Sheth (1974) examined 3 various characteristics of efficacy of communication in advertising. Primarily, how a particular communication in advertising gets vague in the minds of consumers, what are the dimensions of indistinction and what factors produce the cognitive indistinction. Second, how does advertising influence the consumer choice process? Two mechanisms were taken they are persuasion and reinforcement and the underlying processes of influence and tactics were explored. Third, how does advertising influence consumer behavior? Two mechanisms were taken they were reminder and precipitation and the underlying processes and tactics were explored. Finally, the paper discusses a sequential linkage among the four mechanisms of advertising effectiveness and gives opinions on the pervasiveness of advertising through each mechanism.

Dino, Horn, & Meit. (1998) conducted a pilot study of not on tobacco and it’s a school based program focussed on helping teenagers to quit smoking or decrease cigarette consumption amongst individuals who are not able to stop totally. A sum of 29 young people took part out of those 10 were males and 19 were females with the age group of 14 – 18, and they belong to 3 different schools in West Virginia. The self-restraint on smoking was calculated by means of self-report and breathe out carbon
monoxide (CO) evaluations verified it. They found out that at 3 months post baseline, overall self-restraint for course members were twenty two per cent and rates of reduction ranged from thirty per cent to ninety six per cent. At 4 months post-baseline, forty four per cent of the males and fourteen per cent of the females reported free from the habit of smoking.

Tomar & Giovino, (1998) evaluated on 2,769 boys aged between 11 and 19 for 4 anums meant for tobacco usage. The growing frequency through this period of 4 years exposed to twenty one per cent of partakers classify themselves as experimenters, and eight per cent classify themselves as habitual users of tobacco chewing. A sum of seventy three per cent of the habitual male users were Caucasian, 59% of experimenters and between the age group of 11 and 17 were habitual users. Lot of aspects, together with individual aspects (e.g., taking risk, fighting physically, and a reduced amount of fondness for school) and fragile structure of family or support (e.g., one-parent family and spending nearly ten hours a week not supervised) were related to experimentation with chewing tobacco. Usage of chewing tobacco in regular was linked to role modeling of adults, peer influence by peers, and assured team membership of sports (Tomar & Giovino, 1998, Boyle et al., 1997). The effect of tobacco chewing on the people’s well being is properly recognized. Overpowering confirmation specifies with the intention of nicotine contained in all products of tobacco, as well as tobacco chewing, is obsessing (U.S.D.H.H.S, 1994). The quantity of nicotine attained from a sole supervision of tobacco chewing is greater than, or equivalent to the nicotine acquired as of a smoking cigarettes (U.S.D.H.H.S, 2000). The make use of tobacco chewing has confirmed risk on health with the purpose of containing high possibility of mouth cancer, diseases like coronary artery disease, neuromuscular disease and peptic ulcers (U.S.D.H.H.S, 2000). Current statistics nationally demonstrate with the purpose of tobacco chewing use in
adult’s continues stable or is declining, but tobacco chewing use amongst teenagers is rising, with age of instigating chewing tobacco use getting younger (U.S.D.H.H.S, 2000).

Heck, & Voliter (1998) studied the use of substances and learning results testing the effect of surroundings and psycho-societal variables on high school students (N = 2,731). The findings showed that interpersonal variables like associations through parents and society, school adjustment, delinquency exaggerated detailed use of substances primarily. Intrapersonal variables such as self-concept, attitude towards school were not related to usage of substances. In addition, psycho-societal variables, background and usage of substances were connected to perceptions of students concerning their learning practices and prospective ambitions.

Bobo & Husten (2000) examined whether beginning and nonstop use of tobacco and alcohol among adolescents and adults is influenced by social and cultural factors. There are only some researches which cover look at the impacts of societal and cultural issues on the propensity of drinkers to smoke and smokers to drink. On the other hand, available in adequate evidences recommend that those issues do subsist and that the power of the connection between tobacco and alcohol usage activity changes with the stages of alcohol usage. This paper initially evaluates study on the social and cultural factors which persuade whether youth start drinking and/or smoking. It discusses akin methods that can maintain usage of tobacco and alcohol amongst teenagers. A few of the social and cultural factors persuade drinking and smoking crosswise a large amount of the grown up people. Additional aspects that forecast sustained use of tobacco amongst youth may vary for restrained drinkers, intense drinkers, alcohol abstainers, and
improving alcoholics. Even though this paper discloses population of teenagers and youth individually, a positive, strong association presents, among tobacco and alcohol usage in equal age groups.

Unger et al (2001) observed racial divergence in the relationship involving smoking behavior and peers persuade variables and vulnerability. The influence of the peer group (smoking behavior of close friends) and the influence of the normative peer group (occurrence approximation of peer smoking) were explored. Data collected from 8th class teenagers in California with a sample size of 5870. Findings specify that civilizing aspect might cooperate a task in influence of peers on smoking instigation. Smoking avoidance involvements for teenagers must deal with the difference in influence of peers throughout the racial groups.

Wakefield et al, (2002) studied the function of designing the package in marketing of tobacco products. Tobacco company sites using a record of particular explore conditions were carried out for the period of November 2000 to July 2001. They found out to facilitate particularly in the situation of strict limitations on conservative ways for marketing of tobacco products, tobacco companies outlook packaging of tobacco products as a primary component of market plan and a medium for (a) making major in-store occurrence at the position of procure, and (b) commune image of the brand. Results from market testing specify that such metaphor is not so weak as to persuade smoker’s experience evaluations of the similar cigarettes when packed in a different way. Credentials also disclose the suspicious complementary works that companies have engaged in using package design and color to commune the inkling of lesser tar or milder
cigarettes, whereas maintaining apparent flavor and “contentment”. Organised and broad study is taken by tobacco companies to make sure that cigarette packaging pleases to chosen intent groups, as well as young men and women. Cigarette package design is an essential message tool for cigarette brands and operates as an promotion means. Several smokers are mislead by package design keen on viewing that cigarettes can be “not harmful”. There is need to regard law of cigarette packaging.

Block et al, (2002) assessed whether the youngsters recalling of antidrug advertisements are related to a reduced likelihood of having illegal drugs and known use of drugs, a decreased amount of use. To make a decision regarding the incremental force of antidrug advertising they developed a behavioral economic model which impacts on drug usage with the investigation information collected from a countrywide representative sample of teenagers. They found out that antidrug advertising recall was linked with a lesser probability of cocaine and marijuana use. Recalling of that type of advertising was not connected with the assessment of how much cocaine or marijuana to use. Findings recommend that youngsters who used to make an attempt of cocaine are also used to make attempt of marijuana.

