

A STUDY OF PROMOTION FACTOR AFFECTING ANTI - SMOKING MEASURES

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Date of receipt:14/09/2020

First Review: 20/10/2020

Second Review: 28/11/2020

Acceptance: 29/12/2020

ABSTRACT

The intensity of human and economic losses from tobacco is no longer debatable. As per the World Health Organization amongst the prominent cause of avoidable death is tobacco use in any forms throughout the world and smoking is a key cause amongst them. At present, it is accounting for one out of ten adult deaths worldwide (approximately 50 lakhs loss of human life every year). If the existing pattern continues, it will cause 100 lakhs of deaths annually by 2020. After all, nearly fifty percent of the smokers today, about 6500 lakhs people throughout the world, will die due to tobacco amongst which Cigarette will be the major contributor. Although the government launched various anti-smoking campaigns, then to there are huge gaps in terms of awareness that need to be addressed. The study recommends anti-smoking strategies against the ways of promotions currently opted by the marketers to market their smoking brands among people of the country. The study also analyses the effect of city-type and respondents' profile on the promotion factor affecting the anti-smoking measures.

Keywords: Tobacco, Anti-smoking, Promotion, India.

INTRODUCTION

There is a substantial contribution of promotion in new smoking initiations and smoking as a problem is huge and multifaceted. The underlying truth in cigarette marketing is that millions of smokers die due to smoking-related

illness each year, and the industry needs to take steps to let them stay alive. The spending done by industry estimated is millions and billions of dollars every year on promoting and sponsoring and the type of executions or moves in the market clearly shows that they now know the likes and inclination of these young potential customers and are having a targeted promotional campaign. Some key facts about Promotions of Cigarette in India are as below:

- The majority of smoking initiation is less than 18 years of age thus the key aspect becomes for the cigarette industry is that it must target below 18 years.
- Youth are the key target of the cigarette industry in their promotions—to make young people aware, recall, and are interested in cigarette promotions.
- Promotions are an effective way of reaching out to youths, therefore it increases the probability of new smoking initiation.
- Promotions lead to increases in overall consumption of cigarettes whereas, in contrast, nationwide bans on promotion reduce consumption.
- The social acceptability of both cigarette companies is being enhanced through promotion, and this is a very serious public health issue because it promotes the use of cigarettes and weakens the efficiency of campaigns designed to create awareness on public health.

Besides, the Social acceptability of the smoking and smoking industry amongst young and adult people both are being on an upsurge through promotions. In turn, tobacco promotion demotivates the conversation of the risks related to health from tobacco use in the mass media. Youths are almost exposed worldwide to cigarette promotion below 18 years of age. Cigarette promotions target non-smoking youth, adolescents, and making problems worsen by giving promotional materials such as t-shirts, caps, bags, and jackets having brand logos of the product. Cigarette promotion creates a positive attitude amongst the adolescents and youth regarding cigarette use, also adolescents exposed to any such promotion are at high risk of later initiation. Adolescents and youth are extremely aware of promotions happening around them and can very easily recognize the most intensely promoted cigarette brands.

Cigarette Promotion and Social Acceptance

Social customs carry a deep outcome on the behavior and attitudes of citizens. The frequency of cigarette promotion may influence smoking initiation and create assurance that smoking is common behavior. It is unrealistic for anyone to trust that governments treat cigarettes to be a major risk factor to the health,

while on another end, allowing the promotion of cigarettes widely. Some specific kinds of promotion, and sponsorship, and their effect in terms of risk to public health are being described below.

