

MASTER'S THESIS

Adolescent cigarette smoking and social marketing

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**ADOLESCENT CIGARETTE SMOKING
AND SOCIAL MARKETING**

TAM Kam Chuen

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in Partial Fulfilment of the Requirements for the Degree of
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ADOLESCENT CIGARETTE SMOKING AND SOCIAL MARKETING

ABSTRACT

by

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Smokers, unlike other populations engaging in risky behaviours, readily acknowledge that tobacco use increases their susceptibility to smoking-related hazards. Based upon the theory of reasoned action on smoking (Fishbein, 1982), prior behaviour, consumer satisfaction and self-regulatory control are included to build a broader model of smoking behaviour. Specifically, the relations of smoking attitude, subjective norm, past smoking behaviour, behavioural satisfaction and state versus action orientation, to smoking intention are assessed. Also, the relationship between advertising recall and smoking attitude is examined. The results of hierarchical regression analyses show that, by adding past smoking behaviour, behavioural satisfaction and state versus action orientation, the predictive power of the proposed model is stronger than that of Fishbein's model. Moreover, smoking attitude, past smoking behaviour, behavioural satisfaction and its interaction with state versus action orientation make significant contributions in explaining adolescent smoking intention. However, results also show the lack of correlation between advertising recall and smoking attitude. In light of the important determinants of cigarette smoking, this study provides insights on social marketing strategies to discourage adolescent cigarette smoking.

TABLE OF CONTENTS

ACKNOWLEDGEMENTS.....	i
ABSTRACT.....	ii
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER ONE: INTRODUCTION.....	1
1.1 Social Costs of Smoking.....	1
1.2 Smoking and Adolescents.....	3
1.3 Objectives of Thesis.....	5
1.4 Organisation of Thesis.....	5
CHAPTER TWO: LITERATURE REVIEW.....	7
2.1 Frameworks on Adolescent Smoking.....	7
2.1.1 Economic School of Thought.....	8
2.1.1.1 Utility Theory.....	8
2.1.1.2 Evaluations of Utility Theory.....	11
2.1.1.3 Risky Decision.....	12
2.1.1.4 Evaluations of Risky Decision.....	16
2.1.1.5 Contributions of Economic School.....	17
2.1.2 Psychological School of Thought.....	18
2.1.2.1 Psychoanalytic Approach.....	18
2.1.2.2 Social-Psychological Approach.....	20
2.1.2.2.1 Attitude-Behaviour Model.....	22
2.1.2.2.2 Social Influence Model.....	23
2.1.2.2.3 Self-Concept Model.....	25
2.1.2.2.4 Problem Behaviour Model.....	27
2.1.2.3 Evaluations of Psychological School.....	28
2.1.3 Communication School of Thought.....	30
2.1.3.1 Filmed-Message Communication.....	31
2.1.3.2 Marketing Communication (Advertising).....	34
2.1.3.2.1 Econometric Approach of Advertising.....	35
2.1.3.2.2 Cognitive Approach of Advertising.....	36
2.1.3.3 Evaluations of Communication School.....	38

2.2	Discussion of Adolescent Smoking Entities.....	38
2.2.1	Product Factors.....	39
2.2.1.1	Smoking Costs.....	39
2.2.1.2	Smoking Benefits.....	40
2.2.2	Personal Factors.....	43
2.2.2.1	Psychological Motivation.....	43
2.2.2.2	Personality.....	46
2.2.2.3	Sex Role.....	48
2.2.3	Situational Factors.....	50
2.2.3.1	Peer Influence.....	51
2.2.3.2	Family Smoking.....	55
2.2.3.3	Marketing Communication (Advertising).....	57
2.3	Chapter Summary.....	58
CHAPTER THREE: THEORETICAL FRAMEWORK.....		60
3.1	Overview of Model.....	61
3.2	Components of Model.....	70
3.2.1	Smoking Intention.....	70
3.2.2	Smoking Attitude.....	71
3.2.3	Subjective Norm.....	71
3.2.4	Self-Regulatory Situation.....	72
3.2.4.1	Mediating Effect on Attitude-Intention Relation.....	73
3.2.4.2	Mediating Effect on Subjective Norm-Intention Relation.....	74
3.2.5	Past Smoking Behaviour.....	75
3.2.6	Behavioural Satisfaction.....	78
3.2.7	Communication Situation.....	80
3.3	Chapter Summary.....	84
CHAPTER FOUR: RESEARCH METHODOLOGY.....		86
4.1	Research Design Classification.....	87
4.1.1	Nature of Research Designs.....	87
4.1.2	Data Collection Techniques.....	91
4.1.2.1	Flexibility of Data Collection.....	91
4.1.2.2	Diversity of Questions.....	92
4.1.2.3	Sample Control.....	92
4.1.2.4	Quantity Data.....	93
4.1.2.5	Response Rate.....	93
4.1.2.6	Speed.....	93
4.1.2.7	Cost.....	94
4.1.2.8	Social Desirability/Sensitive Information.....	94