Hammond et al, (2003) have assessed the influence of Canadian cigarette warning labels on present grown-up smokers. Researchers conducted a telephonic survey with a sample size of 616 grown-up smokers in south west Ontario, Canada. Researchers have taken outcome measures like smoking behavior, intent to give up, and the warning label prominence. Outcomes show nearly 91 % virtual smokers show they had read the labels
with warnings and users confirmed a meticulous understanding of their content. There was a non negative relation between reading. A strong positive relation was observed between a measure of cognitive processing thinking and discussing about new labels and intention of a smoker to quit. It was predicted by cognitive processing at follow up and the most vital was cessation behavior. Smokers who read, think, and discussed about new labels were more likely to give up, tried to give up, or their smoking status has been decreased after 3 months.

Cook et al, (2003) investigated the role of the tobacco industry in targeting the design of cigarette products towards the individuals with changing psychosocial/ emotional needs. Internal industry documents are identified through needs assessment and relevancy criteria of segmenting consumers. They found out that these divided consumer markets are based on emotional needs and psychosocial needs. They used brand and preferences in design to generate brands of cigarettes which targets individuals with these of needs for this they have taken the relationship between behaviours in smoking and consumer segmentation.

Sinha et al., (2003) examined the extent of tobacco use in rural area of Bihar. Study design used for the study is cross sectional design and the participants used for the study are all the residents of Akhta village which is in Sitamarhi district of Bihar, variables taken for the study are tobacco use, age, gender and socio economic status and tools used are percentage and chi-square test. Results show that the response rate was 91% and the non response was due to houses being locked during the period of survey. Among 3566 children who are less than 15 years use 6.2% smokeless tobacco use and
0.3% smoked tobacco, among smokeless tobacco 77% of them use red tooth powder. 2910 male and 2586 female use smokeless tobacco, among smokeless tobacco males use 57.1% of Khaini and females use 41.3% of tobacco tooth powder. Smoking prevalence was 27% (31.6 % males and 23.4 % females). The most prevalent form bidi smoking both in men and women which is above 80%.

Hammond et al, (2004) have evaluated the influence of Canadian cigarette warning labels with graphics. For this they have taken a sample size of 616 adult smokers conducted a telephonic survey. Results show that quarter of the participants reduced their smoking frequency because of graphic labels. Smoking frequency has been increased among only one percent. There was a non positive emotional response to the graphic labels which includes disgust and fear (58% & 44%), participants with higher non positive emotional response were expected to give up, made an attempt to give up or decreased their smoking frequency after three months. Respondents who attempted to shun the graphic warning labels were more likely to think regarding the graphic warning labels.

Von Ah, et al., (2005) examined the influence of coping resources, personality factors and demographic factors on smoking behaviours amongst college students. They have taken a sample size of 161 college students from United States, the data was collected by giving them a self reported questionnaire and the participants were in the age group of 18-26. Results show that most of the participants had attempted to smoke and those who attempted were all smokers. It is found most of the participants started smoking a full cigarette by the age 16 years or younger. Participants who showed lesser
intensity of carefulness and treating themselves as effective had increase in their likelihood to smoke cigarette. Also, participants who reported lesser intensity of treating themselves as effective found to smoke habitually and in large quantities of cigarettes than students who posses higher intensity of treating themselves as effective. Treating themselves as effective was the main forecaster in smoking behavior of participants.

Campbell, Hudson & Fleck (2006) has done a survey on use of non smoked tobacco. For this the researchers had taken a sample size of 34 who were all in their teens and were in 5th to 8th grades and were from two rural areas. Not even a single teenager reported having tried using non smoked tobacco products. Though, a set of male students who reported they may start using tobacco later in the upcoming days, not performed well on the test about perceptions on smokeless tobacco and its ill effects of using, stating that they need some education on that. Factors which create threat and restraint of using non smoked tobacco were reported. Youngsters are observed increasing the usage of tobacco chew since 1970 (Boyle, Claxton, & Forster, 1997). Non smoked tobacco is called “smokeless tobacco,” with other fashionable terms such as “snuff” and “chew” showing to how the tobacco product is developed. Snuff is a finely grounded and mostly put between the lip and gums. Chew is a more coarsely shredded, mostly put between the cheek and gums (Hirschfelder, 1999). Majority of the teenagers who use non smoked tobacco are Caucasian male and from a rural area (Newman, 1999). There are about 8,24,000 youngsters in the age group of 11 and 19 in United States who experiments with non smoked tobacco every year, among those experimenters one third of them becoming regular users within 1 to 2 years of its use (Tomar & Giovino, 1998). Majority of the research on usage of tobacco has paid attention on smoking of cigarettes, risk factors of smoking and methods used to quit smoking. There are only few researches existed on usage of non smoked tobacco. Predominantly there is lack of data showing youngsters
awareness and knowledge concerning usage and non usage of non smoked tobacco. Even though the end result of smoking tobacco and chewing tobacco is nicotine addiction, researchers found that the initiation of using non smoked tobacco starts at 10 years of age than with the initiation of smoked tobacco starts at the age group of 12 to 14, which raised necessity to design prevention programs for elementary school aged children (Boyle et al., 1997; Gottlieb, Pope, Rickert, & Hardin, 1993).

Juyal, et al., (2006) examined the prevalence of substance abuse among college students who are studying intermediate from Dehradun district. Their study based on cross sectional was conducted and multi stage random sampling was used for the selection of two inter college among the two one is rural and the other one is urban. The study included Overall 1094 students from 9th to 12th. Findings show that the overall prevalence of substance abuse for ever users was 58.7 %, regular use of substances was found to be 31.3 %. The substance use was much more among students in urban area when compared with students in rural area. Living away from parents, urbanity and male sex were found to be significantly associated with substance abuse.

