INTRODUCTION
CHAPTER - I

INTRODUCTION

1.1: INTRODUCTION

In the last two decades, the system and structure of media has undergone a dramatic transformation at both global and national level. Information has become a product to be used for catering to the media’s vast business interest and their owner’s benefit. The invention of new technology in communication process and intervention of business in media activities have created a need to redefine the media’s traditional image.

In the earlier days, both the print and electronic media had a limited geographical reach. However, the modern technologies have made possible a village newspaper to have a global access and electronic media to reach every corner of the world. Today, by its powerful role of dissemination of information, media has brought the world in a small close knit system where people can adopt a diverse nature of culture into their lives. Media enjoys a unique place and privilege in our society. It plays both the negative and positive roles in creating and shaping the public opinion either directly or indirectly.

The major share of revenue to the media industry comes from business. Business uses media in its communication strategies to stimulate people to buy more of their products. In this process, the products like alcohol and tobacco are also being widely promoted.
In India, the production and consumption of alcohol and tobacco products are legally allowed with some restrictions. These products, on the one hand, fetch revenue to the state exchequer and provide employment to the millions of people. On the other hand, the consumption of these products adversely affects the health, family system and social environment. Despite of these adverse effects, the consumption of these products has been increasing in recent years.

India holds the 29th position in the average annual consumption of alcohol. It has increased to a little less than 30 per cent in the last five years\(^1\). The accounted sale of alcoholic beverages amounts to Rs. 6,076.97 crores in the year 2002-03 which was Rs. 5,084.67 crores in the year 1997-98\(^2\). Similarly, the tobacco consumption has also increased to 480 million kilograms in the year 2002-03 from 406 million kilogram in 1981-82. Of the total consumption of tobacco in 2002-03, only 14 per cent is constituted by cigarette consumption and the balance of 86 per cent is made up of a large number of tobacco products such as beedi, gutka, khaini, zarda and snuff\(^3\). In Karnataka, as per the records of state excise department, the alcohol consumption increased to 2,94,245 litres in 2004-05 from 1,62,711 litres in 1997-98. Of the total consumption in 2004-05, 42 per cent is constituted by arrack, 34 per cent by liquor and 24 per cent by beer\(^4\).

\(^4\) Karnataka at a glance for respective years, Bangalore: Directorate of Economic and Statistics, Government of Karnataka.
The increase in alcohol and tobacco consumption is caused by various factors. Among them, media is considered as an important factor which influence people to start, to increase, to decrease or to quit the consumption of alcohol and tobacco. Media is being used as a powerful channel by both the parties who are in favour of promoting the consumption and by those who are against the consumption. Business people use media to promote their products through various items ranging from regular brand advertising to the programme sponsorship. In addition, role models are used to endorse the products as a mode of appealing to youngsters and glamorising the products. In addition, the government and non-government organisations (NGOs) use media to educate people about the ill effects of the consumption. The efforts of these agencies are focussed on not to de-promote any particular product but the consumption in general.

The consumption of alcohol and tobacco products is associated with high social cost. According to the Dr. Anbumani Ramadoss, Union Health Minister of India, “while tobacco industry in India is worth about Rs. 35,000 crores, the government and the private sector are spending an equal amount in treating people suffering from diseases caused by tobacco use*5. Therefore, in order to reduce the social cost, many countries have taken different remedial measures of which, regulating Alcohol and Tobacco Related Media Contents (ATRMC) is the major one.

In India, the government has announced a complete ban on the direct and indirect advertisements of alcohol and tobacco products in print, electronic and outdoor media except at the place of Point-Of-Sale (POS). Further, the Government of India has implemented the *Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act – 2003*, which put restrictions on smoking in public places and on the size, number and content of tobacco advertising where tobacco products are legitimately offered for sale. In a continuous effort to curtail the consumption, the government has amended to this Act in 2005 by announcing a ban on the display of tobacco products or their use by characters in television and movies⁶. However, this amendment is yet to be implemented.

