CHAPTER I

INTRODUCTION

In the whole world, India is the third biggest producer of tobacco, and a nation where it is used in a large number of varieties (Nichter, Nichter, & Sickle, 2004). Reports say that consumption of tobacco products is on the rise in India among the younger generation. Tobacco products are used in many ways, such as smoking cigarettes, chewing of gutkha and khaini. Growing countries such as India and China has a threat of more than 80% deaths due to tobacco consumption (Bloomberg, 2008).

Tobacco use frequency in India has escalated in the last decade and has become gradually more usual in terms of the societal demography of users, location, age, tobacco product selection and accessibility of a wide range of tobacco products. In relation to youngsters, study implies a considerable social change relating to tobacco use is taking place. India undergoing a gradual spate of socioeconomic growth in last few decades is witnessing a steady rise in tobacco, use and it has become increasingly widespread in the societal demography, in particular, of the younger generation. History has shown that, when a country experiences widespread and dramatic socioeconomic changes, substance frequently resounds within the sphere of substance use. Accordingly, the prevailing social environment has its own influence on tobacco use. The Global Tobacco Survey says that in the whole world India takes the second place in tobacco consumption. It also
reported that 15% of the children between the age group of 15-18 are tobacco users. This figure, though appears to be small is alarming because today’s casual use may become tomorrow’s ‘Scourge of the Society’. Substance abusing youngsters become substance abusing adults, harming current and future citizenry in a vicious ‘recycling’. Specifically, early tobacco use is particularly troubling because the earlier in life who start to use tobacco products are less likely to stop and more likely to become heavy tobacco users (USDHHS, 1994). Global report indicates that most of the adult smokers took up the habit before age 19 and about half of adult smokers began before age 13 (USDHSS, 1994). Use of tobacco by the students has been called a ‘Pediatric epidemic’ because of rising level of its use and dreadful public health implications. Within the framework of the social surroundings, the weakening in academic performance, increase verbal exploitation, deficiency, fighting, absenteeism, or abandonment are noticeable indicators of tobacco use. The World Health Organisation (WHO) predicts that the yearly figure of tobacco associated deaths is expected to touch 15 lakhs by 2020 that accounts for around 13% of all deaths in the country.

Quint of the most important manner in which tobacco is used in Southern part of India, the place of the current study, cigarettes & smoking (smoked form), and gutkha, khaini & pan (smokeless form). In India the production of cigarette showed a steady increase. Between 2000–2001, 91,400 million sticks were produced and this figure was likely to top 100,000 million sticks in between 2001–2002 (Padmanabhan & Dikshit, 2001). The Cigarette usage found to be soaring our country with around 110 billion cigarettes sold every year (the equivalent of US$2 billion in gross revenue). In India during 1990–95, the per capita consumption of cigarettes has raised a difference it contributes with only two other nations: Indonesia and China (The World Bank, 1999). During this period, the actual charge of cigarettes reduced by 45%. Yet despite the fact that India’s cigarette tax is considered low by global standards, its contribution from
tobacco is 90% of the government’s income (Bose, Bamzai, Mohan, & Chawla, 2001). Significantly, in India the sales for single stick cigarettes are more than 65%. The cost of a single cigarette ranges from US$ 0.04–0.06, depending on the brand. Even though comparatively cheap, cigarettes found to be 8 to 10 times more high-priced than bidis. Not like bidis, cigarettes are a greatly advertised product in which themes of sports, romance, sophistication, and adventure are well-known. Consequently, cigarettes have come to be related with the higher sophisticated lifestyles and socioeconomic position (Gupta, Mehta, Pindborg, Bhonsle, Murti Daftary and Aghi, 1992). The distribution of Cigarettes is carried out by a highly classy marketing network, which extends to even the most remote village shops.

