

Influence of Cigarette Advertisement on Smoking Habit among Adolescents in Borno Central Senatorial District of Borno State, Nigeria

Sadiq Abubakar Mohammed Ph.D¹, Dr. Kabiru Mustapha Yakasai¹, Yahaya Saleh Ibrahim²

²Associate Professor,

^{1,2}Maryam Abacha American University, Maradi, Niger

ABSTRACT

In Nigeria, adolescent tobacco use is also posed a significant problem that worries stakeholders at all levels. It was globally found that one in five students aged 13 to 15 years had ever experimented with cigarette smoking, and about one in ten students currently smoked cigarettes. This study, therefore, sought to examine the Influence of cigarette advertisements on smoking habits among adolescents in the Borno central senatorial district of Borno State, Nigeria. The study shall adopt a descriptive survey research design. The sample size determination formula developed by Cochran was used to select 385 respondents. To generate quantitative data, a research instrument was used. Descriptive and inferential statistical tools, such as simple percentages and table presentation, are employed with statistical packages for social sciences (SPSS, version 20). The study found that the smokers listened to or watched cigarette advertising and how the media has been able to attract their attention and hold this population to Smoking. As a short time measure, government to revoke import licenses on tobacco and related products and regulate other supply chains.

KEYWORDS: *cigarette, smoking habit, advertisement, adolescents, Borno central*

INTRODUCTION

Adolescents are the primary potential human resource for the development of countries in the world. According to the report by UNICEF, there are an estimated 1.2 billion adolescents in the world, which is made up around 18% of the global population (UNICEF, 2014). A huge share of the world's adolescents, i.e., 88 % live in developing countries and almost one out of six adolescents are present in the least developed countries. Nigeria is the home of more than 243 million adolescents, and they account for one-fourth of the country's population (Chhabra, & Nuna, 2016; Ali, Bhatti, Ushijima et al, 2015). Adolescence has been reported to indulge in different deviant behaviour influenced by different factors (Itanyi et al., 2020).

Cigarette today has become a household name through different advertising slogans that have made

How to cite this paper: Sadiq Abubakar Mohammed | Dr. Kabiru Mustapha Yakasai | Yahaya Saleh Ibrahim "Influence of Cigarette Advertisement on Smoking Habit among Adolescents in Borno Central Senatorial District of Borno State, Nigeria" Published in International

Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470,

Volume-6 | Issue-7, December 2022, pp.680-689,

URL: www.ijtsrd.com/papers/ijtsrd52390.pdf



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people of different age groups with no barrier to religion, class, race, or any other social variables addicted to the habit of Smoking. In recent times, cigarette smoking appears to replace other nicotine products making it the most popular form of smoking ahead of pipes, agars and chewing. This practice seems to be increasing much higher in the 20th Century; making cigarettes became the predominant form of Tobacco used across the world (Ake, 2018).

In Nigeria, adolescent tobacco use is also a significant problem. The 2008 Global Youth Tobacco Survey (GYTS) found that one in five students aged 13 to 15 years had ever experimented with cigarette smoking, and about one in ten students currently smoked cigarettes (Aniwada et al., 2018). In addition, studies in other parts of Nigeria showed tobacco smoking prevalence among school-going adolescents to range

from 3.4% in Ibadan in the southwest to 34.8% in Akwa-Ibom State in the south-south (Itanyi et al., 2020).

Most of these practices are also influenced by cigarette manufacturers that used different advertising strategies to sell the product, these include; Polemics, Propaganda and Persuasion, among other tendencies. To make us understand these variables better, Polemics is advanced as the process that intends to support the advertisers' claims on the genuinely or otherwise of their products by undermining the opposing position, where smokers tend to neglect smoking warning as regards the dangers of smoking cigarette and buying to the opposite ideas. This strategy is mostly seen in an argument about controversial products or topics such as cigarettes and allied products. Persuasion though seems moderate, is yet one other variable that is used to affect our thoughts and actions, and people tend to be influenced and thus actively change to the request advanced by the persuading agent (Obiora, Dim, Uzochukwu, & Ezugwu, 2015).

Propaganda has taken a bigger portion of war and has now come into play in both marketing and advertising. This has formed the better part of communication that attempts to achieve a response that furthers the desired intent of the propagandist. One may admit probably that propaganda is so linked to persuasion, but persuasion is so interactive and attempts to satisfy the needs of both persuaders and persuade. Through these strategies, different forms of tobacco advertisement have been used to draw attention by persuading adolescence through propaganda to influence or affect the attitudinal change for people to join the bandwagon. Several kinds of literature exist, and claims have been made about advertising as one of the important causal determinants of cigarette consumption. This assumption has been going on for years among the general population of smokers and nonsmokers without gender barriers. However, today, the communication super high way has made it more sophisticated and highly persuading and easier to reach a greater number of people through the white trade cards towards print, radio, television, sports/event sponsorships, direct mail advertising, and Internet marketing, among others.