Even though the regulations are changed, media is still disseminating the alcohol and tobacco related promotional messages. It is true that media not only provide space for business but also for government and social institutions to curtail the consumption. In the present study, the various ATRMC that are intended to increase the sale of product or consumption are grouped as *Intentionally Promoting Products* (IPP) and *Unintentionally Promoting Consumption* (UPC). Similarly, the ATRMC that are intended to decrease the consumption are grouped as *Intentionally De-promoting Consumption* (IDC) and *Unintentionally De-promoting Consumption* (UDC).

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1.2: NEED FOR THE STUDY

The use of alcohol and tobacco products is widely spread and socially accepted. The consumption of these products causes major health, social, and financial problems that haunt poor people more than the rich. The consumption is influenced by various internal and external factors where media has a more significant importance than others.

In the present world of electronic age, the mass media have found to be influential in creating, shaping, and changing the attitudes and beliefs of people. As the world moves towards development, the importance and effects of mass media also increase. As the media is an independent industry, it is available to both the agencies which are in favor of promoting the consumption and those which are against the consumption. Business people use media to promote their products. In contrast, the government and social organizations have been attempting to educate people about the ill effects of the consumption. Hence, in this situation, where media plays both the positive as well as negative roles, a need was felt by the researcher to analyze how far the media is effective to influence the consumption (to initiate and to increase or decrease) of alcohol and tobacco products in Karnataka state.
1.3: REVIEW OF LITERATURE

The menace of alcohol and tobacco consumption is not restricted to any particular region. It is a global issue. To know the prevalence of consumption and to evaluate the various influencing factors, numerous studies have been conducted all over the world. The literatures of such studies are available in print and electronic formats. In the present study, an attempt has been made to review such available literatures which provide an integrated picture of various aspects of the research problem.

Following are some literatures that focus on the prevalence of consumption of alcohol and tobacco products in Karnataka state.

The National Family Health Survey – 2 (1998-99) reveals that, in the Karnataka state, 16 per cent of men aged 15 years and above drink alcohol but only negligible proportion of women drink alcohol. The proportion of men who drink alcohol rises with the age upto 40-49 years where it reaches a high of 27 per cent. The prevalence of alcohol among men is slightly higher in rural areas than in urban areas and men in household with a low standard of living are three times more likely to drink alcohol than men in households with a high standard of living. In case of tobacco, smoking among men is much more common in rural areas than in urban areas and is three times higher among illiterate men than men who have completed at least high school. Chewing pan masala or tobacco is more common in rural areas than in urban areas among both men and women. The prevalence is inversely related to both education and the standard of living.

The study conducted by Isabel Martina Paul (1999)\(^8\) aimed at describing the variables associated with alcohol use among college students. A total number of 731 students aged between 18 to 22 years were selected from eight colleges in Bangalore. Semi-Structured Schedule was used to collect the socio-demographic data and the TIC (Temperament and Character Inventory) was used to assess differences between people. The study reveals that majority of the students have started consuming alcohol between 17 and 19 years of age and the main influential factors were friends and parents.

Vivek Benegal and other (2000)\(^9\) have emphasised on the social cost of alcoholism in Karnataka. A total number of 113 male patients admitted to a special de-addiction service for alcohol dependence in NIMHANS were taken for assessment. The social cost checklist was administered to the patients to collect the information relating to private and external cost of alcoholism. Private costs comprise the costs that are directly borne by the individual consumer whereas external costs include the health costs incurred by the government and private sectors. The monthly expenditure of patients on alcohol, as the study reveals, was more than their monthly earnings. The monthly earnings of the alcoholics were likely to be reduced because of absenteeism, sickness and unemployment. As the alcoholics get less income, they are more likely to incur loans. The study also reveals that the social cost of alcoholism far outweigh the benefits accrued from the sale and taxation of alcohol.