Times of India (2011) reported that according to the WHO’s latest figures 33% matured Indian males and 18.4% matured Indian females use smokeless tobacco and the related numbers for those taking a puff stands at 24.3% males and 2.9% females respectively. Among the youngsters, 19% males and 8.3% females use different varieties of tobacco. It is understood from the WHO’s report on the worldwide tobacco endemic that almost 6 million people will be killed due to the usage of tobacco this year globally. More than 50 lakh will be users and those addicted to tobacco but have since broken up. And, the remaining will die from being exposed to tobacco smoke. According to WHO, tobacco leads to the death of around 80 lakh a year by 2030. Tobacco consumption is one of the major contributors to the non-infectious diseases endemic, indicating respiratory diseases, cancers, heart disease and stroke, and estimates 63% of deaths.

Currently, more than half the population globally live in nations where anti-smoking measures have taken in some or the other form such as health warnings, anti-
tobacco mass-media campaigns, cigarette taxes and cigarette packs. According to the World Health Organisation report, there are 425 million citizens in 19 countries — around 6% population globally — where ban on marketing of tobacco are in place, and most of them are from under developed and developing nations. WHO says, the tobacco endemic will continue expanding by way of marketing, growth of population in countries, where usage of tobacco is rising and also because of the "addictive nature" of nicotine.

Other findings show that, since 2008 more than 16 countries have implemented smoke-free laws nationally covering all working areas and public spaces. On the whole, 739 million citizens from 31 nations are protected due to comprehensive smoke free laws. Further, at state or local level through smoke-free laws, 210 million people are protected, a gain of 100 million from the year 2008. In the past two years, 23 countries, with a population of nearly 20 lakh, have come up through powerful mass media campaigns regarding the dangerous consequences of tobacco use.

WHO report says that, large, vivid health warning labels on the packages of tobacco are an obligatory element of a national scheme to cut tobacco usage. Study from World wide has exposed that large, pictorial warnings are highly efficient at reporting consumers concerning the health hazards of tobacco use, encouraging smokers to give up and demotivating non-tobacco users, as well as youngsters, from talking to this habit.

The days in high and higher secondary school and college days are the time of transition and one transition that students may make is a non smoker to an occasional
smoker to a regular smoker, as is apparent in the spectacular rise in the utilization of tobacco products among the pupils. Schools and colleges differ according to the shared presence of tobacco using students and type of tobacco policy, available in the area, student disposable income levels, stress levels experienced by students, and the manner of relief of tobacco educational information within the school syllabus. The juvenile and the college years are particularly important period in the growth of long term smoking habits because while at this point, students look for, or discover themselves with new freedom to make choices, including the option to use tobacco products. Once the decision to smoke has been attained, the students are likely to carry on smoking. A recent study identified the consumption of tobacco by 70% of college students in several Indian cities (Rudra, 2011).

Researches on social science suggest that the influence from peoples such as peers, friends, and family members to help reduce tobacco use. Public campaigns that include warning messages and pictures on tobacco products dissuade from engaging in tobacco use (Balch, 1998; Chassin, Presson, & Sherman, 1984; Maxwell, 2002). In an experimental study, it was found that men showed tendency to be more open and at risk to anti-smoking messages and more likely to involve in anti-smoking activism when they were in their inner circle as divergent to an out-group. Conversely, women inclined to make a distinction among in-group and out-group smokers concerning their acceptance of smoking, openness and propensity to anti-smoking messages and possibility of appealing in anti-smoking activism. (Bhatnagar & Samu, 2009).
The Executive Director of Voluntary Health Association of India, Bhavna Mukhopadhyay reported that "It is heartbreaking to see that India, where more than 2,500 citizens are dying daily because tobacco usage, took about two years to finally advise the younger set of admonitions. Nevertheless, representatives from civil society and activists from public health think that the harsher pictures will simply appear on smokeless tobacco products, whereas smoking forms like bidi and cigarette packets will bear lighter pictures"

