

Consumer Behaviour towards Cigarette Smoking in Kolkata Region Knowing the fact its Injurious for Health: A Case Study

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Abstract

Increasing consumption of cigarette is a concern for the health status of Kolkata people. In this context, following study is evaluative for predicting the factors that are influencing people to be accustomed a definite purchasing behavior. Accordingly, brand loyalty plays a major part in creating specific cigarette buying behavior. From this perspective, researcher has gone thoroughly through this research process by taking into account research aims, objectives and research hypothesis. In addition to this, peer theoretical concerns have been considered for allowing the researcher appropriate understanding of buying behavior of cigarette smokers. SPSS-based statistical data analysis is being conducted in this study based on survey responses being formed taking into account 25 respondents from different demographics of Kolkata population.

Keywords: brand Loyalty, cigarette, Kolkata

I. Introduction

In spite of the hazardous impacts of cigarette consumption on overall health status of human being, cigarette consumption is observed to be increasing heavily all over the world. This picture is realistic in case of Kolkata, an Eastern region of India, where urban population is truly accustomed with a hectic lifestyle. Cigarette smoking is found to be going parallel to this hectic daily lifestyle and as observed, people of Kolkata are more or less influenced with different factors evenly attached with cigarette brands that are usually affecting their cigarette buying decisions. As per the rules of Indian Government, cigarette warning labeling is enacted for controlling cigarette consumption rate and being mandated in Kolkata as well. In spite of that, cigarette-smoking rate is much higher amongst people of different demographics in this city.

The following study is thus focusing to find out influential factors that are affecting buying decisions of smokers despite government rules are being enacted. In this context, this paper is including research aim, research objectives,

literature review relevant to theoretical study of the research topic followed by inclusion of a part with numerical data analysis and conclusion.

II. Research aim

The research aims towards analyzing consumer behavior towards cigarette consumption and evaluation of the factors that influence buying decisions of cigarette. Since cigarette warning labeling is becoming mandatory in Kolkata region, these warnings are tended to be overlooked and the cigarette consumption rate is much higher. The research furthermore aims at underpinning the extent to which warning labels are effective in controlling smoking in Kolkata region.

III. Research objectives

The following study is primarily aimed at focusing on the following objectives that are coherent with the previously stated research aim:

- To critically evaluate factors that are influencing buying decisions of cigarette smokers in Kolkata
- To critically analyze influences that are responding towards overlooking cigarette

warning labeling being mandated in Kolkata

- To critically evaluate influence of repeat-purchase loyalty towards different cigarette brands
- To critically investigate effectiveness of cigarette warning labeling to take control over the increasing cigarette smoking trend in Kolkata

IV. Research hypothesis

Research hypothesis can be fabricated based on the previously identified research aim and objectives as follows:

H0: Cigarette warning labeling approach is suitably handling the purpose of smoking control in Kolkata

H1: Cigarette warning labeling approach is not effective enough to control smoking behavior amongst urban population of Kolkata

H2: Repeat-purchase loyalty towards different cigarette brands is superseding the influence of cigarette smoking awareness approach being enacted by cigarette warning labeling by the government in Kolkata

V. Literature review

5.1 Purchase intention of different cigarette brands

The people of metro city Kolkata has found its own way to get relief from stress and in this way, this city has paved its way to be on the top of the ranking with relevance to cigarette consumption amongst different Indian cities. From this perspective, Dawes (2014) has argued that Kolkata population holds the dubious distinction of acquiring the highest figure with respect to cigarette consumption each year. Several studies on the cigarette consumption behavior of urban population of this metro city have also unveiled some alarming statistics as well. A study in 2014 has revealed that a person in this city is smoking on an average of 9 to 10 cigarettes per day. Irrespective of gender difference, this statistics is quite similar that is obviously an alarming situation for overall health status of Kolkata

population. The survey has also reported that 44% of the respondents have claimed that they have increased their cigarette consumption to get relief from their daily hectic life schedule, which has ultimately resulted in increase of weekly spending on cigarette upto 348 rupees. As opined by Johnson *et al.* (2016), this figure eventually suggests that most adults, who are smoking in this city, are smoking often which is further reflecting the physically addicted nature of this young cohorts to cigarette.

