

Influence of Tobacco Advertising on Youths Attitude to Cigarette Smoking in Oyo State, Nigeria

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Abstract

This study examined the influence of tobacco advertising on youths' attitude to smoking in Oyo State. The objectives of the study are to identify the sources of awareness of the different brands cigarette advertisements in Oyo State and extent to which these advertisements influence youths attitude to cigarette smoking. The survey design was adopted for the study and data were gathered through the questionnaire. Three-hundred and eighty-four copies of the questionnaire were administered on 384 respondents who were selected through a multi-stage sampling technique. Samples were drawn from youths: smokers and non-cigarette smokers in Oyo State. The study found that cigarette advertisements induced positive attitude to cigarette smoking among youths in Oyo State. The study further found that young people are exposed to different brands of cigarette advertisements mostly through radio and movies. The study concludes cigarettes advertisement influence youths attitude to cigarettes smoking. The study recommends that warnings accompanying cigarette advertisements must be emphatic.

Keywords: Tobacco Advertising, Youths, Attitude, and cigarette smoking

Introduction

Almost every one grows up in a world that is inundated with the mass media, for instance, television, radio, billboards, magazines, newspapers, and the Internet (Latif & Abideen, 2011). Of all marketing tools, advertising is renowned for its long-lasting impact on a consumer's mind, as its exposure is much broader (Katke, 2007). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all media influences audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence the individual's attitude, behaviour, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011). As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer. Advertiser's primary

mission is to reach potential customers and influence their awareness, attitudes and buying behaviour (Ayanwale, Alimi, and Ayanbimipe, 2005).

Wakefield, Flay, Nichter and Giovino (2003) note that tobacco advertising imbues the product with an image that is sufficiently attractive to make people want to use it. There are a number of pathways through which advertising can increase cigarette consumption. The four pathways include (a) encouraging the youths to experiment with cigarettes and initiate regular use; (b) increasing smokers' level of daily consumption by acting as a cue to smoke; (c) reducing smokers' motivation to quit; and (d) encouraging former smokers to resume smoking. In addition, an indirect pathway which might lead to change in cigarette consumption is through the ubiquity and familiarity of tobacco advertising contributing to an environment where tobacco use is perceived to be more socially acceptable, more normative and less hazardous than it in fact is. The tobacco industry has been extremely adept at creating images for cigarette brands over a long period of time, targeting advertising for different brands to the youths. In addition, it has used the concern about the health risks of smoking to its advantage by promoting 'light' and 'low tar' cigarettes, leading consumers to believe they are smoking a 'safer' cigarette, whereas, in fact, there is no evidence that these types of cigarettes deliver less tar when smoked.

Tobacco is estimated to kill up to one of every two users. No other risk factor carries such a high mortality rate and costs more than half a trillion dollars in economic damages annually (WHO, 2003). As the use of tobacco has declined in high-income countries, the tobacco industry has increasingly turned to low- and middle-income countries, particularly in Africa, Asia, and Eastern Europe, to recruit new users. Without comprehensive tobacco prevention and control policies, it is estimated that smoking prevalence in the African sub-region will increase by nearly 39 percent by 2030, from 15.8 percent in 2010 to 21.9 percent – the largest expected regional increase globally (Blecher and Ross, 2013; Mendez, Alshanteety and Warmer, 2013). Increasing prevalence, combined with sustained economic growth and population dynamics, could drive tobacco consumption in Africa to double within the next 10 years (Baleta, 2010). The morbidity and mortality caused by such an increase in tobacco use and exposure could have devastating effects on health, development efforts, and economic growth in African countries.

Like other communities globally, Oyo State is not left out of tobacco consumption. There is prevalence of tobacco consumption among residents (Omokhodion and Faseru, 2007; Terwase and Asusu, 2014). Hence, this study examines the influence of tobacco advertising on the youths' smoking attitude in Oyo State.

It is against this background that this study was conducted to determine the factors that affect the attitude of youths to cigarette smoking in Oyo State as well as factors that influence the youths in the uptake of cigarette smoking. This would enable the appropriate intervention to be instituted to arrest the social menace.