The substantial risks of using tobacco products have been made by the Union Government of India and a law to prevent substance misuse has been proclaimed. The law requires that the tobacco product manufacturing companies should not advertise, sponsor cultural and sports events and prohibits smoking in public areas and the sale of tobacco products to minors aged less than 18 years. More importantly, the legislation requires that there should be graphic or text warnings of advices with a sign of tar and nicotine content of tobacco products. India has ratified the FCTC adopted by the World Health Assembly in May, 2003 with few other countries. The warnings either pictorial or text is perceived as an important source of information regarding the dangerous consequences of tobacco use. It is expected that the tobacco product users on seeing the advertisements actively watch, read, think about, and discuss these graphic and text warnings and are likely to stop or to decrease the use of the products. The chronology of orders / legislations on pictorial warnings against smoking is given below:

Nov-2001: Supreme Court bans smoking in all public areas.
May-04: A law banning advertising on tobacco, sports sponsorship and cultural events organised by tobacco companies, smoking in public areas and sale of tobacco products to citizens younger than 18 years comes into force.


Sept-08: The Supreme Court refuses to stay the government notification seeking to impose a ban on smoking in public places from October 2, 2008.

Oct-08: The Prohibition of Smoking in Public Places Rules 2008 comes into effect. The law has stiff fines for offenders.

May-09: All cigarettes manufactured in India after June 1 must carry a specified illustration of diseased lungs on front of the pack.

The report suggests that the tobacco industry across the world spends billions of dollars each year on promoting cigarette smoking. The industries justify their expenditure in that exposure to tobacco advertising has an influence on smoking initiation among adolescents (Biener & Siegel, 2000). Tobacco use advertising has been so successful, in that another type of advertising campaign that counters the effects of these tobacco ads, known as counter marketing has also emerged. In fact, there is now emerging evidence that anti-tobacco mass media campaigns that contain text and pictorial warnings in the packages are effective in reducing adolescent tobacco use (Siegel, 2002). However, additional research is required in Indian setting to realize that what aspects of media campaigns are most effective and how these campaigns interact with school and
college going students smoking status to produce positive behavioral changes. Therefore, this study focuses on the following objectives.

1) To study the perception on pictorial warning as an anti-tobacco use advertising.

2) To study the perception on text warning messages as an anti-tobacco use advertising.

3) To compare the perception of users and non users of tobacco products on the role of management.

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

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

1.1 Tobacco Advertising

Tobacco companies continue to allege that the purpose of cigarette advertising is to promote loyalty on brand and brand switching among youth (Fischer, Schwartz & Richards, 1991). Yet, a large body of experiential literature now exists that links tobacco advertising and promotion to youth cigarette smoking. (Feighery, Borzekowski, Schooler, 1998; Pierce, Choi, Gilpin, 1998; Pollay, Siddarth, Siegel, 1993; Aitken, & Eadie, 1990; Tye, Warner, Glantz 1987). Taken together, these studies show that tobacco advertising directly targets the adolescents and adults. (Arnett, & Terhanian, 1998; Pierce, Gilpin &
Burns, 1991), youngsters and adults are familiar with and identify particular imagery and lettering used in tobacco advertising campaigns and children with greater attentiveness and most non negative thoughts towards cigarette advertising are further liable to smoking (Pierce, Choi, Gilpin, 1998; and Evans, Farkas, & Gilpin, 1995). Additionally, adolescents buy the most profoundly broadcasted brands, and adolescents brand preference varies in synchrony with related to advertising campaigns nationally. Billboards facilitated the tobacco industry by providing a comparatively low down cost technique for cigarette broadcasting and are used to attain whichever a wide viewers or exact targeted people (Schooler, Basil, and Altman, 1996). Since the stationary place of billboards, and the reality that many citizens use the similar travel ways to work, school, shopping, etc., billboard promotion has what the advertising industry calls a high "impression rate". Billboards are repeatedly looked at by the same people, raising their value high.

