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A Study on Perception of Tobacco Consumers towards De-marketing of Tobacco Products.

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Abstract

De-marketing is a scientific way to decrease the demand and supply of tobacco products. According to WHO (World Health Organization), India has one of the maximum rates of oral cancer in the globe and rates of oral cancer patient are still increasing. Tobacco consumers become a burden to the society, the government and the public health care system. ANOVA and Descriptive analysis are used to conduct the study. It reveals that most of the tobacco users are aged between 20 to 40 years, and the occupation or monthly income does not have a significant effect on their smoking habit.

Keywords: De-marketing, Tobacco products, ANOVA, Descriptive Analysis.

Introduction

De-marketing is a tool to reduce the demand for consumption of a particular product or service on a permanent or temporary basis. De-marketing can be used as a device to decrease or reduce total demand, or types of demand and uses in relation to a particular stage of supply. Therefore, de-marketing strategy is to be applied on both private and public sector goals. Injurious goods for human beings are promoted to the consumers by manufacturer and their distributors. The government and private sector needs to make use of de-marketing plan to tackle with these circumstances. Tobacco users have an adverse health effects and, account for more than 1.5 million deaths annually (2020). The Global Adult Tobacco Survey reported that usage of tobacco among males (44%) and 6 % among females with a total prevalence of 31%. The highest rate shows in the Northern States in India.

There are about 1.3 billion smokers in the world and approximately 80 percent of all smokers live in developing economies. Tobacco and liquor organizations face increasing pressure to lessen smoking and

drinking among consumers. Most of the government authorities across the world are trying to increase taxes on tobacco products to discourage their consumption. Smokers also generate higher than average health care costs, increasing their relative burden on the public health system.

The population-level cigarette sales may be influenced by several factors including consumers rates of quitting, changes in rates of individuals who take up smoking, changes in the amount of tobacco consumed by smokers, or changes in the rates of the smuggling of tobacco products. Besides cigarettes, alternative forms of tobacco like biddies, hookahs, chewing or powdered tobacco are prominent in lower socioeconomic segments residing mainly in rural and semi-urban areas.

According to WHO (World Health Organization), India has one of the maximum rates of oral cancer in the globe and rates of oral cancer patient are still increasing. This inconsistent incidence of oral cancer has been related to the high percentage of tobacco chewers. Oral cancer accounts for one-third of the total cancer cases and 90% of the patients are tobacco users. This is true across a broad spectrum of people, rich and poor, male and female, old and young. According to GATS (Global Adult Tobacco Survey) more than one-third of adults in India use tobacco in some form. The tobacco use is high even among population age 15-24. Estimation of tobacco use in the general population are essential for monitoring the epidemic in the particular and provide the evidence base for developing policies for effective implementation of a comprehensive tobacco control program. De-marketing is a kind of tools of marketing which can be used for the control of tobacco consumption and for enhancement of the awareness about harmfulness of tobacco products. De-marketing strategies includes anti-smoking advertising, legal restrictions on smoking and price increases on cigarettes.

Statement of the Problem

- Cigarette smoking and tobacco products harm nearly every organ of the body, cause many diseases, and reduce the health of smokers in general.
- Smoking can cause lung diseases and respiratory problems by damaging airways and small air sacs in our lungs.
- Tobacco increases the risk of dying from cancer and smoking accounts for more number of deaths than any other reasons combined.

The present study is an attempt to gauge into the perception of tobacco consumers towards the de-marketing of products. Hence, the present study focuses on the perception of tobacco consumers towards the de-marketing of tobacco products.

Significance of the Study

Consumption of harmful products among the public tends the country to apply de-marketing strategies. And we know that many of the youths are also consuming these unhealthy products like tobacco, so for protecting their life for the benefit of society de-marketing is an essential part. And this study helps to identify effectiveness of de-marketing on harmful products.

De-marketing strategy must start from the study of the causes of behavior and diagnosis of the factors that encourage individuals to continue it. The study makes us aware about the role played by de-marketing campaigns and advertisements in the society. As one of the de-marketing strategies on harmful products, is to increase its price, this study also helps to understand effect on its demand due to the price change. This study also reveals whether there is any need to adopt more de-marketing activities to reduce demand for harmful products.

Objectives of the Study

1. To highlight the concept of de-marketing of tobacco products.
2. To find out the perception of tobacco users towards the de-marketing of tobacco products.

Hypothesis

- **H₀**: There is no significant relation between age and perception of tobacco users towards de-marketing.

Research methodology:

Source of Data

Both primary and secondary data were used for the study. However the study is based mainly on primary data collected from the sample beneficiaries by using a structured interviews schedule from the users. Secondary data has been collected from Journals, Magazines, News Papers, Articles and websites.

Sample Design

For the purpose of the study 101 respondents were selected using Convenience Sampling Technique.

