Internship Research Paper on "Factors Affecting Tobacco Consumption"

Submitted To

Dr. Mamun Habib

Associate Professor

BRAC Business School

Submitted By

Ivana Murtaza Asfara

15104011

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Research Topic

Factors Affecting Tobacco Consumption in Bangladesh

6th May 2019

Dr. Mamun Habib

Associate Professor

BRAC Business School

BRAC University

Mohakhali, Dhaka

Subject: Submission of Internship Report

Dear Sir,

I have the privilege to submit my research paper as the internship report on **"Factors Affecting Tobacco Consumption"**. I have tried my best to abide by the rules of a research paper and I believe this to be a great opportunity to work on this challenging demise and perform completion on time.

I am truly grateful for your guidance and I have tried to incorporate all the lessons in preparing this report. I thereby hope there are no imperfections in this report and that you kindly accept it.

Sincerely yours,

Ivana Murtaza Asfara

15104011

To

The Internship committee

BBA Program

BRAC Business School

BRAC University

Endorsement of Ivana Murtaza Asfara's submission of research paper on "Factors affecting consumption of tobacco in Bangladesh "

Dear concern,

Ivana Murtaza Asfara holding the ID number 15104011 has been under my supervision for the submission of the internship research paper. She has been frequently in touch with me regarding the process of the paper. I hereby endorse her active participation in the internship program and accept her paper.

Sincerely,

Dr. Mamun Habib

Associate Professor

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

Firstly, I would like to show my gratitude to Almighty Allah for giving me the opportunity to perfect my internship report and successfully complete my internship tenure inspite of different challenges.

I would also like to thank various individuals who have directly and indirectly assisted me in preparing my report. I would most definitely like to start with **Dr. Mamun Habib**, Associate Professor of BRAC Business School. Without his guidance I would not be able to reach completion on time. His feedback and encouragement helped in making my report flawless.

I would also like to express my utmost gratefulness towards the employees of the Human Resource Department of British American Tobacco for assisting me in completing my report and have made my experience memorable as an intern.

 Sincere gratitude goes to my supervisors, **Ms. Tasnuva Noor Salim and Ms. Savera Mizan**, for guiding me throughout my internship tenure and grooming me for the better.

Last but not the least; I would like to thank **Ikram Hasan Evan,** for his support and timely notifications regarding deadlines as well as the report

Executive Summary

This report is a research paper on "Factors Affecting Tobacco Consumption". The overall paper deals with the various factors that affect consumption of tobacco products.A sample of 100 respondents have been surveyed to understand consumer behavior. These respondents were get provided a survey filled with questions related to the three factors that have been narrowed down in this research paper. The three factors are availability of tobacco products in Bangladesh, social construct of Bangladesh and the psychology of the people of Bangladesh. The paper works with how these factors affect the consumption of tobacco. To understand whether there is any positive, negative or no relation with the factors. A regression analysis using SPSS has been done with the data that has been attained from the survey. The results have been explained further in this paper. Lastly, the paper ends with recommendations of how the paper could be improved and the research could be made more effective. This research paper has been made as the internship report for BBA students graduating in Spring 2019 from BRAC University. This paper is being submitted to Dr. Mamun Habib, Associate Professor of BRAC Business School, BRAC University. The finding of this paper could be used substantially by any tobacco producing company, as well as people who want to be more aware of consumption of tobacco.

Chapter 1- The Organization

1.1 Overview of Organisation

British American Tobacco's journey started as Imperial Tobacco Company (ITC) in 1902 and later became British American Tobacco after the successful joint venture between UK;s Imperial Tobacco Company and American Tobacco Company. Imperial Tobacco's birth was in Calcutta, during the British rule and had a branch in Moulovibazar, Dhaka. The post partition trade was initially free but by 1948, customs barriers disturbed the flow of trade between India and East Pakistan (Current Bangladesh) resulting in a head office in present in Karachi, and demand forced a factory set up in Fauzdarhat, Chittagong in 1952. Thenceforth, product manufacturing resources for East Pakistan were received from Karachi and finally the production phase started from 1965 in Mohakhali. However, the Indo- Pakistan war interrupted the flow of resources from India but created a fruitful opportunity for entrepreneurs to set up more factories in East Pakistan. Eventually, the name Pakistan Tobacco Company changed right after the independence in February, 1972 and was then recognized as Bangladesh Tobacco Company. In 1998, the company aligned its identity with British American Tobacco group and adopted the name British American Tobacco Bangladesh (BATB), after reaching the required international standard and revenue stream and export quality.