1.2 Anti-tobacco Advertising

Furthermore, research on anti-tobacco advertising suggests that advertisements that generate strong reactions triggering their emotions have a greater appeal and impact on tobacco using school and college students than that elicits a weak emotional response. The Associated Press reported in March, 2012 that the U.S Centres for Disease Control and Prevention has implemented a 54 million dollar U.S television advertising campaign meant at shocking tobacco users to quit that habit. Though not released on a daily basis, it hopes to influence as many as half lakh Americans to quit smoking. The audacious guess is based on earlier research that found forceful anti-smoking campaigns using hard-hitting graphics sometimes led to decrease in tobacco consumption. After decades of decline, the tobacco consumption in U.S has slowed down at about 20% in recent years.
It was reported that an advertisement with strong negative messages were seen by teens as more effective than other strategies (Biener & Siegel, 2000). Siegel (2002) reported that strong messages with an emotional appeal could be considered when examining the effectiveness of anti-tobacco campaigns. Research on advertising in general has found that emotional reactions result in the overall effect of the advertisement (Edell & Burke, 1987).

In the U. S on June 22nd, 2009 a law was signed under the Family Smoking Prevention and Tobacco Control Act and this legislation offers the FDA the power to legalize the producing, promoting, and marketing of tobacco products to guard health of the citizens. According to the Section 201 (part d) of the legislation which covers warnings on tobacco product and disclosure reveals that set of laws will need “color pictures showing the harmful effects of using tobacco consumption” to go with text warnings on cigarettes. These harsher warning labels have to cover on the front side and back side of the tobacco product packages, and it has to cover 50 % on both sides of the package. The law also needs that the Secretary of Health and Human Services implement a regulation requiring realistic pictorial warning labels on tobacco product packages by July 2011. This latest regulation is likely to carry the U. S more in line with Australia, Canada and many European countries that presently use realistic pictures with harsh text messages on tobacco product packages in most of the cases.

1.3 Global regulation on text and pictorial warnings
In order to address the global problem of tobacco consumption, an innovative public health treaty called the FCTC was ratified by the WHO in an attempt to reduce tobacco supply and consumption (see http://www.fctc.org/). The main purpose of the FCTC is “labeling of tobacco product packages” provision that needs health warnings to cover at least 30% of the primary exhibited area on tobacco product packaging. These package warnings may be in the form of pictures, text messages, or a mixture of pictures and text. According to WHO FCTC as of 19th October 2014 there are 179 parties, represent billions of consumers worldwide. As ideas from FSPTC Act and FCTC move forward, it is essential to identify what kinds of warnings are highly helpful and the essential methods as to why such warnings might work. Many nations have decided to use a different pictorial warning, which includes realistic representations of the harmful effects of using tobacco products.

To control the epidemic of tobacco, the WHO FCTC, the world’s first health treaty come from the year from the year 2005. From June 2010, 171 parties had ratified FCTC. Close to 150 nations that have approved the treaty are asked to enforce beneficial policies on tobacco control. Recommendations for putting smoke-free policies in to practice (FCTC - Article 8) and pictorial health warnings (Article 11) correspondingly, between 2007 and 2008 these were accepted by the parties at the second and third WHO FCTC Conferences. The comprehensive smoke free policies have been implemented by nations such as England, Spain Ireland, Uruguay, France, Italy (McNabola, A., and Gill, L.W, 2009; Thransher, .F., Boado, M., & Sebric, E.M. (2009 and Chang, Chung, Yu & Chao, 2011). In addition to that, over the last decade, more than 30 nations such as Australia, Canada, Singapore and Brazil have implemented graphic cigarette warning labels to
increase awareness among public about the harmful effects of smoking and to encourage users to stop.

