

# **“A Comprehensive Study on usage and Acceptance of Smoking Cessation Products in Mumbai”**

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# INTRODUCTION

Tobacco use remains a global health challenge, exacting a heavy toll on individuals and societies alike. Smoking cessation—the process of quitting smoking has emerged as a critical strategy to mitigate the adverse effects of tobacco. As we delve into this multifaceted journey, we explore the science, psychology, and public health implications of quitting smoking. From nicotine replacement therapies to behavioral interventions, our quest is to unravel the complexities and pave the way toward a smoke-free future.

# What is smoking cessation

Smoking cessation is the process of quitting tobacco use to improve health and reduce the risk of smoking-related diseases like cancer, heart disease, and respiratory issues. Due to nicotine addiction, quitting can be challenging and often involves overcoming both physical and psychological dependencies.

# Types of smoking cessation product

- Allopathic
  - **Champix, Pfizer**
  - **Bupron (Aml)**
  - **Bupagen**
  - **Nicotex (Aro)**
  - **Zyban**
- Ayurvedic
  - **Nirdosh Herbal Cigarettes**
  - **Herbal Dhoom**
  - **NicoCure Herbal Cigarettes**
  - **Haritaki Churna**
  - **Aimil Amroid Tablets**

# Challenges in smoking cessation

## Nicotine Addiction:

- **Withdrawal Symptoms:** Cravings, irritability, anxiety.
- **Tolerance:** Need for increasing amounts of nicotine.

## Behavioral Habits:

- **Routine and Triggers:** Smoking linked to daily activities.
- **Rituals:** Comfort in the act of smoking.

## Psychological Factors:

- **Stress and Emotional Coping:** Smoking as a stress reliever.
- **Fear of Failure:** Discouragement from past attempts.

## Social and Environmental Influences:

- **Peer Pressure:** Smoking friends and social circles.
- **Cultural Norms:** Acceptance of smoking in certain cultures.

## Weight Gain:

- **Increased Appetite:** Common after quitting.
- **Metabolism Changes:** Nicotine affects metabolism.

## Lack of Support:

- **Limited Resources:** Access to cessation programs.
- **Insufficient Encouragement:** From family and healthcare providers.

## Financial Barriers:

- **Cost of Products:** Nicotine therapies and medications.
- **Economic Stress:** Smoking as a coping mechanism.

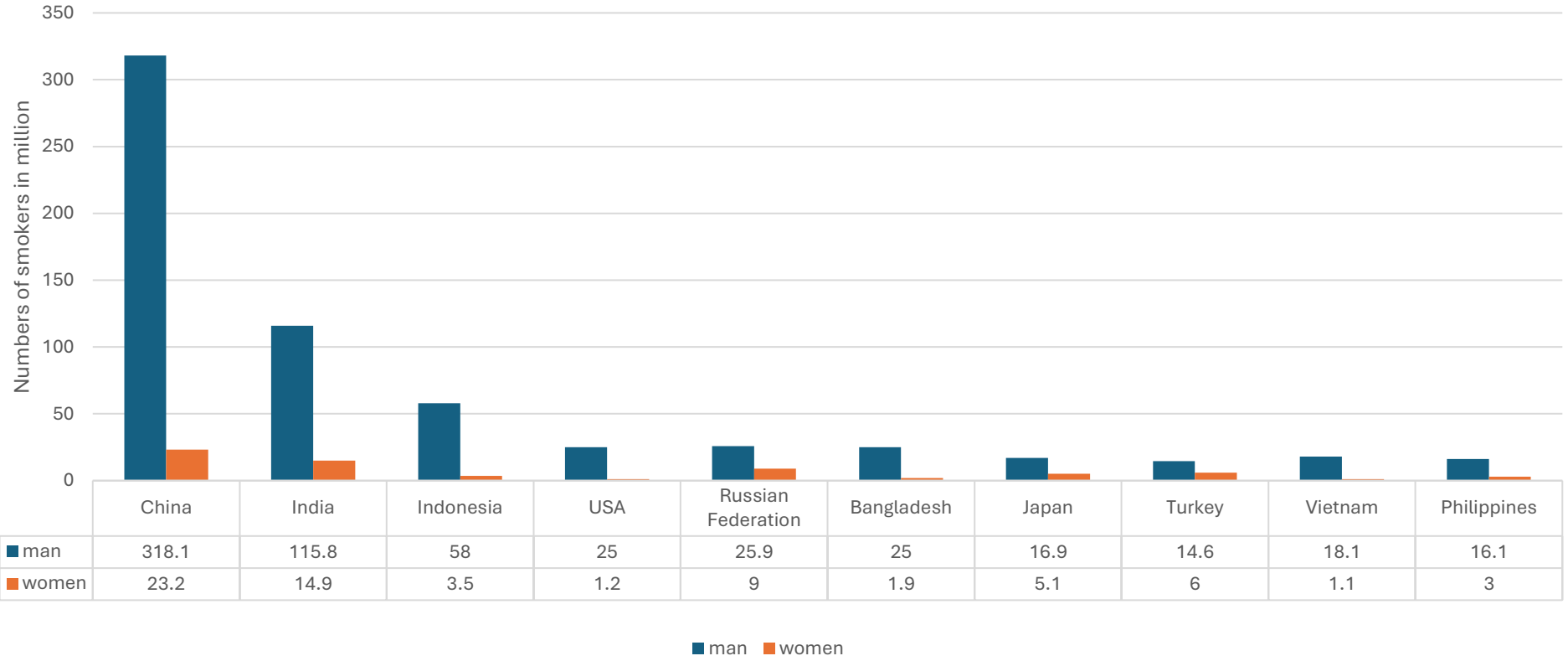
## Misconceptions and Lack of Information:

