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A STUDY ON AWARENESS OF ILL EFFECTS OF CONSUMING TOBACCO PRODUCTS IN COIMBATORE CITY

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ABSTRACT :

Tobacco consumption remains a significant public health issue, particularly among adolescents and young adults in Coimbatore, despite awareness campaigns and regulations. This study assesses their awareness levels regarding the ill effects of tobacco, examining knowledge gaps, behavioral influences, and the effectiveness of antitobacco initiatives. A descriptive research design was employed, with data collected from 126 respondents through questionnaires. Findings reveal that media influence and peer pressure are major factors initiating tobacco use, while lung cancer and heart disease are the most recognized health risks. Despite awareness, many struggle to quit, highlighting the need for stronger interventions. The study recommends targeted awareness programs, stricter regulations, and rehabilitation support to reduce tobacco consumption among youth.

Keywords: Tobacco Consumption, Awareness, Ill Effects, Adolescents, Young Adults.

INTRODUCTION

Tobacco consumption remains a significant public health concern, particularly among adolescents and young adults, who are more vulnerable to its harmful effects. In Coimbatore, like many urban centers, tobacco usage is prevalent despite growing awareness campaigns and government regulations. The increasing exposure to smoking, chewing tobacco, and emerging alternatives like e-cigarettes raises concerns about longterm health risks, including respiratory diseases, cardiovascular issues, and cancer.

This study aims to assess the awareness levels of adolescents and young adults in Coimbatore regarding the ill effects of tobacco consumption. Understanding their knowledge, attitudes, and behavioral patterns will help identify gaps in awareness and the effectiveness of existing antitobacco initiatives. By evaluating their perceptions and influences—such as peer pressure, media exposure, and family habits— this research seeks to provide insights that can contribute to more effective health campaigns and policy measures. Ultimately, the findings will support efforts to reduce tobacco use and promote a healthier lifestyle among the youth of Coimbatore.

LITERATURE REVIEW

World Health Organization (2022) Found that pictorial warnings on cigarette packets effectively increase awareness about health risks. However, their influence on smoking behavior remains inconsistent, as many smokers ignore warnings due to addiction or desensitization overtime.

Chockalingam & Raja (2021) Analyzed tobacco consumption trends in

Tamil Nadu, revealing a significantly higher prevalence among men. However, they also noted a rising trend among women, influenced by social acceptance, stress, and targeted marketing strategies.

STATEMENT OF THE PROBLEM

Despite widespread awareness campaigns and regulatory measures, tobacco consumption among adolescents and young adults in Coimbatore remains a growing concern. The availability of various tobacco products, including cigarettes, chewing tobacco, and electronic alternatives, has contributed to their continued use among the younger population. Many individuals start using tobacco at an early age due to peer influence, social acceptance, stress relief, or curiosity, often without a full understanding of its long-term health risks.

OBJECTIVE

- To assess the awareness level of risk factors on using tobacco product.

RESEARCH METHODOLOGY

- This research is descriptive in nature, The sample size is 162. The simple percentage analysis are used.

DATA INTERPRETATION AND ANALYSIS

TABLE NO 1
AWARE ON THAT TOBACCO CONSUMPTION CAN CAUSE SERIOUS HEALTH PROBLEMS

ARE YOU AWARE THAT TOBACCO CONSUMPTION CAN CAUSE SERIOUS HEALTH PROBLEMS	FREQUENCY	PERCENTAGE
Lung Cancer	37	29.4
Heart Disease	46	36.5
Oral Cancer	37	29.4
Respiratory issues	27	21.4
Others	11	8.7
TOTAL	126	100

INTERPRETATION:

Form the above table it is clear that were 36.5% of the respondent aware about heart disease, 29.4% were lung diseases, 29.4% were Oral cancer, 21.4% were respiratory issues, others 8.7%.

The most of respondents were 36.5% is heart disease.

TABLE NO 2

ARE YOU AFFECTED WITH ANY OF HEALTH ISSUES DUE TO TOBACCO USAGE	FREQUENCY	PERCENTAGE
Mental Issues	21	16.7
Cancer	55	43.7
Breathing Problem	33	26.2
Others	17	13.5
TOTAL	126	100

ILL EFFECTS OF USING TOBACCO PRODUCTS**INTERPRETATION:**

Form the above table its clear that 43.7% were incancer, 26.2% were breathing problems, 16.7% were had mental issues and 13.5% were others.

The most of the respondents were cancer 43.7.

Findings

The study reveals that while a significant portion of adolescents and young adults in Coimbatore are aware of the health risks associated with tobacco consumption, gaps in knowledge persist. Heart disease (36.5%) and lung cancer (29.4%) were the most recognized ill effects, followed by oral cancer (29.4%) and respiratory issues (21.4%). Despite this awareness, a concerning 43.7% of respondents reported suffering from cancer due to tobacco use, while 26.2% experienced breathing problems, and 16.7% faced mental health issues. Peer pressure and media influence were identified as major factors

initiating tobacco use, and many users struggled to quit despite knowing the risks. The findings suggest that while awareness campaigns have had some impact, behavioral change remains a challenge, indicating the need for more targeted interventions.

Suggestions

To combat tobacco consumption effectively, the study recommends implementing stronger awareness programs that focus on real-life consequences through testimonials and interactive sessions in schools and colleges. Stricter enforcement of tobacco regulations, including higher taxes, bans on public smoking, and larger pictorial warnings on packaging, could deter usage. Rehabilitation and counseling services should be made more accessible to help individuals quit tobacco addiction. Additionally, community-based initiatives involving parents, teachers, and healthcare professionals can reinforce anti-tobacco messaging. Social media and digital platforms should be leveraged to reach younger audiences with impactful content. Addressing peer pressure through peer-led education programs could also reduce initiation among adolescents.

Conclusion

Tobacco consumption remains a pressing public health issue in Coimbatore, particularly among adolescents and young adults. While awareness of its harmful effects exists, the high prevalence of tobacco-related health problems indicates that knowledge alone is insufficient to curb usage. Behavioral influences such as peer pressure and media exposure play a significant role in sustaining tobacco habits. The study underscores the need for a multi-faceted approach, combining stricter regulations, targeted awareness campaigns, and accessible cessation support. By adopting these measures, policymakers, educators, and healthcare providers can work together to reduce tobacco dependency and promote healthier lifestyles among the youth in Coimbatore.

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