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In the book *The Tobacco Menace*, Hemant Goswami (2005)\(^{10}\) has discussed the tobacco related Indian laws. The book mainly focuses on the various provisions of “Cigarettes and Other Tobacco Products (Prohibition of Advertisements and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” and the subsequent amendments made to this Act in 2004 and 2005. The Act, under section 4 (Rules 2005), prohibits any sort of advertisements of cigarette and other tobacco products. However, the advertisements at the POS are allowed with some restrictions on size of the board used and display of the warning labels. In addition, the Act prohibits the display of tobacco products or their use by any individual or person or character in cinema and television programmes. The prohibition is also extended to brand names or logos of tobacco products which form a part of the pictures in any form of print or outdoor media or footage to be aired through any form of electronic media.

Gururaj G. and others (2006)\(^{11}\) have conducted a study on the burden and socio-economic impact of alcohol in Bangalore. The study was conducted between March 2004 and January 2005 on a sample of 3,258 individuals in the age group of 16 - 60 years drawn from four different population segments with rural, town, slum and urban background. The study reveals that 33 per cent of the adult population including 2 per cent women regularly consume alcohol for different self-described reasons. The study also reveals that the overall health status was poor among alcohol users when compared with non-users. This indirectly translates to poor quality of

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life, enhanced socio-economic hardships to family members and increased expenditure on health problems in deprived economic situations. In the context of either limited or inadequate health care services available in rural and transitional areas, the alcohol-related health problems, over a period, will pose a major burden on the existing health care system.

In the following pages, the empirical studies conducted on the distinct role of media on alcohol consumption are reviewed.

Warren Breed and James R. De Foe (1981) have conducted a study to understand how the alcohol education is going on through the portrayal of the prime-time television shows in the United States. The study focussed on two types of shows such as situation comedies and one-hour dramas. Ten episodes of each of the fifteen situation comedies and five episodes of each of the fifteen dramas were monitored for a total of 150 hours of airtime. The characters in the shows were classified and studied on different variables like sex, age, socio-economic condition of the character, nature of the character, drinking habit, level of drinking and nature of consumption. The analysis of data indicates that there are four purposes of drinking which dominated the shows such as drinking for the anticipated effects of alcohol, drinking as a secondary to some other goals, ceremonial drinking and drinking for manipulation. Finally, it is suggested that the television legitimises the use of alcohol in many ways. The legitimating is more influential when it is conveyed through glamorous actors.

Charles Atkin, John Hocking and Martin Block (1984)\textsuperscript{13} have conducted a study on association between the amount of naturalistic exposure to alcohol advertisements and the amount of reported alcohol consumption by teenagers. In the study, alcohol was considered in three forms (Beer, Wine and Liquor) along with non-media variables like peer influence, parental influence and church attendance. The study was conducted on a sample of 665 teenagers of the seventh to twelfth graders. The study concluded with that the relationship between the exposure to advertisements and the alcohol consumption in relation to liquor is strongly positive, beer – moderate and wine – weak. Peer influence had a bigger role in beer and wine drinking. Parental influence was lower in all the cases.

Aitken P.P. and others (1988)\textsuperscript{14} have surveyed 433 Glasgow children aged between 10 to 17 years to study the influence of television alcohol advertisements on under-age drinking. The study discloses that under-age drinkers tend to be more appreciative of alcohol advertising and tend to be more adept at recognising and identifying the brand imagery in television alcohol advertising. Finally, it is indicated from the study that alcohol commercials on television are reinforcing under-age drinking.


Gary M. Connolly and others (1994)\textsuperscript{15} have conducted a longitudinal study, carried out in New Zealand, on the investigation of the associations between alcohol consumption at the age of 18 years and alcohol related mass media communications recalled at the ages of 13 and 15 years. The alcohol related mass media materials were categorised as commercial advertising, moderation message and the portrayal in entertainment. Of the total number of alcohol related mass media communications recalled at the age of 13 years, 38 per cent were commercial advertising, 40 per cent were moderation messages and 22 per cent were entertainment. In contrast, 58 per cent were commercial advertisements, 19 per cent were moderation messages and 23 per cent were entertainments which were recalled at the age of 15 years. It is clear from the study that there was an increase in the recall of commercial advertisements at the age of 15 years when compared to the age of 13 years. Males who recalled more alcohol promotions at the age of 15 years tended to consume maximum amount of beer.