Promotion

- **Merchandise:** The distribution of branded merchandise like T-shirts, watches, bags, caps, and keychains has been effectively used to promote cigarette brands to the public. Also, non-smoking adolescents and youth people who had got exposed to such promotional merchandise are more prone to smoking.
- **Promotions at Point-of-Sale (POS):** Cigarette companies are paying heavy payments for promotions at retail stores for desired space at POS for displays, to provide freebies, a price reduction to customers. Apart from this POS promotions include rewards to the retailers who attain target volumes of sales. In answer to promotion restrictions, cigarette companies had moved out from small screen advertising to promotion at point-of-sale and other more effective types of promotions.
- **Paid Placement of the Product on Movies and Television:** Prior ban, it was a usual thing for the cigarette industry to place their products on small and large screens by paying them. Later on, Government approved a ban on product placement in movies and television. Also like other commitments of industry, it is not at all effective in abolishing product placements on screen. Product placements are often tough to differentiate from honest artistic use of cigarette products displayed in films and television, and is a key concern for Bollywood and amongst emerging cinema industries in India.
- **Free Sampling:** Cigarette companies are distributing free samples of cigarette products at places where the heavy gathering of people is there, such as malls, rock concerts, pubs, and discotheques in the name of market research.
- **Distributing Promotional Merchandise:** The companies are distributing promotional merchandise at event venues like cricket, football, and other sports, entertainment, music shows, live dance events, or at college fest.
- **Brand Stretching or Indirect Promotions:** In this type of activities cigarette brand elements or some cases, brand names are smartly used

on non-cigarette products like lighters ashtrays or participate at non-cigarette events. These are intended to carry on promoting cigarette products (even though promotions are prohibited by the government).

- **Financial or Non-financial (Kind) Sponsorship:** Sponsorships by the cigarette companies to organizers of events or sportspersons, artists, performers. Events like sports or music concerts, sports person meet, sports team's sponsorship, or music concerts, either in exchange. The sporting, musical, and artistic sponsorship give abundant profits to the cigarette company. Events sponsorship related to sports and music concerts cigarette use to have a strong association with strength and wellbeing. Sponsorship of music performances or any other form of social events attracts youth make cigarette wow and more admirable while contradicting community well-being efforts to teach the people about cigarette as severe addiction and deadly disease. Sponsorship may help increase the acceptability of the cigarette industry and cigarette consumption by sports and arts sponsorships. Also, this may turn in reducing the fear of the health hazards of cigarette consumption and weakens the efforts to avoid smoking or promote smoking cessation.
- **Events at Bar, Clubs, and Pubs:** Events are organized by the cigarette companies at pubs, bars, or clubs. Although certain restrictions are already levied on the common types of promotions, cigarette companies constantly invent and invest in low visible promotions. Cigarette companies sponsor a lot at bars, clubs, and pubs as these have proved extremely relevant spots for them, possibly because they find the majority of young folks in these sorts of venues.

Promotions Bans Reduce Tobacco Use:

Today need of the hour is a strong law that abolishes all forms of tobacco promotions leading to the reduction in consumption and consequently prevents the public from tobacco-related disease and human loss. An analysis by *Tobacco Control in Developing Countries (2000)* of tobacco consumption and promotions bans done at 102 countries states that a comprehensive set of the ban on tobacco promotions can help reduce tobacco intake, though a part ban will have slight or no effect at all. The above research also states that 22 countries with comprehensive promotions ban can decrease cigarette smoking by 7.4 percent and overall tobacco consumption by 5.4 percent. four countries having a complete ban on promotions of tobacco as a part of a comprehensive policy of tobacco control witnessed per capita drops in cigarette consumption between 14 percent and 37 percent. This particular study look into the

importance of emotional intelligence on Investment Planning And Decision Making.

REVIEW OF LITERATURE

Inman & McAlister (1993) had briefed about the types of promotions used for retailers for example trade-off (price reduction), customized or Limited edition packages, customized lucrative schemes for pushing of new stock of certain product. These offers are given to the retailers to keep them motivated and create a push for the brands. Brands are also doing promotions for the preferred retailers who are pushing or convincing the consumer for the new products.