- **Health Risks:** Underestimating smoking dangers.
- **Misinformation:** About cessation product effectiveness.

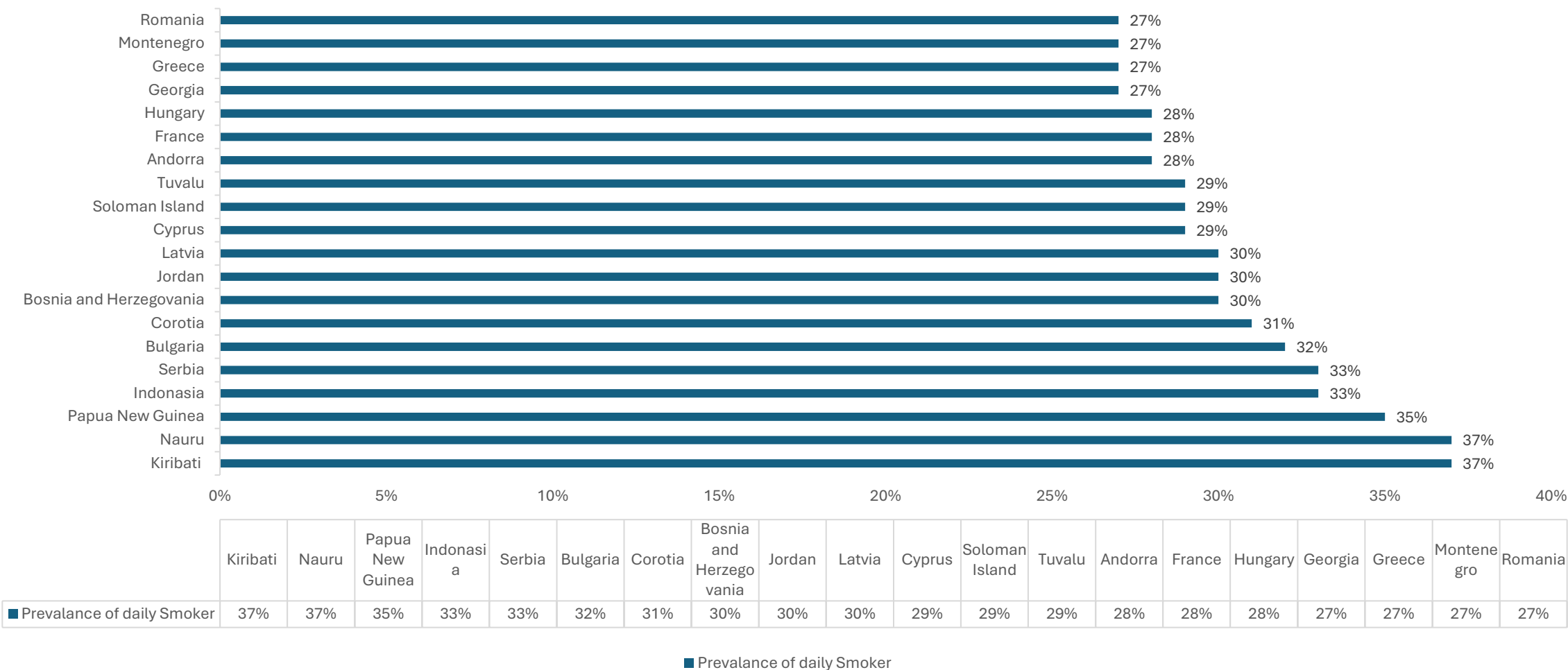
## Chronic Health Conditions:

- **Complications:** Health issues that make quitting harder.

