FINDINGS, SUGGESTIONS AND CONCLUSION
CHAPTER – VIII

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The technological advancement has changed media remarkably in recent years. This change is going to be still dramatic in the coming years. In the years to come, the understanding and analysing of information would be further complicated by the 'information overload'. Media, being an industry, always looks for higher prosperity. It is widely available to all the agencies that are intended to use it for both constructive and destructive purpose. As far as alcohol and tobacco products are concerned, media is playing both favourable and unfavourable roles, by just providing space to both the agencies who wish to promote and those who wish to curtail the consumption. In addition to this, media unintentionally disseminates various alcohol and tobacco related messages through its programmes / contents. Thus, all the ATRMC are grouped into four categories such as UPC, UDC, IPP and IDC.

In the present study of analysing the media influence on consumption of alcohol and tobacco products, 500 respondents have been selected from four divisions of the Karnataka state and distributed on the basis of locality, sex, age and SES. The SES is determined by using '6 - point scale' to education, occupation and income level of respondents. The locality, sex, age and SES are considered as independent variables and used to analyse the exposing behaviour of people towards media, to analyse the alcohol and tobacco consumption and to analyse the influence of media on alcohol and tobacco consumption. Further, the statistical tools like chi-
square test, correlation analysis and regression analysis are used to test the hypotheses.

The outcome of the study are summarised under the heading of 'findings'. Based on the findings and personal observation of the researcher, the study offers some useful suggestions to moderate media effects. The study is ended with concluding remarks and scope for further study.

8.1: FINDINGS OF THE STUDY

The important findings of the study are as follows.

A. General Profile and ATRMC

1. Majority of the respondents represents urban area (54.8 per cent) and male category (80 per cent). The mean age of the respondents is 35.06 years where the minimum age is recorded as 20 years and maximum 67 years. The majority of the respondents fall in the age group of 20-29 years.

2. The non-professional graduates (36.80 per cent), employees working in government or private organisations (29.4 per cent), people having income from Rs. 9,000 – 12,000 (25.40 per cent) and people with medium SES are highly covered under the study.

3. Alcohol and tobacco related messages are being extensively disseminated through media in different forms. Media disseminates both the unintentional and intentional messages which are intended to promote as well as de-promote the consumption of alcohol and tobacco products.
B. Exposure to Media

1. Majority of the respondents read newspapers (70.8 per cent) and magazines (42.20 per cent) regularly. The regular reading habit is more among urban people, males, people in the age group of 20-29 years (newspapers) and 40-49 years (magazines) and people with high SES.

2. Majority of the respondents (47.60 per cent) listen to radio regularly. Regular listening to radio is high among urban people, males, people in the age group of 30-39 years and people with high SES. 74.4 per cent of respondents watch television regularly where 22.4 per cent do not watch regularly and only 3.2 per cent do not watch at all. The regularity of watching television is high among all the segments of people.

3. The use of recordings like cassettes, CDs, VCDs and DVDs is not much common among people. Only 29.8 per cent and 21 per cent of respondents use recordings regularly and not regularly. The use of recordings is high among urban people, males, people in the age group of 20-29 years and people with high SES.

4. Equal number of respondents watch movies in theatres regularly (37.4 per cent) and not regularly (37.2 per cent). Watching movies in theatres is high among urban people, males, people in the age group of 20-29 years and people with low SES which is against the exposure to television.

5. As special skill and knowledge is required to use internet, only 23.4 per cent of respondents are found using internet regularly whereas majority (61.6 per cent) do not use. Like the use of recordings, the use of
internet is also high among urban people, males, people in the age
group of 20-29 years and people with high SES.

6. No respondent has been left without having exposure to outdoor media 
where 97.8 per cent and 2.2 per cent of respondents have regular and 
not regular exposure.

7. The exposure to newspapers, magazines, radio, television, recordings 
and internet has increased in accordance with the increase in SES of 
the people. However, watching movies in theatres is inversely related 
with the SES of the people.

