



International Journal of Research in Social Sciences

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	A Feasibility case Study of Implementing Corporate Social Responsibility from Employee Perspective with Special Reference to Marg properties, Chennai Dr. Simeon S. Simon, Dr. Janakiraman and Dr. Clement Sudhahar	<u>1-20</u>
<u>2</u>	Rule-Based Phonetic Matching Approach for Hindi and Marathi Mr. Sandeep Chaware and Mr. Srikantha Rao	<u>21-41</u>
<u>3</u>	Work-Integrated Learning Program in Colleges and Universities – An Analysis Dr. S. Kaliyamoorthy and S. Sridevi	<u>42-60</u>
<u>4</u>	Education Management for advancing rural india Ms. Simmi Tyagi	<u>61-75</u>
<u>5</u>	An optimization routing model for collecting infectious medical waste Ms. Sopnamayee Acharya and Dr. Sandeep Tiwari	<u>76-100</u>
<u>6</u>	Model Formulation for Quantitative Research on Purchase Intentions of Car Owners Mr. Balakrishnan Menon	<u>101-129</u>
<u>7</u>	An Event Study Analysis to Evaluate the Efficiency of Stock Market With Respect To Dividend Announcements in Public (SBI Bank & PNB Bank) and Private (HDFC Bank & ICICI Bank) Banking Companies Vinod Kumar, Shelly Singhal and Gaurav Kamboj	<u>130-166</u>
<u>8</u>	CONSUMER EDUCATION & AWARENESS Dr. Hawa Singh and Ms. Monika Singh	<u>167-182</u>
<u>9</u>	The Smoked India Ms. Sangeeta Mohanty and Ms.Chitra Sikaria	<u>183-201</u>
<u>10</u>	Depository System in India: An Appraisal Ms. Kiran Chaudhary and Mr. Ramesh Kumar Malik	<u>202-220</u>

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assitant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

DR. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

DR. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

DR. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT (INDIA)

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, INDORE

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

Reviewers

Dr. B. CHANDRA MOHAN PATNAIK

Associate Professor, KSOM, KIIT University, BHUBANESWAR

Dr. P. S. NAGARAJAN

Assistant Professor, Alagappa Institute of Management, KARAIKUDI

Mr. K. V. L. N. ACHARYULU

Faculty, Dept. of Mathematics, Bapatla Engineering College, Bapatla, AP

Ms. MEENAKSHI AZAD

Assistant Professor, Master of Business Administration, GREATER NOIDA

Dr. MOHD NAZRI ISMAIL

Senior Lecturer, University of Kuala Lumpur (UniKL), MALAYSIA

Dr. O. P. RISHI

Associate Professor, CSE, Central University of RAJASTHAN

Ms. SWARANJEET ARORA

ASSISTANT PROFESSOR, PIMR, INDORE

Mr. RUPA.Ch

Associate Professor, CSE Department, VVIT, NAMBUR, ANDHRA PRADESH

Dr. S. RAJARAM

Assistant Professor, Kalasalingam University, Virudhunagar District, TAMIL NADU

Dr. A. JUSTIN DIRAVIAM

Assistant Professor, CSE, Sardar Raja College of Engineering, TAMIL NADU

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department, ITM University, GURGAON

Title

THE SMOKED INDIA

Author(s)

Ms. Sangeeta Mohanty

*Professor,
Academy of Business Administration,
Industrial Estate (S1/25) Angaragadia,
Balasore, Orissa*

Ms. Chitra Sikaria

*Faculty Member,
Academy of Business Administration,
Industrial Estate (S1/25) Angaragadia,
Balasore, Orissa*

Abstract:

Various research reports claim India to be on the brink of economic revolution ignoring the fact the majority of India's population is in the clutches of smoke form tobacco like beedi and cigarette. This addiction is paralyzing today's youth who have to carry forward the nation making the dream of a developed country a distant dream.

