

## Advertisement Campaigns and Human Behavior

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The consumption of tobacco products and exposure to tobacco smoke is generally considered as the one of the main preventable causes of death. According to an estimate, it is responsible for about 6 million deaths per year, mostly occurred in developing countries as the developing countries have suffered almost 70% impact of this toll, which can be doubled in the next 20 years. Tobacco use is a global challenge endangering public health which requires all stakeholders of society to initiate collective efforts to save future generations from an assortment of undesirable effect, ranging from ordinary respiratory problems to cancer and permanent deaths. This quantitative study while adopting survey as research method is an effort to examine the viewpoint of 1000 respondents below the age of 25 years chosen randomly preferably from educational institutions including medical colleges of Sindh and Punjab. The study has examined the advertisement on prohibition of tobacco and its growing consumption viz-a-viz the half-hearted attempts by the authorities to restrain this menace on the loose. The findings of the study revealed that most of the youngsters were involved in this social evil which requires massive effective campaigns on all formats of media across the country. Furthermore, the study has unshielded loopholes in complex legislation, poor implementation of existing laws, various aspects of marketing communication whose sole objective is to popularize tobacco products, which must be shunned at once. Influence of peers, friends, relatives and members of the family cannot be negated in adopting this social evil. The study may also open new horizons for future researchers to explore new ways to curb this menace from Pakistan and from the entire world in general.

**Keyword:** Lung Cancer, Survey Study, Tobacco Control, Preventive Laws, Young Effectees.

### INTRODUCTION

Around 90 per cent of adult smokers indulge themselves in smoking below the age of 18 (Johnston, Miech, O'Malley, Bachman, Schulenberg, & Patrick, 2019). Smoking is the worst avoidable source of death in Britain followed by all the developed and developing countries across the globe (Hackshaw, 2010). This epidemic is being popularized worldwide by a complex mix of factors effects including trade liberalization, foreign direct investment, global marketing, transnational tobacco advertising, promotion and sponsorship and the international movement of contraband and counterfeit cigarettes. Media engagement is critical for awareness of public against Tobacco. It is generally believed that tobacco harmfully impacts well-being of the humans in several ways, starting from active and passive exposure to tobacco to cardiovascular diseases (CVD) while leading to cancer multitude and other respiratory diseases (O'Donnell et al., 2016; Sinha et al., 2017).

Worldwide, it is believed that tobacco consumption and other usage cause premature deaths of almost six million population including each fourth and fifth death usually occurs in the developing countries (Mackay & Crofton, 1996; WHO, 2015b). Overall, behavior of smokers encompasses multifaceted systems including physical dependence, psychological need, self-control etc., and smoking related insights (Ogrodnik, 2016). According to a study, from 2010 to 2014, the smoking rate has been witnessed increasing weakly from 33.7 per cent to 34.1 per cent among the citizens aged 15 to 75 years, regardless smoking rate was observed diminished from 29.1 per cent to 28.2 per cent on daily basis (Guignard et al., 2015).

Alone in United Kingdom, over 114,000 deaths owing to diseases related smoking are reported per year. General public and the people in power corridors consider that companies producing tobacco were the main responsible enterprises of causing death (Peto et al., 2006). Currently, around 1.8 billion populations across the globe use tobacco, a significant portion of such affected persons reside in developing countries. In actual sense, cigarette usage is largely the 2<sup>nd</sup> main cause of fatality on earth (Khan, 2004) and major cause of death was growing tobacco companies as compared to any other trading enterprise or arms dealers or illegal drugs (Wald and Hackshaw, 1996).

Interestingly, according to an Indian mythology in Huron Tribes of North America, a woman was sent by the Great Soul on earth to make it fertile. The mythology further narrates when earth was an infertile object and the local population was hungry, then the Great Soul sent a woman to the earth to safeguard human race. As she travelled across the globe, the right hand of the woman touched the soil and potatoes grown up there and the local population started using them. Subsequently, it is believed that wherever her left hand touched the earth, corn grown up in abundance. It is further believed the woman silently laid herself down and rested when she realized that the earth was rich and fruitful for human race. After her well-deserved, the natives believed tobacco was produced on large scale (Borio, 1997).