Gupta (2004) had discussed the tobacco-related Indian laws. He mainly focused 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 ensuing alterations made to this Act in 2004 and 2005. The Act, under area-4 (Rules, 2005), precludes any kind of promotions of cigarette and other tobacco items. Nonetheless, the promotions at the POS are permitted with a few limitations on the size of the board utilized and show of the notice names. What's more, the Act restricts the showcase of tobacco items or their utilization by any individual or character in film and TV programs. The preclusion is additionally reached out to mark names or logos of tobacco items which shape a piece of the photos in any type of print or open-air media or film to be publicized through any type of electronic media.

Shah et al. (2008) demonstrated that exposure to advertisements leads to positive attitudes about smoking and increases initiation of tobacco use. This study is analyzing the relationship between smoking status and tobacco advertisements amongst Indians. Also, their findings suggest that the global evidence can be generalized to India, and tobacco advertising in India contributes to smoking in the country. The impact is larger on females especially girls, which is frightening as smoking among females is considered taboo in India. This also suggests the tobacco industry is especially successful with changing social norms related to female smoking in India. The policy implication of this study is that a comprehensive ban on advertising would reduce the initiation of smoking in India.

Hickling & Miller (2008) explained in their research that promotion is boosting the consumption of smoking products. Though there are certain bans on the advertisement of smoking products and many other old forms of

promotions. Which makes display at the point of sales, a very important medium for interacting with consumers about the brand imagery and brand message to the consumers.

OBJECTIVES

The first objective of the current study includes;

1. To explore citizens' perceptions towards the promotion of smoking products.
2. To analyze the effect of 'Respondent's Profile', 'City Type' and their interaction on the 'Promotion Factor' that affect anti-smoking measures.
3. To draw the strategy which can strengthen the anti-smoking measures.

Also suggest the same to the lawmakers so that they can incorporate same in the policy draft or amend the existing laws, policies to save the public from this leading cause of the preventable death.

RESEARCH METHODOLOGY

The Study: The current study is Descriptive in nature. It is an attempt to examine the impact of Respondent Profile (smoker and Non-smoker) and City-type (Tier-1 and Tier-2) as independent variables on the Promotion Factor (dependent variable). The study period was during January - March 2020.

The Research Design: The study is quantitative cross sectional and based on bivariate factorial design '2 x 2' constitution of City-type (Tier-1 and Tier-2) and Smoker Profile (Smoker and Non-smoker) as two independent variables. The dependent variable of the study is a Promotion Factor.

Table 2. Research Design

		City-type	
		Tier-1	Tier-2
Respondent Profile	Smoker	A	B
	Non-smoker	C	D

Four sub-groups in the research design were as follows:

- A = Smokers of Tier-1 cities of India (predominantly called metro cities of the country)
- B = Smokers of Tier-2 cities of India (predominantly called non-metro cities of the country)

- C = Non-smokers of Tier-1 cities of India (predominantly called metro cities of the country)
- D = Non-smokers of Tier-2 cities of India (predominantly called non-metro cities of the country)

The Sample: The sample of the study constituted 400 respondents drawn from the population of Indian citizens mainly located in Mumbai (Tier-1) and Indore (Tier-2) cities. Over 400 consumers were targeted to collect primary data. The incomplete questionnaire was rejected. The respondents were selected through the non-probability convenience sampling method. Out of 400 final respondents, 200 were smokers and 200 were non-smokers. 201 respondents were from Mumbai and 199 were from Indore cities.

The Tool for Data Collection: Primary data were collected through a structured questionnaire having nine promotional smoking strategies. Five Point Likert scale was used to get the response (where value 5=Strongly Agree, 4=Agree, 3=Not Sure, 2=Disagree, 1=Strongly Disagree) to find out opinion towards nine parameters of promotion factor affecting anti-smoking. Secondary data were also used for the study collected in the form of articles, blogs, published books, research papers, and newspapers.

