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Assessing the Attitude and Social Behaviour of Female Regarding Cigarette Use

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Abstract:

Tobacco is the second major cause of death in the world. Smoking is responsible for the death of one in ten adults all over the adult. The habit of smoking among female is increasing with the time. Earlier the men were only one who were indulged in the habit of smoking but today, the women are also indulged in the habit of smoking.

The research design of the study was of descriptive cross-sectional design. Convenient sampling was used for the study. The study was carried out in south Delhi with the objective of determining the awareness about smoking among the youth to find out the age group most commonly influenced by it and to assess the level of knowledge or awareness about the smoking among female regarding the smoking habits. The sample size of female was 100. The sample selected for study were female from the age group of 15 to 25.

The study suggests that smoking remain high between the age group of 15-25 years predominantly with the highest prevalence seen in the age group of 18 to 22 years. Stress and peer pressure is one the main reason for the youngsters to adopt this habit. Friend or colleague and family member influence for smoking. Smoker do not share the information from parents. Awareness among the smoker and non-smoker regarding the ill effect of smoking is quite high but unfortunately the female was not familiar with the law or rule and regulation bounded with the smoking.

1. Introduction

Previously, the smoking was chosen by male but with change of trend and life-style, female also adopted the habit of smoking in a quite high ratio. Earlier male used to smoke 5 time more than female but now the scenario has changed dramatically as now the frequency of intake of smoking is similar in male and female in developed countries but on other side the condition is reversed in less developed countries as the female smoke quite less as compared to male but the scene is also expected to be change in the future¹.

Women mainly used to get attract by mainly on the same theme which is shown by the cigarette company through magazine, newspaper or through any advertising. The advertisement shown by the different brand of cigarette mainly focus on the style, weight control, independence and power which draw out the attention of women and forced them to indulge in such kind of habit. In market, there are two type of cigarette available (female brand and sex-dual brand) which give them a variety and keep them excited to choose according to their wish and mood².

In India, average women smoke at the age of 17.5 year as compared to 18.8 years among men. The prevalence rate of smoking in female is eight time more as compare to men which show that acceptance of girls toward cigarette smoking at very high rate³.

Smoking harms nearly every organ of the body. Smoking causes many diseases and reduces the health of smokers in general.

Smoking is responsible for causing many of the disease and affect different organ of the body. The effect and relation of smoking is defined below-

1.1. Smoking and Death

Smoking causes death. More deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined. Smoking is one of the major reasons of lung cancer as 90% of all deaths occur due to chronic obstructive lung disease. An estimate of 90% and 80% of the disease lung cancer occur in men and women respectively.

1.2. Smoking and Increased Health Risks

Compared with non-smokers, smoking is estimated to increase the risk of—

- coronary heart disease by 2 to 4 times.
- stroke by 2 to 4 times.
- men developing lung cancer by 23 times and women developing lung cancer by 13 times.

1.3. Smoking and Cancer

Smoking also causes the following cancers:

- Acute myeloid leukemia
- Bladder cancer
- Cancer of the cervix
- Cancer of the oesophagus
- Kidney cancer
- Cancer of the larynx (voice box)
- Lung cancer
- Cancer of the oral cavity (mouth)
- Pancreatic cancer
- Cancer of the pharynx (throat)
- Stomach cancer
- Smoking is associated with the following adverse health effects:
- Postmenopausal women who smoke have lower bone density than women who never smoked.

□ Women who smoke have an increased risk for hip fracture than women who never smoked.

While it is imperative that women's empowerment continue, attention must be paid to its potential link to increased smoking among women and to the ways in which the tobacco industry is capitalizing on societal changes to target women.

1.4. Smoking and Cardiovascular Disease

1. One of the major effect of smoking occur on heart as it causes coronary heart disease.
2. Cigarette smoking causes reduced circulation by narrowing the blood vessels (arteries) and puts smokers at risk of developing peripheral vascular disease (i.e., obstruction of the large arteries in the arms and legs that can cause a range of problems from pain to tissue loss or gangrene).

1.5. Smoking and Other Health Effects

Smoking has many adverse reproductive and early childhood effects, including increased risk for—

- infertility,
- preterm delivery,
- stillbirth,
- low birth weight, and
- sudden infant death syndrome ⁴

2. Objectives

2.1. General Objective

To assess the behaviour and attitude of female regarding cigarette use in South Delhi from the age group of 15 to 20 years.

2.2. Specific Objective

- i. To find out the attitude of female toward smoking.
- ii. To understand the reason of indulging of female in smoking
- iii. To know the knowledge and awareness level among female regarding the bad effect of smoking.

2.3. Data Collection Tool and Technique-

Method of Data collection: In this study, the instrument which has been used for the collection of qualitative was of Interviewing of female and the excel was used out for the analysis.

4. Methodology

- Study design- The research design of the study was of descriptive cross-sectional design. Study area-The study was carried out in south Delhi.
- Sample size- 100 female had been selected for the sample size.
- Study Population – The study had been conducted on female from the age group of 15 to 25.
- Sample technique- Convenient sampling was used for the stud and sample was selected according to the availability and convenience near the Metro station, colleges and market in the Safdarjung, Green Park, Saketa and AIIMS
- Data collection tool and technique-
Method of Data collection: In this study, the instrument which has been used for the collection of qualitative was of Interviewing of female and the excel was used out for the analysis.