The objective of the study conducted by Saffer Henry and Dave Dhaval (2002)\textsuperscript{16} was to examine the relationship between alcohol advertising bans and alcohol consumption. The study reveals that the ban on alcohol advertising leads to decrease the consumption, which in turn leads to decrease the probability of enactment of new bans and undermine the continuance of existing bans. This results in the increasing of consumption of alcohol at a slower rate.

\textsuperscript{15} Gary M. Connolly, Sally Casswell, Jia-Fang Zhang and Phil A. Silva, "Alcohol in mass media and drinking by adolescents: a longitudinal study". \textit{Addiction}, 89(10), October 1994, Pp. 1255-1263.

The study conducted by Fleming Kenneth and others (2004)\textsuperscript{17} examined the impact of alcohol advertising on perceptions and intentions of people between two age groups such as 15 to 20 years (n=608) and 21-29 years (n=612) to drink alcohol. The findings of the study show that advertising was influential in shaping young people's attitudes and perceptions about alcohol related messages. The study also reveals that the effects of alcohol advertising on 'intentions to drink' of those who are in the age group of 15 to 20 years were mediated by cognitive responses to advertising messages and positive expectancies.

Ellickson Phyllis L. and others (2005)\textsuperscript{18} have conducted a study to examine the relationship between exposure to different forms of alcohol advertising and drinking practices among the United States adolescents. The study was also related to assess whether exposure to alcohol and drug prevention programmes mitigates any such relationship. A sample of total 3,111 adolescents, including 1,206 non-drinkers and 1,905 drinkers, were assessed in connection with four types of alcohol advertising like television, in-store displays, magazines and concession stands. The other variables included in the assessment were measures tapping social influences, social bonds, problem behaviour, alcohol beliefs, television exposure and demographics. According to the study, several forms of alcohol advertising predicted that the 'adolescents drinking' is depended on prior

\textsuperscript{17} Fleming Kenneth, Thorson Esther and Atkin Charles, "Alcohol Advertising Exposure and Perceptions: Links with alcohol expectancies and intentions to drink or drinking in Underage youth and young adults", \textit{Journal of Health Communication}, Vol. 9, Issue 1, Jan 2004, Pp. 3-29.

experience with alcohol and 'alcohol prevention programmes' which could help adolescents limit their exposure to the sources of advertising.

The empirical studies conducted on the distinct role of media on tobacco consumption are reviewed in the following pages.

Aitkin and others (1991)\textsuperscript{19} have conducted a study on possibilities of predisposing effects of cigarette advertising on children's intention to smoke when older. A total number of 640 Scotland children in the age group of 11 - 14 years, were selected and interviewed twice in 1988 and 1989. Of those, 54 children have positively responded and 46 children have negatively responded towards the intention to smoke when older. The analysis of the study reveals two major findings. First, children whose intentions to smoke when older became more positive between two interviews, tended to be more aware of cigarette advertising at the time of first interview. Second, children whose intention was not to smoke when older became more negative between the interviews, tended to be less appreciative of cigarette advertising at the time of first interview. Finally, the study concludes with the perception that cigarette advertising has predisposing as well as reinforcing effects on children's attitudes and behaviours with respect to smoking.

The study conducted by Michael Klitzner and others (1991) examined the relationship between cigarette advertising and smoking experimentation. The study was based upon ‘effects model’ of advertising exposure derived from the theories of memory and attention. It was assumed in the study that experimentation with cigarette would make respondents to attend and retain information from cigarette advertising (a selective exposure effect) and exposure to the advertising themselves would make respondents to experiment with cigarettes (an effect of advertising exposure). The results of the study support both the assumptions of the selective exposure effect and an effect of advertising exposure.

