PERCEPTIONS OF SMOKING ON PUBLIC HEALTH PRACTICE, FACTORS AFFECTING AND THE CAMPAIGN OF GOVERNMENT: A CASE STUDY IN UNIVERSITI UTARA MALAYSIA, SINTOK

ASYRAF BIN AZIZAN

MASTER OF ECONOMICS
UNIVERSITI UTARA MALAYSIA
JUNE 2015
PERCEPTIONS OF SMOKING ON PUBLIC HEALTH PRACTICE, FACTORS AFFECTING AND THE CAMPAIGN OF GOVERNMENT: A CASE STUDY IN UNIVERSITI UTARA MALAYSIA, SINTOK

BY
ASYRAF BIN AZIZAN

A Master Project Submitted To
Othman Yeop Abdullah Graduate School Of Business
Universiti Utara Malaysia
Is Fulfilment Of The Requirement For The Master Degree Economics
PERMISSION TO USE

In presenting this dissertation/project paper in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my project paper. Request for permission to copy or to make other use of materials in this project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
DISCLAIMER

The author is responsible for the accuracy of all opinion, technical comment, factual report, data, figure, illustration and photographs in this dissertation. The author bears full responsibility for the checking whether material submitted is subject to copyright or ownership right. University Utara Malaysia (UUM) does not accept any liability for the accuracy of such comment, report and other technical and factual information and the copyright or ownership rights claims.

The author declares that this project paper is original and his own except those literatures, quotations, explanations and summarizes which are duly identified and organized. The author hereby granted the copyright of this project paper to the Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia (UUM) for publishing if necessary.

Date: _______________ Student Signature: _______________
This review is about the perception of the impact of smoking on public health, the factors that influence and campaigns carried out by the government involving 368 respondents from Universiti Utara Malaysia, Sintok. The instrument used was a set of questionnaire consisting of four sections, section A relevant background of the respondents, section B requires the respondent to answer yes, no or do not know to public health, section C, which requires the respondent to answer the questions based on Likert Scale Strongly Disagree (SD), Disagree (D), Not Sure (NS), Agree (A) and Strongly Agree (SA) and section D related to the government's campaign. Data and feedback are processed and analysed quantitatively using SPSS (Statistical Package for Social Sciences) version 21 for frequency, percentage and mean. The study found that peer pressure is a strong factor in influencing more than a factor of smoking parents. The study also found that respondents have knowledge about the effects of smoking on the health angle. As the proposal for further study will focus on its own internal factors that encourage them to smoke more deeply.

Key terms: Perception, Smoking, Public Health
ABSTRAK

Kajian ini adalah mengenai persepsi merokok tentang kesan kepada kesihatan awam, faktor-faktor yang mempengaruhi dan kempen yang dijalankan oleh kerajaan yang melibatkan 368 responden dari Universiti Utara Malaysia, Sintok. Instrumen kajian yang digunakan ialah satu set soal selidik terdiri daripada empat bahagian, Bahagian A berkaitan latar belakang responden, bahagian B memerlukan responden untuk menjawab ya, tidak atau tidak tahu kepada kesihatan awam, bahagian C yang memerlukan responden untuk menjawab soalan-soalan berdasarkan Skala Likert Sangat Tidak Setuju (STS), Tidak Setuju (TS), Tidak Pasti (TP), Setuju (S) dan Sangat Setuju (SS) dan bahagian D berkaitan dengan kempen kerajaan. Data dan maklum balas telah diproses dan dianalisis secara kuantitatif dengan menggunakan SPSS (Statistical Package untuk Sains Sosial) versi 21 untuk kekerapan, peratusan dan min. Kajian mendapati bahawa tekanan rakan sebaya adalah faktor yang lebih kuat dalam mempengaruhi responden merokok berbanding dengan faktor ibu bapa. Kajian ini juga mendapati bahawa responden mempunyai tahap pengetahuan tentang kesan merokok kepada sudut kesihatan. Sebagai cadangan untuk kajian lanjut akan memberi tumpuan kepada faktor-faktor dalaman sendiri yang mendorong mereka untuk merokok lebih mendalam.

Kata kunci : Persepsi, Merokok, Kesihatan Awam
ACKNOWLEDGEMENT

I would like to convey my utmost gratitude to Allah S.W.T for giving me the opportunity, motivation and strength to complete this study.

I would like to express my sincere gratitude to my supervisor, Assoc. Prof. Dr. Hussin Bin Abdullah, for his continuous support, patience, motivation, enthusiasm and time in providing proper guidance, assistance and effortless support throughout the entire process of the project paper. I could not have imagined having a better supervisor for completing this project paper.

I would like to give a lot of thanks for my lovely parents for the unconditional support, both financial and emotionally throughout my study; my mother, Puan Nooraini Othman, my father, Encik Azizan Jaafar, my granny Embon Ahmad and my siblings for supporting me spiritually throughout my life.

Finally, my sincere thanks also go to my colleagues and friends, for the moral support and encouraging environment throughout this project paper process. My appreciation also goes to all those who support and give cooperation in completing this project paper.