The cardinal goal of advertising a product or brand may take several motives, including knowledge of the product, acceptability and other required actions by the people. For example, tobacco companies have for years used advertising and different marketing strategies for cigarette marketing to increase the appeal and acceptability of a product as well as to

make the product available to potential consumers (Obiora, Dim, Uzochukwu, & Ezugwu, 2015).

Schools/scholars such as Adeniji, Bamgboye & Walbeek, (2016); Scollo & Winstanley, (2018) believe that customers/smokers are given the impression that Smoking is desirable, not minding the warnings carried on the packages of cigarettes and other advertorials about disease consequences (Pollay 2015). The manufacturers' first line of action regarding cigarette smoking is to understand the smokers' buying decisions and behaviour. It was reported elsewhere that a consumer's buying behaviour is important to his social environment, the competing products in the marketplace and the brand marketing strategy imposed by the manufacturer (Boadu, 2012). This assertion was further supported by (Oladepo, Oluwasanu, & Abiona, 2018), who defined consumer behaviour as "the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and service to satisfy their needs and desires (Bamfo et al.,2018).

It was argued that anti-smoking advertising harmed the smoking participation of cigarette consumers by Smoking (Hong et al., 2013). He further stressed that few methods are available to evaluate the effectiveness of advertising, such as assessing the effectiveness of advertising messages, layouts, copy and media (Oladepo, Oluwasanu, & Abiona, 2018). The role played by the smokers' attitude could, in some, be responsible or influence the determination of one's acceptance of messages scripted in cigarette smoking. If these attitudes are predispositions to act either favourably or otherwise, then the philosophy that one displays predict behaviour.

Arising from the above, it can be inferred that a lot of research has been conducted on the factors influencing smoking status and the initiation of the smoking habit. Most of these research works elsewhere dwell on peer group influence, bandwagon and social interaction; however such factors that influence cigarette smoking are unknown in Maiduguri town, hence this study set out to fill the void for proper documentation. Also, little has been done on the influence of advertising as a factor that could lead to Smoking amongst the population, particularly in Maiduguri metropolis of Borno state, Nigeria. It is against this background that necessitates a timely study of this kind to fill the void.

Review of Literature

Effect of advertisement on smoker's attitudes (Overview)

It has been a general opinion that "advertisement makes ones buy what he does not need". However,

reports from several types of research indicated that advertisements of cigarettes by tobacco manufacturing companies persuade potential candidates, especially youth and adolescents (Egbe et al., 2016), to start or initiate Smoking. Additionally, this promotion activity was fingered to influence the existing smokers toward brand choice.

It can be deduced that cigarette advertisement and promotion may stimulate cigarette consumption by persuading young children and adolescents to go into or experiment with and later initiate regular tobacco use; this could be termed a reinforcing factor. Some smokers may decide to quit if the reinforcing element is not satisfying, deterring them from continuing (Obiora, Dim, Uzochukwu, & Ezugwu, 2015).

Although smoking initiation and continuation have been defined in various ways, most researchers view the process of beginning and continuing to smoke as one that occurs in distinct stages over some time, as claimed by (Oyewole, Animasahun, & Chapman, 2018).

According to Mowery et al., initiation is a process of two stages. Preparation, the first stage, consists of the consumer becoming aware of smoking, developing a self-image as a smoker, and forming attitudes and beliefs about the utility of Smoking (Pierce et al., 2005). The consumer smokes a cigarette at the next level in the initiation process. This first attempt often happens in a social setting. Based on this initial experience, the consumer may either reject Smoking or become more susceptible to continued experimentation with Smoking (Oyewole, Animasahun, & Chapman, 2018).

Smoking continuation also comprises two stages. During the first stage, the consumer becomes a smoker. Then, consumers begin smoking with increasing frequency and in more diverse situations (Capella et al., 2011). Smoking is used for several purposes in the next maintenance stage, including pleasure, relaxation, and anxiety reduction (Mowery et al., 2004). Although no perfect indicator describes when a smoker has left the initiation phase and has begun the continuation phase, the point at which a consumer smokes at least 100 cigarettes is the most common self-reported measure (Pollay, 2015).