Leppel, (2006) examined the association between class in college and behaviour while smoking cigarettes. Data employed was from (NCHRBS). They found out that among all the years in under graduation second years are more likely to be current smokers. The present smokers are from first and second years and they used to smoke all days in a month and used to smoke more number of cigarettes in a day. Among the students who used to smoke daily the quitting habit has been come from third and fourth year students. This study explains different variations in smoking and motivates anti smoking activities.
Nelson et al., (2006) analysed tendencies in tobacco use among mature and teens in the US. Data used was from National Health Survey for adults for the age group of 18 years and more for the years 1987 to 2000, data from screening the future survey of teenage groups are from 1986 to 2003 and for survey on youth risk behavior are from 1991 to 2003 for 9th to 12th grade students evaluated with their overall demographic particular movements. Consequences show that usage of non smoked tobacco among adults and adolescent females was not high and manifested little changes. Usage of non smoked tobacco among men reduced steadily with the highest decrease for the age group of 18 - 24 years and 65 years and more. The overall demographic particular data for teenage boys show that the usage of non smoked tobacco has been advanced for 12th grade students from 1986 until the early 1990’s. The administration of non smoked tobacco has decreased, particularly among teenage boys.

Ertas, (2006) evaluated the existing and strong minded young smokers in Turkey and their modification stages in smoking. Data derived from GYTS were taken to research the circumstances linked with the different smoking stages among 15,197 youths. The outcome shows that students who are from high school and males have more chances of being sensitive to smoking when compared with nonsmokers and more chances of becoming habitual smokers. The particular anticipates of being sensitive to smoke and establish smoking are exposed to parents, teachers, smoking among peers, curriculum on anti tobacco and promotions on cigarettes. Youth in Turkey who has nonnegative qualities of youth who smoke are more expected to be sensitive to smoking.
and to become habitual smokers. Advice of parents and exposure from media to anti
tobacco messages were not particularly in accordance with becoming habitual smokers.

Green et al., (2007) gathered evidence on smoking behaviours among educated
college and non college youth. For evaluating smoking behavior the data have been
taken from tobacco use supplements of youth aged between 25 to 34 years. They noticed
that the present smoking familiarity of young adults in the United States in the age group
of 18 to 24 years who has not registered in college nor does not have a degree and that
percentage was up to 30. The present smoking normality among educated college youth
was more than double. To experiment with smoking educated non college youth were
more likely than educated college youth in their teens, the effort made by them to
discontinue were less likely.

Fagan et al, (2007) researched adaptable linked with giving up departments among
present, daily, and non daily young smokers in the US. The data has been taken from the
national 2003 Tobacco use special cessation supplement were clearly detailed to select
aspects clubbed with giving up trails and the stern desire to abandon among 7912 young
smokers of the age group 18 to 30 years. They observed that habitual smokers who
smoke 20 or more cigarettes in a day, took their first cigarette within 30 minutes of
conscious condition. Smokers who smoke cigarettes not regularly are Hispanic male and
this differentiated them from other contrast groups. Even though unemployed smokers
who does not smoke regularly were more enjoyable than employed and they have a desire
to give up the habit. Desire to give up the habit by not regular smokers family income
plays a role and for these low income families are less likely than high income families.
Hammond et al, (2007) analysed cigarette packages of four countries and its consequences. For this, the researchers conducted a telephonic survey were conducted with sample size of 14,975 youngsters. Canada (3687), US (4273), UK (3634), Australia (3381). Results show that smokers from Canada has higher stages of knowledgeable influence for health reminders among the other three countries, next by the smokers from Australia. Subsequent to the execution of latest UK warnings, UK smokers has superior stages of effective influence, although smokers from Canada has superior stages of contact after regulating from the completion date. Smokers from US has low stages of impressiveness.

Freeman, Chapman & Rimmer, (2007) examined the influence of essential plain packaging and tobacco industry notifications about the prominence of packs as medium of publicity. Results show that evident packing of all plain packaging of all tobacco products would delete a key remaining means for the industry to promote its products to billions of the world’s smokers and future smokers. Governments have required large surface areas of tobacco packs to be used exclusively for health warnings without legal impediment or need to compensate tobacco companies. Requiring plain packaging is consistent with the intention to ban all tobacco promotions. There is no impediment in the FCTC to interpreting tobacco advertising and promotion to include tobacco packs.

Choudhury et al, (2007) examined generating knowledge on tobacco consumption, especially emphasizing the identification of sociodemographic groups who are more prone to tobacco consumption vis-à-vis tobacco-related health consequences in a remote rural area in Bangladesh. They obtained responses from 6,618 individuals (52.1% males,
47.9% females), aged over 15 years. Results shows that overall, 43.4% of the study subjects consumed tobacco. Males were 9.38 times more likely to consume tobacco than their female counterparts. Individuals with no education were 3.62 times more likely to consume tobacco than those who had completed six or more years of schooling, and the poor were almost twice more likely to consume tobacco than the rich. Tobacco consumption in both smoke and chewing form has been a part of household consumption in Bangladesh from time immemorial. Only aggressive anti-tobacco programmes on various fronts may salvage the vulnerable groups from the menace of tobacco consumption in Bangladesh.

Gururaj & Girish (2007) examined the occurrence, patterns and associates of usage of tobacco for the age group of 13–15 years in schools of Karnataka. For this, the researchers designed and implemented a three stage cluster sample design and for this they have selected 80 schools from 12 districts of Karnataka. Number of participants was 4,110 students and 87% was the response rate. Findings show that usage of tobacco at point of occurrence was 4.9%. Usage of tobacco in the scenario tobacco use was mainly a feature among males and usage of non smoked tobacco predominated. Almost one third users of tobacco used to buy tobacco from a store and one fifth use that at their residences. Male tobacco users were supposed to be having most number of friends and give them an attractive look. In the metros the predominant source of message was print media. Almost participants who never smoked were exposed to smoke of tobacco outside their homes and most of them preferred ban on smoking in public areas. Only few of the respondents reported the reasons for usage of tobacco were discussed in school.
Raciti et al, (2008) assessed competent social marketing to improve or control the situation, requires the discernment of drivers of similar behavior on which the study is based on consumption of alcohol. As a salient common health issue, autonomous research has uncovered the dangers of alcohol consumption which is conspicuous in three groups of people with shared features viz; 1. Youth who are under the age group of 18 to 24 years. 2. Students from university 3. Youngsters from women gender. The study combines this type of people with shared activities, investigating alcohol consumption among young women who attend university they are of the age group 18 to 24 years.