The focus for the production and consumption of tobacco has shifted to the developing countries, like India. This tobacco, though a source of revenue in millions for the government, bears the responsibility of spreading dangerous diseases like cancer, heart stroke, blood pressure, poor immune system etc. In today's fast moving stressful life, most resort to quick and harmful substitutes to relieve themselves temporarily leading to addictions. Many get addicted following the crowd in an attempt to be fashionable and portray a cool image in the society.

The purpose of the present paper is to provide a more comprehensive statistical analysis of tobacco usage in smoke form and the factors affecting this.

Key words: Tobacco, Smoke, Youth, Beedi, Cigarette

Introduction:

SMOKE SMOKE SMOKE – EVERYWHERE. Not the fumes from a terrorist attack or a war or any house on fire but the fume that is within and around us. A black smoke that is killing us slowly. There is a fire but no fire brigade required.

We are discussing the smoke that is killing us. The smoke released from the consumption of a dreadful component i.e., TOBACCO. The expenditure for the spread of tobacco consumption made by the tobacco industry throughout the world is increasing at an alarming rate. The result is quite obvious- INCREASED CONSUMPTION despite of the various strict bans implemented by the Government. The reason for this is quite obvious. Tobacco industry in order to survive and grow they need to recruit new smokers other than the existing ones at the cost of the lives of millions of people. As India being a land of young population the obvious target for new recruitment is by default the YOUTH. Today's youth is tomorrow's potential regular customer,

and the overwhelming majority of smokers first begin to smoke while in their teens. The teen and the youth mass are the only targeted customers.

Tobacco in India:

Tobacco plays a very important role in the development of the National Economic conditions. The Portuguese merchants around 400 years ago were the first to get tobacco in India. The new varieties of tobacco from Brazil surpassed the quality of stained tobacco cultivated in India. In the 17th century the import of tobacco through the Goa route caught fire. In no time, smoking or chewing tobacco became a culture and a fashion in the Portuguese colony. With the advent of British in India, came the concept of cigarettes. India has the dubious distinction of being the third largest producer of tobacco in the world. Export of tobacco is synonymous with the origin exports in India. India accounts for 5.8% of the international trade and ranks 5th after Brazil, U.S.A. Turkey and Zimbabwe for exports of tobacco. The major importers of Indian tobacco are U.S.S.R, U.K, Japan and Middle East countries. Tobacco provides employment roughly to 6 million farmers, even though its cultivation is restricted to only 0.3% of the total cultivated area. As per a WHO report, deaths due to tobacco consumption in India accounted 1.3 percent of the total deaths in India in 1990. But it is projected to be 13.2 percent by 2020.

Tobacco – The Smoke Form:

Tobacco for smoking purposes in India is used mainly in two forms: BEEDI and CIGARETTE. In India Beedi is more prevalent in the lower income segment people because of its easy availability and cheap prices. Cigarettes form only 15 percent of total tobacco consumption in India in comparison to the world statistics which stands at 90 percent. The most important reason for this is the heavy taxation on cigarettes, thereby forcing the smokers to swing to inexpensive substitutes. In spite of this fact there is an expected increase in the production of cigarettes from 91,400 million sticks in 2000–2001. As per a statement by Udayan Lal, Director, Tobacco Institute of India (TII), the tax on beedis is just one-twelfth of tax levied on non-filter micro cigarettes about just 2 percent of the tax on more expensive standard filters cigarettes.

In India every year approximately six lakh people die due to beedi out of 100 million beedi smokers. Studies have proved that beedis are more harmful than cigarettes as they contain low quality tobacco. Shockingly the consumption of beedi is maximum in states like Manipur, Mizoram, Nagaland, Sikkim, Rajasthan, Haryana, Punjab and UP. In these areas the ratio of beedi to cigarettes is around 24:1.