5. Finding

5.1. Acceptance of Smoking among Female

In this study, around 71% of female were nonsmoker or they do not smoke. Even though the number of non-smoker female were high but still the ratio of smoker is not less or could not be considered low and it shows the female have started smoking or the indulgence of female toward smoking has been increased from the past. The acceptance of smoking in female is increasing day by day and as the trend seems the number might be increase in future also.

5.2. Female Starts Smoking from Age of 18 to 30 Years

When girl pass out from the school or enter into the college it was found out of total, around 53% of girls start smoking at the age of 18 to 22 yrs. and they are highly prone or have high risk age because they entered into the new atmosphere (generally college) and feel that they are big enough or mature enough when they can start smoking so this age group is the age when the female gets influenced more than any other age. Around 27% of female were indulged toward smoking at the age of 22 to 25 year (during their professional life) it is quite high ratio and the reason is quite worried as it shows that the pressure of professional life also influenced the female for smoking so there is a great need to be concern on female as whenever they enter into new life or start to play a new role among different people the probability to be indulged in smoking get increased.

5.3. Working and Student Life Are More Dependent on Smoking

From the study it was found that most of the smoker were indulged in smoking during either working (34%) or study time (46%) and on other side house-wife or unemployed (20%) smoke less which show that female get dependent on smoking when female interact during professional time, the chance or probability get increased during this time and smoking becomes a part of their daily life or activity.

5.4. More Educated-More Probability of Being Smoker

From the study it was found that smoking tradition prevail more in educated people as 59% of individual are those who get indulged in the smoking and under the pressure of the study they become more prone toward smoking or can say the student have adopted smoking in their life style or tradition.

5.5. Friend or Colleague and Family Member Influence for Smoking

In the study it was found that female get more influence by friend or colleague (64%) and family member (36%) for the smoking. The friend is one who are much nearer and dearer to everyone and if the friends are smoker than the probability is increased to make the other smoker as they can force them to indulged them in smoking and it can also have said that the female start smoking by seeing their friend or family member.

5.6. To Reduce the Stress and to Increase the Efficiency of Work

In the study it was found that female (74%) smoke more to reduces the pressure from their mind or to increase the efficiency of work whether it is related to personal life or professional life. Female think smoking is the best way by which they can relax and could feel cool. They think with the help of smoking the efficiency of their work get increased.

5.7. Smoker Do Not Share the Information from Parents

Most of the female (89%) do not share their habit (cigarette smoking) from their parent. They feel their parent could not accept that their daughter is indulged in smoking and in few cases if they share the information of their habit then parents react very awkward and instead of helping her to get rid away from this ill habit they generally beat, scold, keep taunting for this issue. All this way never helps their daughter to come out from this addiction. The fear created by parents keep their daughter away for small time but they could not come out from this habit.

5.8. Female Smoker Does Not Like Some of the Thing Like

- a- Being get irritated from other as they did not like whenever second person interrupt or forced them to quit smoking and urged them to go away from the place when smoker smoke at any particular place which hinder their mood or make them low in front of other.
- b- Expensive- Female stated cigarette smoking habit is expensive for them as they have to pay regularly and daily for smoking which derive certain percentage of their saving.
- c- Bad effect on health- female also have some fear in their mind about the smoking as they are quite worried about their health during smoking which restrict them to a certain extent of the usage of smoking.

5.9. High Awareness among Female Regarding the Ill Effect of Smoking

Around 92% of female have knowledge about the ill effect of smoking even though they know smoking have bad effect on health but then also they are indulged in smoking it means they are dependent on smoking a lot and they are ready to smoke at the cost of health.

5.10. High Number of Smoker Want to Quit the Smoking:

About 67% of female want to quit smoking but they could not get success but on other side 33% of female are those who do not want to quit smoking as they feel quite relax, comfortable and feel euphoria as it means such individual are totally depend on the smoking and can't help themselves to get rid away from this ill habit.

5.11. Most of the Female Believes Smoking Is Not Good:

1- 73% of the female feel that cigarette smoking is bad or very bad as they think the Indian women should not adopt this habit as it does not suit to our Indian culture and Indian women should remain stick to ethics and emotional value.

2- Around 21 %of the female think that there is no harm in smoking - if a man can smoke then women should also have full liberty or freedom for smoking as there should be no differentiation between boys and girl when female get indulged in smoking and have no harm if the female want to smoke according to their wish.

6. Recommendation

6.1. Female Believes Smoking Ruined the Life of Youngster

In the study it was found most of the female think smoke ruined the life of youngster as the youngster get easily attracted by such kind of thing or addiction or could not able to differentiate between good and bad so easily. Most of the female think our Indian tradition do not allow us to follow to smoke, whether the life style of youngster is becoming hectic day by day or have to face a lot of struggle but it did not mean that a youngster get aggravated toward smoking by seeing a western or modern culture.