Analysis of different ongoing purchase records from different consumer panels working in Kolkata may also reflect that purchase intention with respect to cigarette smoking is varying across different smoker population. On this ground of frequent cigarette consumption, it has been anticipated by Tait *et al.* (2015) that cigarette purchasing is quite different compared to other consumer-packaged goods with respect to distribution of frequent and infrequent buyers. In this vein, it is observable that purchase intention of cigarettes among the smokers of this city is highly influenced with different segmented characteristics associated with different brands. As stated by Gainsbury *et al.* (2015), taste and flavor, filter and design, brand name, packaging pattern and of course, pricing of the cigarette brands mostly influences purchasing behavior of cigarette smokers. However, a contradictory viewpoint is being forwarded by Spruyt *et al.* (2015) according to which social identity of a person is affecting immensely the purchasing pattern and behavior of cigarette smokers in Kolkata.

5.2 Brand loyalty perception amongst cigarette consumers

Brands are definitely a significant part of smoker's identity and a subliminal support is being gathered by the brands from this increasing smoking behavior. In several occasions, it may also be found that brands are varying by consumer culture as can be seen in case of Marlboro. The same is true for cigarette brands that are operating their business in Indian territories. As identified

by Keshavarz Haddad *et al.* (2018), ample government regulations is being enacted in different Indian states at different times to restrict cigarette companies to exercise their branding strategy differently from companies selling other consumer goods in the similar marketplace. However, such approach has seemed to have merely any influential impact on the brand marketing of different cigarette brands and brand loyalty of cigarette smokers is readily responsible for that. As seen from previous researches, switching habit to different cigarette brands is merely observable and that is true in all types of cigarette smokers irrespective of demographic variation.

From this perspective, it can be anticipated that cigarette smokers in this metro city are accustomed with a single cigarette brand and that fact is duly attached with the habit being picked up from friends or family members. As argued by Hoek and Robertson (2015), sometimes it is the taste and flavor of cigarette sticks from a specific brand that plays a major role in restricting from switching over to another brand. Sometimes the filter and design are contributing factors in this context. Apart from that, both packaging attributes and price affordability attributes of a specific cigarette brand are also making cigarette smokers brand loyal. On this ground, Diamond (2016) has stated that cigarettes may be viewed as hedonic need feeling that supplements a pleasant sensation for the smokers. Rationally, cigarette smoking is a habit and as such, part of this particular habit is doing a lot to influence smokers to go to the same store and buy the same brand. In other words, it is a matter of taste and strength and as if, money is not the constraint, switching behavior to different cigarette brands is negligibly observable.

A contradictory viewpoint is being provided by Castaldelli-Maia *et al.* (2014) according to which brand loyalty being experienced by Indian cigarette brands may perhaps categorized as split brand loyalty. Therefore, repeat-purchase loyalty towards the cigarette brands is somewhat affected due to this specific manifestation. On this ground,

it can be stated without any ambiguity that purchase incidence and brand loyalty are interrelated and hence, is supporting the buying behavior of cigarette smokers. As such, chain smokers are reportedly more loyal to a specific brand. On the other hand, bigger cigarette brands operating in Kolkata has found to enjoy more enhanced customer loyalty.

5.3 Patterns in cross-brand purchasing

In case of cigarette brands having strong brand image, cross-brand purchasing may occur with another brand having similar brand image. This is also known as the Duplication of Purchase Law. On the other hand, as per the opinion of Cho *et al.* (2016), such cross-border purchasing between different cigarette brands may also happen when two or more cigarette manufacturing brands are lying in the same tier of pricing. Therefore, cross-purchasing effort being entitled with cigarette consumption behavior is not much influential for brand penetration. The similar effect and impact is true in case of cigarette brands marketing approaches being perceived by the people of Kolkata. As evident, cigarette brands in this metro city are observed to be operating in different price or quality tiers, which is further enabling them to exhibit to afford strong brand positioning. On this ground, it can be anticipated that such apprehension in brand positioning is ultimately helping these cigarette brands to minimize cannibalization among the different brands. This is somehow expected to be situational for brands to experience an enhanced brand loyalty from the loyal customers.

5.4 Impacts of smoking

Nowadays, it is found that, most of the Indians are dying of cancer. The main reason identified behind this epidemic is pollution in metropolitan cities and smoking habit of Indian youth. A bulk portion of total population in India is addicted to smoking (ncbi.nlm.nih.gov, 2018). This explains the reason behind cancer occurrence in high frequency.