Spontaneously youngsters, particularly women who attends the university are prone to the directions of their peer groups, yet while experimental proof only can establish this for the students in the university (Bauerle 2003; Shim and Maggs 2005). Option in choosing a drug for many people and more than necessary consumption has been linked to cancer, physical illness and other difficult problems with alcohol consumption. Our study is relevant under consideration (NHMRC), 2001. Rather than fixing attention distinctly upon excessive consumption of alcohol as in other researches, we accept large significant illustration is accomplished by seeing at the direction of peer groups on both who consume and not. Moreover, this research gives a wider approach on consumption behavior of alcohol among students in the university who are female than the printed information has to fix the appointment. While, it is obvious that the research is new in an interesting in a number of ways, with the basic research problems for record being “are peer groups controls an important forecaster in differentiating high risk, low risk and risky of alcohol consumers. Particularly, they put forward the hypothesis that individual norms and group norms are considerable predictors on consumption of alcohol among students in the university who are female from Australia, Germany and Wales.
Hout, & Connor (2008) organized a standard research of Irish teacher’s approach of students significant administration. The study pointed to afford an anectodal cognition of students' reality application as per the teacher’s individual experience in the secondary level of educational background of Ireland. A total of 95 teacher’s at 10, accidentally chosen schools in country car low in the south east of Ireland, as a part of the doctoral experimental schedule, evaluating meaningful purpose of youth in the southeastern region. Occasionally the school model was included, which showed little importance in disadvantaged and advantaged areas, training centers for youth, both non government and co educational single schools. It was mentioned that drug analysis in schools was “disorganized, contrasting and rather than a success and a failure” along with every grade not getting an education on drugs. The remaining who are of spiritual education and social personal health education and the surplus being visited by the local drug education officer; a previous addict or immature communication officer. It was highlighted by teachers that the necessity for instruction and significant training to remember the indication of danger signals of adolescents problematic material needs. Many sensed this that public problem has been influencing on their class room and the educational achievements of some students. Few educators also given information that they were not convenient with the deliverance of material on drug education within the particular time of their class, because of lack of significant training and lack of limited time in their course of study; further, it was felt that this was not in accordance with their role as educators.

Chitwood, Weiss, & Leukefeld (2008) examined the review of articles about the connection between the state of being excessively religious/devotion according to a systematic plan and administration of drug & alcohol that were printed between the years 1997 and 2006. The findings provide a panorama of the subject and the investigated
features like dimensions of religiosity and substances, sample size, blue print research. The affiliation between religiosity and spirituality and minimized chance of actual application is authenticated finely; but the body of knowledge which is rightly determined on the attachment has been slowed to come out. To evaluate religiosity as well as spirituality, the examination of specimens that involve consumers of greater and excessive abuse of drugs and that can help the significant effort has communicated.

Yusko et al, (2008) researched on the prevalence and system of significant purpose (Alcohol, Tobacco & Illicit drug) on athletes and non athletes who are undergraduate students from the year 2005 to 2006. Data collected from male and female students numbering 418 and 475 respectively. The researchers used a questionnaire to estimate dominance, frequency of usage of alcohol and drug and quantity. This determines the design of athlete’s drug and alcohol usage while they were athletic in the season vs out of season. They brought out particular idea that male student athletes were in a dangerous situation with excessive drinking and increase the play acting presence during drug use. The unsteady oscillation of actual purpose, noticeable in in season vs out of season has been identified in male and female student athelets.

Randler, (2008) differentiates among people who smoke and who do not smoke in the morning as well as in the evening and the results show that on an average who smoke like to drink more alcohol and coffee and not interested to develop breakfast habits when compared with who do not smoke. Persons who smoke like evenings and they had a large difference in getting up times in the week as well as three days. Smokers and non smokers are separated by using a discriminant function and it was found that coffee, alcohol intake, smoking and breakfast are the variables. The chronotypes which do not robust well into conservative community and schedules of working and from this the
relationship can understand as a behavioral symptom and its lack of ability to deal with demands in the society.

Seo, Torabi & Weaver, (2008) compared tobacco usage of youth with non smokers and their willingness to smoke in the future. Sample size of 1416 students from public high school and their grades are in between 9-12 and 1516 students from public middle school and their grades are in between 6-8 were surveyed in the year 2000, and 3433 students from public high school and 1990 students from public middle school were surveyed in the year 2004. They found out that in the year 2000 seventy-four percent of students were not interested to smoke in the future and in the year 2004 seventy seven percent of students were not interested to smoke in the future. In the year 2004 a group of adolescents were become more exposed to messages on anti tobacco and less exposed to messages on pro tobacco. The significant predictors for future smoking are ethnicity, sex, grade and exposure to messages on anti tobacco and the strongest predictor was environmental tobacco smoke for future smoking. Youth are likely to smoke in the future when there is more exposure to messages on pro tobacco than messages on anti tobacco. The rate of shift to smoke in the future and initiation to smoke is more among white adolescents than minority adolescents.

Bennett, & Holloway, (2008) conducted a study on drug misusing offenders and their health problems and treatment needs and at last to find health education and its prevention. Sample size for this study was 3, 000 persons who are arrested and it was based on personal interviews and collecting samples of their urine. Results show that youngsters who are arrested had more number of health problems which are related to
drugs. The connotation of this conversed in the perspective of programs executed as part of the drug controlling strategy used by government. The original source has been provided by The NEW-ADAM survey, which provides information on drug and general health needs of young people, and these two are the starting point of entry in the criminal justice system.

Wong, (2008) done research on the involvement of parents and their support to adolescents in their performance in academics and use of substances. They have taken a sample of 171 students. They found out that involvement from parents and their support are the reasons to do school work and ability to control behaviour and attention. Academic performance of students has been provided by school administrators and teachers. Involvement from parents and their support to adolescents in their performance in academics and troublesome behaviour in class rooms are mediated by the effects of self regulation variables in both low and high risk students. The troublesome behavior in classrooms was extensively related to increase in their usage of substances among high-risk students. Enhanced results for all the students are predicted by involvements from parents and their support and higher self regulation.

