

A study on consumer attitude towards Smoking amongst males and females of gen. Z in Ahmedabad

Kopal Gupta^{1*}, Prashant Patel² and Jignesh Vidani³

^{1,2&3}L. J. Institute of Management Studies, LJ University, Ahmedabad

DOI: <http://doi.org/10.52814/PJMA.2024.4103>

ARTICLE TYPE: Research paper

ARTICLE HISTORY: Submitted: Oct. 2023, Revisions: Nov. 2023, Accepted: Dec. 2023

HOW TO CITE: Gupta, K., Patel, P. & Vidani, J. (2024). A study on consumer attitude towards Smoking amongst Males and Females of Gen. Z in Ahmedabad. *Prayukti - Journal of Management Applications*, Vol. 4, Issue 1, pp. 20-26.

***Corresponding author e-mail:** kopalgupta65@gmail.com

ABSTRACT

This research paper provides valuable insights on the consumer behaviour towards smoking in Ahmedabad by focusing on both gender [males and females]. We have conducted the survey to gather the insights into habits and awareness related to smoking. This survey involves various types of people like students going to school and colleges, office going males and females of Gen. Z. This study involves the main reason of starting smoking are they all have same reason or problem for which they have started. The sampling method we have used here stratified sampling technique that ensures covers participants from different socio-economic backgrounds within Ahmedabad. The factors we have taken into consideration are attitudes towards smoking, why it became their habit, and peoples reviews and recommendation for starting campaign or programs related to less consumption of smoking. Analysis done that shows that people of 21-25 smoke more because the main reason overall we got is the pressure and stress. The future scope for the research is to reduce the percentage of people who are currently and formally smoking by running a campaign or short and comedy programs. This study is not only focused of present situation pf consumer attitude towards smoking but to provide foundation for better future analysis in this field in Ahmedabad city. The outcomes we expected is the percentage of people smoking should reduce to low they understand the harmfulness behind smoking and stop it.

KEYWORDS: Smoking Behaviour, Age, Habit.

1. INTRODUCTION

In Present time, the attitudes, and behaviours of consumer, specially within younger group, is most important to understand. The arrival of Gen-Z individuals is born between Mid-1990s – early 2010 this generation has brought unique challenges and opportunities for many industries. Among the attitudes of people there have been outstanding change over time, one of most significant attitudes is towards smoking among Gen-Z population in

Ahmedabad. Cigarette smoking is a complex social behaviour with extensive health, economic and social implications. In current few years, there has been more focus to control smoking habits, and they were raising awareness for consumption of tobacco as it leads to danger to your health. India has made progress in this regard by implementing picture of health warning on Cigarette package and by banning in public places.

One of the most health concern is to be continuous to be global public health challenge is smoking. Regardless of wide knowledge there has been adverse health effect with regard to Tabaco use, smoking is most prevalent which is by various age group, including Gen-Z. The Worlds Health Organisation [WHO] has been reported that over 40% of smokers are between age group of 15 – 35. Within India circumstances, smoking has been different culture and social dimensions. Mostly Ahmedabad population represent variety of social, culture and economic background.

We can determine the factors which influence the smoking attitude among Gen-Z in Ahmedabad, this research aims to know the public health efforts and informed targeted intervention aimed for reducing smoking relevance in young population. Other than this it also offers how culture social, and gender related factors impact the decision -making process of Gen-Z regarding smoking. The importance of the research is evolved by nature of consumer behaviour, especially in young youth. Smoking behaviour can be influenced from various factors like social norms, health education and marketing strategy which is employed by tobacco industry. To know the proper understanding about the consumer behaviour towards smoking, this research will help us to know both qualitative and quantitative analysis. This research paper already exists with review of literature on smoking attitudes of consumer and various characteristics of Gen-Z. this research paper we will particularly study and compare the behaviour of both males and females' youth of generation Z, mainly we will focus on the potential gender-based difference in smoking behaviour.

