

Consumer Motives and Trends in Cigarette Smoking

Abstract:

The theory of consumption values is used to analyze and explain trends in cigarette smoking worldwide. The analysis shows that the problem of smoking is increasing worldwide, particularly in the developing countries. The impact of the campaign against smoking that has been going on for more than a decade appears to have been limited. This may be partly due to private health organizations. To a large extent, various forms of control and warning messages on the harmful effects of smoking are directed at the individual. Yet most of these messages consist almost exclusively of warnings and threats that do not target the smoker's consumption values. Research by Sheth, et.al (1991) found that emotional value was salient in discriminating between smokers and non-smokers. Based on the finding, it is concluded that people should be encouraged rather than threatened. This can be achieved by telling them good things about not smoking rather than bad things that are associated with smoking. Overall, the theory of consumption values provides a useful framework for explaining and predicting behaviour of cigarette smokers and for formulating public policies and strategies for containing the incidence of smoking and its attendant effects.