Effect of Cigarette Advertisement and Smoking Initiation

What may seem very controversial and subject to debate is that Tobacco industry marketing has been identified as one cause of the global spread of tobacco use and addiction (AHI, 2009; Alwan, 2015). The above argument may be so as much as the tobacco industries continue to diversify all avenues and

strategies that will involve not only the human resources that are involved in marketing but also the financial back-up that is deployed. The argument continued through an advertorial content analysis and quantity of marketing services to promote experimentation with smoking increase and tobacco consumption (Urberg, Değirmencioğlu, & Pilgrim, 2015).

In addition, several postulations have been advanced for the industry's systematic targeting of population sub-groups. For this and several other reasons, WHO identifies bans on advertising, promotion and sponsorship among the steps required to address the global attitudinal increase in Smoking, although it may seem little have been achieved due to several factors, especially in developing countries where revenue derived from cigarette manufacturers contribute greatly and indeed other underlying elements (Urberg, Değirmencioğlu, & Pilgrim, 2015).

Similarly, another group of studies has suggested that advertising significantly affects smoking initiation. Cross-sectional studies affirmed that tobacco marketing plays an important role in smoking initiation, as indicated by the increases in the U.S. adolescent smoking rate, coinciding with the onset of major cigarette advertising initiatives (Obidoo et al., 2019). In addition, Rubinstein et al., (2001) concluded that tobacco marketing appears to exert a stronger influence on adolescents' decisions to initiate Smoking than exposure to peer smokers, family smokers, or socioeconomic variables. Other studies indicate that cigarette advertisements misled potential candidates to believe that smokers are attractive, successful, and healthy (Totten, 2014).

Effect of Cigarette Advertisement and Smoking Continuation

This is one factor that the reinforcing factor plays a vital role and possibly a central player that keeps the cigarette business going. The entire marketing and advertising of Tobacco will like to hold onto this group because of the value they add to the sustainability of all the players in the industry (Nurcahyani, Kresyca, Indriyani, & Nurcandra, 2019). A lot of social media strategy is now at the front banner of Cigarette advertising. It has persistently been used in the form of images, artistic styles of different models and language to reassure smokers and would-be smokers that one can engage in "healthy smoking." To some extent, advertisers now portray Cigarettes as being life-changing to adolescence; it has made the smoker envisage high life through Smoking, making him feel belonged and as part of modernization in the context of socialization, great personalities and models of high

profiles are used in the advert to make the smoker feel the same. More so, as claimed by many, cigarette advertising is punctuated by a steady stream of "news" announcements about scientific discoveries and modern materials reducing the hazards and increasing the pleasures of Smoking (Nurcahyani, Kresyca, Indriyani, & Nurcandra, 2019).

Furthermore, it was reported elsewhere that smokers were likelier than nonsmokers to believe that cigarette advertisements made smoking more appealing (Arnett, 2001). Because of these studies' cross-sectional, non-experimental nature, some researchers claim that these studies do not provide evidence that advertising causes Smoking. Other studies have concluded that advertising is not significantly associated with smoking continuation. For instance, some researchers have shown that heightened awareness of or positive feelings toward cigarette advertisements is insufficient for stimulating smoking continuation (Mizerski, 1997; USDHHS, 1998).

Theoretical framework

Hypodermic Needle / Bullet Theory

As the name implies, this theory is one of the media/mass media theories, which suggests that the message is a bullet fired from the 'media gun' into the viewer's head'. The theory expresses the perception that the viewer is powerless to resist the import of the message. This theory has resulted in the emergence of the persuasion industries, such as advertising and Propaganda with mass media as its precursors. A wide range of mass media platforms was used for disseminating propaganda messages, with the recent advancement of new technologies, including paintings, cartoons, posters, pamphlets, films, radio shows, TV shows, and websites. More recently, the digital age has given rise to view ways of disseminating Propaganda, for example, through the use of bots and algorithms to create computational Propaganda and spread fake or biased news using social media.

In a literary debate with Edward Bernays, Guttman, (2021) argues that "Propaganda is making puppets of us" and are moved by hidden strings which the propagandist manipulates. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviours. In business, Persuasion is a process aimed at changing a person's (or a group's)

attitude or behaviour toward some event, idea, object, or another person (s), feeling or reasoning, or a combination thereof. Persuasion is also an often used driving force in the pursuit of personal gains, such as election campaigning, giving a sales pitch, or in trial advocacy. It can as well be used to change people's behaviours or attitudes. Systematically, Persuasion is the process through which attitudes or beliefs are attached by appeals to logic and reason. Heuristic persuasion, on the other hand, is the process through which attitudes or beliefs are leveraged by appeals to habit or emotion.