BATB currently has over 1,000 employees and over 40,000 people working directly and indirectly; farmers, distributors and suppliers. BATB currently exports tobacco to Germany, Poland, Russia, UK and New Zealand. Moreover, they will be expanding their exporting database, moving towards the Asian region. BATB has recently received the title of Top Employer, Bangladesh.

Vision

"To become world's best at satisfying consumer experience with tobacco and beyond."

Mission

British American Tobacco's mission is to deliver their commitments to society, while championing informed consumer choice

BAT believes in making sure the adults who purchase products from BAT are completely aware of their choices despite having to provide a range of products. They also believe that the society creates new challenges and also provides us with new opportunities. Hence these challenges need to be faced with preparations, as well as opportunities taken advantage of. It is also important to acknowledge the harm done to environment due to their products and give to the society accordingly to minimize damage.

1.2 Description of the total business of the organization

BATB became a public limited company, governed by the EXCOs' (Executive Committee) and the Board of directors. This Committee includes all the heads of the functional Departments, each with different responsibilities.

The different structural departments are

1. Operations
2. Leaf
3. Finance
4. Marketing
5. Legal and External Affairs (LEX)
6. Human Resource

Operations

Supply Chain incorporates creating the tobacco to conveying the finished goods to the customers. Fundamentally, supply chain is the administration of the progression of merchandise. It incorporates the development and capacity of crude materials, work-in-process stock, and completed products from purpose of source to purpose of utilization. The different functions of supply chain include product and quality, supply network operations, transportation,

warehousing, inventory control, procurement, sourcing, environment health and safety department (EHS), logistics, etc. The operations activities are segmented in the following manner:

Leaf growing: Over 80 million kilograms of tobacco is grown every year by around 35000 registered farmers throughout three divisions with 8 different locations; Kushtia, Rangpur and Chittagong. The leaf growing also follows a specific calendar and routine, while also letting the land rest by harvesting other commodities like rice, to retain fertility.

Green Leaf Threshing Plant (GLTP): Located in Kushtia, GLT deals with the processing of green leaf which is further proceeded to different locations and departments for further processing.

Primary Manufacturing Department (PMD): This is where the primary production using the raw material (leaf) takes place. The leaf is conditioned here along with any imported tobacco for cigarette production. By passing the tobacco through modern machines, the different blends and packaging grades are separated and classified. The different grades are made in proportions required under a uniform temperature and moisture. This is where the conditioning, cutting, cooling and blending takes place.

Filter Manufacturing Department (FMD): This is where the variety of filters for the different brands are produced. These filters are then put into SMD machines for secondary production.

Secondary Manufacturing Department (SMD): From PMD the processed tobacco is sent to Cut Tobacco Store (CTS) where it is stored for further use in the SMD. From CTS the blended tobacco is brought to SMD for further processing and is wrapped to make the final cigarette.

Shipping: SMD has a holding room of a capacity to store approximately 250-260 million cigarettes from where goods put in trucks for delivery. The responsibility of distribution is outsourced to a contractor who makes sure daily deliveries are done to the different territories around the country. A specific amount of stock is allocated for the daily distribution and shipping

is deduced with the help of a software and by analyzing with the use of transportation model. The trucks carry over 2 million cigarettes per trip and are supported with VAT documents in case of any disruption. The distribution process will further describe how it is done.

Leaf

The leaf department is one of the core functions of BATB. It is responsible of all the actons necessary for leaf production (tobacco production). Responsibilities involve

- Ensuring quality of the tobacco used and cultivated for the final cigarette
- Communicating all responsibilities of the farmers
- Purchasing and usage of all sorts of pesticides, aka, anything the farmer requires to deliver top quality tobacco
- Ensuring that land retains its fertility by rotational farming: rice, tobacco, rice
- Processing, packaging, storing and shipping of the leaf produced

Marketing

Creating brand value is a must for any organization, for and organization is what it's brand is. With a diligent and efficient team, the marketing department is resilient in making their brand a customer's first choice. The marketing department looks into two aspects; Brand and Trade marketing. Brand marketing deals with the individual products that BAT produces and distributes, having separate brand managers for the variety of products.

