



Smoking Among Teenagers with Emphasis on Social Marketing as a Solution

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ABSTRACT

The aim of the paper is to exhibit how teenage smoking has become a chronic problem for the society at large and how social marketing interventions over the time has been able to have a considerable impact to reduce this burgeoning chronic issue in the society. The most important way to stop the pandemic of smoking would be to stop the influx of new smokers i.e. mainly teenagers. As per certain studies it has been documented that teenagers start smoking mostly around the age thirteen or fourteen. This being the age when most are not aware of possible risks associated with this life taking habit. There are many health complications that teenagers can develop as a result of early smoking which many include respiratory issues, psychological issues, addiction to nicotine, and the associated risk of other drug usage. Although many measures have been taken by various authorities concerned to curb this growing menace in form of laws, regulations and even some social marketing measures, yet the efficacy of these have to be measured over period of time for a possible and definite solution.

Key Words: Smoking, Nicotine, Social Marketing

Introduction

Each day thousands of teenagers try cigarettes for the first-time. Some teenagers are of the opinion that 'smoking looks cool', others wrongly hope that cigarettes will help them to overcome problems and make them seem independent. When smoking is represented as a social norm among others who are seen as cool, urbane, defiant, or fun-loving, teens often react by bootlegging the behaviour and trying cigarettes themselves. Sometimes parents who smoke are also a negative influence on these developing minds as they would be affecting their smoking related choices. Moreover teens today suffer from similar stresses and anxieties as adults. Many turn to cigarettes for the same reason adults do.

Cigarette smoking is one of the most 'life taking' problems that have the capacity to intrude society at large. Long-term health concerns of teenage smoking is strengthened by the fact that most young people who smoke repeatedly linger to smoking throughout adulthood (USDHHS, 1994). Teenagers who begin smoking at an early age develop a larger risk of lung cancer as they would undoubtedly continue smoking into their adulthood (Colditz & Hunter, 2000).

Teenage is a time of substantial growth and potential but is also reflected to be a time of great peril. A lot of teenagers do face many difficulties allied to alcohol, drugs, etc. to name a few. According to the World Health Report, an enormous number of deaths would be averted if considerable measures can be taken to stop the influx of teenagers towards smoking (World Health Report, 1999). It is the time when these growing minds are most susceptible to starting tobacco use as they are more susceptible and more subjective by *marketing* than adults and are more alacritous to take risks, even with their health.

Most of the tobacco companies look for young people as replacement smokers as old people would soon wear out or maybe quit smoking. They use a variety of marketing strategies to encourage new consumers to try their products, and to continue using them. The younger they are when they begin utilizing tobacco, the more likely they are to get dependent to nicotine at an early age. Young individuals develop a wrong perception that nothing can harm them. Numerous teenagers don't realize how addictive smoking is. A few may have an extreme time making choices or sorting out tobacco myths from realities. Others may need to fit in with a gather or appear more seasoned, edgier, or more socially grounded. There are false representations of smoking in media in form of advertisement, in direct product promotion which creates a myth around the teenagers that smoking is something acceptable and risk free behaviour.

Various cultural aspects of society influence young people to try tobacco products. These are basically concerned with the acceptance as a 'traditional' norm. Although, there are various comprehensive laws against teenage smoking which are socially acknowledged yet this menace continues to grow. Even places that prohibit smoking inside public buildings often have outdoor smoking areas, some near schools and day care centres and tobacco use is prominent in mass media.

As distant as the reason is concerned social marketing points at conveying towards open welfare as an objective. It may centre on preventive procedure and takes logical prove towards making instruction and activity programs. Social marketing takes after a globalised scope and varies as per direness. Social marketing is for the most part utilized with different open benefit promoting which makes it more conclusive and promising. It can be utilized to combat the major complications and issues concerned with the common populace. For occurrence, it have been utilized for numerous a long time presently to overcome different society related issues such as smoking, drinking liquor, etc (Lefebvre, 2011).

