A Study On Awareness And Impact Of Tobacco Consumption With Special Reference To Salem Corporation

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Abstract: Tobacco and tobacco products are more regulated today. Companies have lost countless lawsuits and are now forced to clearly label their products as having a detrimental effect on the health of a person. Also, tobacco advertising is severely limited and regulated. Still, tobacco companies make billions of dollars in revenue every year, destroying the health of others. It's estimated that there are around 1 billion tobacco users.

Key words: Health, Statistical analysis and Tobacco.

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1 Introduction

The World Health Organization (WHO) declares that tobacco-related disease is the leading preventable major factor. In Worldwide, especially each year 6.5 trillion cigarettes are sold. More than six million people die over a year and one person dies for every five seconds due to tobacco-related disease. A chemical named Nicotine which is present in tobacco will addict and release toxic gases while burning and it reaches human brain within 7-10 minutes at first inhalation. The number of disease from its product is beyond the count, such as Lung disease, cancer types, tuberculosis, asthma, blood pressure etc. Tobacco products can be used by both smoked such as cigarettes, bidi, cigars, hukkah, pipes..., etc. and smokeless (snuff, chewing, nasal snuff, gutka, khaini, surti..., etc). The tobacco user was most found in China and in India. India is one of the largest tobacco producing countries. The origin of tobacco plant was found in North and South America natively. During the World War I (1914-1918), the use of cigarettes became popular and known as "soldiers smoke" and by following in the World War II (1939-1945), the sales of cigarettes are high and considered like food for a soldiers. In India Tobacco-related disease is considered as a major public health problem nowadays. Hence this research analyzes the awareness and impact of consuming tobacco and the risk faced by tobacco consumers and their surrounders with the help of statistical techniques.

2 Proliferation of Cigarettes

Cigarettes came to the height of their popularity during the First and the Second World War. Tobacco companies sent millions of packs of cigarettes to soldiers on the front lines, creating hundreds of thousands of faithful and addicted consumers in the process. Cigarettes were even included into soldiers' C-rations – which contained mostly food and supplements, along with cigarettes. The 1920s were also the period when tobacco companies started marketing heavily to women, creating brands such as 'Mild as May' to try to feminize the habit and make it more appealing to women. The number of female smokers in the United States tripled by 1935. In Great Britain, snuff users were warned about dangers of nose cancer as early as 1761 while German doctors started warning pipe smokers about the possibility of developing lip cancer in 1795. In the 1930s, American doctors started linking tobacco use to lung cancer and General Surgeon's report from 1964 definitely

states that smoking causes lung cancer in men. Dangers associated with nicotine are nothing new. Ever since people started smoking, there were those far-sighted enough to suggest that the habit is dangerous and addictive. In the early 17th century a Chinese philosopher Fang Yashi pointed out the dangers of smoking, noting that it caused 'scorched lungs. Sir Francis Bacon noticed that there was something very addictive about tobacco way back in 1610, saying that it's a tough habit to kick – people back then did not know about the addictive nature of nicotine or that nicotine was even a component of tobacco.

3 Objectives of the Study

- To make awareness about the consequences of tobacco
- To analyse the dangerous of tobacco
- To control the harmful effects of tobacco on the environment
- To evaluate the risk faced by the surrounders due to tobacco users
- To increase anti-tobacco through prevention methods

3 Limitations of the study

- The study collected was confined to the perception about the Smokers.
- The data was related to the sample used in the study.
- It used a survey to collect the data from the Respondents.
- This type of data collection technique limited the nature of the responses given by the participants.
- The survey created for this study may not have addressed all factors.

4 Research Methodology

Research design is the plan for descriptive research effort that guides the researchers in a scientific method towards the achievement of the objectives. This research is based on observed and measured phenomena and derives information from actual knowledge rather than from theory or belief. The research tool used for this study was a self-administrated questionnaire that was circulated to tobacco consumers as respondents in the shape of a survey, and the data collected in this way were the primary data for the analysis. In this stage, based on the review of literature,

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different questions have been employed to study the awareness and impact of consuming tobacco products with special reference to Salem Corporation.

