

Smoking and tobacco advertisement effects on youth (Study on Youth of Noida)

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Abstract

This research sheds a brief light of Smoking and Tobacco Advertisement Effects on Youth

Background of the Research: This research study was undertaken to study on Noida Youth (who consume Smoking and Tobacco), to determine as to whether the youth is influenced by Advertisement.

Objectives: In this research, the researcher has 4 objectives; i.e. to study the advertising effect of smoking consumers; To study the effect on their health; To study did consumers quit smoking after seeing the Advertisement; To study how much they spent on tobacco regularly.

Methodology: A quantitative method was used in this research. This researcher conducted an online survey viz a Questionnaire to obtain data. Using the SPSS 20.0 software and generated all the evaluated calculations and graphs.

Result: The Researcher used SPSS software to calculate the result, a total of 10 items, and 4 demographic items asked in the questionnaire.

Conclusion: This researcher found that Advertisements somehow try to restrict the sale of cigarettes but its disadvantages printed on packets didn't give up for its consumption, however, the government should increase the price of cigarettes and put more tax on products.

Keywords: smoking advertisement, youth India, tobacco advertisement

1. Introduction

Smoking is that the action or habit of inhaling and exhaling the smoke of tobacco or a drug. Thus smoking is a significant cause of deaths that could be prevented every year. Active and passive smoking both contributes to the development of chronic diseases and increased mortality. The negative health effects, smoking features a discernible economic impact on the smokers themselves and on the health system of the country and detrimental effects on the social aspects of popular

The mass media and the internet appear to have an important role in increasing the smoking habits of the population. Encouragement of individuals to smoke is accomplished through advertisement which provides the negative smoking effect, displaying pictures of health, emotional balance with family, and feeling of independence. The coordinated efforts of public and private organizations, with the support of health professionals, could contribute greatly to increasing the awareness of the dangers and to combatting the problems.

Tobacco and tobacco products have been long taxed because making more demand for these Products make them an easy source of revenue. In recent decades, however, taxation has been applied to cigarettes and other tobacco products in order to promote health as well as raising revenue. Cigarettes and other tobacco products are taxed in a variety of ways. The most commonly used methods of taxation include specific taxes, value added and other ad valorem taxes, and import duties (Chaloupka *et al.*, 2001).

The effectiveness of tobacco control media campaigns has been extensively and there is strong evidence that they're going to encourage quitting and reduce tobacco use among

adults. The information most needed by consumers is on a subject that cigarette sellers would like consumers ignoramus about, namely, the health effects of smoking. Sellers therefore haven't any incentive to advertise health information or to strengthen information consumers obtain from other sources.

In the first half of 2003, the Tobacco Advertising and Promotion Act 2002 banned the direct and indirect advertising or promotion of tobacco products. For the needs of the ban, 'tobacco advertisement' is defined as a billboard that has the only purpose of promoting a tobacco product (direct advertising) or 'whose effect is to do so' (indirect advertising or brand-stretching).

Smoking running the lives of many people as people are really very addicted to their own habits and does not want to leave it soon so advertisement doesn't real work on it for the consumption and all though government should take necessary steps for banning sale of cigarettes, but this is not really possible as industries gain more profit from it. End of the month people spend more of their salaries for cigarette consumption because of that their families had to suffer.

2. Literature Review

1. **Burns, E. (2007)** ^[1]. The influence of advertising messages on the smoking habits of teenagers. According to this report smoking have the negative Impact on our body but still consumer consumed it and thus government made effort to reduce the consumption of tobacco
2. **Snell, Clete. (2005)**. Effectiveness of tobacco control television advertisement with different types of emotional content. According to this study it shows did

- effects of campaign with different types emotive content on adult smoking and consumption did really reduce any effect of consumption of smoking.
3. **Werch CE, Castellon-Vogel EA (1996)** Cigarette advertising, health information and regulation before 1970 According to this study advertising in the cigarette market responded spontaneously to adverse health information on smoking.
 4. **Sargent and colleagues** found that smoking cessation rates among adolescents were comparable to adult rates, and varied according to smoking status (46.3% among occasional smokers, 12.3% among daily smokers of 1–9 cigarettes, and 6.8% among daily smokers of > 10 cigarettes Tobacco advertising According to this report there are many acts which were reinforced for ban of sale of cigarettes and reduce the sale and consumption of cigarettes.