Broman et al, (2008) done a research on occurrence of substance disorders among African Americans and Caribbean Blacks in the US. They have taken a sample of non institutionalized 3570 African Americans and 1621 Caribbean Blacks obtained between the years February 2001 to June 2003. They found out that the occurrence of substance disorders among these two groups were insignificant. The occurrence rate of substance disorder among African Americans is more than that of Caribbean Blacks, especially
among women, who aged between 45 to 59 years, and those who were divorced, African Americans in main metros had more occurrence rate than those in the south. For meeting the criteria of substance disorder African Americans were more significant than Caribbean Blacks.

Al-mulla et al, (2008) examined the similarities and differences of usage of tobacco by adolescents in Gulf Cooperation Council (GCC) using data of Global Youth Tobacco Survey (GYTS). The data has been taken from students who are in the age group of 13-15. Schools were taken as per enrollment size, classes were taken within participating schools, and all the students who are selected were eligible to participate. Results show that boys smoke more cigarettes and other forms of tobacco usage like water pipe than girls. Adults had lesser rates of tobacco usage than students in UAE, Bahrain and Oman. Another form of tobacco Shisha known as a water pipe is more among boys and girls than the smoking of cigarettes in most of the countries. Receptiveness to take up smoking by who never smoke was more than existing smokers in all countries. Exposure of pro tobacco advertising in newspapers and on billboards was more than 70%, second hand smoking exposure in public places was more than 30% and students who are influenced by indirect advertising was more than 10%. At last, harmful effects of using tobacco taught in the school were less than half in the past year.

Stoll, (2008) conducted a study on British Columbia Ministry where controlling of tobacco usage was its priority and its association leading deaths in the province. Data collected from 194 youth and to understand their thoughts on smoking and to investigate
what are its predictors. Findings show that 12 % of youth used to smoke a full cigarette or half of it in the past 30 days. Smoking was more in the male than the female. The analysis of regression reveal that settlers and expatriate youth were more likely be no to smoke if their parent do not smoke, less consuming of alcohol and friends who are close to them who do not smoke.

Felt, Mcbridge & Helm, (2008) examined the frequency of tobacco, alcohol, and marijuana use in a Christian university where it is affiliated religiously and conservative to evaluate protective and risk factors for the use of substances and that has discovered to operate in a society, also apply within an exceptional context that ban the use and has on the whole lesser frequency rates. The parameters taken for the study are perception of normative use awareness, religious behaviors personally, and approval from adults. They have found out that substance use individually was lower, where as normative use awareness was more. Awareness of usage was non negatively related to individual usage where as religiosity personally and need for approval from adults were inversely related to use. The information suggests that these factors protecting them and its risk and were not only related within general populations, but as well within a particular context of sub cultural, sustaining the significance of context of these religious models in knowing pattern of usage of substances, patterns related with these variables, and likely programs which prevent the usage of substances.

Mathur, et al., (2008) done a study on adolescents in urban India whether circulation of usage of tobacco and related psychosocial risk factors differ in their status socially as well as economically. Cross sectional survey was conducted among
adolescents from 32 schools registered in 6th and 8th grades from Chennai and Delhi, sample size was 11,642. They used regression models to find out the frequency of usage of tobacco among adolescents from government and private schools, to examine whether definite psychosocial factors were related with the raised usage of tobacco, to find out how it varies by type of the school. Results show that usage of many forms of tobacco constantly i.e either smoked or smokeless was more common in adolescents of government schools than private schools. Social receptiveness to non smoked tobacco and social susceptibility to smoking were powerful associates of present usage of tobacco among adolescents in government school except adolescents in private school. Adolescents of government school are making use of many forms of tobacco at elevated rates than adolescents in private school in two large cities of India.

Peleg-Oren, Rahav & Teichman, (2008) studied the relationship on usage of substances by parents and the increase in threat among school children to budding problems physically as well as socially. The sample size for the study are 148 children aged between 8-11 from non rural areas of Israel. Variables taken for the study are family resources, attachment style, and emotional distress. The results show that the only noteworthy variation found was that an attachment style like avoidant and insecure with their parents was more with usage of substances was very common among children with no parental history of substance use. The difference in attachment styles like avoidant and insecure gives and indication that, although signs if emotional were not significant still, high risk are for the children of parents with substance use and they needs a preventive program.
Hayatbakhsh et al, (2008) examined the relationship on performance in school at the age of 14 and occurrence of cannabis use in early middle age and whether this relationship is elucidated by personal and family characteristics, including children’s thinking ability in childhood and teenage. The sample size was 3,478 Australian young adults who were in record from birth to 21 years of age. Information on use of cannabis and performance in school were taken at the follow ups of 14 and 21 years, correspondingly performance of child in school was evaluated at the age of 14 through individual and maternal report. They have found out that performance in school at the age of 14 forecasts young adults’ usage of cannabis. Young adults who had lesser performance in school had higher threat of regular usage of cannabis in young middle age. Discovering the pathway linking performance in school and usage of cannabis in young adults may assist recognise chances for defensive interferences.

Park, Weaver & Romer, (2008) done a study on features that affects the change from smoking experimentally, smoking every day, smoking temporarily, and continuing to smoke daily, at follow up of one year. The sample size taken for the study is 4,903 adolescents from United States. Problem Behavior Theory was used in selecting the predictors at baseline. Findings show that predictors were smoking by friends, performance in academics, marijuana, alcohol and other usage of illegal drugs. Additional major forecasters were age, race, gender, depression, general health awareness and availability of cigarettes at home.
Huang et al, (2009) examined the socio demographics and psycho behavioral uniqueness of college students who are undergraduates withdrew from alcohol are from US. They have taken a sample of 5,210 from 32 colleges. They have found out that on the whole, abstained students are of 20.5%. Forecasters of refraining contained were negative attitude of student’s towards usage of alcohol; friends’ opinion; attitude towards alcohol; male gender; under the age of 21; high school abstinence; non–Greek member; not athletes; not smokers; not user of marijuana; religious group participation; 0 or 10+ hours working for salary per week; refraining from mother; and refraining from a friend who is close.

Adams et al, (2009) examined the relationship between school policies and usage of tobacco among youth. The sample size was 16, 561 and they used Hierarchical linear for evaluating whether tobacco policies were related to observations of usage of tobacco and present smoking. They found out that the implementation of policies on tobacco in school, but not the fullness of those policies, was connected with lesser clarification of usage of tobacco by minors on school grounds in addition to lower rates of present smoking among students. The background of a school is the core to affect youth usage of tobacco. Results call attention to the requirement to prepare personnel working in school to implement a policy on tobacco.

