

THE EFFECT OF CIGARETTE ADVERTISING BANS ON CONSUMPTION

A Meta-analysis

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ABSTRACT: Because previous research and reviews on the effect of cigarette advertising bans on cigarette consumption have reported mixed results, the effectiveness of cigarette advertising bans has been a point of controversy. To ascertain the efficacy of cigarette advertising bans, the current research is a quantitative integration (meta-analysis) of the entire available published cigarette advertising ban research conducted to determine what impact, if any, advertising bans have on cigarette smoking behavior. Results of the meta-analysis show that cigarette advertising bans do not have a significant effect on cigarette consumption.

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