6.2. Female Believe Message Given by Media Is Not Enough to Create Awareness

In the study it was found that a large number of female believes whether the tax on cigarette get increased or decreased, it will not keep the smoker away from the smoking because they think smoking is an addiction and if a smoker have desire for smoking than smoker is always ready to reduce their saving but could not keep control on this addiction on other side a large number of female think vice-versa as they believe that if the cost of cigarette get increased than there may be a chance to reduce the number of nonsmoker.

6.3. Most of Female Are Not Aware About Restriction or Law and Regulation Related to Smoking

1- It was quite shocking when it was found that a large number of female (68%) did not know about the rule and regulation related to smoking (can people smoke anywhere in the country) which show lack of awareness or poor knowledge of females.

2- Only 32 % of the female know that people can't smoke anywhere in the country, the number of female who know about the rule and regulation regarding restriction or rule and regulation regarding smoking.

6.4. Awareness Level Regarding Rehabilitation Centre among Female Is Low

1- Around 39% of the female did not heard or know about the services of rehabilitation centre which is very high in number and show that female had lack of knowledge about the services and centre of rehabilitation centre. The main reason was unawareness among female as they had not received this information neither in school nor in college due to which they never came to know what are the services provided by such centre.

6.5. Proper Counselling of Girls Should Be Done the Age of 18

There is a great need to take care of girls after the age of 18 year or after the schooling as they are going to enter in the college where they came to know about new culture, trend and life-style or to new atmosphere. In such cases the probability increases to get indulged in smoking so there is a great need of proper counselling at this time, college can also play an important role by organizing special classes for the student in which student get information about the harmful effect of smoking where they get encouragement to keep themselves away from any kind of bad habit.

6.6. Parents Should Encourage the Girl (Smoker) to Quit the Smoking

Parents should encourage their child to share the information from them without any hesitation so that a girl can always feel free if she is involved in any kind of bad habit. If any girl shares such kind of information to their parent, then it is a responsibility or duty of parent to not to scold them and teach them in a friendly manner to how to deal with such kind of situation.

6.7. Acceptance of Yoga and Meditation Instead of Smoking

A female should not opt for cigarette at the time of stress or to increase the efficiency of work as most of the female smoker think that a stress is one of the biggest reason for the smoking, if the stress can be handled by some other way than the number or frequency of smoking could be reduced in a drastic manner. Smoker can go for the meditation or yoga as it will also help them to keep them physically and mentally fit and also save a lot of money for them.

6.8. Good Company and Healthy Environment Keep Individual Away from Addiction

A healthy atmosphere and friend always keep the individual to learn something good and innovative but if the individual is living in such society or company which is indulged in smoking, alcohol or other addiction will attract anyone to do experiment with such kind

of thing or they (non-smoker) will get pressurized by their friend (smoker) and then such kind of experienced change into their habit. Non-smoker should also avoid the party, occasion or event when there is a probability of having any kind of booze party or the arrangement of any kind of arrangement of smoking, alcohol or drugs etc.

6.9. Govt. and Media Should Create More Awareness Regarding the Ill Effect of Smoking

A govt. should make an arrangement of camp, seminar at regular period of time or awareness programme to create awareness to the youngster regarding the ill effect of smoking by providing pamphlet, book or through video which help them to understand this issue in better and effective way.

b-Similarly media (electronic or print media) can create awareness in much broader way as there might be possibility if any non-smoker or smoker could not reach to any place or event to gain the knowledge but this media can help common people to learn about the smoking very easily from their home which will help them to keep away from the addiction.

6.10. Strict Implementation of Rule and Regulation

In India various law have been made by govt. to restrict the smoking but unfortunately these law has not been implemented in well manner as a large number of people used to smoke in open place and social place. A large number of female do not know about the rule and restriction regarding smoking so there is a great need to make aware to the female that smoking is not allowed in open or social place or in any kind of public event.

6.11. More Publicity Required for the Services of Rehabilitation Centre

A large number of female were not aware about the rehabilitation centre as the govt. should make more publicity among people so that the smoker can prevail the service provided by the centre easily. Smoker should also take the help of rehabilitation centre when they are thinking or trying to quit such kind of addiction as they provide the help by proper counselling, suggestion or by medicine which help them to generate strong determination, recovery from bad health and to quit smoking.

6.12. Tackling of the Situation When Non Smoker Pressurized by Smoker for Smoking

There is a great need to teach the skill to youngster how to handle the situation when smoker give peer-pressure to them(non-smoker) for smoking as it is one of the main reason when non-smoker initiate the smoking.

6.13. Family Member Should Not Smoke in Front of the Child or Youngster

Family member (smoker) should not smoke in front of their children because whenever family member smoke in front of them then child get attracted or get encouraged for smoking as it creates more interest or eagerness toward the smoking and they think smoking is something which exist in their tradition and moreover it also affects the health of child and to other family member.

6.14. Anti-Smoking Programme Should Run More Actively

Even a lot of anti-smoking programme is running in India but still now the effectiveness of such programme is not up to the mark so there is a great need to evaluate the reason or failure of such programme and rectify the problem so that effectiveness of the programme can be increased, utilization of all the resources and time could be handled in optimized and better way.

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