# Countries with the highest number of smokers worldwide as of 2019



# Countries with the highest prevalence of daily smokers worldwide as of 2019



# Research question

1. What is the prevalence of smoking amongst the population?
2. How aware are people of smoking cessation products, and how satisfied are they with their effectiveness?

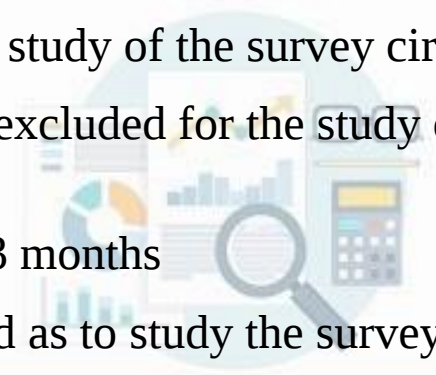
## OBJECTIVES

1. To examine the importance of smoking cessation products in the healthcare industry including their advantages and disadvantages.
2. To evaluate the effectiveness of smoking cessation products on smokers satisfaction.
3. To study the awareness of smoking cessation product?

# METHODOLOGY

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- **Study design** –The study design of this research paper is quantitative in nature and data will be collected from a representative sample of participants using a structured questionnaire
- **Type of study:** It is a Cross-sectional, descriptive study in nature
- **Type of research** – The type of research done is primary research using google forms containing 9 questions.
- **Study tool-** A questionnaire was formed using google forms using various parameter related to usage and Acceptance of Smoking Cessation Products and was circulated through WhatsApp and email.
- **Study population-** individuals between 18-60 years of age were considered for the survey
- **Inclusion Criteria:** All females and males between 18-60years were included for the study of the survey circulated.
- **Exclusion Criteria:** Males & females below 18 years or above 60 years of age were excluded for the study of the survey circulated.
- **Duration of study:** The study started on April 2024 and ended on June 2024, that is 3 months
- **Sample size:** A sample size of 115 was selected for this study, their insights were used as to study the survey.
- **Sampling technique** – convenience sampling





**Data analysis plan-** This is a quantitative and cross-sectional study in nature. The questions were formed to answer various questions related to telemedicine and were developed in English language. The questionnaire was circulated through WhatsApp and email, respondents were asked to fill the form which was a google form. After getting the response of 115 respondents, the data was analyzed using excel and hence the result was formulated.



**Ethical consideration-** A informed consent was taken from the participants of the survey

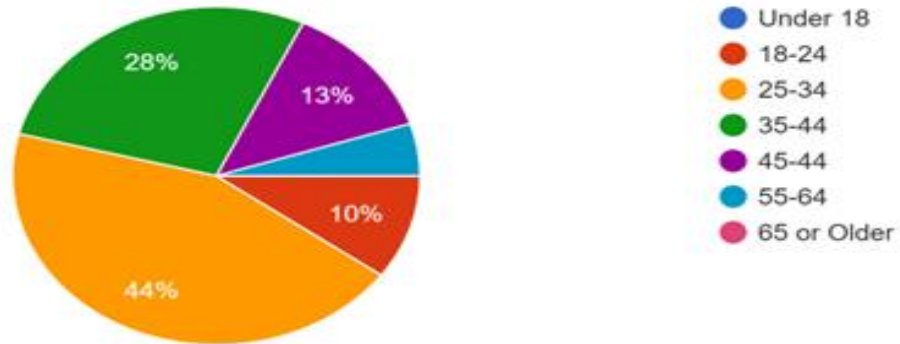


**Implications-** The findings of this study can help in promoting the usage and acceptance of smoking cessation products, it not only benefits individual smokers by improving health outcomes and quality of life but also yields broader societal benefits through reduced healthcare costs, improved productivity, and enhanced public health. Integrating effective cessation strategies into comprehensive tobacco control efforts is essential for achieving long-term health equity and a smoke-free future