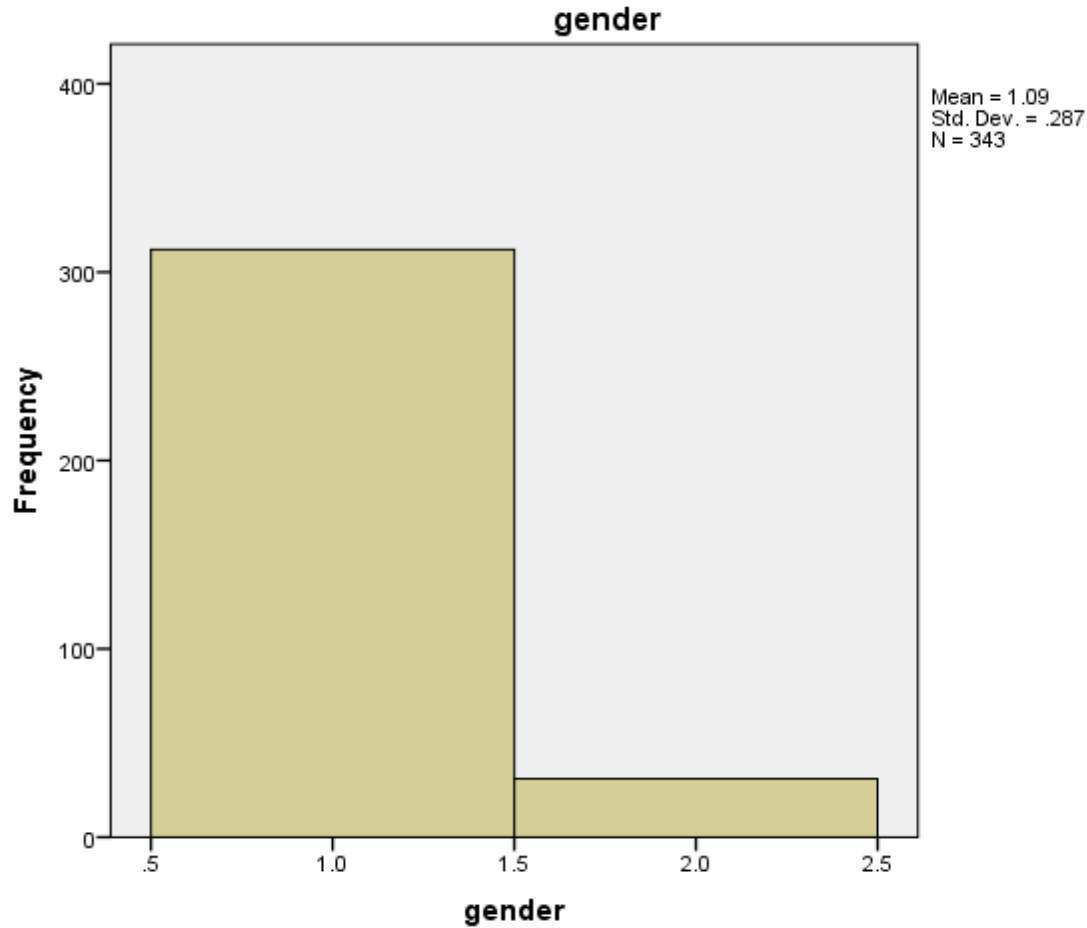
Method

The study shall adopt a descriptive survey research design. This is a method of obtaining information i.e quantitatively and qualitatively. In attempting to select a representative sample size for the study, the sample size determination formula developed by Cochran was used. Cochran's (1963) formula is good because it does not necessarily require knowledge of the exact population figure before a representative sample size could be calculated. Therefore, the sample size for the study is 385. The method of data collection the researcher used in this study is triangulation using both quantitative and qualitative data. The structured questionnaire was used as the instrument of data collection. The SPSS version 20 was used for data analysis. Linear regression was used to test the hypothesis.