Therefore, the main aim of religious law is to protect belief, preserve honour and human integrity, and property (Gatrad & Sheikh, 2001). In most of the Arabic language speaking countries, the legal framework for smoking has changed during recent eras. A large number of religious edicts or commonly called as *fatawa* issued by leading Imams or notable religious

scholars, considered as authority, belonging to Al-Azhar University of Egypt, have declared smoking as a prohibited act (Islam Online, 2005; Jiblay, 2005; & WHO, 2003). Nicotine in tobacco has been established a chemical which causes users to use it again and again. Accordingly, nicotine operates it a human body through different ways and the outcome of nicotine is dependent on the intake quantity (Ghouria, Atcha, & Sheikh, 2016).

Some researchers believed that the early Portuguese sailors brought this magic substance [tobacco] to the Indian Sub-Continent in the early 16<sup>th</sup> century during the era of Mughal Emperor Akbar the Great. It is further believed that although tobacco fascinated Akbar, but he did not adopt it after a court decision between the physicians, clergy and nobles resulted in the rejection of tobacco use. Accordingly, Akbar's successor and his son Jehangir also forbade tobacco use, as did his contemporary rulers in Persia (Borio, et al., 1997). This study being human friendly in nature has found the knowledge gap in weak infrastructure of enforcement of laws which have encouraged the youths to indulge in this menace at large level. The researchers have also tried to uncover some aspects of this menace so that effective enforcement could be ensured.

### **Research Objectives**

The following research objectives were designed to achieve the set goals: -

1. To analyze the promotional and advertising work of tobacco industry.
2. To understand the causes of increasing sale despite continuous ban on advertising of tobacco.
3. To observe the factors propagating tobacco despite ban on promotion.
4. To analyze the effects of tobacco advertising about smoking behavior of non-tobacco using adolescent.
5. To explore the causes of failure of media pertaining to ban on advertising of tobacco to control the menace of tobacco in Pakistan.

### **Research Hypothesis**

**H1:** It is likely to assume peer groups and social pressures are more influential than promotion for sale-increase of tobacco products.

**H2:** It is more likely to assume that prohibition on advertising on tobacco products has resulted in significant decrease in sale of tobacco products.

**H3:** Greater the Government efforts about enforcement of laws on tobacco, greater the decrease in tobacco products.

### **Significance of Study**

Keeping in view the insight view into the problem statement and analyzing extensive literature on tobacco products, laws on tobacco, smoking, smoking behavior and consumption of tobacco products across the globe including Pakistan, the researcher is of the view that the study underhand has greater impact on overall collective behavior of the community and citizens at large. No doubt, smoking is a huge phenomenon which has greater negative impact on overall generations of the society especially the youth i.e., the future generations of any nation.

The functionalist paradigm of sociology especially French sociologist Emile Durkheim believed where there is a good, there is a bad; and when there is a bad, there is a good. According to Emile, both are integral for each other, in fact, both components are mandatory for equilibrium in society. It is generally believed that each society has some evils and to rebuke evils, there is always a societal mechanism which provides society socio-economic and political systems to curb such crimes and social evils. Smoking is, definitely, one of them which has become a style among social classes of all ages, but this evil has been banned from religion to states because of its negative impacts on society.

Therefore, the study underhand is an effort to measure the impact of anti-smoking campaign on behavior of the community and social classes residing in various communities and cultures in Pakistan. This study may broaden the horizons on the phenomenon under discussion and may also provide future ways for the researchers in the days to come to explore further ways for collective as well as individual wellbeing in a society. Accordingly, the study has great significance on the society.