Statistical Tools used

The data collected using interview schedule were analyzed using appropriate mathematical & statistical tools like percentage & ANOVA. All statistical tests were conducted at 5% level of significance.

Table 1:**Age wise distribution of respondents**

Basis	Number of Respondents	Percentage
below 20	12	11.9
20 – 40	46	45.5
40 – 60	28	27.7
60 – 80	11	10.9
above 80	4	4.0
Total	101	100.0

It is known from Table 1 that out of the total respondents taken for the study 12(11.9%) respondents have an age up to 20 years, 46(45.5%) respondents belongs to the age group between 20 – 40 years, 28(27.7%) respondents belong to age group 40 – 60 years, 11(10.9%) respondents belongs to the age group between 60 – 80 years and 4(4.0%) respondents have their age group above 80 years.

Table 2:**Marital Status of respondents**

Basis	Number of Respondents	Percentage
Single	44	43.6
Married	56	55.4
Separated	1	1.0
Total	101	100.0

It is recognized from the Table 2 that out of total respondents taken for the study, 44(43.6%) are single, 56(55.4%) are married and remaining 1(1.0%) are separated.

Table 3:**Educational level of respondents**

Educational Level	Number of Respondents	Percentage
school level	36	35.7
college level	51	50.5
professional level	14	13.9
Total	101	100.0

It is found from the Table 3 that out of total respondents taken for study, 36(35.7%) respondents have a school level education, 51(50.5%) respondents have qualified with college level education and 14(13.9%) respondents qualified with professional/PG level education .

Table 4:

Occupational status of respondents

Occupational status	Number of Respondents	Percentage
Agriculture	10	9.9
Business	22	21.8
Employed	22	21.8
Professional	11	10.9
Other	36	35.6
Total	101	100.0

It is found from the Table 4 that out of the total respondents taken for study, 10(9.9%) respondents are under the category of agriculture, 22(21.8%) respondents comes under the category of business, 22(21.8%) respondents are under the category of employed, 11(10.9%) comes under the category of professionals and 36(35.6%) comes under the category others.

Hypothesis: There is no significant difference between age and perception of tobacco consumers towards the de-marketing of tobacco products

Table 5:

Descriptive Statistics for perception of tobacco consumers towards the de-marketing of tobacco product based on age

Dimension of perception of tobacco consumers	Class	N	Mean	SD
Increased tax on tobacco	Below 20	12	3.42	1.084
	20 – 40	46	3.63	1.214
	40 – 60	28	3.43	1.230
	60 – 80	11	2.73	1.191
	Above 80	4	2.25	0.957
Increased price on tobacco	Below 20	12	3.08	1.379
	20 – 40	46	3.35	1.286
	40 – 60	28	3.04	1.170
	60 – 80	11	3.00	1.095
	Above 80	4	2.50	1.291
Anti-smoking advertisement	Below 20	12	3.25	0.754
	20 – 40	46	3.39	1.085
	40 – 60	28	2.93	0.979
	60 – 80	11	2.82	1.079
	Above 80	4	2.50	1.291
Heath warning pictures on tobacco	Below 20	12	2.75	1.288
	20 – 40	46	3.24	1.251
	40 – 60	28	2.86	1.239
	60 – 80	11	2.64	1.362
	Above 80	4	1.75	0.957

Law should be strong	Below 20	12	4.08	0.900
	20 – 40	46	3.74	1.084
	40 – 60	28	4.07	1.120
	60 – 80	11	3.55	1.036
	Above 80	4	4.00	1.155
Government should increase level of de-marketing	Below 20	12	3.83	1.030
	20 – 40	46	3.85	1.053
	40 – 60	28	3.64	0.951
	60 – 80	11	3.64	0.924
	Above 80	4	3.75	0.500
Government should take active role	Below 20	12	3.83	0.937
	20 – 40	46	3.80	1.088
	40 – 60	28	3.68	0.863
	60 – 80	11	3.55	1.293
	Above 80	4	4.00	0.816
De-marketing is the most effective strategy	Below 20	12	3.83	0.937
	20 – 40	46	3.39	1.125
	40 – 60	28	3.14	1.208
	60 – 80	11	3.27	1.272
	Above 80	4	2.50	1.000
Publish information about averse effect	Below 20	12	3.83	1.267
	20 – 40	46	3.30	1.314
	40 – 60	28	3.39	1.133
Publish information about averse	Below 20	12	3.83	1.267
	20 – 40	46	3.30	1.314
	40 – 60	28	3.39	1.133

effect	60 – 80	11	3.36	1.362
	Above 80	4	2.50	1.291
Government should restrict smoking in public places	Below 20	12	3.75	1.055
	20 – 40	46	4.07	1.124
	40 – 60	28	4.21	0.917
	60 – 80	11	3.91	1.300
	Above 80	4	3.00	0.816

It is clear from the table that Increased tax on tobacco, Increased price on tobacco, Anti-smoking advertisements and Health warning pictures on tobacco, in the age group 20-40 has the highest mean and above 80 has the lowest mean as compared to other age groups.