4.1 Population
The Centurion Municipality was declared as the SALEM CITY MUNICIPAL CORPORATION from 1.6.1994. The Salem City Municipal Council celebrated its Centenary in 1966. Fittingly the Municipality was upgraded into a special grade Municipality with effect from 1.4.79. Salem City Municipal Limits were further extended by the inclusion of Suramangalam Municipality, Jarikondalampatty town Panchayat, Kannankurichi town Panchayat and 21 other Village panchayats with effect from 1.4.94, with an extent of 91.34 sq.kms and provisional reports of Census India, population of Salem in 2011 is 8,29,267; of which male and female are 4,17,317 and 4,11,950 respectively. Salem Corporation consists of 60 wards categorized under 4 Zonal Offices.

4.2 Sample of the study
Since the public who are studying in the Salem Corporation, it was established quite unwieldy to select certain percentage of the population as the sample frame. So that only 300 samples were selected from the four different programmes on the basis of convenient sampling from the unknown population.

Table 1.1: Information on sample

S.No	Name of the zone	Sample size
1	Suramangalam	75
2	Hasthampatty	75
3	Ammapet	75
4	Kondalampatty	75
	Total	300

5 Statistical analysis
In this study, the research has adopted quantitative data analysis. Quantitative data analysis is the procedure of presenting and interpreting numerical data. Questionnaire method of data analysis can be of immense value to the researchers who effort to draw meaningful results from large body of qualitative data. The research has adopted the following statistical tools to analyses the collected data and achieves the objective of the research. This study has proposed to use Microsoft Excel, Statistical Package for Social Sciences (SPSS) computer software for analysing the primary data. These possible tools have been used to run the statistical analysis end to create suitable tables and figures.

5.1 Chi square test
Chi-square test is the simplest and most widely used non-parametric test in statistical work. The symbol $\chi2$ is the Greek letter and was first used by Karl Pearson in the year 1990. It can be used to test for the discrepancy between the observed and expected number of cases in the data. Also, it is used to test for independence of attributes. Consider the cross tabulation of some characteristic across two categorical variables. The resulting table is called a two-way frequency table as a contingency table. One characteristic of an attribute is shown along the rows and other is shown along the columns. Each cell of the table gives the count of the number of cases corresponding to that cell.

Table 1: Current smoking status

S.No	Current Smoking Status	No. of Respondents	Percentage
1	Used to smoke but have to quit	84	28%
2	Smoke	78	26%
3	Occasionally	47	16%
4	Smoke regularly	37	12%
5	Smoke frequently	54	18%
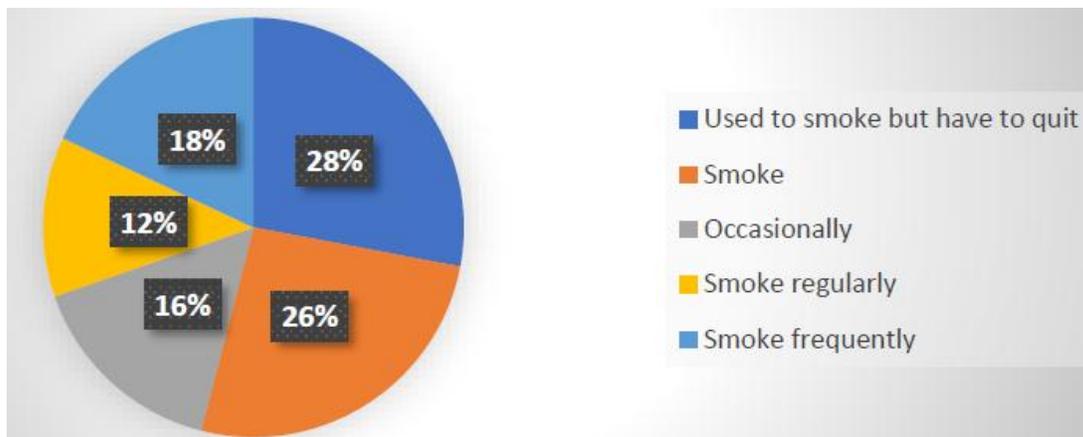
Figure 1: Current smoking status
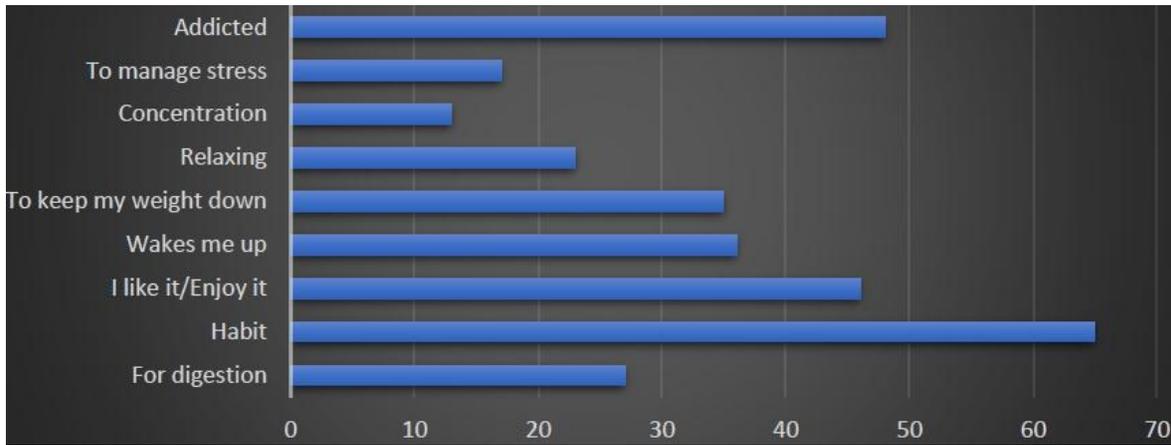
Figure 2: Reasons for smoking