8. More number of the urban people, males, people in the age group of 
40-49 years and people with high SES represent a high degree of 
exposure as against the rural people, females, people aged 50 plus 
years and people with low SES who represent low degree of exposure 
to print media.

9. Majority of the respondents have a high degree of exposure to 
electronic media (46.4 per cent). Majority of urban people, males and 
high SES respondents have a high degree of exposure to electronic 
media. On the other hand, majority of the rural people, females and 
persons with low SES have low degree of exposure. People aged less 
than 30 years and 50 plus years have a high and low degree of 
exposure to electronic media.

10. Majority of the respondents (45.40 per cent) have a high degree of 
exposure to total media including print, electronic and outdoor. As like 
electronic media, urban people, males, people aged 20-29 years and 
persons with high SES are more in high degree of exposure to total
media whereas people in rural, females, 50 plus years and low SES segments represent low degree of exposure.

11. The respondents representing medium level of degree of exposure are moderate in all the cases. The degree of exposure to print, electronic and total media is positively related with the SES of the people.

C. Consumption of Alcohol and Tobacco Products

1. Majority of the respondents (37.4 per cent) consume both alcohol and tobacco products whereas 34.2 per cent and 28.4 per cent of respondents consume only the alcohol and tobacco respectively. The consumption of alcohol is high among urban people, males, people in the age group of 40-49 years and people with high SES whereas tobacco consumption is high among rural people, females, people in the age group of 50 plus years and people with low SES.

2. The average age of the respondents at first time consumption of alcohol and tobacco is almost same (Alcohol – 22.55 years and Tobacco – 21.8 years). The minimum age of the respondents at the first time consumption of alcohol is recorded as 10 years and tobacco as 8 years. The maximum age at first time consumption is recorded as 40 and 49 years in case of alcohol and tobacco respectively. The alcohol consumers have 11.88 years of association with consumption whereas it is 13.56 years in case of tobacco consumers.

3. Majority of the people started consumption of alcohol (70.67 per cent) and tobacco (61.09 per cent) when they were in the age group of 18-27 years. Urban people, males and people with medium SES are high in starting alcohol consumption when they were below 18 years of age.
whereas rural people, females and people with low SES are so in tobacco consumption. People in the age group of 20-29 years are high in starting both alcohol and tobacco consumption when they were below 18 years of age.

4. Majority of the respondents consume alcohol (58.38 per cent) and tobacco (86.02 per cent) regularly and the rest are occasional consumers. As the SES of people increases from low to high, the percentage of regularity of alcohol and tobacco consumption decreases.

5. Majority of the people consume beer (49.16 per cent) which is followed by liquor (31.28 per cent) and arrack (11.73 per cent). Beer consumption is high among urban people, males, people aged 20-29 years and people with high SES whereas consumption of arrack is high among rural, females, people aged 50 plus and people with low SES.

6. Majority of the respondents consume tobacco in the form of smoking (44.07 per cent) which is followed by chewing (40.73 per cent) and applying (5.78 per cent). Smoking is high in the segments of urban, males, 30-39 years and medium SES. In contrast, the chewing and applying form of tobacco use is common in rural, females, above 39 years and low SES segments.

7. Majority of the tobacco consumers (26.75 per cent) started consumption on experimental basis whereas it is only 23 per cent in alcohol category. The use of alcohol and tobacco as a measure to get rid of the physical or psychological strains is high among rural people, females and people with low SES.
8. Majority of respondents are aware of the ill-effects of alcohol and tobacco consumption. However, the unawareness is high among rural people, females, people aged 50 plus and people with low SES in case of both alcohol and tobacco products.

9. Majority of the tobacco consumers (53.80 per cent) and minority of the alcohol consumers (44.97 per cent) have attempted, at least once in the life, to give up their habits. In support to the attempt made by the respondents to quit the habit, majority of the tobacco and minority of the alcohol consumers are addicted to the consumption.