Their product segmentation is done in the following way:

1st : Premium (Benson&Hedges)

2nd: Aspirational Premium (John Player Gold Leaf, Capstan)

3rd: Vaue for money (Star)

4th:Low (Pilot, Hollywood, Derby)

Legal and External Affairs (LEX)

Legal and external affairs, also known as LEX assists in carrying out responsibilities that are entitled towards the organisation's stakeholders and the society along with the legal obligations of the employees within the organization. Their main responsibilities include:

- Ensuring the rules and regulations that have been defined are maintained
- Corporate social responsibility is acknowledged (social awareness campaigns, health support, tree plantation, etc.)
- Communicating in the corporation

Finance

Like all organizations, the finance department of BATB is equally challenging as well as important for the organization. However, one unique thing about BATB finance is that this department is aligned with all the other departments and it works accorrdingly. Their core responsibilities are:

- Creating financial objectives and forming ways to achieve them
- Making sure all resources are used at its most potential and a budget is prepared that assists in shareholders' predictions.
- Supports relationship with current and potential investors
- Auditing

Human Resource Department

The human resource department is the voice of the organization. It speaks for the wellbeing of the organization and also its employees. All the people behind the organization's success were hired by the HR department. The recruitment process is truly unique compared to many multi nationals. Each candidate goes through various screening processes where they are assessed, based on leadership capabilities, by assessors who themselves go through assessment trainings to be able to assess at any BAT office. When the candidates pass the assessment, they sit for a final interview by the head of the function they may get recruited in. Various trainings and activities that are required to manage performance, careers and employee relations.

Chapter 2: Research and Findings

2.1 Rationale of the study

Tobacco consumption first began during the 70's in Bangladesh. It was first seen as a prestigious manifesto, a thing that defined masculinity in men. However, women joined the consumer base not too late. Currently, tobacco is consumed by over 49% of adults, direct and indirectly. I have conducted this research to understand the factors that instigate or induce tobacco consumption. Upon speaking to individuals who have been a chain smoker for the past five years, I have narrowed down three factors under which there may be many wings. These three factors are the major reasons that cause smoking or consumption of tobacco products.

This research was carried

1) To determine the relationship between tobacco consumption and it's availability in Bangladesh

2) To determine the relationship between tobacco consumption and the social construct of Bangladesh

3) To determine the relationship between tobacco consumption of people in Bangladesh with their psychology

2.2 Statement of the problems

The ratio of smokers has been rapidly increasing in Bangladesh despite there being a restriction in promotional activities and warning signs along with heavy taxes. With there being more young smokers than old, what is inducing them is an unknown factor. There have been many speculations over the years and this research will speak about the various studies that have touched upon this point. However, to narrow down, this study seeks to leverage any factors for the residents of Bangladesh who are tobacco consumers. Hence, to understand the rationale behind the consumer behavior, this research has been conducted.

There are 3 hypotheses.

H1: There is a positive relationship between availability of tobacco products and its consumption

H2: There is a positive relationship between the social construct of Bangladesh and the consumption of tobacco

H3: There is a positive relationship between psychology of Bangladeshis and the consumption of tobacco

We will further check in the research paper whether these null hypotheses are correct or void.

2.3 Scope and delimitation of the study

This study would be able to assist in understanding and interpreting the consumer behavior of tobacco consumers. This may in turn help organizations formulate their processes accordingly. It will also give data regarding whether what we assume to be the actual cause of tobacco consumption is really the reason behind it. The factors that will be discussed in this paper is directly derived from the target market and hence, will give a better understanding of the study. Any study related to tobacco will be able to take assistance from this paper. It will also help in understanding the gateway through which tobacco consumption starts. Moreover, I believe this paper will assist British American Tobacco Bangladesh, in understanding consumer behavior as all the respondents are residents of Bangladesh. This paper will help in identifying the factors that induce or increase tobacco consumption, and also compare with existing data.

