



A STUDY ON THE EFFECTIVENESS OF FEAR APPEAL
ANTI-SMOKING ADVERTISEMENT TOWARDS
CIGARETTE PACKAGES'

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ABSTRACT

A sample of 133 Borneo hyper mall employees in private sector filled out a questionnaire asking about what social norms, smoking attitudes and self-esteem got to do with the effectiveness of fear appeal anti-smoking advertisement. The purpose of this study is to determine the underlying positive impact that social norms, smoking attitudes and self-esteem have on the effectiveness of fear appeal anti-smoking advertisement in a sample of Borneo hyper mall employees. From the multiple linear regression result, only two independent variables (social norms and self-esteem) have the relationship with the dependent variable (advertisement effectiveness). Findings in this paper show that the current strategy which is the usage of fear appeal graphics on cigarette packages is less effective to influence smokers to stop smoking. In addition, World Health Organization can implement new strategy towards every tobacco company. This paper adds to the few studies on investigating the effectiveness of the usage of the health graphics on cigarette packages among employees in private sector.

Keywords: Cigarettes, Smoking, social norms, smoking attitudes, self-esteem, fear appeal

2.	Brazil	2002, 2007, 2008
3.	Singapore	2005, 2006
4.	Thailand	2005, 2007-1
5.	Australia	2005, retention of tax-30cents/ pack every 12 months
6.	Belgium	2006
7.	United Kingdom	2000
8.	Egypt	2006
9.	Brunei Darussalam	2006
10.	Malaysia	2000

Table 1.0, List of countries requiring picture warning on cigarette packages