# Result

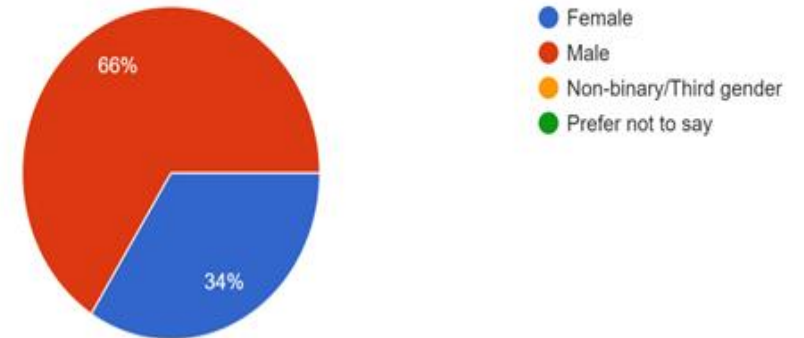
## Age

100 responses



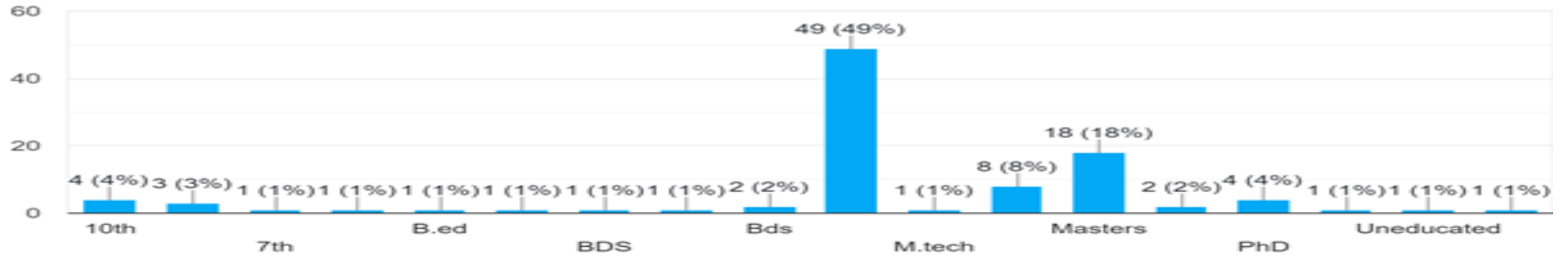
## Gender

100 responses



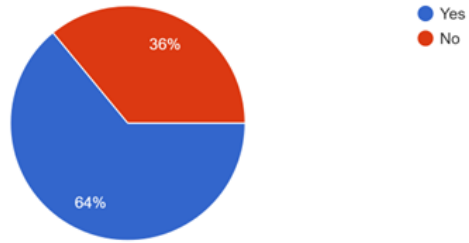
## Education

100 responses



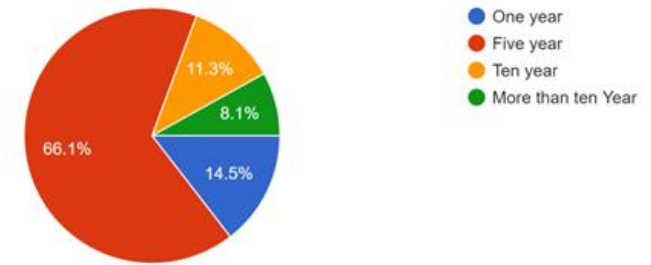
Do you smoke?