Description		Table 2: Current smoking status					Total
		Used to smoke but have to quit	Smoke	Occasionally	Smoke regularly	Smoke frequently	
Age when the first cigarette was smoked	Below 15 yrs	34	29	19	13	19	114
	16-20 years	29	26	21	15	20	111
	21-30 yrs	15	11	5	4	9	44
	31-40 yrs	5	9	2	4	6	26
	Above 41 yrs	1	3	0	1	0	5
Total		84	78	47	37	54	300

From the above Table-4, Chi-square table 'p' value is less than the 0.05. Hence we reject the null Hypothesis and there is significant difference between the Age and current smoking status.

Table 3: Chi-Square Tests for current smoking status			
Description	Value	Degrees of freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.69	16	0.83

Table 4: Chi-Square tests reasons for smoking			
Description	Value	Degrees of freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.39	40	0.04

From the above Table-5, Chi-square table 'p' value is less than the 0.05. Hence we reject the null Hypothesis and there is significant difference between the reason for smoking and occupation.

Table 5: Reasons for smoking

Description		For digestion	Habit	I like/enjoy it	Wake me up	To keep my weight down	Relax	Concentrate	To manage stress	Addicted	Total
Occupation	**Agriculture**	8	19	14	9	7	4	6	3	17	87
	Government	7	12	10	12	6	6	4	4	1	62
	Business	2	10	5	2	6	2	2	2	7	38
	Private	1	8	6	2	1	0	1	2	3	24
	Others	9	16	11	11	5	11	0	6	19	88
Total		27	65	46	36	25	23	13	17	48	300

5.2 Analysis of variance (ANOVA)

Analysis of variance is a powerful tool for tests of significance. The test of significance based on the t-distribution is an adequate procedure only for testing the significance of the difference between the two sample means. In a situation when we have three or more samples to consider a time an alternative procedure is needed for testing the hypothesis that all the samples are drawn from the same population that is, they have the same mean. Thus, the basic purpose of the analysis of variance is to test the homogeneity of several means.

Table 6: Price increase of cigarettes will prevent smoking

Description	Sum of Squares	df	Mean Square	F	p - value
Between Groups	4.23	4	1.057	0.92	0.02
Within Groups	340.5	295	1.154		
Total	344.73	299			

From the above Table-6 clearly show that p-value is less than 0.05. So, we reject the null hypothesis and conclude that there is significant difference between the aspects in the price increase of cigarettes will prevent smoking.

6 Conclusion

The study reveals that the Tobacco Consumption in the Salem Corporation is high. And especially, the Young generation is more involved in Smoking than others. Most of the time the Respondents are feeling difficult to avoid smoking in Forbidden area and in front of the children which shows that they are having some concern about the peoples who surround them. Most of the Respondents are having Health problem due to Smoking. As a final, the study defines that the peoples are having more smoking consumption, by knowing detailed Information about the Anti-Cigarette. This shows that they know about the dangers and side effects of Smoking and having an idea to quit smoking but due to addiction and habit the Respondents are fully involved in Smoking even they are having a way to quit.

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