

**"Impact of Advertising Regulations on consumer  
cigarette consumption"**



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**MBA**

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**Department of Management Sciences  
Bahria University Islamabad  
2016.**

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**Department of Management Sciences  
Bahria Institute of Management and Computer Sciences**

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**FINAL PROJECT APPROVAL SHEET**  
**Viva-Voice Examination**

Date \_\_\_/\_\_\_/\_\_\_\_

**Topic of Research:** write your own topic i.e. Risk Premium in KSE during different Market Trends... etc

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## **Abstract**

The aim of this study was to explore the impact of ad regulations on cigarette consumption, willingness to smoke and perception about cigarettes. Based on previous studies, three hypotheses were devised. The research had 4 variables where ad regulation was the independent variable and cigarette consumption, willingness to smoke, and perception about cigarette were the independent variables. The sample size of research was 162 that included students from Bahria University who smoke cigarettes. The statistical model used was regression where each time a dependent variable was regressed against an independent variable. All three hypotheses of this research were accepted as statistical analysis showed that ad regulations have a significant impact on cigarette consumption, willingness to smoke, and perception of cigarette. To conclude, it is a successful strategy to impose ad regulations on Tobacco Company to control cigarette consumption.

Keywords: Smoking, Ad regulations, tobacco ban, cigarette advertising, ban on cigarette ads, tobacco marketing, anti smoking policies, anti smoking marketing practice, tobacco consumption, tobacco perception, ad regulation impact on tobacco industry

## Table of Contents

Abstract.....	5
Chapter 1.....	8
Introduction .....	8
1.1 Overview .....	8
1.2 Significance of study .....	11
1.3 Scope of the study .....	11
1.4 Problem Statement.....	12
1.5 Research Objective .....	12
1.6 Research Questions.....	12
1.7 Hypotheses.....	12
Chapter 2.....	13
Literature Review .....	13
2.1 Impact of Tobacco Advertising Bans on Consumption .....	13
2.2 Comprehensive Tobacco Marketing Restrictions: Promotion, Packaging, Price and Place.....	14
2.3 The Effects of Smoking Ban Regulations on Individual Smoking Rates .....	27
2.4 The Impact of Cigarette Package Design on Perceptions of Risk.....	27
2.5 Impact of Tobacco Advertising Bans on Consumption in developing countries .....	31
Chapter 3.....	42
Research Methodology .....	42
3.1 Method of research .....	42
3.2 Sampling Technique .....	42
3.3 Sample Size .....	43
3.4 Data Collection.....	43
3.5 Research variables .....	43
3.5 Data Analysis.....	44
Chapter 4.....	45
Findings & Analysis .....	45
Chapter 5.....	48
Discussion .....	48
Chapter 6.....	49

Conclusion & Recommendations.....	49
6.1 Conclusion.....	49
6.2 Recommendation.....	50
Chapter 7.....	50
Reflections .....	50
References .....	52
Appendices.....	60
Questionnaire .....	60
SPSS Output Files .....	62
Raw Data .....	65