



# **EFFECTIVENESS OF PICTORIAL WARNINGS IN CIGARETTE PACKS ON QUIT INTENTION**

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## ABSTRACT

Smoking and tobacco usage has become a widely spread problem in Sri Lanka. Further, the linkage between smoking and lung cancer has become very obvious. In contrast, 45.7% of men, 5.3 % of women, and 25.8 % overall were current users of tobacco, in any form. And 29.4% of men, 0.1% of women, as well as 15.0% overall were current smokers of tobacco. 26.0 % of men, 5.3 % of women, and 15.8 % overall were current users of smokeless tobacco within Sri Lanka (System for Thalidomide Education and Prescribing Safety, 2015). Meanwhile as a resolve the issues of tobacco usage, many health researchers and professionals consider the implementation of graphic warning labels on cigarette packages as breakthrough in anti-smoking communication efforts. It can be predicted that smokers' intentions to quit smoking will increase as the depiction of the pictorial warning becomes more graphic. Through gathering of literature, the effective scale has been developed in the present study to evaluate the research objective. Primary data for the study has been collected through a well-structured formal questionnaire. The sample consisted of 261 respondents who are currently smoking and living within the Western Province, Southern Province and Central Province. Data collected was analyzed through SPSS 25. The data analyzed by using descriptive analysis, correlation coefficient, simple regression analysis and multiple regression analysis. Test results indicate that the pictorial warnings in cigarette packs are effective and have impact on quit intention. The findings of the study can be useful to the public health officials to identify effectiveness of their warning labels and to educate general public about the negative effects of smoking.

*Key Words: Pictorial Warnings, anti-smoking promotional tools, Reading and Comprehension, Quit Intension.*