Sharad G Vaidya and others (1995) have conducted a national wide study on the effects of tobacco sports sponsorship in connection with children’s knowledge, perceptions and initiation of smoking. In this study, a WILLS world cup – 1996 cricket series which was sponsored by the Indian Tobacco Company (ITC), a subsidiary of British American Tobacco (BAT), was taken for evaluation. In this series, 12 nations were participated in 36 matches played over a period of one month. Throughout the series, WILLS (cigarette brand) was extensively advertised on television, newspapers, magazines and hoardings with WILLS logo on the players’ T-shirts and on the playground. A total number of 5,822 children, including 65 per cent boys and 35 per cent girls of 13 to 17 years of age, were selected for the study. The study reveals that sports sponsorship by tobacco industry is very effective in

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initiating smoking habit among children. 9.91 per cent of 5,165 of previous non-users of tobacco were initiated into the smoking habit after the series. The brand promotion created by ITC through this series was so pervasive and persuasive. It appeared to have an overall effect on the peer environment of the child.

In the longitudinal study conducted by John P. Pierce and others (1998)\textsuperscript{22}, a total number of 1,752 adolescents were interviewed in 1993 and re-interviewed in 1996. The main thrust of the study was to evaluate the association between the receptivity to tobacco promotional activities and progress in smoking up-take process. Adolescents, in the study, are categorised as 'non-susceptible never smokers', 'susceptible never smokers', 'experimenters' and 'established smokers'. The study reveals that one-third of non-susceptible never smokers with minimal receptivity at base line in 1993 are influenced to start smoking and a majority of the experimenters are influenced to continue smoking until they become addicted. The study also reveals that the tobacco advertising and promotional activities are casually associated with young people 'starting to smoke'.

Cornelia Peachmann and Chuan-Fong Shih (1999)\textsuperscript{23}, in their experimental study, analysed the effects of smoking in feature films on youths and the ability of anti-smoking advertising to nullify those effects. For the study, 800 ninth graders of California and two youth oriented feature films named 'Wild at Heart (1990) and Reality Bites (1994) were selected. The emotional reactions of the respondents during watching the smoking scenes in movies and their smoking related thoughts, beliefs and intent were recorded and assessed. The findings of the study reveal that the smoking scenes positively aroused young viewers by enhancing their perceptions about smokers' social status and increasing their intent to smoke. However, showing an anti-smoking advertising before the film effectively nullified such effects.

In the paper presented at WHO International Conference on Global Tobacco Control Law, Ambika Srivastava (2000)\textsuperscript{24} has focussed the role and responsibility of media in global tobacco control with special reference to India. The present scenario of four P's of marketing followed by various tobacco companies and issues about how the media is being used by these companies to promote the products are discussed in this paper. The paper concluded with a few suggestions about how the multi-media campaign strategy should be used to control the tobacco menace.


The study conducted by Padmakali Mishra and Gopa Bhardwaj (2000)\textsuperscript{25} was designed to examine the attitude of smokers and non-smokers towards advertisement ban. The authors opined that the 'peer group' and 'family members' play an important role in inducing smoking behaviour in a child and mere banning of advertising while encouraging manufacturing is hypocritical in the extreme. It will do very little to bring down cigarette sales as the statutory warning put people away from smoking. The authors suggested that instead of prohibiting the advertisement, which is not a significant strategy to curb the smoking behaviour, a practice of 'moral persuasion' should be used for discouraging tobacco consumption.

Cornelia Pechmann and Susan J Knight (2002)\textsuperscript{26} have conducted an experimental study on the effects of advertising and peer group on the beliefs and intentions of the ninth graders about cigarette consumption. The study also assessed the impact of anti-smoking advertisements both alone and in conjunction with other stimulants like cigarette advertising and peer smoking. The findings of the study indicate that the joint effects of advertising and peer smoking enhanced the beliefs and intentions about cigarette consumption. On the other hand, anti-smoking advertisements shown in conjunction with cigarette advertisements evoked unfavourable thoughts about peers shown smoking and prevented smoking promoted cigarette advertisings.