The Tool for Data Analysis: After ensuring the content and construct validities of the items selected, the reliability of the scale was determined by Cronbach's alpha method on the data collected from the sample of 400 subjects. The promotion factor has Cronbach Alpha Reliability 0.849 with nine items/parameters. The value of Skewness was found to be -0.839 and for Kurtosis it was 0.316. In both cases, values fell within an acceptable range of ± 2.0 . The responses were finally analyzed by using the Average Score on Five Point Likert scale for each item/parameter of the promotion factor.

RESULTS AND DISCUSSION

Citizens' Perceptions towards the Promotion of Smoking Products

The perception of 400 respondents towards nine items/parameters of promotion factor affecting anti-smoking was measured on a five-point Likert scale (where value 5=Strongly Agree, 4=Agree, 3=Not Sure, 2=Disagree, 1=Strongly Disagree) and the average score was calculated for each strategy. Based on an average score of nine strategies, an average score of Promotion Factor was calculated and given in the following Table-2. The Cronbach Alpha Reliability of the nine-item scale for 400 respondents was 0.849 (which was near to 01). The good reliability score proves that all nine items were significant.

Table 3. Citizen’s Perception towards Promotional Smoking Strategies

S. No.	Statement	Item Avg. score	Factor Avg. Score	Reliability
1	In the shop, promotions instigate me for smoking.	3.4	3.49	0.849
2	Displays done by the smoking companies attract me for smoking.	3.9		
3	Kiosk/Full shops of smoking products attract me for smoking.	3.3		
4	Brandings at smoking zones in airports, hotels, and corporate houses instigate smoking incidences.	3.2		
5	Pack facings or products display attracts me towards smoking.	3.8		
6	I find more than two visuals of smoking products displayed at selling points.	3.4		
7	Consumer insight or market research programs organized by the smoking companies are common ways to attract consumers towards smoking brands.	2.9		
8	Smoking company’s pack promotion offers, discounts, and schemes attract customers.	3.9		
9	Retailers are backed by heavy incentives to promote the products to the customers at their shops.	3.7		

From the above Table-3, it is clear that the average scores of all nine parameters/items are near or above 03 on a five-point scale where 04 shows agreement and 05 shows strong agreement. Thus promotional smoking strategies have a positive effect on the citizens because the score is showing their agreement towards these promotional strategies. Only one strategy “Consumer insight or market research programs organize by the smoking companies” is showing an average score of 2.9. The remaining 08 strategies are showing scores above 03.

Effect of Independent Variables on Dependent Variable

The factorial design of the ‘2x2’ constitution provides four subgroups with inter-variable controls (Table-1). The analysis used F-test under univariate Analysis of Variance (ANOVA) to capture the effect of ‘Respondent’s Profile’, ‘City Type’ and their interaction (‘Respondent’s Profile*City Type’) on the

Promotion Factor that affect anti-smoking measures. Promotion Factor = fⁿ (Respondent Profile × City Type). Research Problem for the Second Objective: Is the 'Promotion Factor', affected by the 'Respondent's Profile', 'City Type' and their interaction ('Respondent's Profile*City Type')?

Following hypoteses are framed to for this reseach problem.

H_{01.01} There is no significant difference between the perceptions of Smokers and Non-Smokers for Promotion Factor affecting the anti-smoking measures.

H_{01.02} There is no significant difference between the perceptions of Tier-1 and Tier-2 citizens for Promotion Factor affecting the anti-smoking measures.

H_{01.03} The 'Respondent's Profile' and 'City Type' do not interact to affect the Promotion Factor of anti-smoking measures.

To test the significance of variance and understand the inter-level difference between and within treatments, the data were treated with F-test analysis and results are ginen in Table-3.