The addictive nature of cigarettes suggests that teenagers could indeed be more responsive than adults to changes in cigarette prices, as it is easier to start smoking than to quit. Thus, any factor that can deter or reduce consumption, especially in older adults (who are established smokers), is likely to have a larger effect on teenagers who are initiating the habit The addictive nature of cigarettes suggests that teenagers could indeed be more responsive than adults to changes in cigarette prices, as it is easier to start smoking than to quit. Thus, any factor that can deter or reduce consumption, especially in older adults (who are established smokers), is likely to have a larger effect on teenagers who are initiating the habit

Statement of the Problem

Tobacco is dangerous to our health. There are no safe substances in any tobacco product, from acetone and tar to nicotine and carbon Monoxide. The substances you inhale don’t just affect your lungs. They can affect your Lungs. The smoking ads are everywhere and thus government put them on every cigarette packet and many television campaigns but quitting smoking is not so easy task as a result the smoking ads are not so effective. The main problem with tobacco consumers is that they regularly spent on buying tobacco products because of which their families has to Suffer.

4. Data Analysis and Interpretation

Table

		Frequency	Percent
	17 to 20	3	10.0
	21 to 24	12	40.0
Valid	25 to 28	10	33.3
	29 to 32	5	16.7
	Total	30	100.0

3. Objectives

- To study the advertising effect of smoking consumers
- To study the effect on their health
- To study did consumers quit smoking after seeing the Advertisement
- To study how much they spent on tobacco regularly

3. Research Methodology

- **Research type:** In the present research a Descriptive research design has been used.
- **Analysis method:** sample survey and observational method
- **Research area:** Noida
- **Sample technique:** according to research topic researcher selects the random sampling.
- **Sample geography:** Noida Sample size – 30 respondent each To give credibility to the study, the small sample based Descriptive research idea is chosen.
- **Data collection technique:** Survey Technique
- **Research instrument:** Questionnaire is a widely used data collection tool among researchers. It is not only cost effective but also helps in interviewing respondents with no issues left out. The questionnaire is basically a set of well drafted questions which are compiled by the researcher by taking into consideration the research problem, research objectives.
- **Types of data:** Primary Data – Questionnaire Collected Via Google Forms.
- Secondary Data – Newspaper, online magazine, research paper.
- **Time design literature review:** It took me 1week to go through the various contents and information related to the topic which also includes the time taken to search the various other contents and studies related to the present topic.
- **Data collection:** 1 month It took me 1week to collect the data or the responses from the respondents that were sent via whatsapp and shared via Facebook and then further collected using Google docs
- **Data analysis** – while analyzing the data it took me 1 week to prepare the codebook using the SPSS 20.0 software and generated all the evaluated calculation and graphs.
- **Report writing** – For preparing the report file it took me 1 week at same time with the analysis of data