A survey in U.S.A on use of drug and health has estimated that more than 4,000 people under 18 try their first cigarette every day which means a humongous number of 7,30,000 new smokers every day. The various reasons favoring smoking as put forward by the youth are: to relieve stress, Pressure from peer group members over confidence on self health, to fit into a group, to give a COOL outlook, to be fashionable and modern in approach, to grab the attention of the society, to try as an experiment, influenced by role models, actors, actress etc., believe that TOBACCO IS THE RIGHT PASSAGE TO ADULTHOOD

Objective of the study:

1. To find out the factors influencing the people to use tobacco.
2. To find out the association between the age of the respondents and their tobacco uses.
3. To find out the relationship between the occupations, qualification, income of the respondents and their tobacco uses.
4. To find out the level of starting that habit and the usage pattern of tobacco.
5. To find out preference level of choosing the branded and unbranded tobacco.

Research Methodologies and Data Collection:

In order to achieve the above identified objectives a random sample of 120 people were chosen for the survey work. A pilot survey was conducted in the cities **Cuttack, Bhubaneswar, Orissa** and the questionnaire was improved in that light. A structured questionnaire was used as a data collection tool, and the statistical **random sampling** was resorted to for the purpose of the study. A questionnaire on different items related to the attributes was constructed on 5-point likert type scale in all eleven attributes. The statements

were measurable on a likert scale of 1-5; where 5 indicated strongly disagree and 1 indicated strongly agrees. The maximum focus was given to youth mass and the attributes such as stress, depression, modern approach, to grab the attention of the society etc. Among 120 people approached only 110 people responded. The questionnaire was administered to each of the respondents over one month period. The sample includes students as well as employees from different qualification, occupation, income and age group. The data have been collected in the month of September 2010.

Data Analysis:

For the purpose of data analysis, the method of factor analysis (Multivariate Analysis) was employed. Factor Analysis is a data reduction technique and it is used to identify the underlying or factors that explain the correlations among the set of variables that explore the factors influencing the people to smoke. The structure of the method is explained below.

1. The results of the factor analysis using Principal component method are given in the (table-10, 11, 12, 13, 14, 15).
 2. The table of communalities (Table-10) shows how much of the variance in the variables has been accounted for by the extracted factors.
 3. The factors with Eigen values greater than 1(Table-11) were retained and other factors were not included in the analysis.
 4. The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings. By comparing the varimax rotated factor matrix with unrotated factor matrix entitled as component matrix, (Table-13) rotation has provided simplicity and has enhanced interpretability. From the rotated factor matrix in the (table-14), four factors have been extracted and listed in (Table-15)
- Again we have tried to find out the association between the personal background and the tobacco usage by using chi-square.

The data have been analyzed by using SPSS version-11.0

Analysis and Interpretation:**1. Classification of Age and use of Tobacco in smoke form**

The data of the tobacco users have been collected from the different age groups such as (less than 18), (18-28), (28-38). This analysis is an attempt to know the association between the age and the usage of tobacco.

Table-1

Age	<18 years	18 – 28 years	28 – 38 years	Total
Yes	20	39	25	84
No	7	8	11	26
Total	27	47	36	110

Null hypothesis: H_0 : There is no significant association between the age and tobacco usage.

Alternative hypothesis: H_1 : There is an association between the age and tobacco usage.

Test statistic:

$$x^2 \text{ (Chi-square)} = \sum [(O - E)^2 / E] = 2.17, \text{ Tab. Val of } x^2_{(0.05)} \text{ at 2 d.f is } 5.99$$

As, $x^2_{\text{cal}} < x^2_{\text{tab}}$, H_0 is accepted and H_1 is rejected

Interpretation: So, there is no association between the age and tobacco usage.

2. Classification of Income and use of Tobacco in smoke form

A cross-section of the different income groups has been taken for the analysis as given below. A majority of the respondents belong to (20,000-30,000) group. The basic objective of the analysis is to find out whether the tobacco usage pattern varies with respect to the income group or not.

Table-2

Income p.m	< 10,000	10,000 – 20,000	20,000 and more	More than 30,000	Total
Use					
Yes	14	15	42	13	84
No	5	6	10	5	26
Total	19	21	52	18	110

Null hypothesis: H_0 : There is no significant association between the income and tobacco usage.

Alternative hypothesis: H_1 : There is a significant association between the income and tobacco usage.

