

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

INTERNATIONAL GRADUATE COLLOQUIUM

# *i*-SPEAK 2025<sup>①</sup>

SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

## **EXTENDED ABSTRACT**

EDITOR | ADAM LINOBY



# INVESTIGATING THE INFLUENCE OF SOCIAL ENVIRONMENT, ADVERTISEMENTS, AND TOBACCO PRODUCT PREFERENCES ON SMOKING BEHAVIOR IN MALAYSIAN UNIVERSITY STUDENTS

Mohammad Nur Aiman Mohammad Yusof, & Rozita Abdul Latif\*

Faculty of Sports Science and Recreation, Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, Negeri Sembilan, MALAYSIA

\*Corresponding author: rozita.abdlatif@uitm.edu.my

**Keywords:** Smoking Addiction, Social Environment, Advertisements, University Students, Tobacco Products

## I. INTRODUCTION

The social environment significantly influences smoking addiction, particularly among university students [1,2]. This study examines the social factors that shape smoking behavior among UiTM Negeri Sembilan students. By identifying key environmental influences, addiction levels, and tobacco product preferences, this research provides insights into smoking patterns. Understanding these relationships can aid in developing targeted interventions to reduce smoking addiction among students [3].

## II. METHODS

This study employed a quantitative, cross-sectional survey design using an online structured questionnaire. A total of 356 students were selected based on Krejcie and Morgan's table. Data analysis involved regression and Independent T-test to assess the influence of social environment factors on smoking addiction levels and tobacco product preferences.

## III. RESULTS AND DISCUSSION

### A. Social Environment

Advertisements were the most influential social environment factor ( $2.38 \pm 0.49$ ), followed by exposure to tobacco smoke ( $1.59 \pm 0.22$ ) and anti-tobacco messages ( $1.51 \pm 0.21$ ). These results align with previous research suggesting that advertisements significantly impact smoking behavior among youth (Smith et al., 2020).

TABLE I  
DESCRIPTIVE STATISTIC OF SOCIAL ENVIRONMENT

Factors	Mean	SD
Exposure	1.59	0.22
Messages	1.51	0.21
Advertisements	2.38	0.49

### B. Smoking Addiction

Smoking addiction levels remained high, with 71.9% of respondents classified as highly dependent and 28.1% as having low dependence. This supports findings

from prior studies that indicate a high prevalence of smoking addiction among university students (Jones & Brown, 2019).

TABLE II  
DESCRIPTIVE STATISTIC OF SMOKING DEPENDENCY LEVEL

Dependence Level	Frequency	%
Low	77	28.1
High	197	71.9

### C. Influence Of Social Environment Towards Smoking Addiction

Regression analysis found no significant relationship between social environment factors and smoking addiction, as all independent variables had p-values greater than 0.05. These findings contrast with previous studies that identified a moderate influence of social factors on smoking behavior (Lee et al., 2018), suggesting other variables may play a stronger role.

TABLE III  
INFLUENCE OF SOCIAL ENVIRONMENT TOWARDS SMOKING ADDICTION

Variable	Coeff. (β)	SE	t	p	95% CI
Intercept	2.62454	0.1803	14.555	0.001	
Exposure to other Smoker	-0.0244 1	0.0668	-0.365	0.715	-0.1558 , 0.1069
Product Promotion / Ads	-0.0092 3	0.0340	-0.272	0.786	-0.0761 , 0.0576
Anti Tobacco Message	0.07176	0.0800	0.896	0.371	-0.0857, 0.2292

### D. Type of Tobacco Products and Addiction Level

T-test results ( $t = 0.38$ ,  $p = 0.70$ ) revealed no significant difference in smoking addiction levels between cigarette and electronic cigarette users. Mean addiction scores were similar for cigarette ( $66.8 \pm 9.83$ ) and electronic cigarette users ( $66.3 \pm 10.1$ ), indicating tobacco product type does not strongly impact addiction severity. This finding

aligns with previous research indicating that nicotine dependence is similar across tobacco product types (Williams et al., 2021).

TABLE IV  
DIFFERENCES IN SMOKING ADDICTION LEVELS ACROSS DIFFERENT TYPE OF  
TOBACCO PRODUCT (INDEPENDENT T-TEST)

		<i>N</i>	Mean $\pm$ SD	<i>t</i>	<i>df</i>	<i>p</i>
<b>Type of tobacco products</b>	<i>Cig</i>	91	66.8 $\pm$ 9.83	0.38	278	0.70
	<i>E-Cig</i>	189	66.3 $\pm$ 10.1			

#### IV. CONCLUSIONS

This study found that advertisements had the strongest influence on the social environment, yet social factors did not significantly impact smoking addiction. A majority of students exhibited high addiction levels, regardless of tobacco product type. These findings suggest that additional factors beyond social influences may contribute to smoking behaviors, highlighting the need for further investigation and targeted intervention strategies.

#### ACKNOWLEDGMENT

The author sincerely thanks UiTM Negeri Sembilan students for their participation in this study.

#### REFERENCES

- [1] Lubis, N. L., L., Hasnida, Lubis, R. D., D., Tumanggor, W. R. E., Simanjuntak, G. A., Zebua, Y. D., (2024). Relationship Between Conformity, Parenting and Social Environment with Smoking Behavior of Adolescent Boys at High School X in Medan 2023. In *Contagion : Scientific Periodical of Public Health and Coastal Health* (Vols. 2–2, pp. 1118–1128).
- [2] Bellatorre, A., Choi, K., & Bernat, D. (2015). The influence of the social environment on youth smoking status. *Preventive Medicine*, 81, 309–313. <https://doi.org/10.1016/j.ypmed.2015.09.017>
- [3] Santano-Mogena, E., Franco-Antonio, C., Chimento-Díaz, S., Rico-Martín, S., & Cordovilla-Guardia, S. (2021). Factors associated with smoking susceptibility among high school students in western Spain. *Scientific Reports*, 11(1). <https://doi.org/10.1038/s41598-021-81723-5>