CHAPTER VI

DISCUSSION AND IMPLICATION

Pictorial and text warnings on tobacco products in India are in early stage of development. Due to lobbying from the tobacco companies the government of India earlier was hesitant to introduce laws on warning messages however, due to pressure from international and national groups legislated 30th May, 2009 that pictorial or text warnings should be inserted in the packages of the products that cover the products. “Tobacco use is the leading preventable cause of disease and death in the world. According to the World Health Organization, each year 5.4 million lives are lost all over the world because of tobacco use. Out of these 9 lakh deaths occur in India alone. 2500 Indians lose their lives each day because of tobacco use.

Findings indicated that there are more tobacco users than non users. Smoking experimentation is rising among Indian adolescents; therefore it is an alarming signal that most of the tobacco users are starting their tobacco use at an early age group of 14-16. Among these users most of their fathers are not users; this is surprising to see that most of their extended family members are also not users of tobacco products. But, most of their friends are users. This depicts that the respondents are highly influenced by their friends.
This habit of using tobacco would be introduced by their school mates or batch mates or other members of the peer group.

Though the government of India has wanted to create awareness regarding the ill effects of using tobacco products and accordingly the companies have printed pictorial and text warnings but the effectiveness of the warnings are researchable. Hence, the researcher has taken pictorial warnings that are displayed on the tobacco product packages and cigarette packages. Tobacco product packages have “mouth affected with cancer” and cigarette packages having “man showing his lungs affected with cancer” Results show that 63.19 & 56.6 % of the respondents have not recalled the pictures on both the packages. This shows that respondents have not recognized these warnings.

Text warning on tobacco product package is “tobacco kills” (in hindi), and “smoking kills” on cigarette packages. 53.9 % have recalled the text “tobacco kills”, and 72% recalled “smoking kills”.

Text warning on tobacco product package is “tobacco kills”. This was recalled by only 12.6% of the respondents on cigarette packages and 53.9% on tobacco product packages and only 33.5% on both. However, the recall on smoking kills is recalled by substantial number of respondents. The results show that the low recall of pictorial and text warnings indicated that Indians are mindless of the presence of such warnings in the packages of the tobacco products. This has to be taken cognizance because, though, government and the society has recognized tobacco as a menace and thus has resolved
that it has to be eradicated among the younger generation implementation has not been so effective. Such legislations on images and messages are in vogue for almost a decade, yet, the reach has not taken place effectively.

The researcher studied the perception on pictorial warning as anti-tobacco use advertising among tobacco users and non users. It is found that “pictorial warnings made me nervous” and “pictorial warnings made me anxious” differ in the opinion of users and non users on the perception of fear. Non smoker’s perceived fear in their minds more than the users about the harmful effects of using tobacco products. Such fear messages cause so much anxiety and nervousness in them, and that may perhaps, be the reason for restraining themselves from use of tobacco products.

The researcher tested the differences between users and non users of tobacco products in their perception of threat created by pictorial warning. It is found that “pictorial warning made me believe that smoking related disease is a severe health problem” differ in the opinion of users and non users. Non smokers perceived threat in their minds more than the users about the harmful effects of using tobacco products.

The researcher studied the perception on text warning messages as an anti tobacco use advertising among users and non users. It is found that “I am influenced not to smoke by the warning on this package of cigarettes”, “It is good to be influenced by the warning on this package of cigarettes” and “the warning label on this package of cigarettes did not have anything to do with me” differ in the opinion of users and non users on the text warning: smoking kills. Among all the above variables non smokers perceive more about the harmful effects of using tobacco products. For the variable “the message in the warning label on this package of tobacco products is important to me” differ in the opinion of users and non users on the text warning: tobacco kills. Non user
perceive that smoking kills more than the user. It is found that “I am influenced not to smoke by the warning on this package of cigarettes”, “it is good to be influence by the warning on this package of cigarettes” and “the message in the warning label on this package of cigarettes is important to me” differ in the opinion of users and non users on the text warning: tobacco causes cancer. Non users perceive more risk than the user.

Researcher compared the perception of users and non users of tobacco products on the role of management. Variables “counselling helps to reduce tobacco use”, “should create awareness of tobacco use programmes/courses run in my area, “staff /leaders should have in service training in tobacco use reduction”, “should have a structure in place in the event of a tobacco use incident arising” and “college/institution should have a referral system in place in the event of an incident arising due to tobacco use” differ in the opinion of user and non user. Non user perceive more than the user about managements role in tobacco use reduction. The results is a greater subscription to the point that rather than creating threats and fear using pictorial warnings and text warnings, school and college goers could be restrained from substance abuse using reference groups and management of the institutes where they study. The moderating role is significant as this have greater implication on the policy decisions government could take to mitigate substance abuse. Since the majority opinion comes from the users of substances themselves, this would definitely help the country come out of this menace thus helping to build a stronger India.