Test statistic: χ^2 (Chi-square) = $\sum[(O- E)^2/E]$ = 1.086, Tab. Val of $\chi^2_{(0.05)}$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H_0 is accepted and H_1 is rejected

Interpretation: So, There is no significant association between the income and tobacco usage.

3. Classification of Qualification and use of Tobacco in smoke form

Qualification wise analysis and its relation with tobacco usage is tested by using chi-square test as follows.

Table-3

Qualification Use	Under Graduate	Graduate	Post-graduate	Professional	Technical	Total
Yes	13	21	20	15	15	84
No	5	5	5	6	5	26
Total	18	26	25	21	20	110

Null hypothesis: H_0 : There is no significant association between the qualification and the tobacco usage.

Alternative hypothesis: H_1 : There is a significant association between the qualification and tobacco usage.

Test statistic: χ^2 (Chi-square) = $\sum[(O- E)^2/E]$ = 0.9348, Tab. Val of $\chi^2_{(0.05)}$ at 4 d.f is 9.488

As, $\chi^2_{cal} < \chi^2_{tab}$, H_0 is accepted and H_1 is rejected

Interpretation: So, There is no significant association between the qualification and the tobacco usage.

4. Classification of Occupation and use of Tobacco in smoke form

By and large, consumers of different professions have the different styles of purchasing the items. So, the credit card usage pattern may have the significant differences so far as profession is concerned. In this case we have considered the professions such as govt. servant, businessmen, private servant, students and others.

Table-4

Occupation	Student	Govt. employee	Private employee	Businessman	Total
Yes	18	19	25	22	84
No	6	7	8	5	26
Total	24	26	33	27	110

Null hypothesis: H_0 : There is no significant association between the occupation and the tobacco usage.

Alternative hypothesis: H_1 : There is a significant association between the occupation and the tobacco usage.

Test statistic: χ^2 (Chi-square) = $\sum[(O - E)^2/E] = 0.566$, Tab. Val of $\chi^2_{(0.05)}$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H_0 is accepted and H_1 is rejected

Interpretation: So, There is no significant association between the occupation and the tobacco usage.

1. Usage pattern of Tobacco in smoke form:

Normally, the frequency of using the tobacco varies from person to person. For this purpose, we have interviewed the respondents in a five -point scale and the results are as follows:

Table-5

Event	Usage	Percentage
Occasionally	10	12%
Sometimes	14	17%
Often	38	45 %
Regularly	22	26%
Total	80	100

Interpretation: On an average 45% of the people use tobacco very often.

2. Preference for branded products in smoke form:

The following table has been prepared on the basis of the information supplied by the respondents when they were asked for their preference over branded and unbranded tobacco.

Table-6

Company	Usage	Percentage
Unbranded(Beedi)	59	70%
Branded	25	30%
Total	84	100%

Interpretation: A majority (70%) of the people use unbranded tobacco.

3. Level of starting tobacco

We collected the data about the level of starting tobacco and the following table was formed.

Table-7

Level	Usage	Percentage
School	22	26%
College	38	45%
Profession	24	29%
Total	84	100

Interpretation: Maximum respondents told that they have started taking tobacco from their college carrier.

4. Sources of getting the information about the Tobacco usage

The respondents were asked to rank the different sources of getting the information about the tobacco usage and the results are given in the following table.

Table-8

Source	Rank sum(SR)	Rank sum(SR) ²
Friends	108	11664
Sponsored events	318	101124
Family members	167	27889
Colleagues	142	20164
Other sources	342	116964
Total	1077	277805

Now by Kendall's coefficient we could estimate the relationship and test whether the different respondents are in agreement or not, as given below.

H_0 : The respondents have disagreement in ranking.

H₁: The respondents have agreement in ranking.