Oyo State as the Heart of Tobacco Farming in Nigeria

Era/FoEN (2001) notes that Ago Are-Owode-Tede axis in Oyo North is the largest tobacco growing region in the country with British-American Tobacco Nigeria securing 70 per cent of its tobacco leaves from there (Era/FoEN, 2001). Prior to 1930 when commercial cultivation of tobacco began in Nigeria, the people of Ago-Are and environs were food crop farmers following after the tradition of the rest of the Southwest. Some crops grown in this area include cassava and yam. Prosperity was measured by the availability of land and the mechanism to plant large acres of cassava and yam.

Era/FoEN (2001) notes that British-American Tobacco Nigeria made its presence known in this area around 1910, but has restricted its activities mainly to setting up a trading post in Iseyin about 40 kilometres from Ago-Are. Experimental tobacco cultivation began soon after but because Iseyin was a rapidly developing settlement the tobacco industry found it expedient to relocate its farms to a larger and more rural settlement. In 1939, according to Amos Adedigba, the oldest tobacco farmer in Ago-Are, a white man named Mr Cooper approached him and asked for the possibility of farming tobacco on a large scale. That was the early beginning of tobacco farming in the region. By 1942, the entire Ago-Are had become a large tobacco plantation. But the BAT was to later diversify its interests to a company called the Nigeria Tobacco Company (NTC). The NTC controlled the formal tobacco market in Nigeria for many decades until the year 2000 when the BAT again bought the controlling shares in the company. With the deal came the buying over of the tobacco farming estates of Oyo North District. But the plight of the farmers has rarely changed from what it was when commercial tobacco cultivation was introduced in 1942. When BAT took over in 2001, it promised to establish 1,000 model farms in the area, a move that was celebrated in the media and by the Nigerian government. The announcement created more hype and advertisement for BATN, as that scheme is yet to take off 17 years after.

Objectives of the Study

The broad objectives of the paper was to determine the extent advertisement influences cigarette smoking among youths in Oyo State, and to find out if other factors account for the youths' attitude to cigarette smoking in Oyo State. The specific objectives of the study were to:

- i. identify the sources of awareness of different brands of cigarette advertisements among youths in Oyo State
- ii. determine the extent cigarette advertisements influence youths' attitude towards smoking in Oyo State.

Research Questions

The research questions that guide the study are as follows:

- i. what are the sources of awareness of different brands of cigarette advertisements among youths in Oyo State?

- ii. to what extent does cigarette advertisements influence youths' attitude towards smoking in Oyo State?

Literature Review

Cigarette advertisement and its impacts on the youths

Cigarette advertisements have been so pervasive that both smokers and non-smokers can name a brand of cigarette product whose advertisements capture their attention in the media. United States Health and Human Services (2010) notes that a number of mechanisms have been postulated to account for the impact of tobacco advertising on youths. The pervasiveness of cigarette smoking gives youths a false impression that most people are cigarette smokers. Cigarette advertisements undercut the fact that tobacco use is unhealthy because people pictured in the cigarette advertisements appear very young, vibrant and healthy. Messages conveyed by cigarette advertising images are precisely those that would effectively appeal to young people that smokers are adventurous, independent, popular, risk-taking and attractive to the opposite sex. In other words, cigarette advertisements increase the perceived social values of smoking, and by doing so, increase the rate of cigarette smoking among youths.

Effects of Tobacco Advertising on the Youths

The market for tobacco in Nigeria grew at an annual rate of 4.7% between 2001 and 2006 (World Health Organization, n.d.). Undoubtedly, there is incriminating evidence that much of tobacco industry marketing activities are geared towards children and adolescents, in an attempt to “recruit” young people as future consumers of their products. The evidence that tobacco advertising and promotion increases tobacco use is solid and extensive. In 2002, the United States National Cancer Institute NCI (2008) reviewed available research and found a direct correlation between youths smoking behaviours and tobacco advertising. The NCI (2008) also found that, there is an unquestionable causal relationship between smoking onset and tobacco marketing. According to the U. S. Surgeon General, tobacco advertising also increases consumption via “word of mouth” as young people then use peer pressure to influence their peers to begin to smoke as well.

