ADOLESCENT CIGARETTE SMOKING
AND SOCIAL MARKETING

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A Thesis Submitted
in Partial Fulfilment of the Requirements for the Degree of
Master of Philosophy

April, 1996

HONG KONG BAPTIST UNIVERSITY
ADOLESCENT CIGARETTE SMOKING
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ABSTRACT

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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.
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