



## A Study on Consumer Attitude Towards Smoking Amongst Males and Females of Gen. Z in Ahmedabad

Kopal Gupta<sup>1\*</sup>, Prashant Patel<sup>2</sup>, Jignesh Vidani<sup>3</sup>

L.J. Institute of Management Studies, LJ University

**Corresponding Author:** Kopal Gupta [kopalgupta65@gmail.com](mailto:kopalgupta65@gmail.com)

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### ABSTRACT

This research paper provides the 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 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 reduced to low they understand the harmfulness behind smoking and stop it

## **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 are 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 you health. India has made progress in this regards 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 tabbaco 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 tabbaco 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 will 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.

### **Research Objective**

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

## LITERATURE REVIEW

The second largest consumer of Tabbaco in whole world is India. The consumption of tabbaco among women in non smoking forms is accpected culturally. The aim lf this study is to understand the patterns and predictors of smokeless tabbaco which is used among the women of the urban low socio-economic in Mumbai, India. This survey is mainly based on usage of tabbaco among women of cross-sectional community residing in seven low - socioeconomic communities in scrubs of Mumbai, India. For tis study staff was recruited, they were trained, clusters were selected, accurately mapped, households were identified, meetings was held with community leaders, and household survey was conducted. Women were invited to participate in the detailed survey who consume tabbaco and there documents were interviewed for the various sociodemographic factors and the detailed information on usage of tabbaco. The whole data was computerized and analyzed.(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 tabbaco 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 tabbaco 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 intiation of consumption of tabbaco 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 tabbaco and the consumer of unmanufactured tabbaco is India in the whole world. One of the primary intervention to bring the changes in knowledge is Health education and that mould an favourable attitudes which will translate into healthy practices. From the effective assess of the health education on the usage of tabbaco as well as on knowledge and attitudes of health Hazards which results among the study population. Among the students of 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 Practice 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 tabbaco products among labours in Ahmedabad. By self organized survey of population we have selected the samples of 422 labours ( 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 tabbaco 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.")

As we know that Today's teenage are tomorrow's citizens. Unsafe of tabbaco in children and teenagers have been reached to pandemic levels. Usage of tabbaco and high - risk behaviour are 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 was given to the students to fill and collect back for data analysis for raising awareness, health education session for students regarding harmful effects of tabbaco. Frim this study we have found that consumption of tabbaco by the adolescents with family, had one or more who consume tabbaco. 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.**)

#### **Hypothesis Testing**

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.

#### **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

#### **Data Analysis**

##### **Demographic Summary**

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  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.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

Table 2. 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

Tabel 3. Chi-Square Tests

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

a. 7 Cells (46.7%) Have Expected Count Less Than 5. The Minimum Expected Count Is 1.60

\*Source: SPSS Software

Table 4. 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

Tabel 5. Chi-Square Tests

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

a. 5 Cells (33.3%) have Expected Count Less Than 5. The Minimum Expected Count is 2.60

\*Source: SPSS Software

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 6. 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

Table 7. Chi-Square Tests

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

a. 6 Cells (40.0%) Have Expected Count Less Than 5.  
The Minimum Expected Count is 1.80.

\*Source: SPSS Software

Interpretation: As the p value is greater than 0.05, hence we reject H3. This shows that there is no relationship between age of respondents and Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking.

## RESULT AND DISCUSSION

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, H1 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, H2 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, H3 is rejected which suggest that Anti-smoking campaigns and awareness initiatives are effective in discouraging smoking is not influenced by age.

### **CONCLUSION AND RECOMMENDATION**

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.

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