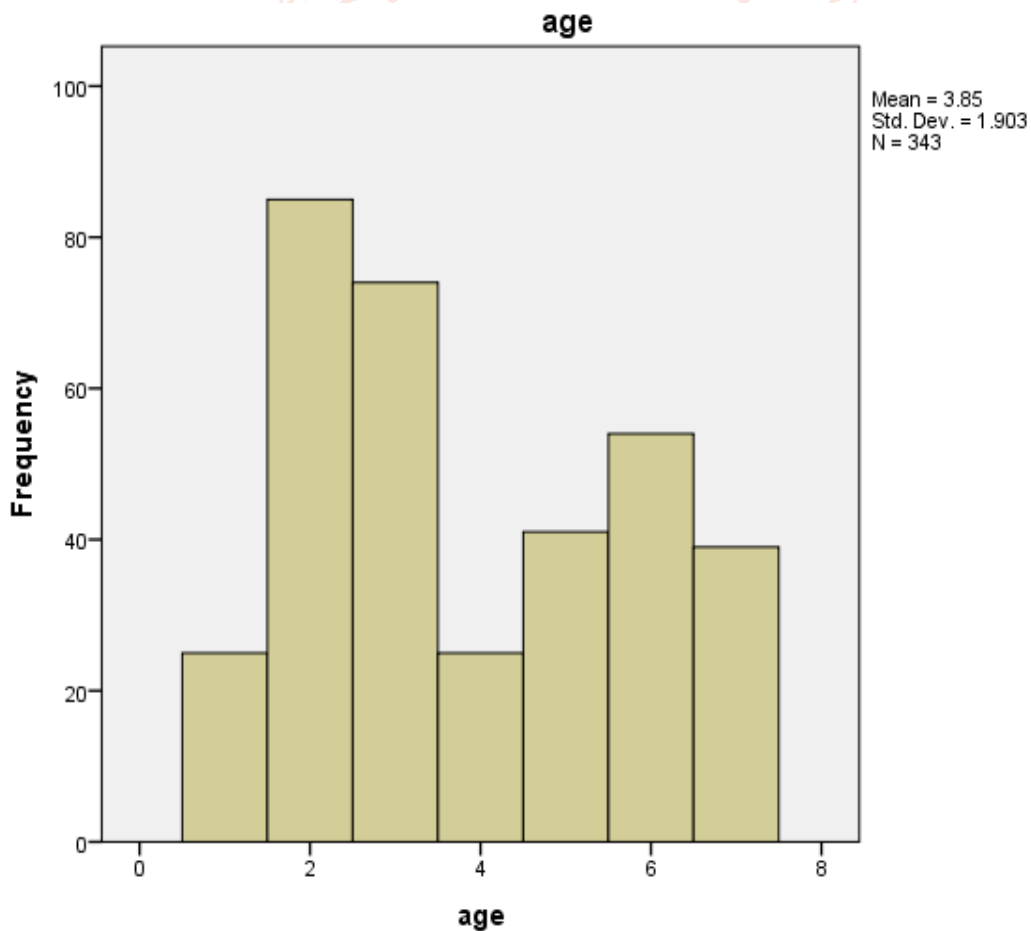
Permission for conducting this study was sorted from the Health Research Ethics committee of the Borno State Ministry of Health and Human Services as the custodians and supervising Ministry of the Chest Disease Hospital. The process of data collection for the study was guided by scientific research ethics: honesty, beneficence, justice, safety, respect for persons, informed consent, anonymity, privacy and confidentiality. In the course of data collection for the study, ethical concerns such as the principle of informed consent (obtaining the consent of participants after having carefully and truthfully informed them about the study), the right to privacy and confidentiality (protecting the identity of the participants) and protection from any harm considered. All the participants were informed and allowed to freely decide to participate or refuse to participate in the study.