Tobacco advertising also appears to encourage those who have previously quit, resuming their former habits by showing an environment in which it is very “normal” and “accepted” to be using tobacco. Three separate studies (Andrews and Franke, 1991; Myers, 2004; & Roemer, 1993) found that tobacco sales are very much impacted by tobacco advertising. According to the U.S. Institute of Medicine, the U.S. Department of Health and Human Services, and the World Health Organization, brand advertisements such as the animated character, “Joe Camel” have been deliberately created by tobacco companies to appeal to the younger market and have been found to be directly linked with an increase in consumption. From 1989 to 1993 when the Joe Camel campaign was running, tobacco sales leaped to \$43 million from \$27 million in

the U.S. During the time the Joe Camel campaign was in full force, it was found that there was no change in the size of the adult market, but rather, the number of smokers among the youths increased by over 50 percent (CDC, 2013).

When celebrities are used in an advertisement, children will likely identify with such an individual, and therefore, want to try the product. Bill Cosby was used for many years to advertise Jell-o. Exposure to endorsement led to increased preference for the toy and belief that the celebrity was an expert about the toy (Ross, 1984). Advertisers are also using animated characters as “spokes-characters” to appeal to children and sometimes get the children ‘hooked’ on that particular product. The use of Joe Carmel by R. J. Reynolds Tobacco Company is a good example. This use of animated characters to appeal to young children has been largely criticised by parents, researchers, government officials, child advocates, and others and has been largely debated (Neely and Schumann, 2004). The use of animated spokes-characters in promoting products to young children ensures that the child can make a correlation between the brand and the character. Children’s advertisements are sometimes loaded with a lot of bargains. Bargains like half-price off, buy-one-get-one-free (BOGOF), use of coupons, and discounts. All these are to create brand loyalty and to draw children to the stores. Understanding consumers’ reactions to advertisements is the key to making sure a product is noticed and purchased, Oluwole (2013).

Theoretical Underpinning

The study is anchored on the Social Cognitive Theory. The theory postulates how people, especially the young ones are influenced by the environment and the media.

Social Cognitive Theory

The study is hinged on social cognitive theory. The theory is most suitable for the study because it postulates how individuals could be affected by parents and advertisements to take up cigarette smoking. The social cognitive theory as expressed by Dimpka and Wilcox (2016) citing McAlister, Perry and Parcel (2008) posit that individuals are influenced in several ways by certain interacting variables such as cognition, environment and behaviour. The theory explains how an individual can initiate and maintain a given behaviour. For instance, in terms of quitting smoking, there is a specific role played by the interactional effects of cognitive, environmental and behavioural factors (McAlister *et al.*, 2008).

First, the cognition is connected with various mental processes that occur within the individual such as behavioural capability, outcome expectancies and feelings of self efficacy. Second, the environment comprises any factor, physically external to the individual that can have an impact on his or her behaviour. Thus, the environment includes social factors such as the family, friends, i.e observational learning; and the physical such as the weather, availability of tobacco products, etc (McAlister *et al.*, 2008) as cited Dimpka and Wilcox (2016).

Third, behaviour is the outcome of any kind of influence. In other words, it refers to the way in which the individual reacts to various inputs from the social or physical

environment (i.e. self regulation). In view of this study, the researcher is specifically connecting with this theory from the perspective of environmental influences on behavioural disposition of an individual. In other words, certain environmental forces may have a link with the cigarette smoking habits cultivated by a person. For example, the researcher views two major environmental factors that influence behaviour to include the home and the peer group as responsible for the youths' smoking behaviour. The home factor consists of parents, siblings, guardians and neighbours whose behaviours affect the individual either overtly or covertly. Furthermore, the peer group may include school mates, friends or other adults within the youth's environment. Thus, the study views the cigarette smoking behaviour of the youth as one that may be determined by environmental influences.

However, social cognitive places too much emphasis on what happens to an individual rather than what an individual does with the information he or she has. Social cognitive theory does not take into account the actual development changes (physical and mental) that occur as an individual matures.