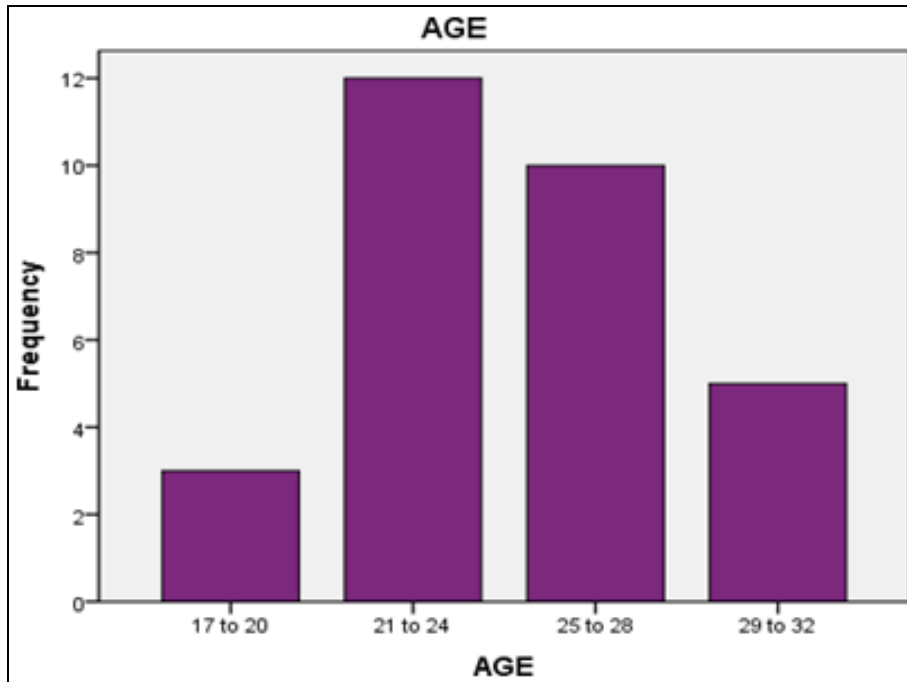


Fig 1

In the given frequency table we could clearly see the number of respondents, out of 30 respondents distributed in their age criteria:

- The age group of 17 TO 20 in which 3 respondents are engaged and have 10 %,
- Then comes age the group of 21 to 24 in which 12 respondents which is the highest 40 % is estimated.
- While the age criteria of 25TO 28 contains 10 respondents and has the 33%,
- At last the age group of 29 to 32 has been specified and it contains the total of 5 respondents and occupies 16.7% out of 100%.

Table 2

		Frequency	Percent
	Male	19	63.3
Valid	Female	11	36.7
	Total	30	100.0

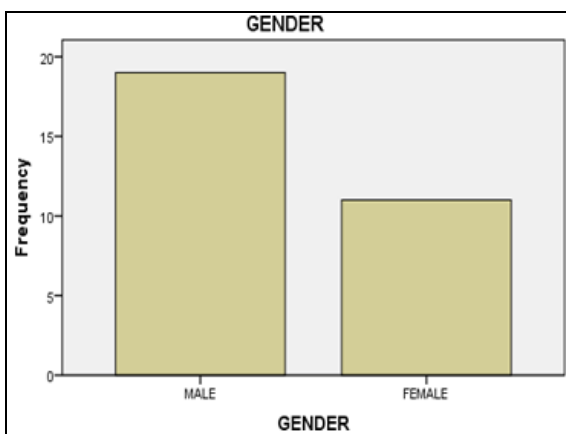


Fig 2

The above frequency table and bar graph that shows the gender distribution of the 30 respondents in the research are sub

Categorized into: female, male.

- In which 11% respondent are female and covered 36.7%
- In which 19% respondent are male and covered 63.3%

Table 3

	Frequency	Percent
Intermediate	5	16.7
Graduation	12	40.0
Valid		
Master's	13	43.3
Total	30	100.0

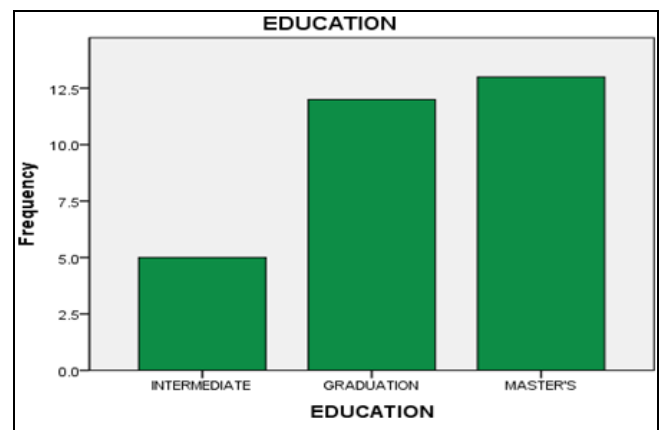


Fig 3

In the above frequency table and bar graph the educational qualification of the respondents are analysed in which it has been categorized into 3 parts which is: Intermediate, Graduate and Master's.