Briant, (2011) reported that on November 10th, 2010, The FDA Centre for tobacco Products, US released a 140 page document titled "Required Warnings for Cigarette Packages and Advertisement Proposed Rule." Lately there are two new kinds of warnings for cigarette packages enacted under FDA tobacco regulatory law. The set forth rule summarizes the changes in the present cigarette package text health warnings and also recommends particular color vivid warning pictures to go with the new text warnings. The Food and Drug Administration law says that nine new text health warnings has to show on a rotary basis on cigarette packages in either white text on black background or black text on a white background. These new text health warnings will substitute the present Surgeon General's health warnings that appear on cigarette packages. The following are the nine new warnings:

• WARNING: Cigarettes are addictive

• WARNING: Cigarettes cause cancer

• WARNING: Tobacco smoke can harm your children

• WARNING: Cigarettes cause fatal lung disease

• WARNING: Cigarettes cause strokes and heart disease
• WARNING: Smoking during pregnancy can harm your baby

• WARNING: Smoking can kill you

• WARNING: Tobacco smoke causes fatal lung disease in nonsmokers

• WARNING: Quitting smoking now greatly reduces serious risks to your health.

The new text health warning labels has to go together with a pictorial health warning which displays the harmful effects of smoking. These color realistic pictures would go with the new text warnings on the top half of the frontside and backside of packages on every tobacco product package and should be noticeably observable below the wrapping.

FDA in its planned rule integrated instances of 36 dissimilar anticipated realistic health warning pictures and the agency aimed to choose 9 of the 36 pictures as the final realistic health warnings by June 22, 2011.

In addition, the FDA is recommending that the graphic warning labels along with text messages has to be there on box containing cigarettes and it should cover 50% front and back side of the container box. It is essential to mention that the FDA law which is approved by the congress requires graphic warning labels along with the text messages on single package of cigarettes, but not on box which contains cigarette packets. Yet, the above mentioned body recommends changing the tobacco regulatory law by adding requirements, which includes a novel meaning of "package" to entail "a pack, box,
carton, or container of whatever sort in which cigarettes are put up for trading, selling, or else disseminated to people."

As first steps from FCTC and ahead of step from FSPTC Act, it is significant to see what kinds of warning labels are most helpful and the essential methods as to why that warning labels might work. Several nations preferred to apply a mixture of warnings with pictures that frequently contain highly graphic representations of the ill effects of cigarette smoking. Various current preliminary qualitative studies in the US recommend positive effects for warnings with colorful pictures. According to a study sponsored by CDC conducted in US on focus groups of smokers and nonsmokers with sample size of 11, and the results show that respondents who observe pictorial warnings of Canada believe these warning labels as highly useful and comparatively more helpful than the current warning labels of the US (O’Hegarty, Linda, Nelson and Wortley, 2007). O’Hegarty et al., (2007) made a final determination on both smokers and nonsmokers; warning labels that combine harsh, colorful pictures with forceful spoken information (e.g., “Cigarettes Cause Lung Cancer”) are professed as highly useful. Among the few investigational studies on effectiveness of pictorial cigarette warning labels, Kees, Burton, Andrews and Kozup (2006) discover that combining pictures and text warning labels presently implemented in the US can reduce the professed magnetism of the cigarette package and raise smokers’ aim to stop using further than only applying the text warnings. In summation, in an assessment of present warning labels on cigarettes in US versus present Canadian warning labels (combination of verbal and images)

Peters, Romer, Slovic, Jamieson, Wharfield and Mertz (2007) found that labels printed in Canada make a meager positive reaction for both US smokers and nonsmokers
with no signs of suspicious responses from smokers. Regardless of this current study on graphic warning labels, the most important unanswerable question relates to the specific methods at work that may account for the efficacy of graphic warning label and by what means efficacy might be enhanced. For instance, Kees and contemporaries show that graphic warning labels may multiply strength, only they don’t classify the reason (i.e., likely essential methods) . Peters and contemporaries observed wide-ranging emotional reactions (positive/non positive) to diverse Canadian graphic warnings in use.

