CHAPTER III

RESEARCH MODEL

The previous chapter gave a strong review of the earlier research conducted and the gaps that exist in those research. Accordingly, in the light of the above review and the discussion that followed, the researcher deems that a study on Effectiveness of pictorial warnings on tobacco products is very much needed.

3.1 Need for the study

First, researches on effectiveness of pictorial warnings on tobacco products have been mostly conducted in western countries (Sabbane, Lowrey, & Chebat, 2009; Fong et al, 2009; Hassan et al, 2007; Hammond et al, 2004; Hammond, 2008; Hammond et al, 2007). But in India, researches done on the effectiveness of pictorial warnings on tobacco products are scarce. There are lot of researches done on tobacco use among school students (Sinha, Gupta, & Gangadharan, 2007; Pal, & Tsering, 2009; Kishore, Garg, & Muzamill, 2007; Rameshwar et al, 2004; Singh, & Gupta, 2006; Majra, & Junita, 2008; Ravishankar, & Nagarajappa, 2009) but researches among college students are scarce in India.
Second, researches on the effect of role of management in colleges and institutions are also scarce. In western countries there are researches done on implementing tobacco prevention policies in schools and colleges (Boyce et al, 2009; Hahn et al, 2005; Goldstein et al, 2009; Boerm et al, 2007; Adams et al, 2009).

Third, there are lot researches done on peer influence (Wilson, 2007; Valente et al, 2007; Green et al, 2008; Lai et al, 2004) parental influence and adult influence (McGee et al, 2006; Barman et al, 2004; Ditre et al, 2007; Avenivoli & Merikangas, 1998; Harakeh et al, 2005; Brook et al, 2006) but these are scarce in India. Hence a study is needed in this field so that it can be used as a prevention tool which can help students to not to use any tobacco products.

3.2 Statement of the problem

Tobacco problem in India is more complex than any other country in the world with a large consequential burden of tobacco related disease and death. According to WHO estimates, about 194 million men and 54 million women use tobacco in smoked or smokeless form in India. In India there more than 5500 young people initiating use of tobacco everyday (Reddy et al. 2008).

According to the report from ”Citizen News Service” posted 28th May, 2009 says that, India's four initial pictorial warnings will include pictures of an ailing baby as a
reminder of the harmful effects of secondhand smoke and of a diseased mouth to show the risk of oral cancer. But it has been changed into diseased lungs and scorpion. The present set of notified warnings are mild, diluted (occupies 40% of the front panel) and moreover they are not field tested. India requires stronger and field tested warnings to reduce tobacco related deaths and diseases.

Tobacco use can be reduced by number of ways. These are implementation of effective pictorial warnings on tobacco products. From the past researchers it shows that pictorial warnings can be used as a effective prevention tool for reducing tobacco to motivate behavioural change. The effective pictorial warning can create fear and threat in the minds of the consumer so that he can be motivated to stop using tobacco products.

Role of management in colleges and institutions has to play a vital role in inculcating value education to students about the harmful effects of tobacco through councellors.

3.3 Objectives

- To study the perception on pictorial warnings as an anti-tobacco use advertising.

- To study the perception on text warning messages as an anti-tobacco use advertising.
➢ To compare the perception of users and non-users of tobacco products on the role of management.

➢ To find out the association between reference groups and tobacco use.

➢ To establish the relationship between pictorial warnings, text warnings, management intervention, reference groups and intentions to change.