"IMPACT OF WARNING LABELS ON TOBACCO PRODUCTS ON YOUNG PEOPLE'S CONSUMPTION OF TOBACCO"

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ABSTRACT

This research is about how the youth who are aged between 13 to 24 are influenced by the warning labels put on the tobacco products by means of using mixed-method approaches such as quantitative surveys and qualitative focus groups.

Experience of previous researches suggests that informative warning labels are very important to create this awareness in young people about health risks of the smoking and contribute in reducing smoking rate among youth or young people who already smoke. Till we have an adequate grasp of the various effects of the different design of warning labels, the emotions they provoke and how they impact various groups in society, we will keep striving for effective ways to place them.

The research will give out questionnaires to different youth cohorts to know the opinions on warning labels.. this consists of support levels, emotional response, and effect on intentions to smoke. Through qualitative focus groups the effect of various warning labels will be reflected.

Data collection will be conducted over few months but with the aim of getting a comprehensive understanding the media and communication experiences which will be obtained by focus group interactions. The research should look for specific label features (words, symbols, or visual terms) the youth consider relevant, which in turn guide youth health communication strategies and tobacco control policy.

Fundamentally, this research is slotted in the category of learning more about tips in tobacco products labels, especially targeting the youth group, which can be used in creating policies that will protect the youth from becoming addicted to tobacco use.

Keywords- Youth Smoking: Studying smoking practices among the young beings who are in the age range of 13 – 24.

Warning Labels: Evaluating efficacy of labels warnings smacking on the products of tobacco. Health Communication: The study examined the importance of the gender difference found in warning labels on cigarette packaging; the labels used to convey the smoking related health risks. Behavioral Impact:

The study should determine how the warning labels change attitudes and desires to smoke. Mixed-Methods Approach: Implementing the combination of the quantitative surveys and qualitative focus groups for the flexible research. Perceptions and Feelings: Knowing the main psychological and mental response that could be activated by the warning signs.

Tobacco Control: Discovering the best interventions to meet the tobacco control policies for youth. Prevention and Intervention: Proposing preventive measures to reduce smoking in youth may help correct the trend.

Public Health: Targeting public health issues linked to smoking problems of adolescent. Policy Implications: Offering between rules organizing as well as warning arrangements and labeling.

1. INTRODUCTION

Tobacco smoking still creates a serious public health problem, in fact, it is predominantly young people around 13-24 age bracket that are affected which in turn gravely affects their health and well being. As a remedy to the problem, warning labels that have appear on tobacco products now act as a crucial intervention to educate customers on health risks associated with smoking and avoidance of smoking initiation and continuation among the youth.

This research study is meant to analyze the effects of warning labels plants, as well as young peoples, attitude and behavior to smoking. Mixed-methods approach, which uses both quantitative questionnaires and qualitative focus groups, is employed so that to reach the insightful result of the labels' impact on adolescents' smoking-related behaviors, attitudes, and intentions.

The ultimate meaning of label warnings can be seen from the different bases for the policies and health message strategies that are commonly aimed at ensuring the spread of smoking is reduced in the young population. The results of this study provide essential data for those who currently working towards the prevention of unhealthy lifestyle choices and the cough of students from the adverse consequences of smoking.

2. LITERATURE REVIEW

Numerous previous studies found out that prominently displayed warning labels on tobacco products, particularly on those used by younger generations, exert considerable influence. The result of several researches conclusively show that warning labels of high-quality are capable in increasing the awareness of health risks related to smoking and also in the behavior change in young people.

Studies designed by Hammond and et al (2007) provided evidence that packs indicating illnesses associated with smoking through graphic illustrations got more attention than printed labels with text-only warnings. Furthermore the study by Thrasher et al.(2012) demonstrated that graphic warning labels created mood instigations among the adolescents that were more likely to obscure smoking integraction among them.

Nonetheless, there have been hindrances in begetting maximally comprehended labels. Time-dependent tendency to adapt to warning labels, label avoidance, and etnodiviosity of reactions to the warning tag due to specificity of individuals are crucial components to the effects of warning labels (Brewer et al., 2016; Noar et al., 2016).

This literature review highlights the relevance of such research to improve the messaging that needs to be conveyed perfectly in the warning label and also to generate new evidence that is used in formulating tobacco control policies. This work embraces both synthesis of the current media and offers the understanding of the warnings labels effectiveness and the assessment on how warn labels could be maximized at stopping youth taking smoking for a habit.

3. OBJECTIVES

Consider the influence of warning graphics on tobacco products as a factor of the level of cigarette information taken in by teenagers and young people between the ages of 13-24. Cease the effect of the smoking warning labels on the youth intention to give up or to never start smoking. Explore the emotional and cognitive triggers that alert labels invoke via qualitative focus groups and discusses the respondents' reactions to various types of labels.