The outcomes that are calculated are:-

- 16.7% which are 5 respondents for having education of intermediate

- Then comes 40% which are 12 respondent who have an educational qualification of graduate

Then comes the highest 43.3% which is respondents out of 30 educational qualification of post-graduate.

Table 4

		Frequency	Percent
	10 Cigarettes of Less	8	26.7
	11-20	11	36.7
Valid	21-30	10	33.3
	31 OR MORE	1	3.3
	Total	30	100.0

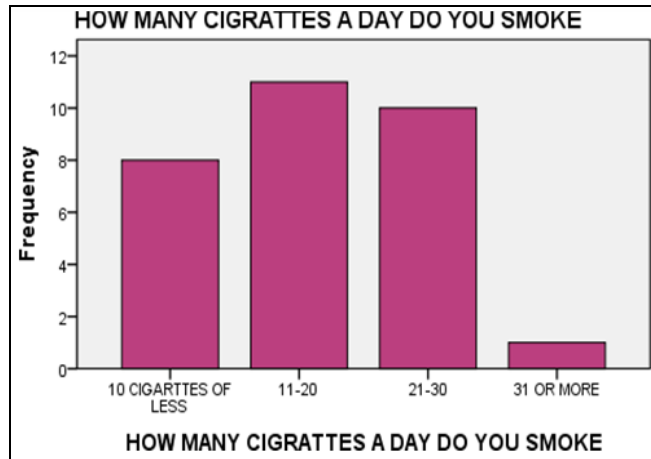


Fig 4

In the given frequency table and bar graph all the options are given in the formation which is HOW MANY CIGARETTES A DAY DO YOU SMOKE had been answered by the 30 respondents.

- 26.7% by 8 respondents who choose 10 Cigarettes of less
- 36.7% by 11 respondents who choose 11-20.
- 33.3% by 10 respondents who choose 21-30.
- 3.3% by 1 respondents who choose 31 OR MORE

Table 5

		Frequency	Percent
	After 60 minutes	10	33.3
	31- 60 minutes	5	16.7
Valid	5-30 minutes	7	23.3
	Within 5 minutes	8	26.7
	Total	30	100.0

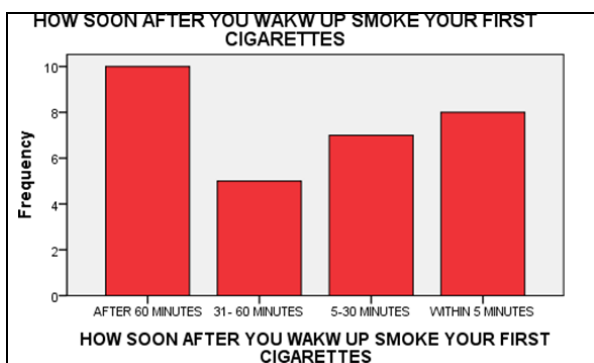


Fig 5

In the given frequency table and bar graph all the options are given in the formation which is how soon arte you wake up smoke your first cigarettes had been answered by the 30 respondents.

- 33.3% by 10 respondents who choose AFTER 60 MINUTES.
- 16.7% by 5 respondents who choose 31- 60 MINUTES.
- 23.3 by 7 respondents who choose 5 – 30 MINUTES.

And at last comes the highest 26.7% by 8 respondents who choose Within 5 Minutes.