Researcher investigated the association between reference groups and tobacco use. The association is established separately between the tobacco use and reference groups such as fathers, brothers/sisters, adults and friends. Results show that friends have strong
association with tobacco users rather than other variables like fathers, brothers/sisters and adults. This shows that use of tobacco products are influenced by their friends.

Researcher established the relationship between pictorial warnings, text warnings, role of management, reference groups and intentions to change. For this researcher used fear, threat, smoking kills, tobacco kills, tobacco causes cancer, role of management and reference groups as independent variables and intentions to change as dependent variable. Findings suggest that tobacco causes cancer is the strongest predictor followed by negative prediction by role of management, text warning: smoking kills, fear, negative prediction by text warning: tobacco kills, and reference groups among tobacco users.

For non users fear is the strongest predictor of tobacco use followed by text warning: smoking kills. From the results it shows that users of tobacco products are intended to change on the text warning: tobacco causes cancer. That means if text warnings become harsh then there would be change in his tobacco usage. Non users are more concerned about fear.

For users and non users if the pictorial warning creates fear then their intentions to change would be more, text warning message high fear anti tobacco warnings have greater impact than low fear warnings. Overall, the high fear warning was rated as more effective than the low fear warning since it produced more intense negative feelings and attitudes, as well as more positive behavioural intentions from all subjects. The research generally shows that high fear messages are superior to low fear messages in changing short term attitudes, intentions and some behaviours. For long term effectiveness, a high or low fear message must be accompanied by a specific plan to cope with the threat
(Leventhal, Safer and Panagis, 1983). Based on the research, we had accurately predicted that exposure to an anti tobacco warnings which aroused high fear levels would create more favourable short term attitudes and behaviours toward preventing or quitting tobacco use. Smoking kills make users intentions to change, text warning message tobacco kills make users intentions to change and the influence of reference groups also make users intentions to change.

Numerous studies have been conducted which examine the varying roles of parents and peers on youths’ tobacco use. Findings from this work are mixed. A number of studies point to the greater role of peers in teenagers’ use of tobacco (McAlister et al. 1984; Oetting & Beauvais 1987; Webster et al. 1994; Hu et al. 1995; Rose et al. 1999). Other findings suggest that the role of parents is equal to or greater than that of peers (Eiser & Van der Pligt 1984; Chassin et al. 1995; Bauman et al. 2001). Still other studies suggest that the role of parents and peers varies, with greater and lesser degrees of impact at different stages in smoking behavior (Duncan et al. 1995; Flay et al. 1998). However, in their comprehensive review of the literature, Avenevoli & Merikangas (2003) conclude that the relationship between peer smoking and adolescent smoking is robust, with research providing overwhelming evidence to suggest that the smoking of peers is tied more strongly to adolescent smoking than to the smoking behavior of siblings or parents. Despite the key role of peers in teenage smoking, there is evidence to suggest that specific parental/familial characteristics can serve as protective factors to decrease youths’ vulnerability to peer influences that promote smoking. For example, teenagers are less likely to smoke when parents participate in activities with their children (Krohn et al. 1988), monitor their children’s behavior (Biglan et al. 1995), use positive/authoritative parenting practices (Simons-Morton et al. 1999), are supportive (Chassin et al. 1986), do not smoke themselves (Chassin et al. 1986; Biglan et al. 1995; Simons-Morton et al. 1999), voice strong opposition to smoking (Eiser et al. 1989) and
have intact marriages (Flewelling & Bauman 1990). Additionally, in families where the home environment is stable and where emphasis on education strong, teenagers have been found to have fewer friends who smoke and less intention to smoke themselves (Naughton & Krohn 1988). All in all, these findings indicate that while peers may be tied more directly to the smoking behavior of adolescents, parents are not an invisible force. It seems likely that the influence of parents precedes that of peers, and that their influences are involved in the types of youth teenagers select as friends. By the time youth reach adolescence, the foundation has been laid for youth to take the next few steps on a life trajectory that will or will not most probably include cigarette smoking and a host of other behaviors. Longitudinal research that takes a prospective look at cigarette smoking, beginning with elementary-school-aged youth, is best suited to disaggregate the influences of parents and peers in teenage smoking. To date, research using this approach suggests about equal influence of parents and peers (Chassin et al. 1986; Bauman et al. 2001).