Result

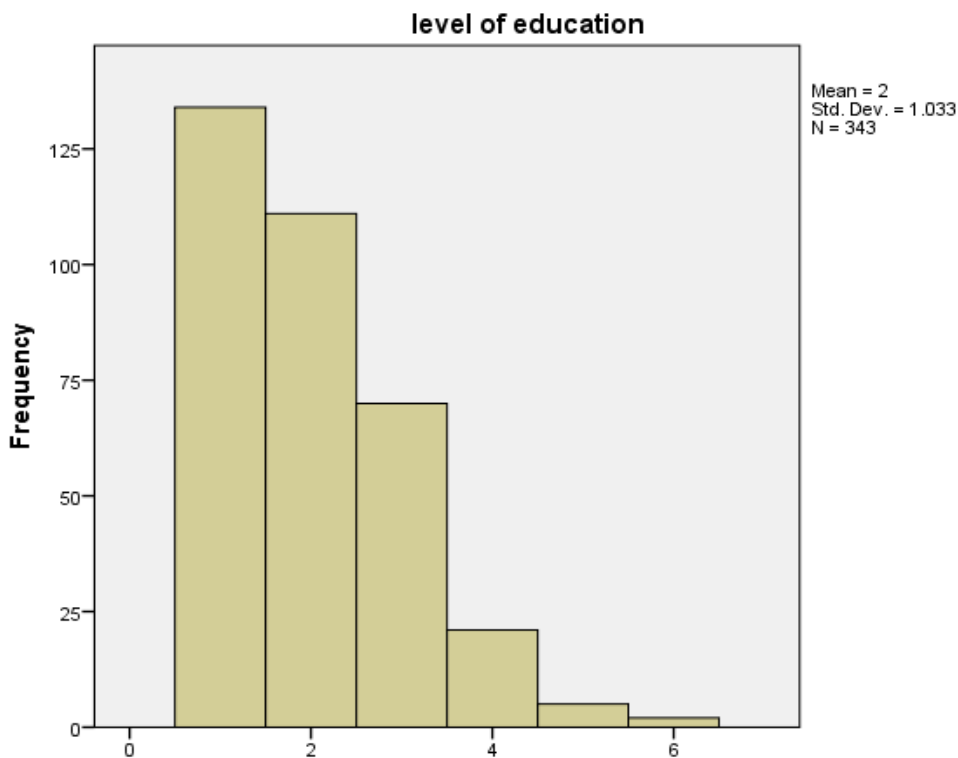
Socio-demographic characteristics of the respondents



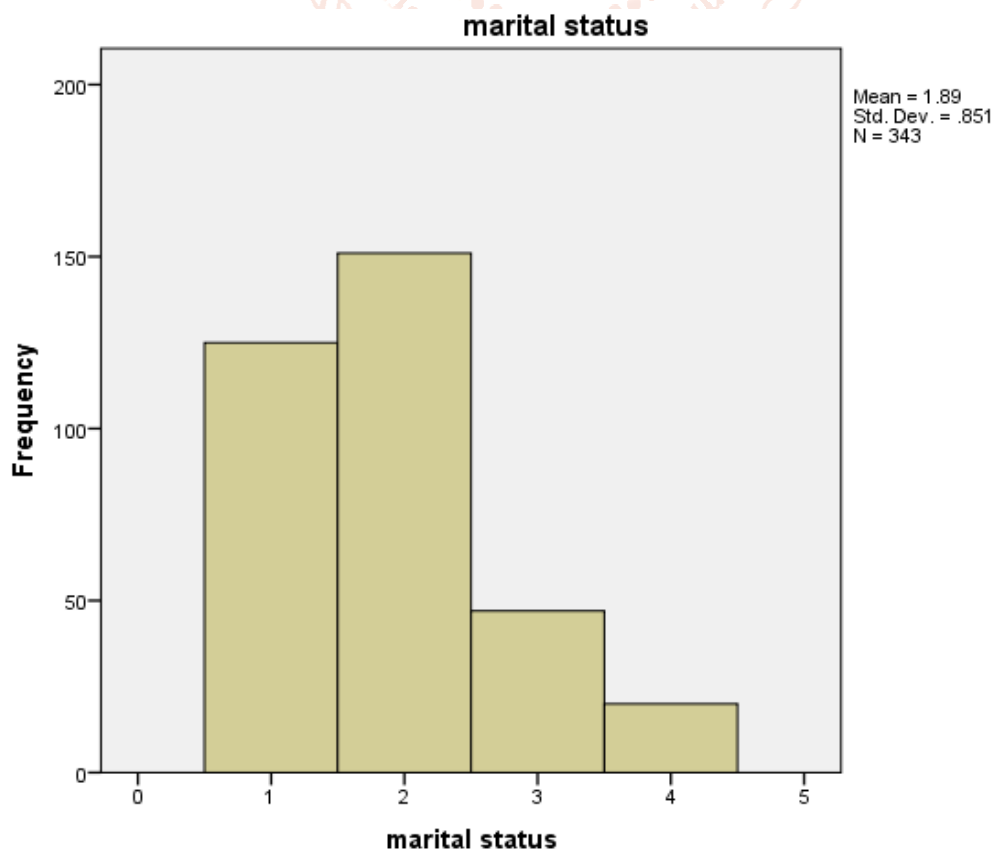
The chart on socio-demographic data of respondents showed that the majority 91.0% (312) were male, while 9.0% (31) were female. This implies that both male and female were involved and represented in the study.