Table 6

	Frequency	Percent
Yes	7	23.3
No	17	56.7
Valid		
Sometimes	6	20.0
Total	30	100.0

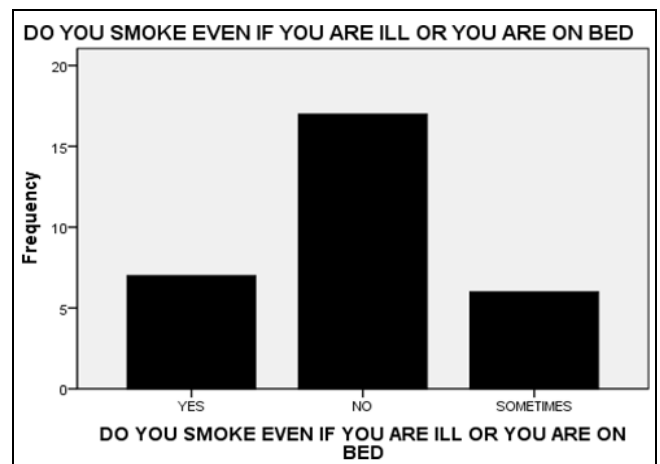


Fig 6

In the given frequency table and bar graph all the options are given in the formation which had been answered by the 30 respondents.

- 23.3% by 7 respondents who choose YES.
- Then the comes the highest 56.7% which are 17 respondents who choose NO.

And at last 20.0% by 6 respondents who choose Sometimes.

Table 7

	Frequency	Percent
I have never smoked Cigarettes	3	10.0
7 years old or younger	3	10.0
8 - 10 years old	4	13.3
Valid		
11 - 13 years old	4	13.3
14 - 16 years old	4	13.3
17 - 19 years old	8	26.7
20 - 22years old	4	13.3
Total	30	100.0

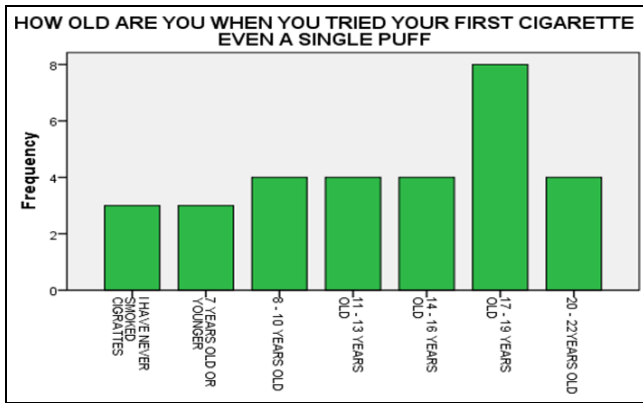


Fig 7

In the given frequency table and bar graph all the options are given in the formation which HOW OLD ARE YOU WHEN YOU TRIED YOUR FIRST CIGARETTE EVEN A SINGLE PUFF had been answered by the 30 respondents.

- The outcomes that are calculated are:
- 10.0% by 3 respondents who choose I HAVE NEVER SMOKED CIGARETTES.
- 10.0% by 3 respondents who choose 7 YEARS OLD OR YOUNGER.
- 13.3% by 4 respondents who choose 8 -10 YEARS OLD.
- 13.3% by 4 respondents who choose 11-13 YEARS OLD.
- 13.3% by respondents who choose 14-16 YEARS OLD.
- Then comes the highest 26.7% which are 8 respondents who choose 17-19 YEARS OLD.
- And at last 13.3 by 4 respondents who choose 20-22 YEARS OLD.