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Research findings reveal that adolescent peer relationships contribute to adolescent cigarette smoking. Youth who are friends with smokers have been found to be more likely to smoke themselves than those with only nonsmokers as friends. Best friends, peer groups and social crowds all have been found to contribute to the smoking or non-smoking behavior of youth. In some cases, reference group influences promote smoking and, in other cases, they deter it. That is, rather than be the result of direct and coercive pressures, decisions regarding smoking behavior have been found to reflect predetermined choices about fitting in, social approval, popularity and autonomy. Parents have also been found to contribute to the smoking or non-smoking of youth. These contexts appear to work, at least in part, by moderating the relationship between peer influence and tobacco use. For some youth, parents and parenting practices serve as a protective barrier against smoking and peer influences on smoking whereas, for others, no such barrier exists. Although research findings have provided us with a fairly clear sense of the terrain where peer relationships and teenage smoking are concerned, there remain numerous gaps in our knowledge about peer influences on tobacco use.

Schools vary according to the collective presence of drug using adolescents, type of drug and alcohol policy, drug availability in the area, stress levels experienced by students, student disposable income levels and indeed the mode of delivery of drug educational material within the school curriculum (Jenkins, 2006). This collective grouping of youths will stimulate the development of poor anti drug using peer groups, and individuals will typify similar behaviors, attitudes and social backgrounds (Headley, 2005). School drug educational interventions have mixed success rates in reducing or indeed dealing with adolescent drug use (Jenkins, 2006). among students in their school was effective in preventing alcoholism, cannabis, and tobacco use". However, research also suggests that life-skills intervention such as Social Personal Health Education (S.P.H.E.) may have an inverse effect on collections of particularly at risk young people, due to the dissemination of drug related knowledge, the potential strength of pro drug
attitudes and peer pressures within the class (Lister Sharp et al., 1999). In light of this, it is seen to be most effective to integrate such life skills interventions with community.

For non users if the pictorial warnings create fear then their intentions to change would be more, text warnings messages smoking kills and tobacco kills make non users intentions to change, role of management intervention make non users intentions to change.

For users and non users fear, smoking kills, tobacco kills and reference groups make users and non users intentions to change.

Role of Management in schools and colleges has to display pictorial and text warnings in common areas in their premises (entrance, class rooms, wash rooms, stair case & library etc) that show the ill effects of using tobacco products (smoked and smokeless). By seeing these pictures frequently the student will start thinking of harmful effects of using tobacco products (smoked and smokeless). These pictures and text warnings have to be rotated every month, so it would be more effective. Students spend most of the time in collages/schools with their friends. More than the sayings about ill effects of using tobacco by fathers/mothers, they would like to take up the words of their friends.
Pictorial and text warnings on tobacco products (smoked and smokeless) are also effective in conveying the ill effects but students (user) see the warning at the time of using tobacco product and for non users that chance is also not there. The person who uses tobacco products (smoked and smokeless) 10 times a day will see or read the warnings 10 times a day. If these types of warnings are affixed in college and school premises then there would be a chance of thinking about ill effects of tobacco consumption by user, and for non user not to take up the habit. Government has legislated that all tobacco products (smoked and smokeless) must contain pictorial and text warnings but it may not be effective in conveying the message and if it advises schools and colleges to display warnings in their premises then it would be more effective in conveying the ill effects of tobacco consumption. Tobacco users has to be pounded with the ill effects of using tobacco then only they will get fear and disgust in their minds.

Family is an important unit in the society and it is made up of families, the strength and size of the society is counted based on number of families. A healthy society is made up of healthy families. Society has to play a major role in eradicating/reducing tobacco consumption. In every society there will be clubs, welfare associations and fan clubs for cine stars. The people who organizes / maintains these clubs has to initiate and guide the other people to put up pictures and text warning messages at public places. Consumption of tobacco is a social problem; it is associated with direct and indirect costs on society due to high morbidity and mortality it causes. Tobacco users spend large amounts of money to purchase tobacco products (smoked and smokeless) and direct medical costs for treating tobacco related diseases and push them to the poverty line. This expenditure on tobacco is a loss of resources that could have been utilized on basic necessities such as food, education, shelter, and health care. Tobacco consumption therefore affects the health, nutrition, education, employment and gender equality of people. Moreover,
tobacco users affect not only their own health but also that of their families and the people around them.