A great portion of Indian economy is contributed by labor people. These people have minimal

awareness about harmful effect of tobacco. They are found to be not only inhaling tobacco, but chewing tobacco as well. Smoking results in lung cancer whereas chewing tobacco results in mouth cancer. The trachea get shrink by usage of nicotine in a successive manner. The bronchioles of lungs are getting shrink so does it oxygen diffusive power. Thus, in blood cells, adequate amount of oxygen cannot be transported, as a result Asthma is observed. Moreover, expiration procedure of carbon dioxide largely depends on bronchiole and their diffusion capacity. Hence, accumulation of carbon dioxide takes place inside of blood cell, which can decrease life time of a cell.

5.5 Demographic segmentation as influencer of cigarette consumption behavior

Cigarette brands having their operation in Kolkata market are observed to be achieving repeated purchase patterns due to addiction to a specific product (entire category), particular familiarity (smell and taste of the cigarette sticks) and habit (brand name and cost of individual stick). As evident from previous studies, cigarette smokers of Kolkata are heavily influenced with their perceptions about cigarette brands that are found to be collected from social background in many occasions. As if, a person is buying Silk Cut may influence directly or indirectly its relative or family friends to buy Silk Cut or adjacent brand.

On this ground, it has been propounded by Yong *et al.* (2016) that cigarette brands are concentrating more on segmentation and targeting as an accurate cornerstone of marketing. However, a different statement is being forwarded by Sheals *et al.* (2016) according to which targeting and segmenting is counter-productive. Appealing to a particular segment may result in high sales potential although it may comprise to attenuated sales of cigarettes due to lower amount of appeal outside that segment. Many large scale studies on the similar topic has suitably pointed out that competing cigarette brands in Kolkata with similar ranges of product categories are selling their products to similar sorts of users with

respect to demographic as well as psychographic profiles.

5.6 Theoretical evidence regarding smoker identity

Identity need of a person can be recognized as driving motivator that is influencing specific behavior of that person and in this vein, it may be stated without ambiguity that excessively increasing cigarette consumption behavior of residents of Kolkata is highly influenced with this personalized motivator. Different theoretical approaches may be considered to have a peer insight about the influencers that intensifying smoking behavior in the population of Kolkata. Social cognitive theory and behavioral theory are of paramount importance in this context.

Social cognitive theory with respect to smoking habit can demonstrate that a concrete ground is being present behind smoking addiction in individuals. This theory is helpful for focusing on behaviorism of individuals. In this context, Morphett *et al.* (2015) has opined that self-efficacy of individuals are playing a major role to adopt smoking habits.

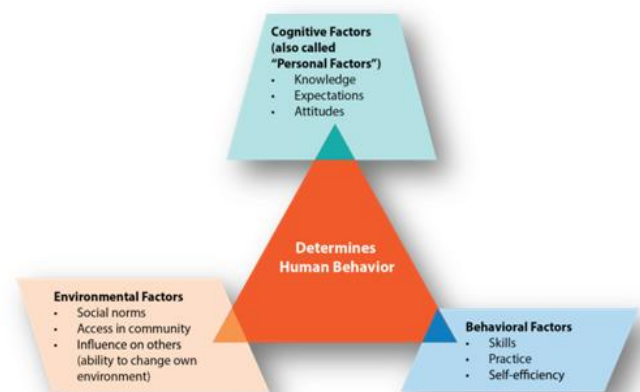


Figure 2: Cognitive Behavioral Model

(Source: Keshavarz Haddad *et al.* 2018)

Cognitive behavioral model is further influential for individuals to adapt changes affirmatively that would change individual cigarette consumption behavior. Hoek and Robertson (2015) has supported above facts and further pointed out that cognitions and emotions through the way of social behavior may be approached for reducing

cigarette smoking so that individual can be able to cope up with this carcinogenic addiction.

Behavioral theory is another theoretical model that can be adapted by individuals for reducing cigarette-smoking addiction. In this relevance, operant conditioning and classic conditioning are different approaches of this behavioral theory that virtually can promote positive health status of individuals.



Figure 3: Behavioral theory

(Source: Diamond, 2016)

According to Hoek and Robertson (2015), classic conditioning can help individuals to depend on other reasonable stimuli that, in turn, can reduce smoking habit. On the other hand, through the way of adopting norms of operant conditioning, individuals can change their smoking behavior based on consequences.