Table 8

	Frequency	Percent
Yes	10	33.3
No	15	50.0
Valid		
Don't know/not sure	5	16.7
Total	30	100.0

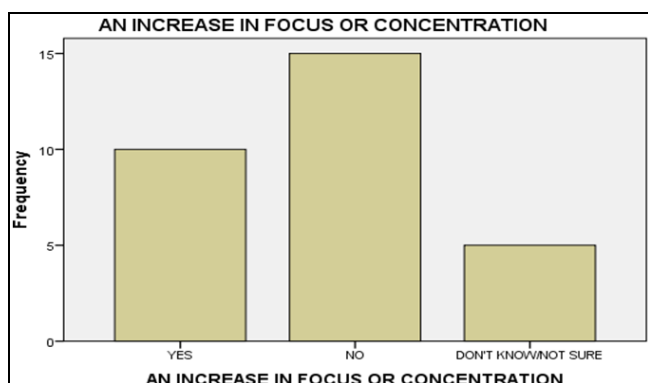


Fig 8

In the given frequency table and bar graph all the options

Are given in the formation which An Increase In Focus of Concentration had been answered by the 30 respondents.

The outcomes that are calculated are:

- 33.3% by 10 respondents who choose YES.
- Then comes the highest 50.0% which are 15 respondents who choose NO.
- And at last 16.7% by 5 respondents who choose Don't Know/Not Sure.

Table 9

	Frequency	Percent
NONE	9	30.0
ONE	11	36.7
Valid		
MOE THAN ONE	10	33.3
Total	30	100.0

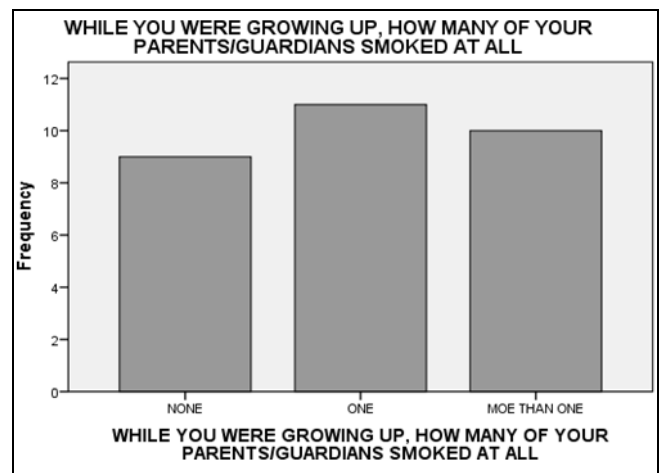


Fig 9

In the given frequency table and bar graph all the options are given in the formation Which WHILE YOU WERE GROWING UP, HOW MANY OF YOUR PARENTS/GUARDIANS SMOKED AT ALL had been answered by the 30 respondents.

The outcomes that are calculated are:

- 30.0% by 9 respondents who choose NONE
- Then comes the highest 36.7% which are 11 respondents who choose NO.
- And at last 33.3% by 10 respondents who choose MORE THAN ONE.

Table 10

	Frequency	Percent
	At home	3 10.0
	At school	5 16.7
	At work	3 10.0
	At friend's homes	6 20.0
Valid	At social events	5 16.7
	In public phase(parks, Shopping center, street corners	8 26.7
	Total	30 100.0

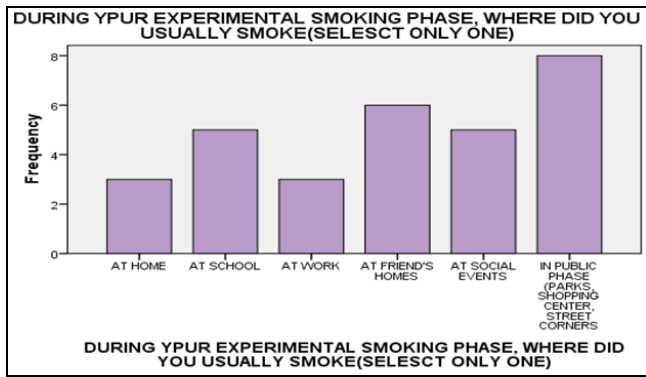


Fig 10

In the given frequency table and bar graph all the options are given in the formation Which DURING YOUR EXPERIMENTAL SMOKING PHASE, WRHERE DID YOU USUALLY SMOKE (SELECT ONLY ONE) had been answered by the 30 respondents.