Kendall's coefficient of concordance is given by the following rule $W = \frac{S}{\frac{1}{12}k^2(n^3 - n)}$, n = no. of attributes ranked=5, k =the no. of respondents=84. Where, $S = \sum (R_i)^2 - n(\bar{R})^2 = 45819.2$, $W = \frac{S}{\frac{1}{12}k^2(n^3 - n)} = 0.649$

Kendall's Coefficient of Concordance approximately follows

$$\chi^2 = k(n-1)W = 84*5*0.649 = 218.064 \text{ with } (n-1) \text{ d.f}$$

$$\chi^2 (\text{cal}) = 218.064 > \chi^2 (\text{tab with 4 d.f and at 5\% level of significance}) = 9.488$$

So, H₀ is rejected and H₁ is accepted.

Interpretation: It is interpreted that the respondents have the nearest approach to the same ranking with respect to the source of getting the information about tobacco usage.

5. Factor Analysis

Table-10: Communalities

	Initial	Extraction
X1-Stress	1.000	.853
X2- Depression	1.000	.794
X3- Male ego	1.000	.637
X4- Fashion statement	1.000	.672
X5-Entertainment	1.000	.709
X6- To fit in a group	1.000	.732
X7- Right passage to adulthood	1.000	.669
X8-Over confidence on self health	1.000	.768
X9- Pressure from a peer group	1.000	.710
X10- Cool and modern approach	1.000	.822
X11 -Attention of the society	1.000	.764
X12-Influence of role model	1.000	.836
X13- Experimental	1.000	.528

Table-11: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.917	22.439	22.439	2.917	22.439	22.439	2.273	17.484	17.484
2	2.334	17.952	40.391	2.334	17.952	40.391	2.271	17.470	34.954
3	1.771	13.623	54.013	1.771	13.623	54.013	2.170	16.690	51.644
4	1.455	11.192	65.205	1.455	11.192	65.205	1.500	11.542	63.186
5	1.016	7.814	73.019	1.016	7.814	73.019	1.278	9.833	73.019
6	.897	6.901	79.921						
7	.649	4.989	84.909						
8	.568	4.367	89.276						
9	.485	3.731	93.007						
10	.328	2.525	95.533						
11	.251	1.928	97.461						
12	.232	1.782	99.242						
13	9.852E-02	.758	100.000						

Extraction Method: Principal Component Analysis.

Table-12: Component Matrix

	Component				
	1	2	3	4	5
X1	.883	-.234	9.104E-02	9.992E-02	3.829E-02
X2	.886	5.190E-02	-2.982E-02	5.528E-02	5.080E-02
X3	1.491E-03	.110	.785	-2.291E-02	-8.597E-02
X4	.111	.464	-.586	-.231	-.217
X5	7.998E-02	5.317E-02	.132	-.120	.817
X6	-.222	.803	9.663E-02	-.140	9.393E-02
X7	-.396	.527	.403	.188	.191
X8	-.142	1.070E-02	-8.040E-02	-.850	.137
X9	.337	-6.165E-02	.733	.114	.204
X10	-.458	.150	-2.529E-02	.563	.521
X11	-7.625E-02	.818	-.121	.218	-.165
X12	.340	-2.589E-02	-.671	.510	-9.626E-02
X13	.140	.604	-2.671E-02	-6.332E-02	.372

Table-13: Rotated Component Matrix

	Component				
	1	2	3	4	5
X1-Stress	.883	-.234	9.104E-02	9.992E-02	3.829E-02
X2- Depression	.886	5.190E-02	-2.982E-02	5.528E-02	5.080E-02
X3- Male ego	1.491E-03	.110	.785	-2.291E-02	-8.597E-02
X4- Fashion statement	.111	.464	-.586	-.231	-.217
X5-Entertainment	7.998E-02	5.317E-02	.132	-.120	.817
X6- To fit in a group	-.222	.803	9.663E-02	-.140	9.393E-02
X7- Right passage to adulthood	-.396	.527	.403	.188	.191
X8-Over confidence on self health	-.142	1.070E-02	-8.040E-02	-.850	.137
X9- Pressure from a peer group	.337	-6.165E-02	.733	.114	.204
X10- Cool and modern approach	-.458	.150	-2.529E-02	.563	.521
X11 -Attention of the society	-7.625E-02	.818	-.121	.218	-.165
X12-Influence of role model	.340	-2.589E-02	-.671	.510	-9.626E-02
X13- Experimental	.140	.604	-2.671E-02	-6.332E-02	.372