The table also indicates that 7.3% (25) were below the age of 15 years, respondents between the ages 16 – 20 years, constituted 24.8% (85), also, ages between 21 – 25 years constituted 21.6% (74), while respondents between the age of 26 to 30 years were 7.3% (25), 12% (41) respondents were between 31 years – 35 years, respondents between 36 years – 40 years make up 15.7% (54) and 11.4% (39) respondents were within the age range of 41 above. The data imply that smokers of different age range participated in the study. They are mature enough to provide adequate responses to the topic under investigation.



The row data on the level of education of the respondents indicate that 39.1% (134) have informal education, 32.4% (111) obtained primary school certificates, 20.4% (70) have college certificates, 6.1% (21) were undergraduates and 2.1% (7) obtained postgraduate education. This implies that both the literates and illiterates were carried along in the study.



The table indicates that the majority of the respondents 44.0 (151) were single and 36.4% (125) were married and 13.7% (47) were widows. This implies that different categories of people provide the answer to the issue under investigation. This shows that the smokers of different marital status responded to the research question.

Table 1: Distribution of responses to the smoking habit

Responses	Frequency	Valid Percent
Are you a cigarette smoker?		
Yes	337	98.3
No	6	1.7
if yes, how long have you been smoking?		
less than a year	65	19.0
one year	129	37.6
two year	110	32.1
more than two years	39	11.4

Source: fieldwork, 2022

As a backup table that sought to find out if the respondents are smokers. The data shows that majority of the respondents 98.3% (337) were cigarette smokers at the time of this study. The implication is that the respondents were the right people contacted and are capable of providing sufficient answers on the habit of smoking pertinent to the research questions. The study indicates that the majority of the respondents 37.6 % (129) been in the habit of smoking for about a year, 32.1% (110) were in this habit for more than two years, while 19.0% (65) were in the habit of smoking for less than a year.

Table 1: Distribution of responses on the influence of advertisement on smoking habit among adolescence in the area

Questions/ Responses	Frequency	Valid Percent
have you ever listened to or watched cigarette advertising		
Yes	285	83.1
No	58	16.9
if yes, how often/frequently do you receive/watch these messages?		
Daily	124	36.2
twice daily	155	45.2
Weekly	47	13.7
Others	17	5.0
in what medium of communication do you receive such a message		
Radio	35	10.2
Television	85	24.8
newspaper	21	6.1
social media	37	10.8
Cinema	34	9.9
Billboard	131	38.2
if yes, how do you rate such messages		
Inviting	200	58.3
very good	88	25.7
Poor	34	9.9
Excellent	15	4.4
Others	6	1.7
what do you enjoy in the advert?		
the personality	33	9.6
the message	123	35.9
the brand of the cigarette	170	49.6
Others	17	5.0
was it the advertisements that influence your cigarette smoking habit?		
Yes	193	56.3
No	150	43.7

what type of cigarette do you smoke?		
Smoking	174	50.7
Snuffing	114	33.2
E-cigarette	4	1.2
Chewing	51	14.9

Source: fieldwork, 2022

The table shows that the majority 83.1% (285) have listened to or watched cigarette advertising, while respondents 16.9% (58) did not listen to or watch cigarette advertisements. The table indicates that 36.2% (124) people often receive a message on cigarette adverts daily; 45.2% (155) respondents receive the message twice weekly, while 13.7% (47) respondents receive the advert weekly whereas 5.0% (17) respondents receive the message at other intervals. The table shows that 10.2% (35) receive their advert message through the radio, 24.8% (85) received messages through TV, 6.1% (21) received theirs through the newspaper, 10.8% (37) through social media, 9.9% (34) through cinema and 38.2% (131) received the message through billboard mounted in the area. The row data also indicate that majority of the respondents 58.3% (200) considered the message as inviting, 25.7% (83) rated the message as very good, 9.9% (34) rated it very poor, 4.1 (15) rated it excellent and 1.7% (6) rated it differently. The table shows that the majority of the respondents 49.6% (170) enjoy the brand of the cigarette, 35.9% (123) enjoy the message of the advert, 9.6% (33) enjoyed the personalities and 5.0% (17) aligned themselves with other things about the advert. The table indicates that the majority of the respondents 56.3% (193) agreed that the cigarette advertisement influence their habit of smoking, and 43.7% (150) rejected that advertisement did not influence their smoking habit. The table also indicates that the majority of the respondents 50.7% (174) use a cigarette as the type of smoking, 33.2% (114) use snuff and only 1.2% (4) use an e-cigarette and 14.9% (51) use chewing as a type of smoking cigarette.