5.7. Comparison with other metro cities

Kolkata has unfortunately stopped among five metro cities in India. On average a person in Kolkata smokes 9-10 cigarettes per day. This frequency of tobacco consumption is highest in Kolkata among other cities. According to survey report of ICICI Lombard Tobacco Consumption Habits 2014, 44% respondents have reported an increment of cigarette consumption in last 2 to three years (economictimesindiatimes, 2014). Survey has also reported that weekly cigarette consumption is equivalent to 348 Indian Rupee.

The reason identified behind this high rate of cigarette consumption is stress as identified by maximum number of respondents. Most of the people in Kolkata city and downtown work in IT sector and have to give at least 8 to 9 hour duty. High stress at workplace force young generation

to smoke despite knowing the side effects of smoking.

Astonishingly women of Kolkata are becoming chain smoker. Study suggests that smoking rate of Kolkata is higher than that of men. Quite interestingly, 94% of respondents have never tried to give up smoking whereas 64% have no health insurance policy (economictimesindiatimes, 2014). This fact is alarming as it indicates that citizen of Kolkata are not aware of future as the people of other cities like Delhi, Chennai, Mumbai and Bengaluru. Compared to other states, various types of brands are available in Kolkata. This availability is another reason behind high rate of smoking found in Kolkata.

Most of the respondents out of 1,111 respondents know that cigarette a can causes lung cancer and tobacco chewing causes mouth cancer. Despite these side effects, Indian men, especially Bengalis are not quitting cigarette. On the contrary, they have increased their rate of consumption per day owing to stress in workplace. It is identified that adolescents' residents of Kolkata are the most vulnerable portion of population of Kolkata. If the situation is measured on the basis of whole Indian context, youth of Kolkata is found to be in worse condition than their neighboring states (ncbi.nlm.nih.gov, 2018).

VI. Data analysis

6.1 Regression Analysis

Model Summary^b

Stability of the regression model is assessed with this matrix and thereby linearity of the model can be measured. Nonetheless, using the model summary matrix, error can be estimated and change in dependent variable with the change in independent variable can be analyzed. However, in this current regression analysis R-square value become .911, which has signified that closeness of model. Likewise, distance between the fallen data and estimated data is observed as .422, which is significantly low. Moreover, the strong positive F-value (225.291) has demonstrated that the null hypotheses is failed to be accepted in this regression analysis.

Descriptive Statistics

In order to gather information regarding graphical representation of the collected data, descriptive statistics is considered as an essential part of regression analysis. Hence, using the description of this matrix, qualitative study can be conducted within the analysis. However, following survey is conducted on 24 people that can be estimated from the analysis. Additionally, mean values of independent and dependent variable emerged as 2.33 and 2.54 respectively.

Correlations

The interdependence assessment of variables is primary focus of the correlations matrix. In this regard, following analysis has considered the correlations table where correlation value between dependent variable and independent variable observed as .954 (<1.000). Thus, closeness of the desired value and obtained value can be considered as evidence in support of the strong positive correlation between the selected variables.

ANOVA^a

The Anova table of the analysis has specified that the selected regression model be best fit in this research context. The Sig. value in this regression model has remained as .000 (<.005), which has indicated that the model is apt for the analysis. Nonetheless, F-value can also be determined through the assessment of this Anova table.

Coefficients^a

Regression analysis considers coefficients table during the analysis for the assessment of variable change. It can be observed through the table that the .954, whereby path analysis can be determined. Similarly, in order to determine the difference between the hypothesized and actual value of the variables, t-value is considered in this analysis. At 95% confidence level, t-value emerged as 15.010 whereby it can be stated that the changes are significant.

Reliability Statistics

Reliability of the model can be measured through the interpretation of reliability statistics. In order to measure the reliability of the model, it is must

to ensure the higher value of the Chronbach's Alpha. However, following statistics has displayed the Chronbach's alpha value as .997 and due to this reason, it can be stated that the model is reliable.

Item-Total Statistics

In order to gather information regarding the selected items for the regression analysis, item-total statistics is considered. However, measuring the values for the selected items it has been observed that corrected items are almost similar in nature except one variable. The minimum value is observed as .914 for the item that is not in phase with other selected items. Due to this reason, it can be stated that the elimination of this variable can enhance the viability of information whereby desired value of Chronbach's Alpha can be met.