### **LITERATURE REVIEW**

Prochaska et al., (1994) stated that the level of smoking addiction was straightforwardly linked to the inspiration to leave the habit, but honestly speaking this notion, mere seems easy, but contains complicated dimensions. Becker et al., (1994) revealed smoking addition was closely interlinked to physical need termed by the lenience. Upadhyaya et al., (2004) stated that there was a psychological element which was embodied by the environmental indications. Hayashi et al., (2013) maintained that environmental cues have increased the subjective importance of the tobacco products. Accordingly, García-Rodríguez et al. (2012); and Van Gucht et al., (2010) stated that it can also be termed that such cues can also be harmonizing decent to cigarette as alcohol and coffee, or the circumstances which were closely linked to tobacco consumption.

Hagger et al., (2013); Kim et al., (2014); and Vangeli et al., (2011) have concluded that often physical and psychological habits to tobacco product persuade self-control problems, which assist in developing understanding the reasons that why quitting attempts of smoking usually fail. Loewenstein (1996), however, has concluded that undeniably cigarettes or smoking belongs to the type of the goods, which were linked to the visceral effects and the smokers feel getting rid from this sufferance while smoking more and usually such smokers are labelled as 'chain-smokers', which are chained by deepened consumption, and environmental cues as well.

De Ridder et al., (2012) revealed that the lack of self-control exhibited by the smokers was a predictor of persuasion to quit the habit of smoking but simultaneously it causes failure in quitting the usual attempts. According to Moran et al., (2004); and Song and Ling, (2011), the last aspect of smoking addiction was the height of social smoking, which is usually considered as a social activity at earlier stage containing less nicotine dependence on the part of smokers consequently with less intention to quit this habit. However, with the passage of time,

this habit grows significantly and heavy smoking becomes fasted in daily life.

Anti-tobacco media campaigns always encourage cognitive dissonance among cigarette smokers (Festinger, 1957) starting from their own cognitions i.e., the realization that smoking was a dangerous act, and their individual behavior i.e., smoking. Goethals, 1986; Kruglanski, (1989); Kruglanski and Ajzen, (1983); Shah and Oppenheimer, (2008) asserted that the abovementioned sort of dissonance usually persuaded a state of tension especially when quitting was not abruptly possible then they try to manipulate their personal beliefs about smoking. Elster (2000) concluded that after being become 'victims' of this anti-social evil of smoking, most of the addicts often repudiate from admitting this reality that smoking was a problem. Accordingly, (Weinstein et al., 2005) opinionated that most of the smokers display impractical hopefulness, (Oakes et al. (2004) and individual beliefs, particularly in pre inspection step. Dillard et al., (2006); Oakes et al., (2004); Radtke et al., (2011) revealed that dissonance reduction in the shape of refusal disturbs the process of changing behavior of the smokers, subsequently, this problem leads them to linger on their decision to quitting smoking.

Mourre and Gurviez, (2015); and Zhang et al., (2010) also stated that already accepted social norms also encourage smokers to quit smoking. Mourre et al., further revealed that the smokers consider smoking a less important behavior whenever they try to change their personal behavior. Van den Putte et al., (2005) also added that certainly descriptive not injunctive norms were blameless forecasters of smoking behavior of the individuals. Amador and Nicolás, (2013) maintained that the harbingers of anti-smoking campaigns were the most helpful elements who persuade other to leave smoking. Giné et al., (2010) concluded that anti-smoking programs and campaigns on media were the most effective strategies for quitting smoking, Halpern et al., (2016) regardless such campaigns for less awarding for those who voluntarily were in favor of leaving smoking behavior.

Boes et al., (2015); and Kan (2007) also concluded that the steps like smoking bans were also helpful in assisting self-control behavior of individuals to shun smoking practice. Marti and Sindelar, (2015) also believed that the availability of small packets of cigarette in market in comparison with the prices of large size packets of cigarette, contrary to the facts, were encouraging smoking behavior (Cornuz et al., 2006; & Hoogendoorn et al., 2010). Witte, (1992); Witte and Allen, (2000) revealed that the cognitive adaptation among smokers assisted them to adopt preventive behavior or temptation to earlier stage of smoking. So, Gharlipour et al., (2015); and Peters et al., (2013) revealed that anti-smoking media campaigns recommended a moderate model of fear along-with high degree level of self-efficacy.