The outcomes that are calculated are:

- 10.0% by 3 respondents who choose AT HOME
- 16.7% which are 5 respondents who choose AT SCHOOL
- 10.0% by 3 respondents who choose AT WORK
- 20.0% by 6 respondents who choose AT FRIEND'S HOMES.
- 16.7% which are 5 respondents who choose AT SCHOOL EVENTS.
- And at last and highest 26.7% by 8 respondents who choose IN PUBLIC PHASE (PARKS,SHOPPING CENTER,STREET CORNERS)

Table 11

	Frequency	Percent
Never	7	23.3
Sometimes	10	33.3
Valid		
A lot	13	43.3
Total	30	100.0

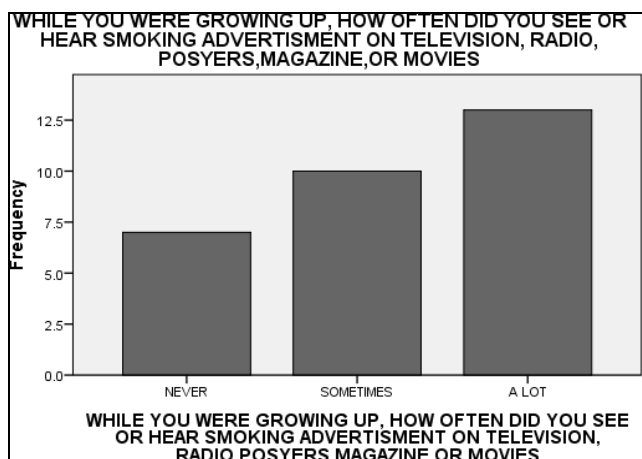


Fig 11

In the given frequency table and bar graph all the options are given in the formation Which WHILE YOU WERE

Growing Up, How Often Did You See Or Hear Smoking Advertisement On Televisison, Radio, Posters, Magazine, Or Movies Had Been Answered By The 30 Respondents.

The outcomes that are calculated are:

- 23.3 by 7 respondents who choose Never.
- 33.3% which are 10 respondents who choose SOMETIMES.
- And at last and highest 43.3% by 13 respondents who choose A LOT

Table 12

	Frequency	Percent
Yes	7	23.3
Somewhat	12	40.0
Valid		
No	10	33.3
Don't know/not sure	1	3.3
Total	30	100.0

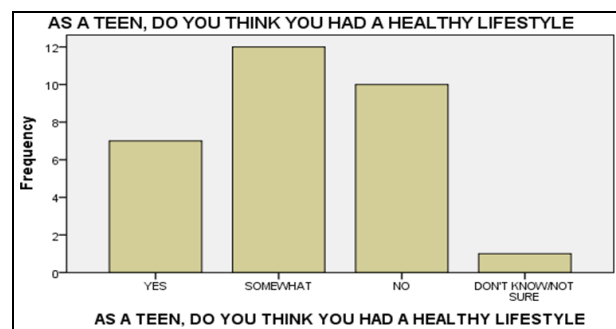


Fig 12

In the given frequency table and bar graph all the options are given in the formation which as a teen, do you think you had a healthy lifestyle had been answered by the 30 respondents.

The outcomes that are calculated are:

- 23.3% by 7 respondents who choose YES
- Then comes the highest 40.0% which are 12 respondents who choose SOMEWHAT.
- 33.3% by 10 respondents who says NO
- And at last 3.3% by 1 respondents who choose DON'T KNOW/NOT SURE

5. Conclusion

Smoking is unique among Today's leading public health problems because of that number of people killed every year due to smoking. But all tobacco control measures require political commitment. Because the tobacco industry is far better funded and more politically powerful. Thus Advertisement somehow try to restrict the sale of cigarettes but its disadvantages printed on packets didn't give up for its consumption, however government should increase the price of cigarettes and put more tax on products.

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