\textsuperscript{26} Cornelia Pechmann and Susan J Knight, "An experimental investigation of the joint effects of advertising and peers on adolescents' beliefs and intentions about cigarette consumption", \textit{Journal of consumer Research}, 29, June 2002, Pp. 5-19.
The study conducted by Marvin E Goldberg (2002)\textsuperscript{27} examined the extent to which the representation of cigarettes in movies and advertisements plays a role in the smoking behaviours of adolescents. In the study, over 1,700 Hong Kong adolescents were interviewed in order to examine the relationship between different patterns of exposure to media and smoking–related behaviours. The different patterns of exposure to media include ‘level of exposure to movie and videos’, ‘exposure to advertising for cigarettes’ and ‘access to promotional activities for cigarettes’. The smoking-related behaviours include ‘cigarette smoked in last week’ and ‘intention to smoke in the future’. The study reveals that the smoking related media contents play a confirmatory and supportive role on youth’s smoking related behaviours. It is also revealed that youths who have already experimented with smoking are more attracted by the effective portrayals of cigarettes in the media.

The Global Youth Tobacco Survey (2004)\textsuperscript{28} conducted by the NIMHANS research team in Karnataka focussed on the prevalence and behavioural determinants of tobacco use among school students in 13 - 15 years of age group. The study covered a total number of 1,800 students from 3 - 10\textsuperscript{th} grades of high schools from 12 districts of the state. The study observed that the parental use of tobacco and the mass media have a very strong impact on children to use tobacco products.

The study conducted by Bansal R. and others (2005)\textsuperscript{29} is focussed on analysis of cigarette advertisements targeted at different socio-economic groups, women and youth in Mumbai. The study was conducted for two weeks that involved observation, documentation and collection of cigarette advertising on billboards, store-fronts and at POS along with thorough-fares, content analysis of news, film industry, women's magazines and newspapers. The study reveals that the cigarette smoking has developed sophisticated campaign targeting men, women and children in different socio-economic groups. Many of these strategies circumvent the Indian tobacco advertising ban. Understanding these marketing strategies is critical to minimise the exploitation of loopholes in tobacco control legislation.

Hemanth Goswami and Rajesh Kashyap (2006)\textsuperscript{30} have focussed, in their study, on the incidents of tobacco use in the Indian movies released in 2004-05 and the influence they created on young peoples' mind. The main objective of the study was to examine the actual impact of smoking / tobacco scenes on youngsters. In the study, the association of tobacco with glamour, style and emotional stress was analysed in 110 Hindi movies. Response from 1,126 youngsters was collected through a survey questionnaire to understand the impact of movies on the minds of these people and their opinion. It was found in the study that showing tobacco use in movies has a considerable influence on youngsters and increased their

receptivity to use tobacco in terms of instigation to consumption, to recall brand and to adopt a particular style of consumption.

1.4: STATEMENT OF THE PROBLEM

The use and abuse of alcohol and tobacco products is a worldwide phenomenon. The problem of addiction to these products is one of the major causes to many psychological and physiological abnormalities. More than this, the menace of addiction disturbs the family life, education of children and social status of the addicted persons and leads to increase in the social cost. The high social cost outweighs the benefits to the state exchequer accrued by these products.