Inpes (2016); Lichtenstein et al. (2010); and Neri et al., (2016) stated that two levels of behaviors including self and response efficacy were favorable when such steps are accompanied by workable solutions providing moral support to shun smoking. Therefore, Nguyen-Thanh and Arwidson, (2012) concluded that

the media should play role in showing economic comparison about the high cost of cigarette and workable restoration policies, only then the smokers can quit smoking. For example, (Kaufman et al. (2010) believed that the purpose of quitting smoking can also assist with integrated model of quitting behavior, strategies or policies and media should portray the same lines in advertisements for wellbeing of society.

Pervin and Yarko (1965) claimed to have found no difference among smokers and non-smokers about apparent risk of chronic diseases like cancer, but Hansen and Malotte (1986) believed the school-going students who had indulged themselves in bad habit of smoking themselves considered the risk of disease could be and can damage their health as compared to the non-smoking. The dissonance in wake of smoking leading towards disease was definitely higher among the smokers as compared to non-smokers (Lee, 1989).

However, Olshavsky and Summers (1974) believed there was no major difference of dissonance between smokers and non-smokers. Contrary to this point, Pomerleau (1979) revealed the smokers were inclined to seek information about negative smoking-effects as they [smokers] were trying to shun smoking since long. The dissonance found in various studies also showed that smokers can realize themselves that they were playing with their own health (Weinstein, 1982-1987), regardless, there was a casual tendency for the people who are idealistically hopeful about the probabilities of evading diseases owing to smoking.

### **Theoretical Framework**

Cognitive dissonance is regarded as the situation, which involves contradictory attitudes and beliefs. Cognitive dissonance often creates the feelings regarding mental uneasiness, which leads to alter attitudes, behaviors and beliefs in order to lessen the discomfort level and to restore balance of a personality. Leon Festinger introduced Cognitive Dissonance Theory, according to which, the people feel mental discomfort which is often call as dissonance especially when people act in contradiction to their personal beliefs. As first introduced by Festinger, the term 'dissonance' was coined after observing specific individual behavior. For instance, the smokers in a society continue smoking cigarettes regardless they know smoking was injurious to public health. Generally, there are two main choices to decline unpleasant feeling or broadly speaking the dissonance:

1. Alter behavior for quitting smoking.
2. Alter beliefs about the changing behavior.

Cognitive Dissonance Theory decrees the way resistance to reduce the dissonance (Fotuhi, Fong, Zanna, Porland, Yong, & Cummings, 2013). Cognitive Dissonance Theory recommends having an inner ambition to grip all our attitudes or behavior in agreement and evade dissonance (Festinger, 1957), which was later known as the code of cognitive consistency.

Therefore, somewhat should alter to remove the dissonance especially when there was a discrepancy of dissonance found between attitudes or behaviors. For instance, a person is realized that short span of life full of ambitions, including gaining pleasures by smoking was better than living a long dull life [without smoking]. So, by having such thought, a person would

think otherwise pertaining to the concept of 'smoking is injurious to one's health'. It may be pertinent to mention here that the Cognitive Dissonance Theory focuses on the specific individuals who have 'dissonance' about any belief or habit i.e., smoking, would bow towards anti-smoking behavior. Dissonance takes place between two mismatched beliefs of an individual. However, the dissonance at massive level is reported when two alternative behaviors are found equally attractive. It is also believed that alteration in behavior is likely to go in direction where meagre incentive is provided, because this behavior gives lesser dissonance. Having discussion in this way, it can be argued that Cognitive Dissonance Theory is inconsistent to most of the theories related to behaviors, which had earlier argued that the greater change in attitude occurred greater incentive (Livingstone, White, Nelson, & Filiz, 2002).