Table 4. ANOVA-Summary of Promotion Factor Affecting Anti-Smoking

Measures					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig. (p)
Corrected Model	1163.435 ^a	3	387.812	7.535	0
Intercept	393540.959	1	393540.959	7646.61	0
Profile	226.668	1	226.668	4.404	0.036*
City Type	755.583	1	755.583	14.681	0.00**
Profile * City Type	187.367	1	187.367	3.641	0.057
Error	20380.562	396	51.466		
Total	415363	400			
Corrected Total	21543.998	399			

a. R Squared = .054 (Adjusted R Squared = .047)

Note: ** If p < 0.01, then null hypothesis is rejected at a 01% level of significance

*If p < 0.05, then the null hypothesis is rejected at a 05% level of significance

H_{01.01} Stands Rejected

The hypothesis stands rejected at a 5% level of significance because the significance value p was found 0.036 which is less than 0.05. Hence, the smokers (\bar{X} =32.12) were found to have a significantly better perception towards promotional factors affecting the anti-smoking measures than non-smokers (\bar{X} =30.635). This indicates that non-smokers are being targeted by the

companies using promotional techniques for new smoking initiation and smokers for increased consumption.

H_{01.02} Stands Rejected

The hypothesis stands rejected at a 1% level of significance because the significance value p was found 0.000 which is less than 0.01. Hence, the residents of tier-1 (\bar{X} =32.7413) were found to have a significantly better perception towards promotional factors affecting the anti-smoking measures than the residents of tier-2 (\bar{X} =30.00). This indicates that citizens of Tier-2 are being targeted by the companies more using promotional techniques for new smoking initiation and smokers for increased consumption.

H_{01.03} Stands Not Rejected

The hypothesis stands not rejected at the 5% level of significance because the significance value p was found 0.057 which is greater than 0.05. Hence, no significant interaction was found between 'Respondent Profile' and 'City Type' to affect the promotional factor of anti-smoking measures. To understand the interaction effect, Graph-1 is plotted between both the independent variables, 'Respondent Profile' (two levels – Smokers and Non-smokers) and 'City Type' (two levels – Tier-1 and Tier-2) with the mean values given in Table-5. Thus heavy promotions being done by the companies for the smokers and non-smokers almost equally in tier-1 and tier-2 cities.

Table 5. Descriptive Statistics

Dependent Variable: Promotion Factor				
Profile	City Type	Mean	Std. Deviation	N
Non-smoker	Tier-1	32.6733	6.3184	101
	Tier-2	28.5556	9.42989	99
	Total	30.635	8.25302	200
Smoker	Tier-1	32.81	5.07658	100
	Tier-2	31.43	7.19323	100
	Total	32.12	6.24826	200
Total	Tier-1	32.7413	5.72038	201
	Tier-2	30	8.4829	199
	Total	31.3775	7.34813	400

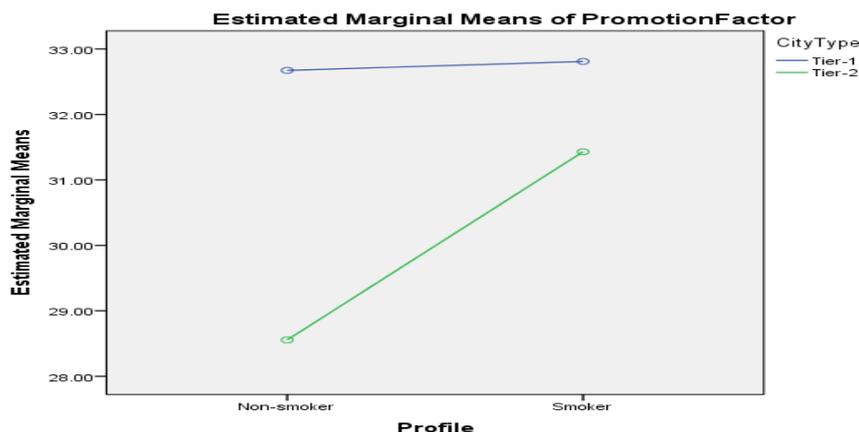


Figure 1: Interaction Effect of 'Respondent Profile' and 'City Type' on Promotion Factor of Anti-smoking Measures

It is clear from the Graph above, the non-smokers of tier-1 cities (\bar{X} =32.6733) are significantly differing from the non-smokers of tier-2 cities (\bar{X} =28.5556) towards the promotion factor affecting the anti-smoking measures. The non-smokers of tier-1 cities (\bar{X} =32.6733) also had a significantly better perception than the smokers of tier-2 cities (\bar{X} =31.43) towards promotion factors affecting the anti-smoking measures. But, there was no interaction effect between 'Respondent Profile' and 'City Type' found.