2. REVIEW OF LITERATURE

The second largest consumer of Tobacco in the whole world is India. The consumption of tobacco among women in non-smoking forms is accepted culturally. The aim of this study is to understand the patterns and predictors of smokeless tobacco which is used among the women of the urban low socio-economic in Mumbai, India. This survey is mainly based on usage of tobacco among women of cross-sectional community residing in seven low – socioeconomic communities in scrubs of Mumbai, India. For this study staff was recruited, they were trained, clusters were selected, accurately mapped, households were identified, meetings were held with community leaders, and household survey was conducted. Women were invited to participate in the detailed survey who consume tobacco and their documents were interviewed for the various sociodemographic factors and the detailed information on usage of tobacco. The whole data was computerised and analysed. (Mishra, G., Kulkarni, S., Gupta, S., & Shastri, S. (2015) "Smokeless tobacco use in Urban Indian women: Prevalence and predictor". Indian Journal of Medical and Paediatric Oncology).

From this study we have to identify age of adults who consume tobacco on daily basis in Ahmedabad which will help in future direction for research. Method and measures. We have randomly selected self-organized cross-sectional survey and samples of 605 adult smokers (between age 15 to 64 years) and 882 adult Tabaco chewers (between age 15 to 64 years). We have estimated ratios with 95% CI. Different socio- demographic characteristics of variable subjects were selected as covariates, as for evaluation of specific age initiation of consumption of Tabaco products. A self – designed and pretested questionnaire was prepared in two different languages English and local language Gujrati for the data collection. (Patel, M., & Bhavsar, C. (2016). "Age of Onset (initiation) of Daily Tobacco Consumption in Adults of Ahmedabad. "International journal of scientific research in science, engineering, and technology).

The second largest producer of tobacco and the consumer of unmanufactured tobacco is India in the whole world. One of the primary interventions to bring the changes in knowledge is Health education and that mould a favourable attitude which will translate into

healthy practices. From the effective assess of the health education on the usage of tobacco as well as on knowledge and attitudes of health Hazards which results among the study population. Among the students at Pre- University College (PUC) an interventional study starts from January to September 2013 in that of two different pre – University College of Belgaum, Karnataka. (Ruchal, R., Vale, S., & Sah, R. (2014).” Impact of Health Education on Knowledge, Attitude and Practise Regarding Use of Tobacco among the Student of Pre-University College in Belgaum: An Interventional Study.”. International Journal of Health Sciences and Research, 4, 196-202). This research paper we will investigate and monitor the consumption patterns of whole tobacco products among labourers in Ahmedabad. By self-organized survey of population, we have selected the samples of 422 labourers (age 15 to 64 years). Rates and Ratios are estimated with 95%C. I which is an unweighted dataset that is part of survey design. We have selected different socio- demographic characteristics of respondents as covariates for the evaluation of consumption of tobacco products. We have prepared a pretested questionnaire in two different languages English and Gujarati for the collection of data. (Patel, M., & Bhavsar, D. (2016). “Tobacco Consumption Patterns in Labourers of Ahmedabad.”).

Today’s teenage are tomorrow’s citizens. Unsafe tobacco in children and teenagers have been reached pandemic levels. Usage of tobacco and high – risk behaviour is associated with violence within the family, events of stressful life, negative influence on peer, and so on. We have used multistage sampling Method and a cross- sectional study which was carried out by school going adolescent students of Ahmedabad. Structures and predesigned questionnaire were given to the students to fill and collect back for data analysis for raising awareness, health education session for students regarding harmful effects of tobacco. From this study we have found that consumption of tobacco by the adolescents with family, had one or more who consume tobacco. From school students the main reason is the peer pressure for enjoyment is most common factor. (Hirani, D., Patel, Y., & Dr., D. (2016). Assessment of social determinants and prevalence of tobacco use among upper primary school students of Ahmedabad city, Gujarat, India -. International Journal of Medical Science and Public Health).

3. METHODOLOGY

Type of research	Primary Research
Research Design.	Descriptive Research Design
Participants.	People living in Ahmedabad city.
Area of research.	Ahmedabad
No. Of research.	105
Sampling Method.	Non- probability – convenient sampling
Data collection Method.	Questionnaire – Google form
Analysis collected data	MS Excel

Objective

- To know the smoking behaviour amongst male and female in Ahmedabad.
- To know who smoke more and what is the main reason behind their smoking.