A large number of research studies have been conducted related to the theory of cognitive dissonance. Let's have an example to comprehend the theory. Suppose, if someone is asked about having offer of a job in beautiful pleasant area of the country. However, the place of offer of job is situation in far flung areas of the home of the applicant then what will he do? This is the point where dissonance arouse in conscious of the person. There must be alternative behaviors and perceptions in his mind. So, 'alternatives' both points - good and bad. The person has liberty to enjoy advantages of making no decisions or confront dissonance and make a decision keeping in view the advantages or disadvantages (McLeod, 2018). It is generally believed that the citizens, however, have various ways to lessen the level of dissonance which is provoked through decision (Festinger, 1964). It is generally argued that smokers observe huge trouble in struggle to shun smoking (Leventhal & Cleary, 1980), despite having ample understanding about severe negative effects of this anti-social habit. Smokers may observe contradiction in their beliefs between two major elements of awareness about health issues owing to smoking (Tagliacozzo, 1981).

Smokers of cigarette use different strategies to lessen dissonance. They consider the outcomes of active and passive smoking as less unsafe than non-smokers (Dawley, Fleischer, & Dawley, 1985; Worden, Waller, Ashiyako, & Sweeney, 1980). In fact, the casual smokers of cigarette have the same understanding and information about negative and harmful smoking-effects as non-smokers have the knowledge about this phenomenon (Pervin & Yanko, 1965), however, it is also believed that the people other than smokers have minimal knowledge about smoking. Smokers also admit the negative effects of smoking (Swinehart & Kirscht, 1966). Accordingly, the smokers are active in asking questions, and fulminating on critics of smoking (Pervin & Yanko, 1965; Swinehart & Kirscht, 1966; Tagliacozzo, 1981).

#### **Linkage of Theory with the Study**

The sore feeling which takes place with depression usually occurs when a citizen is considered remorseful of having contradictory principles in mind. The arguments of dissonance can be:

1. Inability of providing details of the disagreement.

2. Discordant thoughts with variance behavior.

3. Imperative subject for us

The study underhand creates dissonance with four essential customs, giving in following fashion.

1. Reducing dissonant thoughts.

2. Adding fresh consonant thoughts considering dissonant ones.

3. Reducing importance of dissonant thoughts.

4. Enhancing the position of consonant thoughts.

Accordingly, the researchers considered Cognitive Dissonance Theory as the most appropriate theory for the research underhand because the phenomenon under study was closely related to the Cognitive Dissonance Theory. The researchers would try to explore the cognitive dissonance among smokers below the age of 25 years.

#### **RESEARCH METHODOLOGY**

The study underhand is quantitative in nature while employing survey as a research method with 1000 respondents from two major provinces of Pakistan including Sindh and Punjab. The researchers chosen quantitative method due to multiple factors because survey was the most appropriate model for assessing opinion of the respondents especially below the age of 25 years.

The present research has been conducted while involving 1000 respondents taken as sample for study and only those respondents were users of tobacco and out of total respondents, some 500 respondents formed the intervention group chosen from randomly sampling. Two medical colleges including DOW Medical College, Karachi, and Sindh Medical College, Karachi, were randomly chosen from the sampling frame of four academic institutions i.e., Lahore Medical College, Lahore, Nishtar Medical College, Karachi, Sindh Medical College, Sindh and DOW Medical College, Sindh, to collect authentic data. Furthermore, the researchers chosen six departments of the Karachi University i.e., Department of Geography, Social Work Department, Department of Islamic Studies, and Department of English, Media Studies Department and Department of Statistics. Accordingly, three Department were selected randomly including Department of Geography, Department of Computer Studies and Department of English. According to the process, the questionnaires were distributed among the respondents while employing convenience sampling.

The structured questionnaire was prepared after detailed discussions with the peers and fellow researchers. Subsequently, an opinion review was conducted from the 500 doctors who used tobacco from DOW Medical College, Sindh and Sindh Medical College, Karachi. As per earlier investigation, the researchers examined the phenomenon through control groups i.e., focus group discussion with peer groups and then in-depth interviews were also conducted from the experts and practitioners belonging to the organizations of tobacco.