Sabbane, Lowrey & Chebat, (2009) done a study on the threats of cigarette warning label and its efficacy on smoke free youngsters. They investigated 3 stages of cigarette warning labels threats; labels without warning, labels with only text warning, labels with both text as well as graphic warning. Youngsters in the United States and
Canada said that they have seen one of these labels while they were surfing the internet. Youngsters used to surf the website funded by a famous cigarette brand or a new cigarette brand. The measures which were not independent were evaluated after surfing and they were attitude towards the brand, attitude towards the website and the intentions to smoke. Findings show that for the youngsters in Canada the labels in graphic were most in use directing to non positive feelings and lesser intentions towards smoking, however the labels in graphics were not at all effective at lessening smoking aim for the participants in the United States.

Wilson et al, (2009) conducted a study on smokers and their usage and beliefs regarding cigarettes which are light and mild, as well as in association to deprivation, ethnicity and other characteristics which includes social as well as demographic. They obtained responses from 1376 adult smokers. Results show that a lot of smokers who smoke "lights" understood that smoking "lights" brought it comfortable to give up the habit, that these are not much harmful, than smokers who take less tar. On the whole majority of the smokers who use lights had not more than above of the three beliefs, a percentage considerably greater than for smokers who smoke cigarettes regularly. Whereas smokers who smoke lights had significantly lesser usage of tobacco and were more conscious of damage due to cigarette smoke, they were no more likely to be intending to give up or have made a prior quit effort. By ethnicity, both Maori and Pacific people were less liable to smoke "lights" than Europeans. In contrast there was insignificant variation by level of deprivation. Roll-your-own (RYO) tobacco smokers were less likely to smoke "light" forms of RYO tobacco while both older and women smokers were more likely to smoke lights".
Bhojani, Chnader & Devadasan (2009) examined consumption of tobacco and related factors with pre university students in a college in Bangalore, India. Tobacco use imposes a huge burden of disease in India. In India most of the studies have focused on secondary school students with few studies investigating younger children and university students. This study aimed to ascertain tobacco use among pre university college students. A cross sectional was conducted among 300 boy students; all the students from 4 of 10 randomly selected were enrolled in the study. Findings show that the incidence of ‘ever use’ tobacco was 15.7% of which 5.3% were existing consumer of tobacco, the mean age of initiation of tobacco use was 14.7 years. The reason by ever users to start using tobacco are peer pressure, having fun/enjoyment, and curiosity. Interventions need to be designed to reduce the use of tobacco consumption among students and that interventions should raise awareness on the social and economic implications of the use of tobacco.

Kees, et al (2010) studied the influence of graphic pictorial warnings on cigarette packaging. Experimentation carried out with more than 500 smokers which calculated the efficacy of pictorial warnings which vary in the graphic depiction of the warning and an underlying method planned to force potential effects of the operation of the graphic depiction. Results show that greater number of graphic pictorial warning depictions support smoker’s aim to quit smoking and also recall of warning message statements is lessened by fairly or well graphic pictures compared with a no picture control or less graphic pictures. The outcome indicates that though highly graphic pictures may perhaps cut specific message recall and restrict the direct effect of recall on trials to give up, highly graphic pictures raises trials to quit through evoked fear.
Pino, et al., (2010) examined tobacco which is regarded a high-risk product, related with numerous diseases and representing an undeniable threat for Public Health. Amongst the actions planned by the World Health Organisation and the European Commission for controlling its use, is the employment of health warnings regarding risk of tobacco use. In Spain, these warnings only contain text messages. The existing study concentrates in evaluating the efficiency of present text warnings, and on studying the potential impact of a library of images formed by the European Commission on consumer behavior. The investigation takes place within a network of projects presently developed in France and the United Kingdom and exhibits outcome acquired in Spain via qualitative methodology –in depth interviews.

Hoek, et al., (2010) studied relevant documents and interviewed officials in charge for this course of action in New Zealand. It is discovered that, in spite of tobacco companies’ disagreement to pictorial health warnings and the resource limitations facing health authorities, the implementation process was in general strong and doing well. While international proof recommends that featuring pictorial health warnings on tobacco packaging is an useful tobacco control intervention, the process used to establish these latest warnings has been poorly documented. Potential lessons for other countries preparing to set up or refresh present pictorial health warnings consist of: (i) strengthening the link between image research and policy; (ii) requiring repeated image development and refreshment; (iii) using bigger pictures (e.g. 80% of the front of the packet); (iv) developing themes that makes out concerns held by different smoker sub-groups; and (v) operating integrated mass media campaigns when the warnings are introduced. Each and every country could also support moves by the World Health
Organization Framework Convention on Tobacco Control’s Secretariat to develop an international bank of copyright-free warnings.

Meija & Ling, (2010) examined past secret tobacco industry documents describing the history of RJR and Philip Morris’s consumer research, marketing strategies and smokeless product development. They discovered that RJR had spent in smokeless research, development, and marketing from 1968. RJR first target was low-income males and gathered information through sampling and sponsorship at fishing, rodeo, and baseball events, and through advertising depicting the user as “hard working.” In the early years of 1990, Philip Morris and RJR wished to draw more urban, female smokeless users. The existing “snus” campaigns seem to appeal to these targeted consumers and smokers in smoke-free environments. Such trials may enlarge the tobacco market and challenge smoking cessation.

Cohen, et al. (2011) examined longitudinal design to study the influence of a government policy prohibiting the exhibit of tobacco products at the point of sale. The amount of tobacco promotions in 481 randomly chosen stores was documented at 4 points in time (2005–2009). They randomly selected 20 cities across Ontario for data collection in 2005. In each city, we randomly selected 24 stores (gas stations, grocery stores, and convenience stores), resulting in a total of 481 stores (1 city had 23 stores; 2 cities had 25) for the first wave of data collection.
They developed a 15-item tobacco promotion index, in which stores received 1 point for each type of promotion present (e.g., powerwall features, signage) and 1 additional point for each countertop cigarette display. They conducted analyses using mixed-model repeated measures, with index score as the outcome, to examine the associations between tobacco promotion index scores and (1) store type (independent or chain convenience, gas station, grocery), (2) school proximity (1 or more schools located within 100 feet of the store), and (3) median household income and education (percentage of individuals of the age 20 and more not having a high school diploma) in the store’s neighborhood. They based the final model on a sample of 475 stores (6 stores were missing neighborhood income values). Results show that the complete display ban was implemented, 99.8% of stores had completely hidden their cigarettes, usually behind cabinets with flaps. Tobacco promotions were greatly lessened following implementation of a ban on the display. The ban display of tobacco products and other signage and promotions at retail is a vital tobacco-control policy to cut people’s exposure to tobacco marketing.

