and less harmful than traditional cigarettes, mainly due to their flavored aromas and lack of lingering odors (Lyu et al., 2022; Bertoni & Szklo, 2021).
- Exposure to public health campaigns was low, and regulatory enforcement was perceived as weak (Hallal et al., 2023).

## DISCUSSION

- Socialization was identified as the most influential factor driving e-cigarette use. Social settings such as parties and gatherings often encourage consumption due to a desire for belonging and group identity.
- Social marketing is key to challenge the glamorized image of vaping, promote evidence-based awareness, and strengthen policy enforcement.

## REFERENCES

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