Strategies based on the Research

On the basis of the research findings of the study following strategies are suggested.

- Policies drafted should be very comprehensive as we need to ban promotions of tobacco over the point of sale. Promotion on POS is the biggest loop which needs to be close in new smoking initiation. Australia is one such example where they had implemented the ban on display on POS which has lead to shrinking of the industry there.
- Banning of brand signages/On shops boards (both lit and non-lit) with or without Visuals (mnemonics) on them. Generally smoking companies associate a mnemonics which is denoting there brand which should be tracked and traced and put an end on this.
- Strengthen the legislation with a more comprehensive ban to be incorporated in-laws on any type of promotions over the internet as in many countries there is no ban on promotion on Internet and is used to promote products in the dark markets of the countries with restrictions.

- Imposing strict bans of display of Cigarettes/tobacco products within the 100 Meters of educational institutes (Schools, Colleges, and Universities). This is the spots with a huge amount of the Adolescents who are very easy or soft target of the marketers for the new smoking initiation.
- Impose strict bans and a heavy fine on both organizers and companies sponsoring the youth events and need to have a strict ban on participation. Youth is the soft target and events arena are the places where they can be tapped very easily so an immediate ban is required on this.
- Ministries of Information, Communication, and Technology should keep a strict watch on social media channels for better implementation of the law. As there is no control on Facebook and Instagram and Twitter as a lot of groups are there which promote smoking products through their channels.
- A comprehensive ban on both domestic and cross-border tobacco promotion and sponsorship would prevent tobacco companies, brands, and products from being promoted through advertising from a low regulated country to other countries, including one that has a decent tobacco advertising, promotion, and sponsorship ban in place.

CONCLUSION

In the interest of the public, the Country has taken sincere legislative action towards executing a comprehensive ban on the promotion and sponsorship of cigarettes. Incomplete bans or mere restrictions are proven to be of no use, providing gaps for the tobacco industry to exploit and thus evade partial bans. For example, while all direct promotions and sponsorships are largely banned in all countries and many countries even had a ban on promotion at POS, pack displays are still allowed in most countries. These loopholes need to be plugged. Laws need to be made more stringent in some countries to restrict tobacco promotions, prohibiting incentives to selling cigarettes, such as freebies, rebates on the product, sample product, anti-competitions and loyalty programs, and observing the tobacco industry's promotion strategies at POS. Licensing of tobacco retailers can facilitate retailer compliance. There should be a strict vigilance on any type of promotions in terms of sponsorship of any social-cultural or sports events and if found there must be severe penalties to be imposed on the organizers and promoters of the events. Also at all the Bars, Pubs, and discos, the lawmakers need to rethink and incorporate the loopholes in the policy to safeguard youth and especially minors from smoking initiations.

A genuinely socially responsible tobacco company is to not promote the product in any form but the tobacco-related CSR activities have become a medium for the tobacco companies to advertise and promote their products

and remain at top of the mind of people such activities must be stopped. Bans on transnational advertising are important, and countries with partial bans need to look into it and strengthen them. Almost all countries do not have definite processes to address the issue of online promotion, and it always remains as a loophole for the tobacco industry to market tobacco to minors though it violates the law. Finally, there is a need for greater coordination, observation, investigation, and exchange of data to strengthen our legislation to achieve a comprehensive and effective ban.

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