

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

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**MASTER OF ECONOMICS
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**BY
ASYRAF BIN AZIZAN**

**A Master Project Submitted To
Othman Yeop Abdullah Graduate School Of Business
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Is Fulfilment Of The Requirement For The Master Degree Economics**

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ABSTRACT

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 section, 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*

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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).

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