100 responses



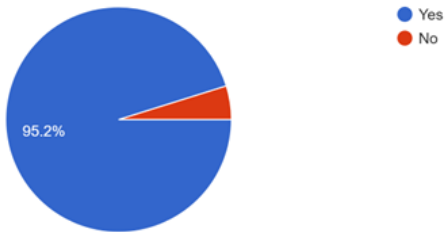
From How long you are smoking

62 responses



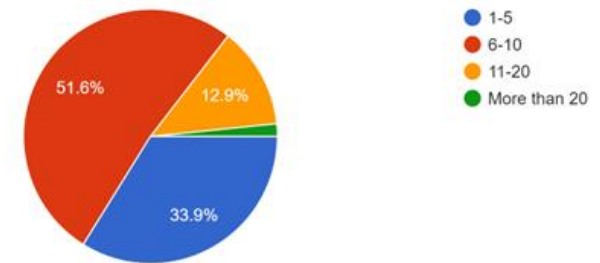
Willing to quit smoking

62 responses



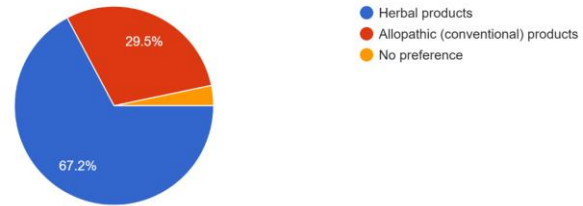
How many cigarettes do you smoke per day?

62 responses



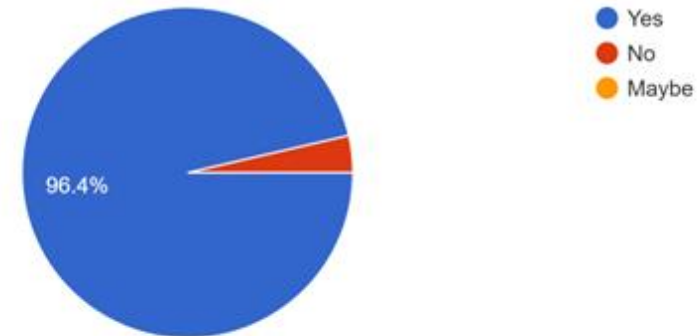
Which type of smoking cessation product are you more interested in?

61 responses



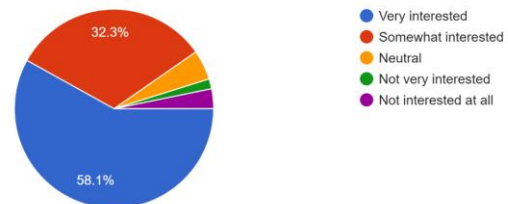
Are you aware about smoking cessation product.

83 responses



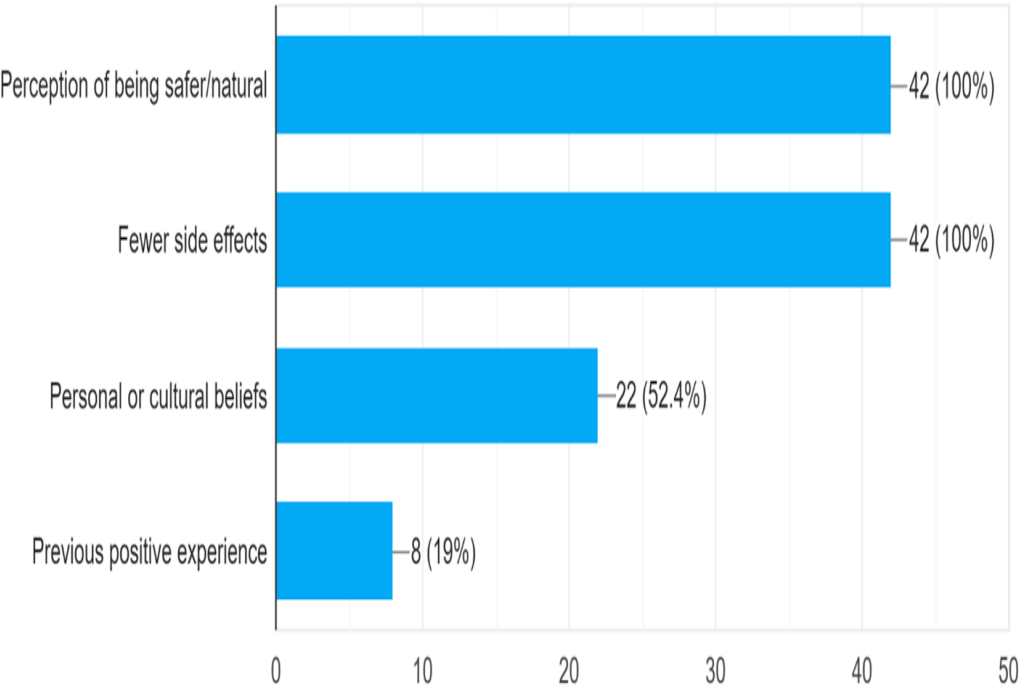
How interested are you in using a smoking cessation product?