Method

A study of this kind which borders on attitude requires the survey method of gathering data to ascertain knowledge, belief, views and opinions of the youths about tobacco advertising and cigarette smoking. Survey research design was employed in this study because the study involved a large population. Tuckman (1972) observes that "survey research measures what a person knows (Knowledge or Information), what a person thinks (attitude and belief) and what a person likes and dislikes (Values and preferences)". Survey method is the process of extracting information from a target population through the use of observations, questionnaire or interviews, and subjecting the data that are obtained for statistical analysis for the purpose of drawing conclusions.

Thus, the survey was chosen as the research design for this study; it was used basically to determine the youths' attitudes about tobacco advertisements and cigarette smoking in Oyo State.

The young cigarette smokers constituted the population for this study with a total number of 3, 493, 639, (National Bureau of Statistics, 2013), which is however adjudged too large for the study. However, the sample size of 400 was arrived at using confidence level of 95% and confidence interval of ± 5 [assumed population statistics]. This was generated with the aid of the Sample Size Calculator. Therefore, the sample size of 400 was used.

The sampling technique adopted for the study was multi-stage sampling. This is because the sampling procedure required different procedures at different stages of population selection. The stratified sampling method was used to access respondents from the three Senatorial Districts of Oyo State. A stratified sample is the approach used to get adequate representation of a subsample, and it decreases probable sampling error. Rather than select a sample from the total population, the researcher ensured that appropriate numbers of elements were drawn from subsets of that population.

Findings

Demographic Data of Respondents

Four-hundred (400) copies of questionnaire were administered on the respondents, but three-hundred and eighty-four (384) copies of questionnaire were found usable

Table 1: Distribution of Respondents by gender, age, occupation, marital status and educational qualifications

<i>Options</i>	<i>Number of Respondents</i>	<i>Percentage</i>
1.1 Gender		
Male	153	60
Female	231	40
Total	384	100
1.2 Age		
15-19	61	16
20-24	234	60
25-29	64	17
30-34	20	5
35 & above	5	2
Total	384	100
1.3 Occupation		
Student	302	78
Artisan	35	10
Civil Servant	29	7
Unemployed	11	3
Trader	7	2
Total	384	100
1.4 Educational Qualifications		
Primary School	15	4
OLevel/ SSCE	140	37
OND/NCE	105	27
HND/BSC/BA/BEd/BTech	113	29
MA/ MSC/PhD	11	3
Total	384	100

Source: Fieldwork, 2017

Table 1 indicates that young men were more inclined to cigarette smoking than young women. Here, 231(60) were males, while 153(40) were females.

Most of the respondents (234) representing 60% were between the ages of 20 and 24. Only 5 respondents representing (2%) were aged over 35 years.

Three hundred and two respondents representing 78% were students. Only 7 respondents representing 2% were traders.

One hundred and forty respondents representing 37% had their OLevel/SSCE certificates. Only 11 respondents representing 3% had their MA, MSC/PhD certificates.

Research Question One: what are the sources awareness of different brands of cigarette advertisements among youths in Oyo State?

Table 2: awareness sources of different brands of cigarette advertisements among youths in Oyo State

Media	Number of respondents	percentage
2.1 Sources of awareness of brands of cigarette of advertisements:		
Radio	114	30
Magazines	56	15
Newspapers	48	12
Internet	32	8
Billboard	82	21
Television	52	14
Total	384	100
2.2 How often do these media Advertise cigarette products:		
Very Often	144	38
Often	108	28
Less Often	70	18
Not at all	62	16
Total	384	100
2.3 Other means respondents access cigarette advertisement		
Movie	122	32
Kiosk	90	24
Club	66	17
Friends/social events	48	12
Posters	58	15
Total	384	100
2.4 Purchase of a brand of cigarette products Advertised in the media?		
<i>Yes</i>	288	75
<i>No</i>	96	25
Total	384	100

Source: Fieldwork, 2017

Table 2 shows that 114 respondents representing 30% got to be aware of cigarette advertisements on radio. Nigeria has greatly curtailed the advertisement of tobacco products in the mainstream media, but tobacco industries promote their products through sponsorship of sporting events, corporate social responsibility initiatives, music, entertainment and other social events on radio and television, which in turn create a favourable image not only for tobacco companies but also for different brands of cigarette products such as Rothmans, St Moritz, Gold Leaf, Mall Pall, Consulate, White London that the tobacco companies manufacture.