2.4 Objectives of the Report

The primary objective of this research paper is to understand whether there are any factors that affect the consumption of tobacco in Bangladesh.

The specific objectives are
1) To find whether there is any relation between consumption of tobacco in Bangladesh and availability of such products, any relation between consumption of tobacco in Bangladesh and the social construct, any relation of tobacco consumption in Bangladesh and mental psychology. We will also be able to understand whether tobacco consumption is based on brand perspectives or is it just tobacco in general being available. Tobacco products are

readily available almost everywhere throughout the country. Hence, to figure out whether these factors influence or instigate smoking, I have conducted this research.

2.5 Research Questions

The main research question that drives this research paper is "What factors drive the consumption of tobacco products?" Given the focus that I have currently, it is crucial to understand the vastness. Smoking has become a regular thing, mostly by students. Within the last decade, this consumption has increased rapidly, overcoming any gender biased walls as women enter the target audience. The consumption starts due to cigarettes or any tobacco products being readily available in the market. To be able to answer whether it is a factor or not, I have put five questions under this variable to understand consumer behavior regarding the availability of tobacco products around them. Small shops have been thriving on the sales of tobaaco products and are now in every corner of the streets. Most of these shops sustain due to their opportunity to buy from local distributors at a lower cost and then selling to local communities. Anyone can be doing a business of selling cigarettes, even by carrying a small tin tray filled with cigarettes. It is these shopkeepers and mobile shop keepers who know which brands and types sell the most. Moreover, it is the most easy access to cigarettes for someone who would be smoking for the first time. In 2010, the rate of cigarette consumption had increased over 10% than the previous years and has been increasing rapidly. It has been seen in various occasions that the consumption has been correlated to how it is perceived in the society. Study shows records of high first timers, ie,early birds, have stated that they smoked only because they saw their idols to smoke and they wanted to be like them. Like any other influence works, when young minds see their favorite movie star smoking in a movie right before doing something amazing, it reflects as a symbol of courage or prosperity. This idea, in turn affects how we think. Mental health is sometimes directly linked to the society we live in. Sometimes the adverse effects of how people around us behave and perceive things is what makes us transform ourselves. This transformation is either voluntary and if it is not voluntary, then it most definitely takes a toll on our mentality and mental health. When we are not able to live up to the society's expectations for any given reason, we tend to see ourselves as lower than others. All these possibilities may link to an individual consuming tobacco.

The dependable variable for this research paper is tobacco consumption. The dependable variable reacts to the changes or adjustments of independent variables. The independent variables in this paper are

1) Availability of Tobacco in Bangladesh
2) Social construct of Bangladesh
3) Psychology of the people of Bangladesh

This study explores the relation of the dependable variable with the independent variables and will try to find out whether there is a positive, negative or no relation at all among the two aspects.

2.7 Review of Related Literature

Various articles regarding the use of Tobacco has been reviewed by the author of the research paper. "Results of Tobacco Use" and "Progga: Youth Based Campaign required to build a smoke-free society" by Dhaka Tribune have been the two closest to the topic of this paper. More articles of Dhaka Tribune and Daily Star have spoken about the percentage of GDP that goes into consumption of tobacco. These articles validate that 1.4% of GDP goes into the tobacco industry, building up a huge organogram of tobacco users. Many researches have been conducted to understand smokers behavior in similar countries like Bangladesh, having the same culture. These articles and journals have assisted in forming the survey questionnaire to understand what questions may be aligned to the respondents as the sample had to be from the population that smokes. From literature review the author was able to deduce that in most researches that have been conducted, it showed a greater percentage of men smoking more than women. However, recent studies have shown a change in that ratio, where women of Bangladesh have been ranked as the ones smoking more than any other country.

2.8 Methodology of the Study

Any and every factor discussed here has been deduced after conducting first hand primary research through focus group discussions and individual interviews. For this paper, I looked into

the optional sources and did additional research on the factors stated. I was able to shorten the major elements. I structured a survey to direct our overview.

There is 5 point likert scale for the measurement in the survey. Each scale was given weights such as 5 for "Strongly agree" and 1 for "Strongly Disagree", in a descending order.