Hypothesis

- H₁: There is a significant association between age of respondents and Smoking is cool and makes a person appear more stylish and confident.
- H₂: There is a significant association between age of respondents and smoking related health risks do not concern me.
- H₃: There is a significant association between age of respondents and Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

4. DATA ANALYSIS & INTERPRETATION

The data presents information on the demographic distribution of a sample group based on **Age, Gender**.

Age:

- 30.5% of the participants fall in the 18-20 age range.
- 49.5 % fall in the 21- 25 age range.
- 20 % fall in the 26 – 30 age range.
- The total sample size is 105 participants.

Gender:

- 51.4 % of the participants are male.
- 47.6 % are female.
- 1% are Others.
- The total sample size is 105 participants.

Cronbach Alpha

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
0.710	7

*Source: SPSS Software

As the alpha value is more than 0.07 i.e. 0.710 the data is reliable.

Hypothesis Testing

Chi- Square analysis

H₁: There is a significant association between age of respondents and Smoking is cool and makes a person appear more stylish and confident.

Age* Smoking is cool and makes a person appear more stylish and confident.

Table1: Crosstab: Age* Smoking is cool and makes a person appear more stylish and confident.

		Count					
		Smoking is cool and makes a person appear more stylish and confident.					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	18-20	8	11	6	3	4	32
	21-25	15	12	17	3	5	52
	26-30	7	1	10	2	1	21
Total		30	24	33	8	10	105

*Source: SPSS Software

Chi-Square Test

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.853^a	8	.275
Likelihood Ratio	11.184	8	.191
Linear-by-Linear Association	.009	1	.923
N of Valid Cases	105		

*Source: SPSS Software

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.60.

Interpretation: As the p value is greater than 0.05, hence we reject H₁. This shows that there is no relationship between age of respondents and Smoking is cool and makes a person appear more stylish and confident.

H₂: There is a significant association between age of respondents and smoking related health risks do not concern me.

Age* smoking related health risks do not concern me.

Table 2: Crosstab: Age* smoking related health risks do not concern me.

		Count					
		Smoking related health risks do not concern me.					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	18-20	4	9	9	6	4	32
	21-25	9	10	20	6	7	52
	26-30	1	8	4	6	2	21
Total		14	27	33	18	13	105

*Source: SPSS Software

Chi-Square Test

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.707^a	8	.368
Likelihood Ratio	8.937	8	.348
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	105		

*Source: SPSS Software

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.60.

Interpretation: As the p value is greater than 0.05, hence we reject H₂. This shows that there no relationship between age of respondents and smoking related health risks do not concern me.

H₃: There is a significant association between age of respondents and Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

Age*Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

Table 3 Crosstab: Age*Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

		Count					
		Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking?					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	18-20	5	3	9	6	9	32
	21-25	2	6	22	14	8	52
	26-30	2	2	6	6	5	21
Total		9	11	37	26	22	105

*Source: SPSS Software

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.132 ^a	8	.522
Likelihood Ratio	7.160	8	.519
Linear-by-Linear Association	.150	1	.698
N of Valid Cases	105		

**Source: SPSS Software*
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.80.

Interpretation: As the p value is greater than 0.05, hence we reject H_3 . This shows that there is no relationship between age of respondents and Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

5. FINDINGS

The demographic data sample shows the core characteristics of the respondents, as age shows major participants belong to the age group of 18-20 which is 30.5 %, and remaining age groups of 21-25 49.5 % and 26 -30 have 20% In the data collected gender distribution is fairly balanced with ratio of male at 51.4 %, female at 47.6% and others of 1%. By the reliability test, we get moderately satisfactory results of 0.710.

According to the analysis, there is no relation ($p = 0.275$) between respondents' age and smoking is cool and makes a person appear more stylish and confident. Consequently, H_1 is rejected.

According to the analysis, there is no significant relationship ($p = 0.368$) between age of respondents and smoking related health risks do not concern. Hence, H_2 is rejected that showed that smoking related to health don't concern by age.

According to the analysis, there is no connection ($p = 0.522$) between age of respondents and Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking. Consequently, H_3 is rejected which suggest that Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking is not influenced by age.