#### **Data Analysis**

According to the data collected and analyzed through statistical package, the following tables and understanding about the analysis were drawn:

**Table 1: What form of communication in your view can play a vital role in creating awareness about the use of tobacco?**

Group	Option	Mass Media	Religious Scholars	Parents	Teachers	Friends	Total
Control	<i>f</i> %	209 20.9%	12 1.2%	124 12.4%	60 6.0%	95 9.5%	500 50.0%
Intervention	<i>F</i> %	233 23.3%	6 0.6%	122 12.2%	48 4.8%	91 9.1%	500 50.0%
Total	<i>F</i> %	442 44.2%	18 1.8%	246 24.6%	108 10.8%	186 18.6%	1000 100.0%

Table 1 showed that 44.2 percent population of the study maintained that mass media can play an imperative role in creating awareness against smoking, a meagre population of 1.8 percent maintained religious scholars were important to play vital role, while 24.6 percent respondents revealed that parents could play an integral role in educating their children in quitting the bad habit of smoking; 10.8 percent believed teachers and 18.6 percent maintained friends of the smokers can make their minds to quit smoking.

**Table 2. On what grounds would you like to give up tobacco?**

Group	Option	For Health	I consider it to be against my religion	Any other reason	All of above	Total
Control	<i>f</i> %	337 33.7%	51 5.1%	36 3.6%	76 7.6%	500 50.0%
Intervention	<i>f</i> %	353 35.3%	47 4.7%	30 3.0%	70 7.0%	500 50.0%
Total	<i>f</i> %	690 69.0%	98 9.8%	66 6.6%	146 14.6%	1000 100.0%

According to the table 2, some 69 percent respondents revealed they were intending to quit smoking because it was bad for their health; while only 9.8 percent population believed they want to quit smoking because such social evil was against the spirit and teachings of religion, only 6.6 percent respondents maintained there was any other reason while 7.6 percent respondents ascertained all of the above reasons constituted their mind to quit smoking.

**Table 3. In your view how can an anti-tobacco campaign be made more effective?**

Group	Option	Through T.V Plays	Through Social Service Advertising	Through commercial ads	Pictorial warnings on Cigarette packs	Through walk and seminars	Total
Control	<i>f</i> %	98 9.8%	157 15.7%	198 19.8%	34 3.4%	13 1.3%	500 50.0%
Intervention	<i>f</i> %	106 10.6%	144 14.4%	225 22.5%	15 1.5%	10 1.0%	500 50.0%
Total	<i>f</i> %	204 20.4%	301 30.1%	423 42.3%	49 4.9%	23 2.3%	1000 100.0%

Table 3 showed that anti-tobacco campaigns can be made more effective through airing advertisements on televisions; 30.1 percent believed advertisements on social media can play more impressive role in educating public to quit smoking; 42.3 percent population was in favor of issuing commercial advertisements on various mediums of mass media while considering it the most effective channels for anti-tobacco campaigns. Accordingly, 4.9 percent believed pictorial warnings on packets of the cigarette can be influential tools while 2.3 percent believed awareness walks can also play vital role in making anti-tobacco campaigns more effective.

**Table 4. What all in TV can make you more aware of the ill effects of tobacco?**

Group	Option	T.V Ads	T.V Dramas	Talk Show	T.V News	Total
Control	<i>f</i> %	192 19.2%	7 0.7%	191 19.1%	110 11.0%	500 50.0%
Intervention	<i>f</i> %	186 18.6%	4 0.4%	208 20.8%	102 10.2%	500 50.0%
Total	<i>f</i> %	378 37.8%	11 1.1%	399 39.9%	212 21.2%	1000 100.0%

Table 4 revealed that 37.8 percent respondents believed advertisements on televisions can convince public about negative effects of tobacco; 1.1 percent population agreed with the statements that dramas on televisions can be influential tool while 39.9 percent respondents believed talk shows on televisions can convince public to leave smoking and some 21.2 percent respondents believed news on televisions can be influential factors to convince public to quit smoking thus making advertisements more effective.