Fig 1: A Taylor Magazine featuring a Nigerian-smoking actress

Fifty-six respondents representing 15% got to be aware of different brands of cigarette advertisements through magazine. Some magazines in Nigeria still feature the activities of tobacco companies during which overt and covert advertisements of cigarette products such as Rothmans, Gold Leaf, Consulate, St. Moritz are passed across to the target group



Fig 2: Punch Newspaper, 12 March, 2018

Forty-six respondents representing 12% got to be aware of different brands of cigarette advertisement in the newspapers. While the banner headline in the front page of the Punch Newspaper above is not a direct advertisement of cigarette products, it is a subtle reminder to smokers about the continued existence of cigarette products, and impending hike in prices of the products.



Fig3: Internet site promoting cigarette smoking Source: World Health Organisation

One-hundred and forty-four respondents representing 38% said the media advertised cigarette products very often

One-hundred and twenty-two respondents representing 32% said they also got to be aware of cigarette advertisements in movie. Marlboro brands of cigarette were featured in movies to entice the youth, who constitute heavy viewers of movies to make a purchase. 82 respondents representing 21% got to be aware of brand of cigarettes advertisement on the billboard, 52 respondents representing 14% got to be aware of brand of cigarettes advertisement on television, while 32 respondents representing 8% were aware of brand of cigarettes advertisement on the Internet.



Fig 4: A tobacco kiosk selling cigarettes to intending smokers

Ninety respondents representing 24% said they got to be aware of cigarette advertisement in the kiosk. Different brands of cigarette are actually being sold in the tobacco kiosk. In spite of the warning, there is no mechanism in place to stop the buyers who are less than 18 years.

Fifty-eight respondents representing 15% were aware of cigarette advertisement in the poster/street banner. This picture shows that Dorchester brand of cigarette is advertised in Ibadan.

Two-hundred and eighty-eight respondents representing 75% said they had purchased a brand of cigarette products advertised in the media.

Research Question Two: to what extent does cigarette advertisements influence youths' attitude towards smoking in Oyo State?

Table 3: The extent cigarette advertisement affects youths' attitude to smoking in Oyo State

Options	Number of Respondents	Percentage
3.1 Cigarette advertisement induce positive attitude to smoking among the youths		
Very Great	128	33
Great Extent	67	18
Some Extent	82	22
Little Extent	41	10
Very Little Extent	66	17
Not at all	0	0
Total	384	100
3.2 Cigarette advertisement encourages the cigarette smoking		
Very Great Extent	86	23
Great Extent	103	27
Some Extent	85	22
Little Extent	61	16
Very Little Extent	49	12
Not at all	0	0
Total	384	100
3.3 Cigarette advertisements encourage former smokers to resume smoking		
Very Great Extent	92	24
Great Extent	64	17
Some Extent	79	20
Little Extent	69	18
Very Little Extent	80	21
Not at all	0	0
Total	384	100
3.4 Advertisements encourage youths to smoke for pleasure		
Very Great Extent	129	34
Great Extent	93	24
Some Extent	76	20
Little Extent	38	10
Very Little Extent	48	12
Not at all	0	0
Total	384	100

Source: Fieldwork, 2017

Keys:

*Very Great Extent: Fully or completely

* Great Extent: Substantially or a lot

*Little Extent: Barely

* Very Little Extent: Not much

Table 4 indicates that 128 respondents representing 33% were of the opinion that cigarette advertisements induced positive attitude to smoking in the youths. Only

41 respondents representing 10% stated that cigarette advertisements induce positive attitude to smoking in the youths to little extent.

One-hundred and three respondents representing 27% acknowledged that cigarette advertisements encouraged the uptake of cigarette smoking to a great extent. Only 49 respondents representing 12% stated that cigarette advertisements encouraged the uptake of cigarette smoking to a very little extent

Ninety-two respondents representing 24% were of the view that cigarette advertisements encourage former smokers to resume smoking to a very great extent. Only 64 respondents representing 17% were of the view that cigarette advertisements encourage the former smokers to resume smoking to a great extent.