With the belligerent media, promoting and social influences at large, social marketing can sporadically safeguard open associate to messages at tall levels and faces challenges concerning supporting long-term conduct modification. Establishing itself as a genuine instrument, social marketing is established on persuasive challenging messages, spearheading patterns and innovation comprising conventional and modern media (Evans, 2008).

The advancement of social marketing has generally depended on bringing in considerations from commercial marketing and relating those to social objectives. Within the foundation of social marketing and its pertinence within the field of high school smoking, the thought totally guzzled a much more extensive concept. Social marketing developing as a discipline and being connected in wider extend of social objectives certainly required a stronger approach and marketing blend. There should be certain alterations within the field of social marketing and its pertinence for anti-consumption (Peattie & Peattie, 2003).

Addiction to tobacco and its health hazards

'Addiction' may be termed as continued uncontrollable usage of a 'substance' irrespective of detrimental consequences. Many smokers do not recognise that they are habituated to tobacco and are of the misconception that they can quit smoking whenever they want to and would probably have a lot of time to work on quitting. The first step in retrieval is accepting that there is a problem. Habituated smokers undergo a strong enticing or uncontrolled want to smoke. These enticing desires to smoke can be stirred by smoking cues, self-discipline and taxing situations in the environment (MacDonald, 2004).

It is a well-established fact that tobacco is the only legitimate product that is sold and consumed worldwide to have the most harmful and detrimental effect on health to everyone exposed to it. The usage of tobacco has been constantly increasing as a result of low prices, wrong marketing practices; lack of edification about ill effects of smoking and poor governmental policies/laws against its usage and it has been established as the largest reason for preventable deaths in the world (WHO, 2008).

Nicotine is the chemical found in cigarettes which makes it addictive. Being psychoactive drug nicotine is like 'heroin' and 'cocaine' addiction in some ways. It is also considered as a 'reinforcing drug', which is the reason why the smoker finds it hard to quit. Due to the reinforcing effect, most smokers may find it difficult to stop smoking. Cigarette smoking can be described as a physical and psychosomatic addiction. Withdrawal symptoms of nicotine include anxiety; sleep disturbances, depression, increased hunger, irritability, etc. (Becket, 2004).

Nicotine has the same calming effect on teen smokers as it does on adults. Cigarette advertising in covert form also encourages teens to smoke. Despite the efforts of antismoking campaigns and legislation enacted to make cigarettes less readily available to teens, many teen smokers are already addicted to nicotine. Teenage being a very vulnerable age for developing minds, indulging in smoking can lead to lots of health and psychological issues. Though very little data about smoking is regularly collected for kids as young as twelve, the peak years for first trying to smoke appear to be in between the ages of eleven and fourteen with a considerable number starting even earlier (Jontson, 2013).

Although withdrawal is connected with the pharmacological properties of nicotine, many behavioural aspects can also subsidise to the moderation of withdrawal indications. Some smokers claim that the smell and the sheervision of a cigarette and the 'ritual' of obtaining, lighting, handling and smoking the cigarette are all associated to the satisfying effects of smoking and may deteriorate cravings. Nicotine causes dependence by providing centrally intervened supporting properties, by adjusting elements such as body weight and mood in a manner that is reflected pleasing by the tobacco user and by causing a physical reliance such that self-discipline may result in disagreeable symptoms (Jiloha, 2008).

Tobacco has been found to cause many problems like acute respiratory diseases such as pneumonia and influenza, and a number of persistent respiratory symptoms such as wheezing and cough. Various investigations have proposed that chances of developing lung cancer may rise with sum of cigarettes smoked and length of smoking. Numerous are of the conviction that youthful individuals are picking up the propensity of smoking due to numbness approximately dangers related with smoking additionally that it may be a portion of youthful disobedience (Institute of Medicine, 2015)

Cigarette smokers especially teenagers have been found to have lower level of lung function compared to non-smokers. The rate of lung growth can also be reduced by smoking. Smoking is known to affect the athletic capabilities of young people. Regular smoking may lead to coughs and worsen respiratory diseases among young people. Adolescent smokers experience shortness of breath at higher rates compared to non-smoking adolescents and produce phlegm more often than those who do not smoke (Institute of Medicine, 2015)

