

Thesis Title                    Awareness of Cigarette Pack  
Warning Label Among Ex-smokers and  
Current Smokers in Suphan Buri  
Province, Thailand

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#### ABSTRACT

This descriptive survey is aimed to assess the awareness of ex-smokers and current smokers on the cigarette pack warning labels in Suphan Buri Province. It is guided by the theory specifying that the process of giving up smoking begins with a simple awareness and proceeds through a more

thorough perception and concern with the threat posed by smoking.

About 64 ex-smokers and 67 current smokers were purposively selected in 5 villages of Si-Prachant District, Suphan Buri Province, Thailand. Data were collected in their homes with interview questionnaire on April to May, 1995. The statistical analysis employed in this study was frequency distribution and 2x2 table. Chi-square test was used to test for significance.

Findings revealed that 95.5% of the current smokers were aware of the cigarette pack warning labels which indicate that it is communicated to these intended groups. However, the extent to which this awareness brings in terms of change in smoking behavior is lesser. A number of ex-smokers (17.2%) have indicated that they quit smoking due to warning labels which showed that they are aware of it. Family pressure (62.5%) was the main reason given by ex-smokers to quit smoking. About half of the current smokers reduce smoking because of specific health problems and 21.2% endorsed the warning labels as their reason for reducing cigarette consumption. These findings gave some contribution to the evaluation of the newly-mandated Tobacco Products Control Act of Thailand.

Since the effect of awareness in terms of change in smoking behavior like reduce smoking, intention to quit and quit smoking was not evaluated thoroughly because of small sample size, future studies on this aspect would be worthwhile.