The sample size was 100, with missing values eradicating 8 responses. I used my social media site to find respondents. Through the link of Google forms, I was able to share the survey with the respondents with complete confidentiality maintained. The survey did have demographic fields but the respondents did not have to share any name or personal information that could be traced back to them. For further research, it is advised to have a higher number of sample size. The bigger the sample, the more accurate the results will be of the analysis.

2.6 Analysis and Interpretation of the Data

Demographic analysis

Gender	Frequency	Percentage (%)
Male	67	67%
Female	33	33%
Age		
18-24	66	66%
25-30	23	23%
31-35	10	10%
36-40	4	4%
41-45	1	1%
Occupation		
Student	54	54%
Service Holder	31	31%
Self Employed	12	12%
Unemployed	3	3%

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	289.476
	df	55
	Sig.	.000

it demonstrates whether the extent of change in the five factors that may be brought about by basic variables. In the event that the esteem is under 0.50, the aftereffects of the factor examination most likely won't be valuable. Bartlette's trial of sphericity tests the speculation that whether relationship network is a character lattice, which would demonstrate that, our factors are random. Small values (under 0.05) of the essentialness level demonstrate that a factor examination might be valuable with your information.

The KMO Bartlett's value is above 0.6 hence it indicates that the data set used is well suited for factor analysis and principal component analysis. The significance, which is less than 0.05, shows that there is no relationship of the dependent variable with the independent variables.

Communalities

	Initial	Extraction
M1	.354	.391
M2	.330	.310
M4	.581	.681
M5	.498	.632
A1	.465	.478

A2	.354	.456
A3	.400	.484
A5	.375	.435
S1	.381	.585
S2	.471	.590
TC1	.238	.759

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Initial Eigen values			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.719	33.810	33.810	3.230	29.361	29.361
2	1.425	12.958	46.767	.960	8.724	38.085
3	1.239	11.264	58.032	.908	8.253	46.338
4	1.099	9.991	68.023	.703	6.387	52.726
5	.846	7.688	75.710			
6	.633	5.757	81.467			
7	.546	4.959	86.426			
8	.477	4.337	90.764			
9	.400	3.636	94.400			
10	.394	3.582	97.981			

11	.222	2.019	100.000			

Total Variance Explained

Rotation Sums of Squared Loadings

Factor	Total	% of Variance	Cumulative %
1	1.844	16.762	16.762
2	1.734	15.760	32.522
3	1.329	12.081	44.603
4	.893	8.123	52.726

Extraction Method: Principal Axis Factoring.

When the variables are known, varimax rotation technique is used. The total variance explained tables show factor analysis extracted 4 factors or components and the cumulative percentage was 68.023%. These 4 factors represent 68.023% of the variance. We can see that 4 factors had an eigen value of over 1 and the rest were below hence they were not extracted.

Rotated Factor Matrix[a]

	Factor			
	1	2	3	4
M1	.507			
M2	.430			
M4	.784			

	1	2	3	4
M5	.766			
A1		.597		
A2		.636		
A3		.650		
A5		.588		
S1			.718	
S2			.672	
TC1				.870

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

Here we see factor 1 has M1, M2, M4 and M5 together, factor 2 has A1,A2,A3 and A5 together, Factor 3 has S1 and S2 together. This shows that these questions are closely related to the factors that they are under.

Factor Transformation Matrix

Factor	1	2	3	4
1	.626	.609	.484	-.055
2	-.739	.594	.232	.217
3	.240	.089	-.318	.913

4	-.070	-.517	.782	.341

Extraction Method: Principal Axis Factoring.

 Rotation Method: Varimax with Kaiser Normalization.

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MMM, AAA, SSS[b]	.	Enter

a. Dependent Variable: TCC

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.097[a]	.009	.024	2.51228

a. Predictors: (Constant), MMM, AAA, SSS

b. Dependent Variable: TCC

We will be looking at the adjusted R-square. The adjusted R-square has a value of .024 which indicates that only 2.4% variance of the dependent variable is explained by the independent variable.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.313	3	1.771	.281	.839[b]
	Residual	555.415	88	6.312		
	Total	560.728	91			

a. Dependent Variable: TCC

b. Predictors: (Constant), MMM, AAA, SSS

Anova shows a significance value over 0.05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.819	1.411		14.051	.000
	AAA	-.041	.068	-.075	-.608	.545
	SSS	.066	.091	.119	.726	.470

MMM	-.065	.108	-.095	-.602	.548

Reliability Statistics

Cronbach's Alpha	N of Items

a. Dependent Variable: TCC

In the co efficient table we can see that there is AAA, SSS and MMM. For Availability(AAA) the unstandardized correlation is negative 0.41, for social construct(SSS)it is 0.66 and for psychology(MMM) it is negative -0.65. The two negative correlations indicate that when one increases the other decreases, meaning being inversely proportionate. Availability and psychology is inversely proportionate to consumption of tobacco.