Test of hypothesis

Model		R	R Square	Adjusted R	Std Error of the Estimate	
1		.701	.492	.483	1.98291	
2 Sources of variance		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1474.298	7	210.614	53.565	.000 ^a
	Residual	1521.661	387	3.932		
	Total	2995.959	394			
Independent Variables	R	R ²	F	β	T	P
Constant	.701	.492	53.565		5.322	.000<.05
Radio				.218	5.554	.000<.05
TV				-.080	2.260	.030<.05
Social media				.143	3.888	.000<.05
Newspaper				.343	8.666	.000<.05
Cinema				.246	6.337	.000<.05
Billboards				.204	5.398	.000<.05

The table indicates that the independent variables or advertisement strategies (radio, Television, social media, Newspaper, cinema and billboard) contributed $R^2 = .492$ (49.2%) to the variance of adolescent cigarette smoking in the area. It means that there are other factors such as radio, Television, social media, Newspaper, cinema and billboards among others that contribute to or influence the cigarette smoking habit in the area. This is because of the inability of radio, Television, social media, Newspapers, cinema and billboards to make total influence or contributions to the smoking of cigarettes in the area. Given this result, we reject the null hypothesis. The results presented showed that advertisement strategies have significantly and jointly influence the smoking habit ($R = .701 = R^2 = .492$ ($F(7, 387) = 53.565$, $t = 5.322$, $p < .05$). This means that predisposing factors (radio, Television, social media, Newspaper, cinema and billboard) had relatively and jointly contributed to high as 70.1% to cigarette smoking habit among adolescent in the area.

Discussion of findings

The study found that adolescent smokers listened to or watched cigarette advertising and how the media has been able to attract their attention and hold this population to Smoking. Radio listenership, especially cigarette advertising, was revealed to have been responsible for the population's engagement in Smoking. This finding tallies with Tafawa et al., (2012) who confirmed that; media exposure is a strong determinant of tobacco use, noting that little is known about this in Africa. The finding is also in tandem with Egbe et al., (2016) who reported in his finding that advertisements of cigarettes by tobacco manufacturing companies persuade potential candidates, especially youth and adolescents (Egbe et al., 2016). The study also corresponded with some literature indicating a correlation exists between awareness/approval of cigarette advertising and the propensity to smoke. As such, it has much less impact on initiating Smoking than familial and peer factors (Taylor & Bonner, 2003). Similarly, another group of studies has suggested that advertising significantly affects smoking initiation. Cross-sectional studies by Obidoa et al., (2019) affirmed that tobacco marketing plays an important role in smoking initiation, as indicated by the increases in the U.S. adolescent smoking rate, coinciding with the onset of major cigarette advertising initiatives. In addition, Rubinstein et al., (2001) concluded that tobacco marketing appears to exert a stronger influence on adolescents' decisions to initiate Smoking than exposure to peer smokers, family smokers, or socioeconomic variables. Other studies indicate that cigarette advertisements misled potential candidates to believe that smokers are attractive, successful, and healthy (Totten, 2014). The media theory used in our theoretical framework- the Bullet Theory or The Hypothermic Needle Theory, which was used as one of our theatrical frameworks has identified the media as one of the very powerful means of attracting the internal mind as it can heat the mind like the bullet without considering the gender or age. This claim is further seen when the population of smokers are exposed to the advert messages daily, receiving cigarette advertising Messages once or twice daily as the smokers noted the advert as very good. It may be because the advert messages are designed in a more persuasive manner that captures the mind of the smokers with many propaganda techniques such as band Wagon that may invite the smoker. There are, however, some silent but very important findings that will aid in our quest/discussion of this very borderless, social issue that cigarette advertising now seems not directly emphasize on inviting to Smoking

as we often assume, as advert are now shifting strategies to brand choice.

Conclusion

Cigarette blending or production has a longstanding history in the African tradition; it also comes in different forms depending on its mode of intake. Modernization has played a greater role in modelling and remodelling this product which has made it more acceptable by recruiting more and more from every stratum of African society. This modernization has greatly generated different advertising strategies that are used to reach all generations using the more and more sophisticated medium of communication which also covers persuasion, polemics, propaganda and many more that invites adolescents into the smoking habit. Arising from the above, the following recommendations are made:

1. As a short time measure, Government to revoke import licenses on tobacco and related products and regulate other supply chains.
2. Government should at all levels ban Advertising in whatever form as regards Cigarette advertising. This can be done by institutionalising a supervisory body or commission that will work closely with the advertising practitioners council of Nigeria,

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