10. Majority of the respondents have opined that their consumption has decreased in the past two months where the consumption of 32.96 per cent alcohol and 29.79 per cent tobacco consuming respondents has increased.

D. Media Influence on Consumption

1. Media has influenced only 25.98 per cent of alcohol and 19.76 per cent of tobacco consumers to start the consumption. Among the various media contents, the character of TV/radio/movies is found to be highly influential on initiation of both the alcohol and tobacco consumption.

2. Although the majority of the respondents have exposed to UPC items which appeared in print media, the influence is negligible on increasing the consumption. In contrast to the UPC items, although the amount is less, the UDC items which appeared in print media have considerable influence on respondents to decrease the alcohol and tobacco consumption. This influence is more on the people with high SES. The
influence of IPP items of print media is negligible to increase the consumption.

3. The IDC items which appeared in print media have considerable influence on decreasing the consumption of alcohol (7.26 per cent) and tobacco (11.55 per cent) products. Urban people, males, people aged 20-29 years and people with high SES are more open to get influenced by alcohol and tobacco related IDC items.

4. The influence of alcohol and tobacco related UDC and IDC items are positively associated with SES of people. It means the people with high SES are more likely to decrease their consumption under the influence of UDC and IDC items.

5. Majority of the people have exposed to UPC items which appeared in electronic media. However, the influence is to the tune of 8.38 per cent and 4.56 per cent in case of alcohol and tobacco consumption respectively. Similarly, the consumption of 17.04 per cent of alcohol and 10.33 per cent of tobacco consuming people has been decreased under the influence of UDC items.

6. Majority of the people have exposed to alcohol related IPP items which appeared in electronic media whereas it is minority in case of tobacco. The influence of IPP items is negligible.

7. The influence of IDC items of electronic media is considerably high where 18.16 per cent of alcohol and 20.97 per cent of tobacco consumers reported that their consumption has decreased under the influence of IDC items. As in print media, the influence of IDC item of electronic media is positively related with SES of people.
8. Majority of the people have not exposed to UPC and UDC items which appeared in outdoor media. Accordingly, the influence is also very low. Although majority of the people have exposed to IPP items which appeared in outdoor media, the influence is negligible in increasing the consumption.

9. Influence of tobacco related IDC items (30.70 per cent) which appeared in outdoor media is more than two times higher than alcohol related IDC items (13.13 per cent).

10. The comparison of the print, electronic and outdoor media with each other throw light on the following findings.

- Electronic media is effective in increasing the consumption through UPC items and in decreasing the consumption through UDC items than other media.

- No media is found effective in increasing the consumption through IPP items.

- Outdoor media is more effective in decreasing the consumption through IDC items than other media.

11. There is no significant association between alcohol related media contents intended to initiate the consumption and individual characteristics like locality and sex, whereas a significant association is existed with the age and SES of the people. On the other hand, no significant association existed between tobacco related media contents intended to initiate the consumption and individual characteristics like locality, sex and age where it has significant association with the SES.
12. The change in alcohol consumption has a significant positive correlation with the UPC items which appeared in electronic and outdoor media. On the other hand, the UPC items which appeared in print and outdoor media have negative and positive relationship with change in tobacco consumption respectively. The UPC items of electronic and outdoor media are the significant predictors of the change in alcohol consumption and it is print and outdoor media in case tobacco consumption.

13. The UDC items of print and electronic media have a negative relationship with the change in alcohol as well tobacco consumption, whereas outdoor media has a positive relationship with tobacco consumption. The UDC items of electronic media are significant predictors of change in alcohol consumption, whereas UDC of any media is a significant to predict the change in tobacco consumption.

14. The IPP items which appeared in print media have a positive relationship with alcohol consumption, whereas both the print and electronic media are so in tobacco consumption. The IPP item which appeared in print media is a significant predictor of alcohol consumption, whereas IPP of any media is significant predictor of tobacco consumption.