Smoking addiction causes harm to diverse parts of the body such as mouth, teeth, skin, fingernails and hair. Tobacco items contains components and compounds such as arsenic, carbon monoxide, nicotine and formaldehyde which may cause wrinkles, discolouration of skin complexion and yellowing of fingernails when they enter the circulatory system. Second-hand smoke may too result in harm when it gets in contact with the body. Various researches have stated that smoking has also been leading cause for facial related issues and people who gave up smoking sooner or later did develop further damage to their physical features (Colditz & Hunter, 2000).

Numerous youngsters wrongly consider that smoking imperturbably will not cause addiction. Different inquiries about have recognized those genuine signs of habit such as, desire concerning smoking and indeed apprehensive or bad tempered conduct, which can be seen inside few weeks of sporadic smoking. As per studies conducted in US it was set up that more individuals have died from smoking related heart illness than from lung cancer. It has been perceived by numerous related studies that that smoking causes diabetes, hearing misfortune and vision related issues. Heart infection, cancer and respiratory maladies were fair many of-the physical and therapeutic challenges concomitant to smoking but it has too been revealed that smoking can too diminish fertility in men (Cramer et al., 1995).

Factors Leading to Initiation of Tobacco Use

A number of variables impact the use of tobacco by children and youngsters. A few of these are the family history of tobacco utilize by older folks, peer impact, experimentation, ease of access, psychological issues and most critically, the forceful marketing measures of the tobacco industry.

Family plays an appallingly critical part in start of tobacco usage teenagers. Tobaccos use by guardians or kin increments the probability that a child starts smoking. As an illustration, numerous Indian fathers and granddads habitually inquire the boys to get 'beedis' or cigarettes from an adjacent shop or stand. By this way, children are frequently presented to such items at their exceptionally early life stages. A child developing in such a family observing his senior brother, father, uncles or granddad using tobacco may see it as a family convention that's to be taken after. On the other hand, it is curiously to know that as an Indian tradition, younger people are not anticipated to smoke within the nearness of elderly, since smoking by a more youthful individual is taken as in disdain of the more seasoned individual. Subsequently, it could be a conundrum that the same elderly individuals, who latently appear the way to smoke, are restrictive of the same behaviour by younger people in their own nearness. Be that as it may, this esteem framework does not apply to usage of tobacco items (Jayant et. al, 1991).

In spite the fact that teenagers may begin smoking for psychosocial reasons like peer impacts, interest, desire for experimentation or as an impulse action, the pharmacological thought processes take on put exceptionally early in their smoking career. Thus, by the time teenager's smoke on a day by day premise, they take up the same level of nicotine from each cigarette as their peers do. Peer encumbrance is an imperative deciding factor for initialisation of tobacco consumption among teenagers. There are a few forms by which being related with medicate utilizing peers contributes to drug-abusing behaviour. Here, demonstrating and social endorsement play a vital part. When one is troubled due to any reason, an advertised cigarette or 'beedis' by a companion starts the acclimating prepare with a tobacco-using peer-group arrange (McNeill, 1991).

Tobacco items are socially approved but are openly accessible in each niche and corner throughout the nation. 'Beedis' are a bit cheaper than the cigarettes and consequently are favoured by the destitute who cannot manage cigarettes. Certain manufactured smokeless tobacco product (MSTP) like 'gutka' are too cheaper than cigarettes and don't carry the trouble of lighting, and thus, are more helpful to utilize, which makes it well known among the clients (Sinha & Gupta, 2001).

Destitute school execution, truancy, moo desire for future victory, and school dropouts has been found to be related with smoking at an early age. Children and youths with uneasiness and sadness are likely to utilize tobacco and other drugs, as these have uneasiness calming and temperament lifting properties. Besides, such children may socially be on edge and feel separated in a company of peer bunches. Start of smoking makes a difference them to distinguish with the bunch and consequently diminishes social uneasiness. Children with moo self-esteem are likely to be powerless to sedate utilize counting the tobacco. As smoking behaviour is related with development and adulthood, tobacco utilize may serve to advance self-esteem (Lynch & Bonnie, 1994).