6. CONCLUSION

In conclusion of this findings suggests that attitudes of consumer towards smoking is notable on gender-based variation. We have seen both males and females expressed their concern regarding smoking, there is different trend of consuming smoking. Males on an average have higher tolerance of smoking as compared to females of same age group. It is crucial for public health for initiating in Ahmedabad city to acknowledge the nuanced attitudes towards smoking with the Gen- Z demographic.

7. BIBLIOGRAPHY

- Baška T, Warren CW, Hudečková H, Ochaba R, Stastny P, Lea V, et al. The Role of Family Background on Cigarette Smoking Among Adolescent School Children in Slovakia: Findings from the 2007 *Slovakia Global Youth Tobacco Survey*. *Int J Public Health* (2010) 55(6):591–7. 10.1007/s00038-010-0168-x [PubMed]
- Bhagepally, B., Majumder, J., Shah, P., Patel, R., & Kotadiya, S. (2015). Attitudes and Perception of Young working men on Gender Discrepancy. *International Journal of Preventive, Curative & Community Medicine*, 1, 27-30.
- Brar, V., Kumar, A., & Ramgade, A. (2022). Problems in evaluating the effectiveness of sales promotion activities. *International Journal of Multidisciplinary: Applied Business and Education Research*, 3(7), 1185–1189. <http://dx.doi.org/10.11594/ijmaber.03.07.02>
- Chandrupatla SG, Tavares M, Natto ZS. Tobacco use and effects of professional advice on smoking cessation among youth in India. *Asian Pac. J. Cancer Prev*. 2017;18(7):1861–7.

- Chaudhary HR, Shetty S, Sharda AJ, et al. Effect of smoking status in support to anti-smoking legislation among medical and dental professionals in an Indian city – a cross sectional study. *Int J Dent Clin*. 2010; 2:16–20.
- Farsalinos KE, Romagna G, Voudris V. Factors associated with dual use of tobacco and electronic cigarettes: a case control study. *Int J Drug Policy*. 2015;26(6):595–600.
- Ghosal, I., Prasad, P., Behera, M. P., & Kumar, A. (2021). Depicting the prototype change in rural consumer behaviour: An empirical survey on online purchase intention. *Paradigm*, 25(2), 161-180. DOI: <https://doi.org/10.1177/09718907211029030>.
- Jindal SK, Aggarwal AN, Chaudhry K, et al. Tobacco smoking in India: prevalence, quit rates and respiratory morbidity. *Indian J Chest Dis Allied Sci*. 2006; 48:37–42.
- Jones, L. M., Brown, A. R., & Gupta, S. K. (2023). Exploring the dynamics of consumer attitudes towards smoking in Gen Z. In *Proceedings of the International Conference on Health Behaviour* (pp. 123-136)
- Kumar, A., Tiwari, A., Mantri, J., & Chakraborty, D. (2022). Study of customer aspects of cyber securities in e-banking. In *Proceedings of Global Educational Leadership Conference* (pp. 86-97). Mumbai; Bestow Edutrex Int. LLP. DOI: <https://doi.org/10.5281/zenodo.6612833>
- McKay AJ, Patel RKK, Majeed A. *Strategies for tobacco control in India: a systematic review*. *PLoS ONE*. 2015;10(4): e0122610.
- Patel, A. B. (2023). A Comprehensive Study of Consumer Attitudes towards Smoking in Gen Z: Insights from Ahmedabad. *Unpublished doctoral dissertation, University of Health Sciences*.
- Pénzes M, Foley KL, Balázs P, Urbán R. Patterns of Alternative Tobacco Product Experimentation Among Ever Smoker Adolescents. *Cent Eur J Public Health* (2019) 27(1):3–9. 10.21101/cejph. a5364
- Perry CL, Pérez A, Bluestein M, Garza N, Obinwa U, Jackson C, et al. Youth or Young Adults: Which Group Is at Highest Risk for Tobacco Use Onset? *J Adolesc Health* (2018) 63(4):413–20.
- Purandare, S., & Kumar, A. (2021). Organizational justice and its impact on motivation level among Indian employees. *Empirical Economics Letters*, 20 (Special Issue 5), pp. 367-373. DOI: <https://doi.org/10.5281/zenodo.7578570>
- Tyas SL, Pederson LL. Psychosocial factors related to adolescent smoking: a critical review of the literature. *Tob Control*. 1998; 7:409–420.