15. The IDC items of any media have negative relationship with the change in alcohol as well as the tobacco consumption. The IDC items which appeared in electronic and outdoor media are significant predictors of the change in alcohol as well tobacco consumption.
8.2: SUGGESTIONS

The core point of the outcome of the study is that people are highly influenced by IDC messages when compared to other media contents. The IPP messages given by business to increase the consumption have negligible influence on people. The unintentional advocacy of media has also played a vital role on both to increase as well as decrease the consumption. In support of these findings, based on the personal experience and observation of the researcher, the study offers some useful suggestions to the agencies which are engaged in controlling the menace of alcohol and tobacco consumption. The suggestions are given with an intention to make the efforts, which are intended to decrease the consumption by moderating media, more effective. In addition, the suggestions are also offered to media and manufacturers to play a supportive role to control the menace of alcohol and tobacco consumption. The suggestions are as follows.

1. Government should make the media a partner and a champion of the alcohol and tobacco control programme and it should run a multi-media campaign that increases the awareness of the health benefits among the people.

2. The lobbying efforts of the alcohol and tobacco industries should be countered through effective media advocacy.

3. Monitoring and auditing the use of media by alcohol and tobacco industries should be made regularly to ensure the enforcement and compliance with the existing and new laws.
4. The medical community and entertainment industries should be involved in anti-alcohol and tobacco campaign to appeal the youth to support.

5. Mere display of banners / hoardings of anti-consumption messages nearby hospital / government offices do not give much force to the efforts. Hence, they should be exhibited in the market place where these products are aggressively marketing with thought provoking messages.

6. Use of celebrities from sports, films or music world would give more effect to all the anti-consumption activities. Run an aggressive media advocacy campaign not just to counter the arguments of the alcohol and tobacco industries but to pre-empt them.

7. The print and electronic media should be motivated to run programme content and editorial that raises the awareness of the issues relating to alcohol and tobacco. It is important that the media should be sensitised to what harm they may cause by accepting alcohol and tobacco promotional campaigns and portrayal of consumption of alcohol and tobacco as a part of the contents.

8. As UPC items have significant influence on people to increase the consumption, media should avoid these programmes. Instead, it should increase the programmes containing UDC messages which are intended to decrease the consumption.

9. Since the IPP items are not significant to influence people to start or to increase the consumption, the marketers are suggested not to pour heavy money on usual promotional activities. Instead, they should
involve themselves in social-cause related activities, which serve the same purpose as IPP, and it is beneficial to both the parties.

10. The manufacturers / marketers should have strong self regulations to educate people about 'safe consumption'.

8.3: CONCLUSION

Media play an important role to mould the society. Media professionals have access to information and a wide reach to influence the public opinion. Media in various forms, like print, electronic and outdoor, has a distinct power to influence the way people think, learn, react and behave in their day-to-day life. The changes brought about by media can be identified immediately after exposure or it can take long time to be identified. In many cases, media effects cannot be recognised until someone points them out. In recent times, much importance is being given to the role of media to construct the healthy society. As several studies found, although media is not the only factor which influences people to consume the alcohol and tobacco products, it is given much importance than other factors, which are uncontrollable, because of its effective role on youth. To moderate the media effects, several governments in the world, including India, have taken serious steps to control the ATRMC. In this situation, it is important to say that if media is used properly, no doubt, it gives valuable contributions to the healthy environment of the society. Otherwise, it would be the main cause to create unhealthy environment in the society.
SCOPE FOR FURTHER STUDY

After carrying out this study, it is observed that the in-depth studies may be carried out further in this area by focussing on the indirect effects of media on perception, attitudes and behaviour of the people towards alcohol and tobacco consumption. Even the influence of various alcohol and tobacco related media contents, by taking them independently, may be studied in-depth. The longitudinal studies can also be conducted to evaluate the influence of various IPP items on consumption as well as brand preference.