Notices of different tobacco items are exceptionally common in all shapes of media counting the print media, TV, and the roadside hoardings and pennants. Tobacco publicizing and advancement successfully target the youthful individuals with pictures of smokers as stylish, energetic and effective. Characters in the motion pictures or TV serials regularly illustrate cigarette smoking as a schedule of day by day life. They now and then indeed appear cigarette lighting ways utilizing diverse traps. These scenes regularly pull in the naive intellect of the pre-adult to utilize comparative traps or receive comparative conduct (Ried, 1996).

For a child or a juvenile developing in an unpleasant domestic, tv appear and motion pictures are a implies of finding out what a typical life is around. He or she is likely to start smoking after observing such visuals. A few multinational tobacco companies are moreover included in supporting of mega wear occasions like worldwide cricket matches and a few indeed have organizations bravery grants. These pull in the powerless child or juvenile towards smoking with an thought that it may be a courageous or alluring action to receive since of the clear positive affiliations. Notices and advancement of cigarettes have been coming to its crest in creating nations like India due to a sharp decrease in deals in Western nations (Warren et. al, 2000).

To summarize, different components decide start of tobacco utilize. These components are both advancing and restrictive and have been continually changing over the time depending on a few temperate and showcasing strengths. Customarily, cigarette smoking had an affiliation with the upper course of the society, reminiscent of the British colonial time. In spite of the fact that within the later past it has permeated to all strata of the society, it is still more common among the upper and central classes. Among the lower wage bunches smokeless tobacco like *khaini*, *mishri* or smoking *beedis* are common. In provincial ranges, smoking by *hooka* and tobacco chewing are common. Over the final 2-3 decades, specific chewable tobacco items are being exceedingly advanced for deal and their utilize is being connected with the society's upper-class business-community in arrange to popularize them among the masses. Hence, the socio-cultural impacts are very complex in these respects and in setting up changes in tobacco utilize among the public.

Social Marketing as A Possible Solution

Social marketing was related with wellbeing within the year 1960 in spite of the fact that it established genuine commendation within the year 1971, with the distribution of the related article in a diary. The endorsed term was 'social showcasing of health' and was concern of recognizing it from commercial promoting. Its commencement was an perfect prospect for wellbeing specialists because it made them more responsible for open communications and social showcasing (Manoff, 1985).

Social marketing is the application of commercial marketing methodologies, extending from research, planning, execution, and assessment of behavioural impact mediations carried out by the public so as to move forward the wellbeing and welfare status of the populace. Social marketing is much the same as marketing concepts in common, but in social marketing, promoters, and social alter practitioners use showcasing strategies to bolster social administrations or events. Talking around social marketing implies talking about campaigns, since the reason of a campaign is to move forward the social behaviour of a bunch to be better than some time recently. In this case, the social marketing perspective or definition does not stand alone but receives the concept of commercial marketing in common, commonly referred to as a marketing blend or commonly alluded to as four P's of marketing (Anderson, 1994).

Social marketing strategies have been utilized to fight an awfully broad assortment of wellbeing complications. In expansion to those expressed over it has too been utilized in diminishing smoking in the midst of endless age bunches. Tobacco related-deaths and sickness has been prevented by social marketing mediations together with supportable standards which may include mix of legislations. As the ways into these challenges are imbued in

human conduct, the way out of them moreover lies in human conduct. Social marketing compromises a dynamic way to encourage individuals to alter from unverifiable to reasonable practices (Fox & Kotler, 1980).

In an investigation conducted in Australia, the analysts articulated that tobacco utilization in early stages of life come about in expanding the hazard of wellbeing issues. They expressed that the prior youthful individuals start smoking; the more likely they are to endure from smoking related malady. Tobacco utilization too has intense impacts on youthful individuals that are not rational related to hurtful maladies but too mental issues like discouragement that are regularly ignored (Mc Gee et. al, 2000).