The government, business and media are the major players in increasing prevalence of alcohol and tobacco consumption. Government, on the one hand, permits the production and sales and, on the other hand, restricts the promotional activities of these products. Similarly, the business lobby of these products is strong and always keeps on skirting the government's restrictions. In this complex situation where the government and business play a distinct role in connection with alcohol and tobacco products, media set a stage for all the activities that leads to promote as well as de-promote the consumption. In addition, media itself disseminates both the favourable and unfavourable messages about the consumption through its various entertainment programmes.
Several studies have been conducted on the distinct role of media in connection with alcohol and tobacco products at global as well as national level. However, no such study has been conducted so far in Karnataka state. It is known from the review of literature that all the studies conducted so far are concentrated on some aspects of the research problem. No single study has been found which focussed on the combined effects of print, electronic and outdoor media on consumption of alcohol and tobacco products. Hence, in order to fill this wide gap in knowledge, the present study is undertaken. Accordingly, the statement of the problem is titled as, "ANALYSIS OF MEDIA INFLUENCE ON CONSUMPTION OF ALCOHOL AND TOBACCO PRODUCTS IN KARNATAKA STATE".

1.5: OBJECTIVES OF THE STUDY

The overall objective of the study is to analyse the media influence on consumption of alcohol and tobacco products in Karnataka state. In order to achieve at the overall objective, the following specific objectives are set for the study.

1. To study the role of media in connection with alcohol and tobacco products.

2. To examine the exposing behaviour of people towards media.

3. To examine the exposing behaviour of people towards various alcohol and tobacco related media contents.

4. To assess the nature of alcohol and tobacco consumption.

5. To analyse the media influence on initiation of alcohol and tobacco consumption.
6. To analyse the media influence on change in the level of alcohol and tobacco consumption.

7. To assess the role of government in moderating media influence on alcohol and tobacco consumption.

8. To offer useful suggestions to moderate media influence on alcohol and tobacco consumption.

1.6: HYPOTHESES OF THE STUDY

Based on the detailed review of literature, experience and observation, the present study begins with the following hypotheses.

1. There is no significant association between alcohol related media contents intended to initiate the consumption and socio-economical characteristics of people.

2. There is no significant association between tobacco related media contents intended to initiate the consumption and socio-economical characteristics of people.

3. There is no significant relationship between exposure to UPC items which appeared in print, electronic and outdoor media and change in the level of alcohol and tobacco consumption.

4. UPC items which appeared in print, electronic and outdoor media are not significant predictors of change in the level of alcohol and tobacco consumption.
5. There is no significant relationship between exposure to UDC items which appeared in print, electronic and outdoor media and change in the level of alcohol and tobacco consumption.

6. UDC items which appeared in print, electronic and outdoor media are not significant predictors of change in the level of alcohol and tobacco consumption.

7. There is no significant relationship between exposure to IPP items which appeared in print, electronic and outdoor media and change in the level of alcohol and tobacco consumption.

8. IPP items which appeared in print, electronic and outdoor media are not significant predictors of change in the level of alcohol and tobacco consumption.

9. There is no significant relationship between exposure to IDC items which appeared in print, electronic and outdoor media and change in the level of alcohol and tobacco consumption.

10. IDC items which appeared in print, electronic and outdoor media are not significant predictors of change in the level of alcohol and tobacco consumption.
1.7: RESEARCH METHODOLOGY

In order to attain the objectives of the study, the following methodology has been adopted.

**Universe of the study:** The Karnataka state is taken as the universe of the study. The state consists of 5,28,50,562 population comprising 2,68,98,918 males and 2,59,51,644 females. The literacy rate in rural areas is 67.04 per cent and in urban areas it is 81.05 per cent. Geographically the state has been segmented into four divisions namely Bangalore, Belgaum, Gulburga and Mysore consisting of 27 districts and 175 taluks.

**Sources of Data:** In the study, both primary and secondary sources are used to collect the necessary information. Primary information has been collected from the sample respondents by using scheduled questionnaire method. As the study is focussed on current consumers of alcohol and tobacco products, the informal observation and interview methods were used to identify the current consumers before administering the questionnaire. The secondary information has been collected from various published and unpublished sources like research work, books, journals, magazines, newspapers and government statistical reports. The secondary information has also been collected through the internet.