If we look into the standardized coefficients, we however see AAA has a negative value of -0.075, showing when the independent variable AAA increases, there is a reduction in the dependent variable which is the consumption of tobacco. lets look at the P-values. All three p values show values over 0.05.

Reliability

Reliability is an appraisal of the level of consistency inside various things of a variable. In request to check the unwavering quality of our factors we utilized Cronbach's Alpha to process the internal consistency of the factors.

.727	4

The cronbach's alpha for the second factor shows that it reliable as it has a value of 0.744 but is also very close to 0.7, and has 4 questions that are related to the factor.

Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

The cronbach's alpha for the second factor shows that it reliable as it has a value of 0.744 but is also very close to 0.7, and has 4 questions that are related to the factor.

Reliability Statistics

Cronbach's Alpha	N of Items
.665	2

The cronbach's alpha for the third factor shows that there is less reliability as it is below 0.7. This factor also has 2 questions aligned to the factor. If any question could be deleted from the survey, the cronbach's alpha will increase.

2.9 Findings of Study

The findings of the study show a negative relationship among the two factors discussed in this research paper. The two factors are- availability of tobacco products in Bangladesh and psychology of people of Bangladesh. The findings show a negative relationship between the dependent variable and these two independent variables. This means that there is an inversely proportionate relation among then, showcasing that when one increases the other decreases. It shows that smoking decreases with availability of products and also decreases with psychology of people. This may be a result of the sample size and the design of the questions. However, the results also show that there is a positive relation between social construct of Bangladesh and smoking behavior. The significance level is below 0.05 which indicates that the null hypothesis is void. This could be for several reasons. Firstly, the sample size is very small for a Z-test which

creates difficulties to find the real data and responses, resulting in a deviation in results of regression.

2.10 Recommendations

Since the paper was unable to show any proper signs of relationship between the dependent and independent variables, the first recommendation could be to bring changes in the questionnaire. Designing and construction of questionnaire may result in a change of results. This will allow us to dissect more accurate data from the respondents. At times the way the question is designed may dilute the sense of the question for the respondent. Secondly, another change that could be made is the sample size. The bigger the sample, the better the results for the Z-test to be performed.

2.11 Conclusion

The increased use of tobacco has been inevitable in Bangladesh. This report had tried to understand if there is any relation among the dependent variable, smoking, and the independent variables mentioned in the research paper. With adequate information and a larger database with a bigger number of samples, the results could be magnificent. These results could therefore be used by many organizations, both health concerned organizations and tobacco producing organizations.

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Appendix

Questionnaire

Research on "Factors affecting tobacco consumption"

1. Demographic factors (Gender, Age, Occupation)

2. Are you a smoker?

3. I consume over 3 cigarettes a day

4. I usually light up a cigarette for before every task I perform
5. I smoke whenever I feel stressed
6. I smoke right after I wake up
7. My smoking habit changes based on the weather
8. I only buy cigarettes from a specific shop because they let me pay later

9. There is a cigarette selling store less than 5 minutes away from my house

10. My preferred brand of cigarette is easily available everywhere

11. Most of my friends carry cigarettes with them

12. I never have to worry about running out of cigarettes

13. I consume cigarettes to fit in

14. I first started cigarette consumption because it was cool

15. Most people I know smoke

16. I cannot mingle with my colleagues if I don't smoke

17. Cigarette smoking makes me feel confident

18. Consuming cigarettes help me concentrate

19. Consumption of tobacco helps me stop my panic attacks

20. I first got to know what a cigarette is by seeing a family member

21. I feel a pleasant rush from consuming tobacco

22. I believe tobacco works as a relaxant for me

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