Social marketing offers restricted viewpoint in channelling communication crevices in the midst of the wellbeing care framework and those who are inert to utilize the structure, hence undertaking the enmity between remedial administrations and anticipation. Some of the time it may show up impracticable to reverse the same showcasing hones that have made utilization concentrated presences inside economies to have the same affect in harming these ways of life. Social promoting has been able to achieve accomplishments in crippling heightening settled in practices and has made the anti-consumption of certain items more agent and charming (Tricky et al., 2001).

Social marketing strategies have been utilized to fight a really broad assortment of wellbeing complications. In expansion to those expressed over it has too been utilized in diminishing smoking in the midst of incalculable age bunches. Tobacco related-deaths and sickness has been prevented by social marketing mediations beside supportable standards which may contain mix of legislations. As the ways into these troubles are imbued in human conduct, the way out of them moreover lies in the same. Social marketing compromises a dynamic way to encourage individuals to alter from unverifiable to practical practices (Fox & Kotler, 1980).

The Western Australian 'Smarter than Smoking' campaign was a social marketing intercession that ran for nine a long time and was assessed over this period, a strikingly long time for a social marketing campaign assessment. The multi-strategy state-wide youth smoking intercession was built up in 1995 in reaction to concerns around youth smoking predominance in Western Australia. The destinations for the extend were to direct the social roundness of smoking, highlight the negative short-term and immediate properties of smoking, and to assist those youth who had not smoked to create the aptitudes essential to remain non-smokers. Elements of the program included, mass media, school-based enlightenment programs and youth arranged periodicals. The mass media campaigns helped in raising awareness, hence making a solid picture (Thorney & Marsh, 2010).

The 'Smoking Not Our Future' campaign was created by the Wellbeing Sponsorship Board and was propelled in 2007. The target bunch was Modern Zealand youth matured between 12 and 24 a long time. The objective of the campaign was to de-normalise tobacco utilization by expanding negative discernments associated with the social results of smoking in the midst of youthful individuals. The campaign determinedly comprised celebrities talking almost smoking, being smoked free and stopping smoking. A run of media channels were utilized, comprising TV commercials, radio, magazines, etc. In conclusion, the campaign was built on prior stages by joining de-normalisation and social discontentment messages with messages empowering intrusion and the impacts of part models (Thorney & Marsh, 2010).

Florida Truth (US) campaign started in April 1998 and this campaign was centred at youth. Financed by the state of Florida's settlement with the tobacco industry, the campaign was expecting at diminishing youth tobacco utilize by changing the viewpoint of young people towards tobacco industry. Based on Florida Truth campaign, this particular campaign begun in 2000 and was the greatest social showcasing campaign to maintain a strategic distance from and decrease youth smoking ever commenced within the US. This Truth campaign was a gigantic anti-tobacco countering campaign basically who were likely to smoke (Evans, 2008).

VERB was a social marketing campaign pointed at advancing the benefits of every day physical movement to children matured between nine and thirteen a long time of age. It was propelled in 2002 by the Centres for Illness Control and Anticipation (CDC). The campaign was based on using commercial showcasing strategies to motivate a lively way of life and advance the same as to some degree cool and fun (Evans 2008). National Youth Anti-Drug Media Campaign (US) was propelled in July 1998. It was imagined as a 5 year activity for preclusion and reducing of drugs, especially cannabis in the midst of youth. Whereas the campaign was not that viable but it was able to have a critical impact. This occasioned in another comparative campaign with same valuation. It was named 'Marijuana Initiative', and it underlined on the pernicious results of cannabis utilize (Thornley & Marsh, 2010).

Conclusion

Social marketing is a most effective way that can help in smoking cessation. The use of social marketing techniques can help smokers and non-smokers become more aware of the dangers of smoking and change their views. Because public access to them was easier, social marketing research that used online tools or mainstream media such as television were more successful. The absence of thorough observance of all social marketing stages was one of the major flaws observed in most studies on smoking cessation, and the aspect of competition and marketing mixtures received less attention.

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