1.4 Indian regulation on text and pictorial warnings

Lancet (2004) stated that in India the law has come in to force to ban tobacco advertising, cigarette smoking in civic areas, sports sponsorship, tobacco companies organising cultural events, and sale of tobacco products to minors. This law in addition stresses that there must be pictorial warning labels and sign to indicate content of tar and nicotine on cigarette packages. With this forbid, India became the seventh nation to sign the FCTC implemented by the World Health Assembly in the month of May, 2003. Even though the COTPA Act, 2003 is regarded as the worst anti-tobacco act worldwide, a great deal would rely on the means act is enforced. In the beginning, only necessities describing to the bar on publicity in outdoor media, print, and electronic, smoking in civic areas, and selling of tobacco products to youth less than 18 years was made compulsory. Set of laws on nicotine and tar content and printed pictorial warnings was gone through afterwards, as such warning labels were even being built up; regulations on tar and nicotine content were nevertheless determined; and laboratories indicate such substance were not so far in position. The regulation itself had some ambiguity; for instance, it lets off “point of sale” publicity and shows at storehouses. Later, in a study among law imposers in Goa and Delhi; anywhere smoking in open areas is previously
prohibited; discovered that 60% of policemen and other implementing officials believed smoking in open space is a small violation and that 53% of them smoke or have other dependencies.

The health ministry of the Government of India understanding that more awareness needed to create either through stringent laws or through public displays pronounced that all tobacco product manufacturing companies should cover 40% of their packaging with pictorial or text warnings indicating the harmful effects of using tobacco. It reported that pictorial warnings on tobacco packages would prove to be a deterrent to tobacco usage. The deterrent effect may trigger an emotional belief that lead to producing fear, a feeling of being threatened, developing defensive avoidance, perceived manipulation, and perceived message derogation resulting in intentions to convert.

1.5 The Emotional Appeal

Pictorial warnings use pictures which depict visuals that remind ill effects of smoking. Even though some investigators suggest that disturbing tobacco product packages degrade and embarrass young people, which reduces the attractiveness of the warnings (Wilson, Jo Peace, Li, Edwards, Hoek, and Stanley, 2009), health warning messages which are long used non positive effect, ideas in the strain of horror appeal to get notice and prompt act in efforts to sway consumers to vary negative thinking (e.g., Hornik 2002; Worden and Slater 2004). In summation, such fearful view efforts can be useful in existing over the unfair and deep-rooted initial views and knowledge about stopping that tobacco product users are expected to hold (Petty and Cacioppo 1986;
Slovic 2001). In summation, there is significant support in the text that reminds a non negative linear association among fear arousing conditions and message acceptance (Berkowitz and Cottingham 1960; Janis and Leventhal 1968; Leventhal 1970; Leventhal and Niles 1965; Sutton 1982). The meta-analysis done on more than hundred editorials on fear appeals and an assessment of various diverse fear appeal conceptualizations, Witte and Allen (2000) concluded that “the harsher the terror obtaining by a fear appeal, the more convincing it is.” The results from this meta analysis recommends that stronger fear appeals outcome intention, better thoughts & behavior modifications. Witte and Allen (2000) observe the significance of investigating particular message uniqueness that may also assist why some fear appeals do superior than others. To make the most of the opportunity for a preferred reaction or defensive act (e.g., change in behavior, change in posture), it is essential for the terror appeal to influence opinions of harshness and vulnerability (Rogers 1975, 1983) and not to remind a suspicious reaction to care. For instance, a graphical warning on cigarette packages should make the risk of illness “real” to smokers’ and also make them visualize that they are at jeopardy of getting the illness if smokers do not give up smoking. It is too significant for horror appeal to converse that behavioral modification will lessen the risk the horror plea communicates (i.e., reply efficiency) and to provide a individual assurance that they can effectively implement transformation in behavior (intentions to change) (Rogers 1975, 1983). People who are smoking are required to feel positive that they can prevail over their tendency and really stop using and that, by giving up; their possibility for sickness will be considerably shortened. Depending on the character of the horror plea, among two one challenging answer is accepted; moreover controlling threat or controlling horror (Leventhal 1970). Controlling threat is the required reaction since it is extra probable to contribute to modify in behaviours, attitudes and aims. Controlling horror responses (e.g., denial, defensive avoidance, reactance, enhanced anxiety) are not likely to effect in behavioral adjustment. Tough horror pleas may create both fear and threat control reactions, although pleas that are efficient at passing on the efficiency of the reaction and/or that the core is accomplished of doing the required reply must create a advanced possibility of
behavioral transformation (Rogers and Melbourne 1976; Witte and Allen 2000). Instead, if an individual experiences an elevated degree of risk as of a horror plea, but consider that behavioral modification will not subdue the danger or that they will be not be able to modify the behavior, the reaction may be suspicious relatively than subservient. In Witte and Allen’s (2000) Meta-analytic thinking, the meaning characterizes that formed the most potent possessions on attitudes and purpose was severe. Even though Witte and Allen are not able to see what species accounts for the harsh effect of rigorousness, they reflect that it might be appropriate to the “intense and repeatedly frightening pictures” integrated as works of extra current manipulations. Reliable with Witte and Allen, we observe visual pictures of harmful effects as being nearly linked to user awareness of rigorousness. Pictures which are frightening have the potential to be highly original and served to more carefully than other sort of the message, and this may improve required possessions. Therefore, the focal point of our work is to decide whether altering the line drawing of pictorial warning labels on package of cigarettes influences reminded fear and, in turn, whether this enhances their attempt to stop smoking.