62 responses



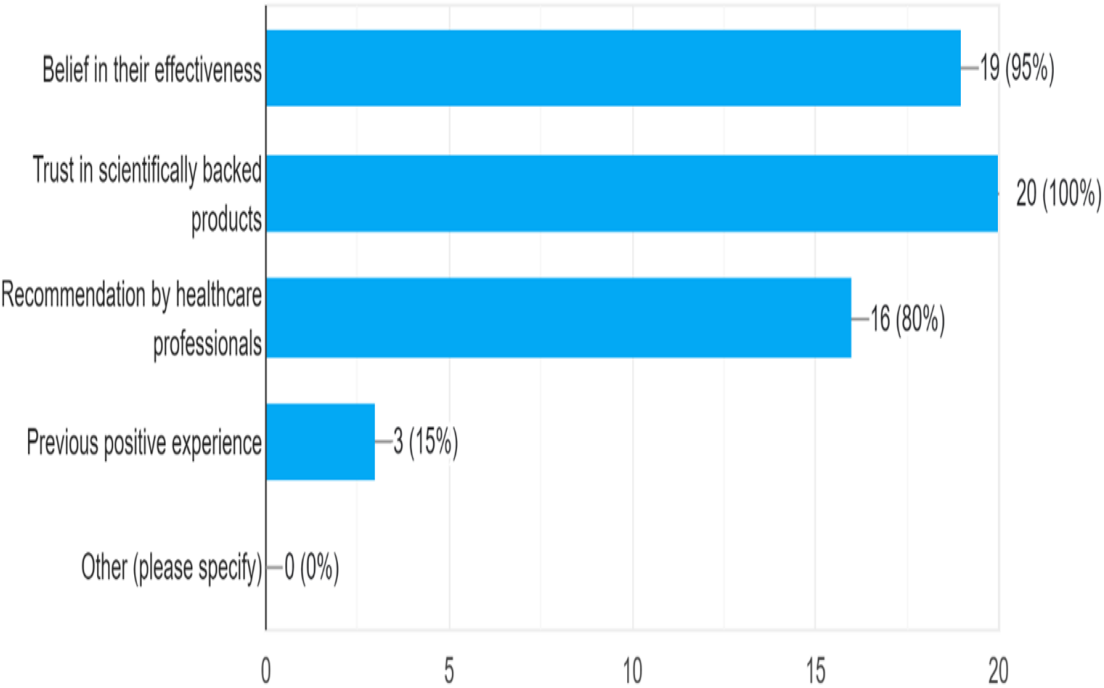
What are your reasons for preferring herbal products? (Select all that apply)

42 responses



What are your reasons for preferring allopathic products? (Select all that apply)

20 responses



# conclusion

- The findings indicate a significant gap between awareness and the active use of smoking cessation services among young male smokers. To address this, public health initiatives should focus on building trust in cessation programs, making them more accessible and affordable, and promoting the benefits of professional help in quitting smoking. Additionally, incorporating and validating herbal cessation methods within formal treatment programs could better align with the preferences of this population, potentially improving cessation rates.

# Recommendations

- **Public Campaigns:** Launch comprehensive awareness campaigns to educate the public about the dangers of smoking and the benefits of quitting.
- **Healthcare Provider Training:** Ensure healthcare providers are well-trained to advise and support patients in their smoking cessation efforts.
- **Affordable Solutions:** Subsidize smoking cessation products to make them more affordable, especially for low-income individuals.
- **Variety of Options:** Offer a range of cessation products, including nicotine replacement therapies (NRTs), medications, and herbal options, to cater to different preferences and needs.
- **Counseling Services:** Provide accessible counseling services, both in-person and online, to support individuals trying to quit.
- **Support Groups:** Encourage the formation of support groups where individuals can share their experiences and strategies.

- **Behavioral Therapy:** Incorporate cognitive-behavioral therapy (CBT) and motivational interviewing (MI) into cessation programs.
- **Stress Management:** Offer resources and training for stress management techniques to help individuals cope with withdrawal symptoms and triggers.
- **Mobile Apps:** Develop and promote mobile apps that provide tips, tracking tools, and virtual support for individuals trying to quit smoking.
- **Ongoing Studies:** Support and fund ongoing research to evaluate the effectiveness of existing cessation products and develop new ones.

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Thank you