**Questionnaire:** The questionnaire was used in the study to collect the primary data as a major tool. The questionnaire had three schedules. The first schedule covered the questions relating to the socio-economic profile of respondents and their exposing behaviour towards print, electronic and outdoor media. The second schedule was meant for collecting the
information about the nature of alcohol and tobacco consumption by the respondents. This schedule also covered the questions pertaining to the media influence on initiation of consumption. The third and last schedule focussed on the questions about the exposure to and influence of various ATRMC on increase or decrease in the level of consumption. The model questionnaire is given in the Appendix - 13.

Sample design: The Stratified Random Sampling technique has been used to select the respondents to represent the diversified characters of population. A total of 500 respondents are selected from four divisional zones of the universe in proportionate to the population as per census 2001.

Analysis of Data: To analyse and interpret the primary data, four variables such as geographical location, sex, age group and socio-economic status (SES) of respondents are taken as independent variables. The six-point scale has been used to determine the SES of people based on education, occupation and income. Similarly, based on the exposing behaviour towards print, electronic and outdoor media, the respondents are grouped into three categories of degree of exposure (i.e. low, medium and high). The statistical tools such as percentage, average, chi-square, correlation and regression analysis are used to analyse the primary data. In addition, the tables and figures are also used in presentation to make data easily understandable.
1.8: LIMITATIONS OF THE STUDY

Following are the important limitations of the study.

1. The study is confined to the respondents aged 18 years and above who are exposed to at least any one of the various forms of print, electronic and outdoor media.

2. Among many factors that determine the SES of people, only the education, occupation and income are taken into consideration.

3. Since the study is focused on the 'current consumers' of alcohol and tobacco products, the 'past consumers' and 'susceptible never consumers' are not considered.

4. Since the study is focused on the direct influence of media on initiation and decrease or increase of the consumption, the indirect influence of media on perceptions, attitudes and behaviours of people towards the consumption as well as the brand choice has not been considered.

5. All the alcohol and tobacco related messages disseminating through the regular programmes / contents of media are considered as 'unintentional advocacy of media'.

6. Since the sample size is too small, the results of the study are confined only to the samples selected and cannot be generalised.
1.9: CHAPTER SCHEME

The present study is organised under eight chapters. These chapters are arranged in such a manner that a logical sequence is maintained.

The first chapter deals with the introductory part of the study. It covers the need of the study, review of literature, statement of the problem, objectives, hypotheses, research methodology and limitations of the study.

The second chapter consists of two parts. The first part deals with the brief profile of the study area and the second part provides information about the distribution of study subjects based on various characteristics like geographical location, sex, age group, education, occupation, income and socio-economic status.

The third chapter provides a theoretical background of media, alcohol and tobacco. The types, functions and effects of media are discussed under the concept of media, whereas the brief history, types of products, forms of consumption and effects of consumption are covered under alcohol and tobacco concept. In addition, the chapter also deals with the present scenario of media, alcohol and tobacco in Karnataka.

The fourth chapter throws light on the role of media in connection with alcohol and tobacco products. In this chapter, four types of alcohol and tobacco related media contents have been discussed in detail. This chapter also deals with the role being played by various agencies in moderating the media effects.
The fifth chapter is devoted for the analysis of media exposure. It includes the exposing behaviour of the study subjects towards various forms of print, electronic and outdoor media.

The sixth chapter is focussed on the analysis of various factors related to alcohol and tobacco consumption. It covers the age of respondents at first time consumption, periodicity of consumption, forms of consumption, reasons for starting consumption, awareness about ill effects, attempt to quit and change in the level of consumption.

The seventh chapter is devoted for the analysis of media influence on consumption of alcohol and tobacco products. This chapter covers the influence of alcohol and tobacco related print, electronic and outdoor media contents on initiation of consumption as well as on increasing or decreasing the level of consumption.

The eighth and last chapter highlights the findings with suitable suggestions and concluding remarks.

The appendices of the work cited in text and bibliography are presented at the end.