VII. Conclusion

From the above discussion, it can be concluded that in spite of the fact that people are being aware about hazards of cigarette smoking, increasing stress with hectic lifestyle making people increasingly accustomed with cigarette smoking. Similar picture is convenient to imply that population being associated with the metro city Kolkata is highly relying on the cigarette smoking behavior for getting relief from stress. Undoubtedly, purchasing behavior of cigarette brands by consumers in Kolkata is more or less influenced by social cognition. In this context, it is worthy to be noted that government has mandated warning labeling on the cigarette packs so that high consumption rate can be reduced although this approach has not found to be satisfactory enough as a control measure. As evident, brand loyalty plays a major role that drives the purchasing tendency of individuals. Different aspects of brand loyalty such as taste and flavor design and filters or strength creates brand loyal customers that ultimately superimpose the awareness of people about negative impacts of cigarette smoking.

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Appendices

Appendix 1: Regression analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.954 ^a	.911	.907	.422	.911	225.291	1	22	.000	2.120

a. Predictors: (Constant), High_price_of_Cigerratte

b. Dependent Variable: Buying_Behaviour_of_branded_flavoured_Cigerratte

Descriptive Statistics

	Mean	Std. Deviation	N
Buying_Behaviour_of_branded_flavoured_Cigerratte	2.54	1.382	24
High_price_of_Cigerratte	2.33	1.274	24

Correlations

		Buying_Behaviour_of_branded_flavoured_Cigerratte	High_price_of_Cigerratte
Pearson Correlation	Buying_Behaviour_of_branded_flavoured_Cigerratte	1.000	.954
	High_price_of_Cigerratte	.954	1.000
Sig. (1-tailed)	Buying_Behaviour_of_branded_flavoured_Cigerratte	.	.000
	High_price_of_Cigerratte	.000	.
N	Buying_Behaviour_of_branded_flavoured_Cigerratte	24	24
	High_price_of_Cigerratte	24	24

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.048	1	40.048	225.291	.000 ^b
	Residual	3.911	22	.178		
	Total	43.958	23			

a. Dependent Variable: Buying_Behaviour_of_branded_flavoured_Cigerratte

b. Predictors: (Constant), High_price_of_Cigerratte

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.125	.183		.685	.501	-.254	.504
High_price_of_Cigerratte	1.036	.069	.954	15.010	.000	.893	1.179

a. Dependent Variable: Buying_Behaviour_of_branded_flavoured_Cigerratte

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.997	.997	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Preference_to_Different_Brands_of_Cigarette	45.54	598.172	.978	.	.997
Buying_Behaviour_of_branded_flavoured_Cigerratte	45.54	603.563	.984	.	.997
Buying_Behaviour_of_filtered_and_designed_Cigerratte_brands	46.00	608.261	.960	.	.997
Buying_Branded_Cigarette_based_on_name_age	45.54	603.563	.984	.	.997
Buying_Branded_Cigarette_based_on_packaging	46.17	618.058	.936	.	.997
Buying_Branded_Cigarette_based_on_availability	45.62	608.505	.981	.	.997
High_price_of_Cigerratte	45.75	609.239	.977	.	.997
Affected_by_warning_level_of_Cigarette	46.33	620.406	.914	.	.997
Reflection_of_personality_based_on_choices_of_cigarette_brands	45.58	608.862	.975	.	.997
Daily_timelimit_of_smoking	45.92	613.210	.967	.	.997
Smoking_cigarette_for_coping_stress	45.92	609.993	.965	.	.997
Smoking_With_friends_Colleagues	45.62	610.679	.972	.	.997
Addictive_Cigarette_smoking	45.46	602.607	.980	.	.997
Association_with_decreased_oxygen_at_the_time_of_smoking	45.58	606.862	.981	.	.997
Daily_somking_habit_can_cause_health_issues	45.62	599.636	.977	.	.997
One_stick_of_Cigarette_Shortens_life	45.37	599.114	.975	.	.997
Prohibited_law_for_Selling_Cigarette	45.67	600.928	.981	.	.997
Preventive_actions_by_governments	45.46	602.607	.980	.	.997
Creating_warnings_by_labelling_Cigarette	45.21	605.042	.954	.	.997
Reduced_consumption_rate_of_Cigarette	45.67	608.493	.983	.	.997