Ahead of the standard theoretical clarifications of how fear works (e.g., Leventhal 1970; Rogers 1975) and Witte and Allen’s (2000) Meta-analysis, it is significant to converse about precise results from the literature of fear which are relevant to the work. Among the not many works that examine the strength of fear pleas for levels high versus low, Keller and Block (1996) find that excitement and expansion are explanation moderators to look at. They prove that high-fear pleas are expected to be not as much of effective when people elaborate on the difficulty, which consequences in protective affinities, such as avoiding messages. Showing other people in the message and giving confidence on purpose of the message may be efficient in lessening trouble expansion (and subsequent trouble averting), delivering the higher horror plea in force. In one more research by Das, De Wit, and Stroebe (2003) used fear pleas to encourage susceptibility.
In act, susceptibility the fear plea persuaded had non negative linear influences on feelings and objectives, yet in circumstances in which the disagreement feature was inadequate and the menace was not serious. Keller (1999) advised that horror initiating messages are further efficacious in favour of individuals who are previously convinced (against the “unconverted”). Still, a low against modest level of horror provocation was examined by Keller. In one more meta analysis, Keller and Lehmann (2008) remark that the majority past researches probing the utilization of fear in defensive wellbeing deeds do not stimulate elevated levels of danger. Therefore, Keller and Lehmann came to a conclusion that modest-fear pleas appear to be extra efficient than low-fear pleas (transversely all stages of involvement), however researchers are not able to examine the effect of elevated fear pleas in the meta analysis.

In the past, advertisement and promotion copy test research has used belief measures and message recall (Pechmann and Andrews 2010), as well as behavioural reactions to promotional stimuli (Brown and Stayman 1992; Lutz 1985), to assist in the assessment of promotion efficacy. Even though extra vivid pictorials are expected to give a positive impact on intent to stop using throughout the degree of panic induced, extremely vivid pictorials might cause non positive effect on copy test variables, such as package attitude and recalling of the message. We imagine that users will not have more positive evaluations of cigarette packages that include vivid pictorials giving reminder about the health outcomes of smoking than packages that take in less vivid cautions. Furthermore, we imagine that exceptionally vivid pictorials inducing fear will intervene through the dispensation and understanding of the positive admonition message text (Wyer 1974) and contain a non positive influence on recalling of the message. In favour of these vivid warnings, we also anticipate that fear is extra powerfully associated with intent to give up smoking than both recalling of the message or feelings toward the promotion incentive (i.e., packaging of cigarette). This too indicates a powerful intervene
position of fear in touching intent. In summing up, this formulation advises that the influence of ever more vivid pictorials is suitable to further of a fear-support trail to see than an programme that is associated to recalling of the message or promotional attitude.