Table-14: Component Transformation Matrix

Component	1	2	3	4	5
1	-.681	.668	.203	-.027	.218
2	.076	-.297	.901	-.042	.303
3	.653	.577	.068	.412	.258
4	.322	.297	.048	-.896	-.058
5	-.027	-.210	-.373	-.157	.890

Table -15: The extracted factors are tabulated below

Factor	Factor interpretation	Variables included in the factors
F1	Stress	Stress
F2	Life style	To fit in a group
F3	Ego	Male Ego
F4	Modernity	Cool and modern approach
F5	Entertainment	Entertainment

Conclusion and Findings:

As India becomes more westernized, more teens are using tobacco. As the westernization of India accelerates, it has been linked to increased tobacco usage by urban Indian children as young as 11 also. In spite of the significant ban on tobacco advertisements in the developed and developing countries, the usage has increased in countries like India. Surrogate advertisement is still promoting the usage. The ban has little or no impact on the smokers. One of the major factors is the availability of tobacco in cheaper form like Beedi targeting the youth. Though World No Tobacco Day is being celebrated worldwide every year on May 31 to call attention to the impact of tobacco use on public health there is no remarkable reduction in the usage pattern due to the stressful life and the so called modernity. In fact the culture i.e., THE COOL TITUDE is killing the youngsters. The Indian population majority believes that breaking a rule is their fundamental right. Hence they do not adhere to the bans implemented by the government on smoking. The researchers have tried to focus on the targeted customer and its dangerous impact as a whole. The following inferences have been derived from the paper.

1. The factor loading for **experimental** is comparatively low to the tune of 52.8% of the total variance. However the remaining variables have high factor loadings above 0.6.
2. **Factor 2 and Factor 4** have three significant loadings while remaining factors have only two loading.
3. Factor 1- **stress** pays attention on stress and depression and accounts for 22.439% of the variance.
4. The second factor- **Life style** gives much emphasis on to fit in a group, right passage to adulthood, attention of the society ,experiment and accounts for 17.952% of variance.
5. The third factor- **Ego** is accounted for 13.623% of variance and it emphasizes on male ego and the pressure from peer group.
6. The fourth extracted factor is **Modernity** is accounted for 11.192% of the variance.
7. The fifth extracted factor is **Entertainment** is accounted for 7.814% of the variance.
8. There is no association between the age and tobacco usage.
9. There is no significant association between the income and tobacco usage.

10. There is no significant association between the qualification and tobacco usage.
11. There is no significant association between the occupation and tobacco usage.
12. On an average 45% of the people use tobacco very often.
13. A majority (70%) of the people use unbranded tobacco.
14. Maximum respondents told that they have started taking tobacco from their college carrier.
15. It is interpreted that the respondents have the nearest approach to the same ranking with respect to the source of getting the information about tobacco usage.

References:

- The study, “Associations between Tobacco Marketing and Use among Urban Youth in India,” is published in the May/June issue of the American Journal of Health Behavior.
- *Tobacco Control* 2003; **12:e4** © 2003 [BMJ Publishing Group Ltd.](#)
- Nancy Zuckerbrod, Associated Press Writer [Study on Tobacco Ads Impact on Youths](#) [06/12/01]
- www.ask.com
- www.askme.com
- <http://www.expressindia.com/latest-news/Costlier-cigarette-causing-smokers-to-shift-to-beedis/326867/>
- http://www.dnaindia.com/money/report_cigarette-prices-up-smokers-shift-to-beedis_1173197
- <http://www.americanheart.org/presenter.jhtml?identifier=11226>
- <http://www.youthcare.sg/issues/8.php>
- <http://www.tii.org.in/MainConfig.aspx?ModuleId=206&CategoryId=5186&IsExpandable=True>
- Food and Agriculture Organization of the United Nations (2003) (FAO)
- The second and third National Family Health Surveys.