Based on the scenario, here are the answers to your questions:

1. Null Hypothesis (H0): The null hypothesis is a statement that the observed difference in the data is due to chance alone and not due to any systematic cause. In this case, the null hypothesis would be that the proportion of teenagers who purchase products that reflect their style and image is equal to 66% or H0: p = 0.66. This is because the null hypothesis is typically the status quo or the claim that we're trying to test.

2. Alternative Hypothesis (H1): The alternative hypothesis is a statement that contradicts the null hypothesis. It is what you might believe to be true or hope to prove true. In this case, the alternative hypothesis would be that the proportion of teenagers who purchase products that reflect their style and image is not equal to 66% or H1: p ≠ 0.66. This is because the alternative hypothesis is typically what we want to prove to be true, which in this case is that the proportion is different from 66%.

3. To determine the probability of discrediting the claimed percentage of 66% or more if it were true, we would perform a hypothesis test. This involves calculating a test statistic and comparing it to a critical value. If the test statistic is more extreme than the critical value, we reject the null hypothesis in favor of the alternative hypothesis. The probability of discrediting the claimed percentage of 66% or more if it were true is the p-value of the test.

However, to calculate the exact p-value, we would need to know the standard deviation or standard error of the sample proportion, which is not provided in the scenario. If it were provided, we could use the formula for the test statistic in a one-sample proportion test, which is \*\*Z = (p̂ - p0) / sqrt((p0 \* (1 - p0)) / n)\*\*, where p̂ is the sample proportion, p0 is the claimed proportion (0.66 in this case), and n is the sample size. The resulting Z-score would then be compared to a critical value from the Z-distribution to determine the p-value.

Please note that the above explanations are based on the principles of statistical hypothesis testing and the information provided in the scenario. For a more accurate analysis, additional information might be required.