1.6 Reference Groups

According to Bearden & Etzel (1982), a reference group is referred to as an individual or a group of people that significantly influences an individual’s behavior. Hyman (1942) first used the term “reference groups” in order to denote groups that are used as standards by an individual in order to determine the individual's own status position. Hyman was looking at the individual’s perception of his/her own status position as compared to his/her reference groups, reference individuals, and reference categories. Since its introduction, the reference group concept has been used and defined in several ways.

Reference groups can wait on a normative function, which results in the reference groups establishing and enforcing norms or behavioral criteria for a person. It can serve in this capacity to the extent that the person is a member of the group, and the group holds control over rewards that are desired by the person. These rewards can and often do include continued membership in the group.
Research findings in many different countries have lent credence to a reference group influence effect. Reference groups have been found to be related to attitudes and behavior modification. Existing studies on societal impact confirm that documentation as of reference groups help reduce harmful activities such as tobacco use, substance abuse and unsafe sexual activity (e.g., Balch, 1998; Chassin, Presson, & Sherman, 1984). Whereas various service campaigns for public persuade citizens to discourage others as of involving in unsafe activities (e.g. from the campaign ‘‘Friends Don’t Let Friends Drive Drunk’’ - The Ad Council and U.S. Department of Transportation), reason that develop or reduce the possibility of those really liable so ought to have extra exploration. Real and professed obstacles be required to over and over again period be succeeded ahead of citizens be enthusiastic to work lying on behalf of a reason (Oegema & Klandermans, 1994), in addition to the propensity to forget or reduce threat messages are basic obstacles to undertake suggested measures (Rogers, 1975, 1983). Researchers, for that reason, take out from the writing within psychology, sociology, and research on consumer to see the impact of personal and interpersonal aspects - distinctively, sexual category of protesters and group-membership of smokers - on several anti-smoking activism associated results to contain message vulnerability, anti-smoking message openness, activism probability, and acceptance for smoking. Researchers process the personal features of threat appeal (i.e., venturesomeness; Bruning, Kovacic, & Oberdick, 1985) and position of smoking as changes to parse distant dissimilarity in activism results that are linked to them. Citizens cognitive responses to tobacco users, whether they would express anti-smoking emotions to users, and their inspiration for prevailing are furthermore investigated in categorize to achieve deeper approach into professed instructors and obstacles in the anti-smoking involvement method.

1.7 Management Intervention
According to Jenkins (2006) the scales differ accordingly towards the combined occurrence of youngsters using drugs, kind of drug and policy towards alcohol, availability of drugs in the region, student stress levels, usable student revenue levels and certainly the method of deliverance of drug instructive matter inside the school syllabus. This combined combination of youngsters would encourage the growth of individuals and poor anti drug among peer group would symbolize related thoughts, feelings and societal surroundings (Headley, 2005). Instructive involvements of school drug encompass varying rates of success in cutting down or really involving by means of teenage use of drug (Jenkins, 2006). "Involvements which are interactive like planned discussions among group to facilitate learning, relation among peers and the improvement of the spirit and skills interpersonally are further efficient than involvements that are not interactive like instructive wisdom related training" (Tobler, 2000, p331). Hansen and Graham (1991, p416) found "that a curriculum which was normative in teaching intended to make incorrect observations concerning the occurrence and adequacy of substance misuse amongst teenagers in their school was useful in averting use of alcohol, use of tobacco and cannabis". Though, investigations hints that skills in life, involvement like S.P.H.E might cause an opposite result on assortments of principally threatening teenagers, because of public exposure to information linked to drugs, the probable effectiveness in support of drug feelings and stress from peers stress within the class (Lister Sharp et al., 1999). In illumination of this, it is considered to be the majority in efficient to combine like skills in life which involves with the public.