ABSTRACT

Introduction

The purpose of this research is to find out the effectiveness of pictorial and text warnings on tobacco products and the moderating effect of role of management and reference groups. Pictorial warnings on cigarettes and other tobacco product packages are among the most prominent sources of information about the harms of smoking and tobacco use and it is one of the most proven ways to reduce tobacco use. The use of pictures in addition to text greatly influences their effectiveness; pictures are useful in reaching people more effectively than text only warnings. In India, there are 22 different official languages; pictorial warnings would be useful in reaching and conveying the same message to all tobacco consumers throughout the country. Pictures are generally the first thing people looked at and related to, pictures break linguistic barriers and can effectively communicate key messages to illiterate people and from this we can say that pictures speak thousand words.
**Pictorial and text warnings in India**

India implemented pictorial warnings on World No Tobacco Day, i.e. 31st May, 2009. The theme for World No Tobacco Day is “Tobacco health warnings” and the slogan being “Show the Truth, Picture saves lives”. Pictorial warnings in India consist of diseased lungs on cigarettes packages and mouth affected with cancer on other tobacco product packages with text warning “smoking kills” on cigarettes packets and “tobacco kills” on other tobacco product packages.

**Statement of the problem**

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).

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 counsellors.

**Methodology**
Instrumentation

The questionnaire has six parts. The first part measured the background information or demographics, the second part measured the reference group influence, the third part measured recognition of pictorial and text warnings, the fourth part measures the effectiveness of pictorial warnings, the fifth part measures the effectiveness of text warnings, the sixth part measures the effect of role of management.

Administration

The questionnaire was administered to all the 1100 male students. Out of 1100 there are 666 tobacco users and 345 non tobacco users. Yet few questionnaires were not returned and few were unusable and incomplete, yielding a response rate of 91.9 % (1011 usable questionnaires).

Tools used for analysis

The tools used for analysis are MANOVA, Chi-square and Regression.

Findings

Findings indicated that there are more tobacco users than non users.

Among these users most of their fathers are not users; this is some what interesting to see that most of their extended family members are also not users of tobacco products. But, most of their friends are users.
Results show that friends have strong association with tobacco users rather than other reference groups like fathers, brothers/sisters and adults.

For non users fear is the strongest predictor of tobacco use followed by text warning smoking kills, tobacco kills and role of management.

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.