One-hundred and twenty nine respondents representing 34% were of the view that advertisements, to a very great extent, encouraged youths to smoke for pleasure. Only 48 respondents representing 12% believed that advertisements, to a very little extent, encouraged youths to smoke for pleasure.

Discussion of Findings

The study made some findings. Firstly, Answers to Research Question 1 is found in tables 2.2 to 2.4. Different brands of cigarette products such as St Moritz, Gold Leaf, Consulate, Rothmans, Pall Mall are advertised on radio, magazines, newspapers, Internet, billboard and television in Oyo State. Results in table 2 show that 114 respondents representing 30% got to be aware of different brands of cigarette advertisements on radio, 56 respondents representing 15% got to be aware of different brands of cigarette advertisement in the magazines, 48 respondents representing 12% got to be aware of different brands of cigarette advertisement in the newspaper, 82 respondents representing 21% got to be aware brand of cigarettes advertisement on the billboard, 52 respondents representing 14% got to be aware of brand of cigarettes advertisement on television, while 32 respondents representing 8% were aware of brand of cigarettes advertisement through the Internet.

In spite of the ban on cigarette advertisement in the mainstream media, mass media coverage of activities of tobacco companies' charity activities and other social events portrays tobacco companies in positive light and in turn creates positive image for tobacco products. Besides, the pervasiveness of cigarette advertisement causes young people to overestimate smoking prevalence among their peers and adults. The linking of cigarette smoking with athletic and sexual achievements leads young people to underestimate the risks involved in cigarette smoking. Radio coverage and mention of tobacco companies' charity activities serve as a reminder advertisement to cigarette smokers. Covert and overt cigarette advertisements in particular have contributed in no small measure to the massive awareness of cigarette smoking among youths. This is due to the omnipresent nature of mass media. Cummings (2004) found out that there is a correlation between the intensity of a cigarette product advertisement and awareness, preferences and market shares among youths. Radio remains the most powerful and pervasive media of advertisements not only because it breaks illiteracy barriers, but also

has the capacity to reach people of diverse backgrounds in isolated places and it is very cheap of all the media of advertisement.

Answers to the Research Question 2 can be found in table 3.1-4. Results in table 4.1 show that majority of the respondents said that cigarette advertisement induced positive attitude to smoking in the youths at different levels. One hundred and twenty-eight representing (33%) were of the opinion that cigarette advertisements, to a very great extent, induced positive attitude to smoking in the youths, while 41 respondents (10%) stated that cigarette advertisements induced positive attitude to smoking to a little extent in the youths. Pechmann and Knight (2002) found out that the increased demands for cigarettes and positive attitude to smoking are the results of advertisement and other promotional activities like product placement in movies, retail display advertising, free product sampling, sports sponsorship, packaging graphics, filter design and product attributes. Also, smoking scenes in television and movies positively arouse young viewers, enhance their perceptions of smokers' status, induce positive attitude to smoking in the youths and increase their intent to smoke.

Conclusion

Findings reveal that cigarette advertisement influenced the youths to take up cigarette smoking. Cigarette advertisement attracts new users of tobacco products. To reduce cigarette smoking rates, government needs to adopt a comprehensive approach to tobacco control. This should include a range of measures such as sustained increase in tobacco taxation combined with measures to curb smuggling, smoking cessation and health education campaigns.

Recommendations

As much as advertisement is a crucial factor in the marketing of goods and services, effort should not be spared in controlling advertisements of products that may endanger the health of the people. To check covert and overt advertisement of cigarette products in the media, an implementation of Framework Convention on Tobacco Control should, as a matter of urgency, be implemented. Taxation, as prescribed in the Framework Convention on Tobacco Control, is one of the means through which cigarette smoking can be reduced among smokers. Government will save lives of citizenry, and the higher the price of tobacco products, the fewer the people that have the capability to make a purchase

Mass media coverage of tobacco companies' sponsorship of events, tobacco companies' corporate social responsibility initiatives, and promotion of cigarette smoking through covert means and indirect advertisement by the tobacco companies should be regulated by the government to safeguard the health of the people.

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