4.2	Information Needed.....	96
4.3	Measurement and Scaling.....	96
4.3.1	Questionnaire Structure.....	97
4.3.2	Operationalisation of Variables.....	99
4.3.2.1	Question Construction.....	99
4.3.2.1.1	Question Content.....	99
4.3.2.1.2	Response Format.....	101
4.3.2.1.3	Question Phrasing.....	102
4.3.2.2	Operationalised Variables in the Model.....	103
4.3.2.2.1	Self-Regulatory Control.....	104
4.3.2.2.2	Communication Situation.....	104
4.3.2.2.3	Smoking Intention.....	105
4.3.2.2.4	Smoking Attitude.....	105
4.3.2.2.5	Smoking Belief.....	106
4.3.2.2.6	Smoking Evaluation.....	107
4.3.2.2.7	Subjective Norm.....	107
4.3.2.2.8	Normative Belief.....	107
4.3.2.2.9	Motivation to Comply.....	108
4.3.2.2.10	Behavioural Satisfaction.....	108
4.3.2.2.11	Other Operationalisations.....	109
4.4	Sampling Process.....	109
4.5	Data Collection Procedures.....	111
4.5.1	Questionnaire Pre-testing.....	111
4.5.1.1	Reading Question.....	112
4.5.1.2	Question Understanding.....	113
4.5.1.3	Accurate Answering.....	113
4.5.2	Data Collection Process.....	114
4.5.2.1	Interviewer Recruitment and Selection.....	115
4.5.2.2	Interviewer Training.....	115
4.5.2.3	Supervision.....	116
4.6	Analytical Methodology.....	118
4.7	Chapter Summary.....	121
CHAPTER FIVE: RESEARCH FINDINGS AND DISCUSSION.....		122
5.1	Research Findings.....	122
5.1.1	Survey Responses.....	122
5.1.2	Results of Hypothesis Testing.....	123
5.1.2.1	Analysis for the Model with Attitude, Subjective Norm and State versus Action Orientation.....	126
5.1.2.2	Analysis for the Model with Past Smoking Behaviour.....	129
5.1.2.3	Analysis for the Model with Past Smoking Behaviour and Behavioural Satisfaction.....	132

5.1.2.4	Relationship between Advertising Cognition and Smoking Attitude.....	135
5.1.2.5	Hypothesis Testing Summary.....	136
5.1.3	Differences between Smoking Intender and Non-Intender.....	138
5.2	Discussion.....	141
5.2.1	Attitude, Subjective Norm, State versus Action Orientation and Smoking Intention.....	141
5.2.2	Past Smoking Behaviour and Smoking Intention.....	142
5.2.3	Behavioural Satisfaction and Smoking Intention.....	144
5.2.4	Advertising Recall and Smoking Attitude.....	145
5.3	Chapter Summary.....	147
 CHAPTER SIX: RECOMMENDATIONS AND CONCLUSIONS.....		148
6.1	Research Objectives.....	148
6.2	Research Findings Summary.....	149
6.3	Limitations.....	151
6.4	Research Contributions.....	152
6.4.1	Social Marketing Theory.....	152
6.4.2	Social Marketing Practices.....	153
6.5	Suggestions for Future Research.....	156
6.6	Conclusions.....	159
 APPENDICES		
	Appendix A: Questionnaire (English and Chinese Versions).....	160
	Appendix B: Pre-Test Rating Form.....	176
	Appendix C: General Guidelines for Interviewers.....	182
	Appendix D: Quota Schedule.....	184
 BIBLIOGRAPHY.....		185
 VITA.....		209