**Table 5. What attracts you most in the cigarette smoking ads?**

Group	Option	Models	Messages of ads	Unbelievable adventures	Any other reason	Friends having fun together	All of the above	Total
Control	<i>F</i> %	28 2.8%	9 0.9%	65 6.5%	27 2.7%	284 28.4%	87 8.7%	500 50.0%
Intervention	<i>F</i> %	30 3.0%	11 1.1%	54 5.4%	34 3.4%	283 28.3%	88 8.8%	500 50.0%
Total	<i>F</i> %	58 5.8%	20 2.0%	119 11.9%	61 6.1%	567 56.7%	175 17.5%	1000 100.0%

Table 5 revealed that 5.8 percent respondents revealed models presented in advertisements inclined them to smoke; 2.0 percent believed messages inscribed in advertisements were the causes they started smoking, 11.9 percent population were attracted by the adventures presented in advertisements, 6.1 percent believed there was another reasons while 56.7 percent respondents believed they were indulged in smoking through the company of their friends who intended to make fun.

**Table 6. Do you smoke in your house openly or covertly?**

Group	Option	Yes	No	Maybe	Total
Control	<i>F</i> %	127 12.7%	346 34.6%	27 2.7%	500 50.0%
Intervention	<i>F</i> %	124 12.4%	350 35.0%	26 2.6%	500 50.0%
Total	<i>F</i> %	251 25.1%	696 69.6%	53 5.3%	1000 100.0%

Table 6 says some 69.6 percent respondents revealed they never smoke openly in front of their children and other family members while 25.1 percent admitted they smoke in front of everyone at their home while 5.3 percent expressed ambiguous opinion. So, it can be said that most of the respondents consider smoking a bad habit in them, which is the main reason they avoid smoking openly at home.

**Table 7. In your view how can an anti-tobacco campaign be made more effective?**

			7. In your view how can an anti-tobacco campaign be made more effective?					Total
			Through T.V Plays	Through Social Service Advertising	Through commercial ads	Pictorial warnings on Cigarette packs	Through walk and seminars	
Gender	Male	Count % of Total	204 20.4%	285 28.5%	314 31.4%	45 4.5%	17 1.7%	865 86.5%
	Female	Count % of Total	0 0.0%	16 1.6%	109 10.9%	4 0.4%	6 0.6%	135 13.5%
Total		Count % of Total	204 20.4%	301 30.1%	423 42.3%	49 4.9%	23 2.3%	1000 100.0%

Table 7 showed that overall 20.4 percent males and females considered smoking could be prevented through advertisements on televisions whereas 30.1 percent males and females believed advertisement through social service could be more helpful for anti-tobacco campaigns. However, 42.3 percent of the population including males and females believed that commercial advertisements for anti-tobacco campaigns could be more helpful in creating awareness. So, in view of the opinion of males and females, commercial advertisement can be helpful tool for popularizing anti-tobacco campaigns.

**Table 8. If you ever thought about giving up tobacco, what made you think so?**

made you think so?			7. If you ever thought about giving up tobacco, what made you think so?			
			Your ailment/medical problem	Anti-tobacco ads broadcaster on TV/Radio	Financial constraints	Due to the campaign against tobacco in the print media
Locality	Rural	Count	378	111	154	8
		% of	37.8%	11.1%	15.4%	0.8%
		Total				
	Urban	Count	256	19	70	4
		% of	25.6%	1.9%	7.0%	0.4%
		Total				
Total		Count	634	130	224	12
		% of	63.4%	13.0%	22.4%	1.2%
		Total				

Table 8 showed that 63.4 percent respondents both from rural and urban areas expressed their fear of being suffering from medical issues while 13 percent respondents believed they were guided by advertisements on radio and televisions whereas 22.4 percent population ascertained that they were filled with fear of financial constraints.

## RESEARCH FINDINGS

In order to ascertain genuine reasons about acceptance of tobacco and its fertile usage in society, the researchers carried out a specific target-oriented baseline survey. The structured questionnaire comprising of close ended questions with sample divided into two groups - Control and Intervention Group. Total sample of 200 respondents was drawn including 100 tobacco-addicted doctors from the Nishtar Medical College and Quaid-e-Azam Medical College. The control group was considered an essential part for the research as doctors are believed to be the most updated community having realization about negative effects of tobacco.