Ameen and thank you.
# TABLE OF CONTENTS

**PERMISSION TO USE** iii  
**DISCLAIMER** iv  
**ABSTRACT** v  
**ABSTRAK** vi  
**ACKNOWLEDGEMENTS** vii  
**TABLE OF CONTENTS** viii  
**LIST OF TABLES** xii  
**LIST OF FIGURES** xiii  
**LIST OF ABREVIATIONS** xiv  

## CHAPTER 1: INTRODUCTION

1.1 Background of Study 1  
1.2 Islam And Smoking 5  
1.3 UUM and Smoking 6  
1.4 Government Campaign 7  
1.5 Problem Statement 9  
1.6 Research Questions 11  
1.7 Research Objectives 11  
1.8 Scope of Study 11  
1.9 Conclusion 12
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction
2.2 Smoking
2.3 Effects of Smoking
2.4 Factors of Affecting to Smoking
2.4.1 Peer Influences
2.4.2 Family Influences
2.4.3 Self Influences
2.5 Government Campaign
2.6 Conclusion

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction
3.2 Research Framework
3.3 Research Hypothesis
3.4 Research Design
3.5 Population and Sampling
3.6 Development of Instrument
3.6.1 Instruments
3.6.2 Section A : Demographic
3.6.3 Section B : The Public Health Effects of Smoking
3.6.4 Section C : Factors Affecting Someone to Smoking
CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction 56
5.2 Summary of Findings 56
5.3 Suggestions 58
5.4 Limitations and Future Study 60
5.5 Conclusion 61

REFERENCE 62

Appendix A: Questionnaire 66
LIST OF TABLES

Table 3.1  Instrument used for factors affecting someone to smoking  28
Table 4.1  Total of collected questionnaires  37
Table 4.2  Reliability Test for Effects of Smoking  37
Table 4.3  Reliability Test for Peer Influence Factors  38
Table 4.4  Reliability Test for Family Influence Factors  38
Table 4.5  Reliability Test for Self Influence Factors  38
Table 4.6  Frequency of Effects of Smoking  44
Table 4.7  Mean of Effects of Smoking  45
Table 4.8  Mean Of Peers Influence  46
Table 4.9  Mean Of Family Influence  47
Table 4.10  Mean Of Self Influence  48
Table 4.11  Frequency Of Slogan Used In The Campaign By The Government  50
Table 4.12  Frequency of Think About All Forms Of Advertising About The Dangers Of Smoking Or Encourage Quitting Smoking: Is It Effective To Smokers About The Dangers To Public Health?  50
Table 4.13  Frequency of Does the anti-smoking cause you fear for smoking?  51
Table 4.14  Frequency of Will campaign to encourage discussion about smoking and health among family and friends?  51
Table 4.15  Multiple responses about find advertising and promotional campaign about the dangers of smoking  53
or things that promote smoking cessation?

Table 4.16  Cross tabulation between Category and UUM as a non-smoking area  54
Table 4.17  Cross tabulation between Category of Respondent and Smoking  54
Table 4.18  Cross tabulation between Smoking and UUM as a non-smoking area  55
LIST OF FIGURES

Figure 3.1  Research Framework  23
Figure 3.2  Process Flow Diagram For Data Analysis  33
Figure 4.1  Frequency of Gender  39
Figure 4.2  Frequency of Age  40
Figure 4.3  Frequency of Categories of Respondent  41
Figure 4.4  Frequency of Education Background  41
Figure 4.5  Frequency of Ethnic  42
Figure 4.6  Frequency of Smoking  43
Figure 4.7  Frequency of Government Advertising  49
Figure 4.8  Frequency of The UUM’S aware that UUM is non smoking area?
LIST OF ABBREVIATIONS

UUM – Universiti Utara Malaysia
WHO – World Health Organization
MOH – Ministry of Health Malaysia
SPSS – Software Package for Science Social
CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Smoking is the inhalation of the smoke of burning tobacco encased cigarettes, pipes and cigars. Casual smoking is the act of smoking only occasionally, usually in the social situation or to relieve stress. A smoking habits is a physical addiction to tobacco products. Many health experts now regard habitual smoking as a psychological addiction, too, and one with serious health consequences.

The World Health Organization (WHO) has estimated that there are 1.25 billion smokers worldwide. Low and middle income countries, account for 82% of the world's smokers. It is predicted that by the 2020s there will be about 10 million tobacco related deaths annually worldwide, and most of the increase in deaths will occur in the developing Asian countries, where the rate of tobacco consumption is increasing. Although much of this excess mortality from smoking can be prevented if smokers stopped smoking. Most smokers did not believe that smoking cause illness and most of them thought that only those who smoke heavily are likely to get serious illnesses caused by smoking, (Hill and Gray, 1989). In fact about one third of all premature deaths caused by smoking occur in smokers who smoke less than 20 cigarettes per day (Royal College of Physicians,1983).
The contents of the thesis is for internal user only
REFERENCES