Perception about Law should be strong; in the age group below 20 has the highest mean and age group between 60-80 have the lowest mean compared to other groups. About Government increasing the level of de-marketing, age group 20-40 have the highest mean and categories 40-60 and 60-80 have the lowest mean. About Government taking active role, the age group above 80 has the highest mean and age group between 60-80 have the lowest mean compared to other age groups.

De-marketing is the most effective strategy and publishing information about adverse effect has the highest mean in age group below 20 and lowest mean at age group above 80. On government restrictions in public places the highest mean is in group 40-60 and lowest mean is in group above 80.

Analysis of Variance (ANOVA)

Hypothesis: There is no significant difference between age and perception of consumers towards de-marketing of tobacco products

Table 6:

Age and Perception of tobacco consumers towards de-marketing

Dimensions of perception of consumers	Source of variation	Sum of square	DF	Mean square	F	Sig.
Increased tax on tobacco	BG	12.735	4	3.184	2.224	0.072
	WG	137.423	96	1.431		
Increased price on tobacco	BG	4.15	4	1.037	0.667	0.616
	WG	149.316	96	1.555		
Anti smoking advertisement	BG	7.072	4	1.768	1.669	0.164
	WG	101.700	96	1.059		
Health warning pictures on tobacco	BG	11.409	4	2.852	1.809	0.133
	WG	151.344	96	1.576		
Law should be strong	BG	3.689	4	0.922	0.802	0.527
	WG	110.371	96	1.150		
Government should increase level of de-marketing	BG	0.972	4	0.243	0.245	0.912
	WG	95.325	96	0.993		
Government should take active role	BG	1.072	4	0.268	0.253	0.907
	WG	101.740	96	1.060		
De-marketing is the most effective strategy	BG	6.984	4	1.746	1.338	0.261
	WG	125.234	96	1.305		

Publishing information about adverse effect	BG	5.816	4	1.454	0.909	0.462
	WG	153.630	96	1.600		
Government should restrict smoking in public places	BG	6.312	4	1.578	1.369	0.251
	WG	110.678	96	1.153		

Note: BG- Between Groups, WG- Within Groups, DF- Degree of Freedom

The mean difference in the perception of consumers among the respondents of different age group is examined using one way ANOVA. As shown in the table, F value is not significant at 5% significant level. Therefore the null hypothesis is accepted at 5% level of significance.

It is concluded that the different age group significantly not differ with regard to the perception of consumers towards de-marketing of tobacco products.

Findings of the study

This section contains the major findings which emerged from the study of data collected from the respondents. The findings of the study are presented below:

- Maximum respondents (45.5%) belong to the age group 20 – 40.
- Majority of the respondents (55.4%) are married.
- Majority of the respondents (50.5%) college level education.
- Maximum respondents (35.6%) belong to other category of employment.
- Maximum respondents (39.6%) have a monthly income below ₹10,000.
- Maximum respondents (44.6%) smoke 1- 2 cigarettes per day.
- Maximum respondents (43.6%) use cigarette as a part of their habit.
- Majority of the respondents (74.3 %) do not use any other type of tobacco products.
- Majority of the respondents (53.5%) have been using cigarettes for more than 2 years.
- Majority of respondents (70.3%) have come across some type of de-marketing advertisement.
- Majority of respondents (58.4%) have tried to reduce, avoid or quit the use of tobacco.
- Almost all of the respondents (81.2%) are aware of the problems relate with tobacco use.
- The perception of tobacco consumers towards de-marketing has no significant difference across various age groups.

Suggestions

1. Implementing strict laws will help reduce use of tobacco products.
2. Increasing product price will reduce the consumption of tobacco products.
3. Government should adopt more de-marketing activities to reduce use of tobacco products.
4. Increased de-marketing strategies can help reduce the use of tobacco products.

Conclusion

As the study suggests, de-marketing is a scientific way to diminish the demand of tobacco products. Increased pricing and improved de-marketing strategies can help in reducing the demand for tobacco products in general. Tobacco consumers become a burden to the society, the government and the public health care system. Most of the tobacco users are aged between 20 to 40 years, and the occupation or monthly income does not have a significant effect on their smoking habit. The opinion of tobacco consumers towards de-marketing is relatively same across the various age groups. The de-marketing methods should be improved as the results shows that the current strategies lack effectiveness and more people use tobacco products regularly. Strong de-marketing campaigns, strict laws, and government support can help reduce the use of tobacco products.

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