Pakistan is facing a serious public health calamity due to an explosion of the tobacco epidemic. This is bound to have

ramifications for human development of the country and the national economy as well. Unfortunately, the policymakers and politicians seem oblivious to the sale and intensity of the problem. A convincing body of evidence demonstrates that tobacco advertising plays an important role in encouraging non-smokers to begin smoking. Advertising is a particularly important factor among young people as it attracts young generation the most. Studies have found that partial ban, such as ban on television advertising have no affect on sales. In fact, there is an evidence that partial advertising bans simply result in substitution to other media or promotional methods. Tobacco companies and advertising agencies have shown great creativity in partial ban situations.

## Discussion

According to the study, effective support and pushing policies should be adopted to permit operative tobacco control policy and laws in country, and civil society may step forward by making members of the society more active in order to ensure transparent monitoring and swift reporting of abuses under existing rule, policy and laws. The study underhand is an effort to intellectually hypothesize that smokers and non-smokers both have variant cognitions apprehensions about smoking. Lee (1989) and Hansen & Malotte (1986) suggested that smokers shield themselves from awareness anti-tobacco campaigns. Smoking respondents consider themselves personally invulnerable from the effects their individual smoking as compared to other non-smokers or smokers. The respondents who smoked were with improbable valuation of smoking habits of other smokers. However, there was no evidence that smokers decrease cognitive dissonance about smoking by evading information. The media especially electronic media can play an imperative role in ensuring awareness anti-tobacco campaigns to sensitize general public especially youth to avoid indulging in anti-social evil of smoking.

## CONCLUSION

Based on the results of the survey on the users of tobacco and their responses during this research study, the researchers were able to reach the following conclusions:

As per literature review, the cigarette, no doubt, has been established as the most favorite type of tobacco as around 94 percent population both from males and females and both from urban and rural areas liked cigarette. An average 13 percent population from both genders liked other similar drugs including *Naswar*, *Gutka* and *Paan*, which have been derived from tobacco.

Accordingly, all formats of media including electronic, print and social media are playing advertisements related to tobacco, which attract the general public and smokers in specific the most. However, most of the population i.e., average 50 percent population opinionated that talk shows could be more influential in this regard.

According to the findings, the youths have greater tendency of using tobacco especially cigarette even during their stay at homes and they were inclined from the advertisements aired on electronic media, but most of the public liked smoking due to their friends. The youths opinionated about watching

advertisements related to tobacco from national and international media channels showing heroic movements of the model presented in advertisements.

Most of the respondents i.e., 47 percent believed tobacco i.e., cigarette contains a special taste, which is heart touching and has become need of their habits on daily basis. According to them, the taste of cigarette was more valuable for them as compared to price and even health. The study concluded that most of the respondents i.e., 13 to 24 percent have taken tobacco usage as fashion adopted by many populations especially the youths. According to the respondents, they could attract the other gender especially females from their stylish look of smoking. According to the conclusion, around 79 per cent respondents below the age of 25 revealed they are helpless to leave tobacco because they were indulged in tobacco since childhood and now it was difficult for them to quit. The study revealed that around 94 per cent respondents were inclined to leave tobacco, as this notion was in their mind to quit it, but they were well adjusted with the habit, so it was impossible for them to quit.

Accordingly, most of the respondents were found smoking cigarette after watching the advertisement, so, advertisement instead of playing vital role to prepare their minds to quit, was working as favorable agent for them. The study revealed that around 29 per cent respondents maintained they never witnessed or even read the text [warning] inscribed on the label of the packet of cigarette.

According to the study, 22 per cent respondents believed smoking was helpful for them to 'digest meal' and 32.5 per cent attributed with to accomplish their tasks, 25.5 per cent to reduce depression, and almost everyone seemed satisfied with tobacco instead of taking it a negative habit emerged in their lives through media or peer groups.

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