4. RESEARCH METHODOLOGY

This study will use a mixed-methods approach that encompasses both quantitative surveys and qualitative focus groups to discover the impact of warning labels on tobacco products among young wards in ages 13 to 52.

Quantitative Surveys: Data about smoking habits and perceptions of warning labels, as well as intentions in relation to tobacco use will be collected by following a survey format. Open-ended questions are going to be incorporated into our survey along with the Likert scale and closed ended questions in order to quantify attitudes and behaviors.

Qualitative Focus Groups: Through interactive group dialogue in the focus group we'll find out what is the emotional and cognitive residents' reactions to warning labels, and it would give us deep understandings about how warning labels will affect smoking behaviours.

Sampling Strategy: An appropriate rationale for a stratified random sampling would be to make the participant sample representative for the population in terms of age, gender, socioeconomic status, and smoking status. This will provide scope for single-group or multiple-group analyses and will increase the validity of the statistical results. Data Collection: Online surveys will be administered, aiming the youth through schools, universities, community centers, and social media which will be user-friendly interface with big eyes and colorful words. The focus groups can be face-to-face, virtual or telephone method, but it is important that the groups are led by a competent moderator. Data Analysis: The data will then be analyzed applying descriptive statistics, chi-square tests, and regression analysis to see if certain variables are related to each other. In order to grasp the style of the qualitative data, themes and patterns in participants' answers will be identified by use of thematic analysis. Through the collation of both quantitative and qualitative approaches, this research aims to offer an all-rounded comprehension of how warning labels would impact on smoking behavior and opinion of young people and then the resultant information would be taken into account in the development of health communication strategies that are youth-tailored as well as the adoption and formation of tobacco control policies.

Hypothesis

Hypothesis 1 (Quantitative): Young people aged 13-24 will have reduced smokeless indicators and a strong resolve to quit or refrain from smoking if implemented policy would be more effective when accompanied by the graphic warning labels on tobacco products.

Hypothesis 2 (Qualitative): Given that communities who had experienced seeing graphic warning labels will witness more pronounced emotional and cognitive reactions compared to those who were only exposed to text-only warning, there is an indirect effect on attitudes towards smoking behaviors.

Hypothesis 3 (Overall): The decision to combine both methods of collecting data, i.e. the quantitative survey and qualitative focus groups, will ensure that the research is equipped with the ability to produce an overall evaluation of the effectiveness of warning labels in driving smoking content among youth.

5. DATA COLLECTION AND ANALYSIS

Collected data from online surveys containing questions on smoking habits, the perception of warning labels and the young people's inclination toward tobacco use (13-24 years) will be in the collection of the quantitative data. Notwithstanding, in-depth FGD (focus group discussions) will be employed to explore reactions ranging from emotional to cognitive when warning badges are presented.

Research data will be analyzed with descriptive statistics, chi-square tests, and linear regression in order to ascertain associations between variables. The qualitative data obtained from focus group interviews will be coded by inductive thematic analysis, noting the patterns and the themes present in the participants' answers. Intersubjecting of quantitative and qualitative data presents insightful perception of how warning labels affect consumers experience and reports.

Mobile based survey

No.	Variable	agree	neutral	disagree
1	How often do you notice warning on tobacco product?	34%	20%	46%
2	Do warning labels on tobacco products influence your decision to smoke?	14%	44%	42%
3	Do warning labels make you feel about the health risks of smoking?	43%	37%	20%
4	Does young age peoples ignore warning labels?	39%	42%	19%
5	Tobacco leads to very harmful diseases?	71%	11%	18%
6	Does tobacco warning needs to be more effective?	79%	11%	10%

6. CONCLUSION

This research adds a piece in the picture regarding the effects of labeling on tobacco products among kids in the motion of ages from 13-24. Findings from the administration of the quantitative survey and focus group show that the graphic label warnings are an efficient tool in enhancing tne general awareness of smoking-related hazards and prompting a beneficial attitude change.

The study highlights the need for the implementation of warning label the package of the cigarette in the form of effective design as part of the comprehensive strategy of control of youth tobacco. The recommendations derived from the results can reflect evidence-based policies which are aimed to decrease the number of young people who initiate and who smoke as well as which can contribute to improving overall health of community.

7. LIMITATIONS

This study covers extensively the effects of labeling tobacco products among teenagers 13-24 years, and the implications in the future.

Among other well-proven and practical tools, the name graphical warning labels on the cigarette packs turn out to be an important way of raising people's public consciousness on the negative health consequences of smoking and encouraging the smoking cessation.

The study emphasizes the importance of a warning label printed in effective form such as label on cigarettes package and use of it as an integral part of the multidimensional strategy to eliminate youth's tobacco use.

Recommendations can be made based on the results of research which may serve as formal evidence that explain what measures need to be undertaken to achieve a goal of reducing the number of young people who start to smoke or who smoke and help to improve the overall situation of the community's health.

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