Miller, et al., (2011) examined the relevance of graphic health warnings related beliefs and attitudes to smokers behavioural intentions smoking behavior. A sample of 587 smokers were taken through a random representative population survey in 2005, prior to the introduction of new warnings. A subset of 158 was followed up a year later. Results show that graphic health warning related beliefs and attitudes were predictive of quitting behavior as measured in the follow up stage. New graphic health warnings, smokers are presumed to have been exposed to, were also associated with changes in beliefs over time.
Hoek, et. Al., (2011) examined the tobacco industry constantly opposes measures that would limit their marketing, however present little empirical proof to sustain its position. The aim of the paper is to test claims that pictorial health warnings on tobacco products would be no more efficient than text-only warnings. They used three studies which focused on face-to-face interviews with smokers and non-smokers to compare pictorial and text-only warnings. Also they used two studies that applied semantic differential scales which estimates cognitive and affective responses to pictorial and text-only warnings, and the Juster Scale to provide behavioural estimates. Best worst scaling is used to compare paired pictorial and text-only warning by the final study. Results show that images featuring social and medical and images elicited stronger affective, cognitive and behavioural responses than a control, text-only message. Comparisons of refreshed text and pictorial warnings discovered the second elicited stronger reactions whereas the first created related results to the control. Renewing text warnings did not make these extra successful; conversely, adding an image to an present text warning made this highly effective than the control. Influences advanced by the tobacco industry need empirical analysis to evaluate their validity. The research provides evidence that pictorial health warnings are highly successful than text warnings as well as recommends that refreshing the text applied in warning labels, the alternative promoted by the tobacco industry, would be less effective than bringing in pictorial warnings. This is the foremost comparison of pictorial and refreshed text warnings; the findings challenge the tobacco industry’s position on tobacco warning labels and contradict arguments used to oppose the introduction of pictorial warning labels.

Hoek, et al (2011) examined social warning messages which targets young women to control tobacco. An online study of young women smokers and non-smokers aged 18-30 with highest smoking prevalence rates were conducted. Respondents viewed ten showcards featuring three cigarette pack images. Smokers select the pack they would be
most and least likely to select, if they had only the options available, while non-smokers
selected the pack they thought would be most and likely to encourage a smoking friend to quit.

Arora et al., (2012) examined the perceptions of Indians about the effectiveness of
pictorial health warnings on tobacco packages which existed from May 31st 2009, to
December 1st 2011. They conducted a cross sectional survey in five states in India with
1897 participants. Results show that more tobacco users expressed that pictorial
warnings are inadequate to convey the harmful effects of tobacco when compared with
non users. More illiterates expressed that current pictorial warnings will not motivate
them to quit when compared with literates.

Romero, (2012) examined companies of tobacco products which developed strict
principles for the commercializing tobacco product to minors. Checking the I.D. of any
person trying to buy tobacco products who appears to be less than 27 years, prohibiting
the use of vending machines in selling tobacco products, prohibiting distribution of free
tobacco product samples, training employees regarding laws that govern the distribution
of these products, and company policies regarding tobacco sale to minors and carrying
out random compliance checks to make sure employees follow rules and procedures. In
spite of these efforts, in few budding countries minors still have contact to these products.
The case exhibits the efforts companies of tobacco products in Venezuela are executing
to decrease or even abolish the delivery of such products. Findings points out that firms’
activities regarding such types of issue matter. Their efforts seemed to be effective. Yet
incessant commitment is necessary.
Rousu & Thrasher, (2012) examined decline in demand from plain and pictorial cigarette warning labels. They reported the outcome of experimental auctions with US smokers assessing the percentage of smokers whose demand for cigarette reduces when bidding on packs with text and graphic warnings, virtual to packs with text only warnings. They found that pictorial labels accompanied by plain packaging are more useful at lessening demand for cigarettes than only a front text warning label. Study revealed pictorial labels to be most helpful in encouraging younger smokers to cut their requirement for cigarettes, and plain packaging effective at demand reduction among few educated smokers.

Davis, (2013) examined the mediating effects of anger, sadness and fear of consumer evaluations of newly mandated FDA cigarette advertisement health warnings. He found out that substantial differences occur on important outcomes (intentions to quit). Findings suggest that fear is not only the negative emotion that mediates the effects of health warning statements. While effects do not appear as powerful as fear, the possibility that anger and sadness also act as mechanisms that relate to smokers intent to quit smoking allow health and policy makers to consider health warnings that focus on evoking these affective reactions, or all three emotions concurrently as a means of potentially affecting smoking attitudes, use of a cessation quitline, and behavioural change.
Bowman, et al. (2013) examined the challenges of tobacco industry to legislative endeavors to give further health-related information on retail packaging. The primary issue is taking and obtaining the industry’s intellectual property in Australia. The following challenge involves the tensions connecting graphic images and the First Amendment in the United States. They have argued that the Obama government ought to take advantage of the current window of opportunity to aggressively restrict the industry’s control of its products. The Australian courts have shown that legislation may be employed to heavily restrict the control that industry can exercise over its products. This includes the form in which their products are sold. The absence of express rights, including a right to free speech, arguably provides the Australian government the legislative scope to implement such aggressive measures to curtail this pervasive public health threat and, in doing so, meet its international obligations under the FCTC.

Breland, et al., (2013) examined African-American youth with behavioral health problems can be mostly vulnerable to use of tobacco and addiction; however, little is known about overall prevalence and factors associated with using tobacco in this population. The present research compared rates of tobacco use for African-Americans (aged 13–17) receiving behavioral healthcare services to state and national prevalence rates. In addition, we examined whether tobacco use prevalence was related to treatment characteristics and services rendered. Retrospective chart reviews were conducted at an urban, public behavioral healthcare agency for youth admitted in 2009. Tobacco use rates among African-Americans receiving behavioral healthcare services were similar to, and in some cases, higher than statewide and national prevalence rates. While tobacco users were more expected to be enrolled in a substance abuse program than in a mental health program, no more than 2 of 55 youth reporting tobacco use had received documented
tobacco cessation treatment. Future work is supposed to concentrate on executing tobacco cessation prevention and treatment for these adolescents.

Hernandez & Christi, (2013) examined US Food and Drug Administration has proposed that in addition to text-only warning labels, cigarette packages should be accompanied by explicit pictures of the potential harm that smoking can cause. The aim of this study is an understanding of college students' perceptions of the proposed graphic health warnings and the meanings that they associate with them. Using the Zaltman Metaphor Elicitation Technique, young non-smokers’ insights into the proposed warnings on cigarette packaging were uncovered. The emerged concepts were combined thematically as social, health and policy-related themes.

Zhao, et al (2014) examined the results of cigarette warning labels where text-only or text-plus relevant graphics were used. The labels were framed in terms of either the negative consequences of smoking or the benefits of not smoking. The role of smoking identity – the centrality of being a smoker to one’s self-concept – in the effects of the warning labels was also examined. An experiment was conducted online with 132 college smokers. Participants were randomly assigned to viewing either graphic or text-only labels that were either gain or loss framed. Smoking identity was the measure prior to viewing. The researchers assessed the message evaluations and smoking intentions after exposure as dependent measures. Results suggest that a consistent interaction between framing and graphics emerged across an amount of dependent measures. For graphic warning labels, the loss frame was highly beneficial than the gain frame. For text-only warning labels, framing did not make any difference. This two-way interaction was further fit by smoking identity for some, but not all, dependent measures. Results from
the research support the use of graphic warning labels which focusses the negative health consequences of smoking. Experimental research on graphic cigarette warning labels is limited and rarely thinks about the role of structuring and smoking identity. The research offered an initial test of the difficult communication among these message and audience variables while they jointly influence message reception and smoking intentions.

Dorfman, et al (2014) investigated how tobacco control events were structured in news, legislative testimony, and internal tobacco industry documents before time. Early debate about tobacco is stunning for its absence of the personal responsibility rhetoric prominent today, focused instead on the health harms from cigarettes. The accountability of government, rather than the industry or individual smokers, is mentioned often; solutions focused not on whether government had a responsibility to act, but on how to act. Tobacco lessons can guide advocates fighting the food and beverage industry, but must be reinterpreted in current political contexts. They examined only 2 newspapers and a limited sample of industry documents and legislative transcripts, these findings elucidate a previously unexamined aspect of the history of tobacco control. The data surprised us, no doubt because the present shapes our understanding of the past. The causality frame is peculiar from today’s vantage point because it is rare these days to see tobacco referred to absent its connection to industry. In the early days of tobacco control, however, one could credibly speak about the health harms from cigarettes without evoking the tobacco industry’s role in producing and marketing them. Our investigation of responsibility rhetoric was influenced by today’s political discourse in which we see repeated vigorous attacks on government intervention and calls for personal responsibility even when the issue, like tobacco, has a well-established evidence base for prevention policy involving government action. But exhortations to personal responsibility were not present with any force in discussions about tobacco before 1965.
as the tobacco industry worked to preserve its sales and fight early regulation. The lessons from tobacco control provide much guidance for those fighting the food and beverage industry, but those lessons must be interpreted anew with the current political context in mind.

Pacula, et al., (2014) examined Government agencies in Colorado and Washington are now charged with granting production and processing licenses and developing regulations for legal marijuana, and other states and countries may follow. The research aimed not to address whether marijuana legalization is a good or bad idea but, relatively, to assist policymakers know the decisions they face and some lessons learned from research on public health approaches to regulating alcohol and tobacco over the past 100 years. Based on the US experience with alcohol and tobacco, in which products were directly marketed and promoted to children, new products were developed to attract young users, and high outlet density led to normalized beliefs and increased use, it seems more prudent from a public health perspective to open up the marijuana market gradually, with tight controls to test the waters and prevent gross commercialization of the good too soon. If history is any guide, a laissez-faire approach could generate a large increase in misuse and consequent health and social problems.

Kim, et al., (2014) examined the significance of prohibiting tobacco displays and posting graphic health warning signs at the point of sale (POS). Three variations of the tobacco product display were designed (open, enclosed [not visible], enclosed with pro-tobacco ads) and 2 variations of the warning sign (present vs absent) with virtual store software. In December 2011 and January 2012, the researchers randomized a national convenience sample of 1216 adult smokers and recent quitters to 1 of 6 store conditions
and gave them a shopping task. They tested for the key result of the sign, enclosed display, and their interaction on urge to smoke and tobacco purchase attempts. Results show that the enclosed display significantly lowered current smokers’ (B = −7.05; 95% confidence interval [CI] = −13.20, −0.91; P < .05) and recent quitters’ (B = −6.00, 95% CI = −11.00, −1.00; P < .01) urge to smoke and current smokers’ purchase attempts (adjusted odds ratio = 0.06; 95% CI = 0.03, 0.11; P < .01). The warning sign had insignificant key result on study outcomes or interaction with enclosed demonstration. The above data show that POS tobacco displays influence purchase behavior. Banning them may reduce cues to smoke and unplanned tobacco purchases.

Wakefield, et al., (2014) examined the influence of tobacco control policies and mass media campaigns on smoking prevalence in adults of Australia. Statistics for calculating the average monthly prevalence of smoking between January 2001 and June 2011 were obtained through structured interviews of randomly sampled adults aged 18 years or older from Australia’s five largest capital cities (monthly mean number of adults interviewed: 2375). The impact on smoking prevalence was estimated for increased tobacco taxes; strengthened smoke-free laws; increased monthly population exposure to televised tobacco control mass media campaigns and pharmaceutical company advertising for nicotine replacement therapy (NRT), via gross ratings points; monthly sales of NRT, bupropion and varenicline; and introduction of graphic health warnings on cigarette packs. Autoregressive integrated moving average (ARIMA) models were used to examine the power of these interventions on frequency of smoking. Results show that the mean smoking prevalence for the research time was 19.9% (standard deviation: 2.0%), with a drop from 23.6% (in January 2001) to 17.3% (in June 2011). The best-fitting model showed that stronger smoke-free laws, tobacco price increases and higher exposure to campaigns by mass media independently showed 76% of the decline in smoking prevalence (June 2011 from February 2002).