

Synopsis for Dissertation Submitted



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in

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By

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Title: - " A Comprehensive Study on usage and Acceptance of Smoking Cessation Products in Mumbai "

INTRODUCTION-

Smoking cessation products are significant because they offer support to individuals attempting to quit smoking, which is one of the leading causes of preventable disease and premature death globally. These products can double the chances of quitting successfully and have immediate and long-term health benefits.

The World Health Organization emphasizes the role of cessation in tobacco control, highlighting that most tobacco users want to quit but find it difficult due to the addictive nature of nicotine. Interventions like mass communication campaigns, quitlines, and counseling can be effective in aiding cessation.

Medications such as varenicline (marketed as Chantix or Champix) and cytisine (marketed as Tabex) have been identified as some of the most effective aids for helping people quit smoking for six months or longer. These treatments can save tens of thousands of lives annually if they lead users to stop significantly earlier, do not undermine quitting in nonusers, and are used by a significant proportion of smokers.

Quitting smoking has numerous health benefits, including improved lung function, reduced risk of heart attacks, and lower chances of developing cancer, heart disease, stroke, and respiratory diseases. It also benefits reproductive health and reduces risks associated with second-hand smoke exposure.

In summary, smoking cessation products are crucial in helping individuals overcome nicotine addiction and improving public health outcomes.

The goals of Smoking cessation products -

- Evaluating the effectiveness of smoking cessation products in helping individuals quit smoking.
- Analysing the cost-effectiveness of these products from a healthcare system perspective².
- Investigating the role of healthcare professionals and health systems in promoting the use of smoking cessation products.
- Assessing the impact of smoking cessation on reducing the risks of tobacco-related diseases.
- Exploring the public health implications of widespread use of smoking cessation products, including potential lives saved annually.
- Understanding the behavioural aspects of smoking cessation, such as the motivations and challenges faced by individuals attempting to quit.
- Reviewing the literature on college anti-smoking policies and their influence on student smoking behaviour, which may include the integration of smoking cessation services.

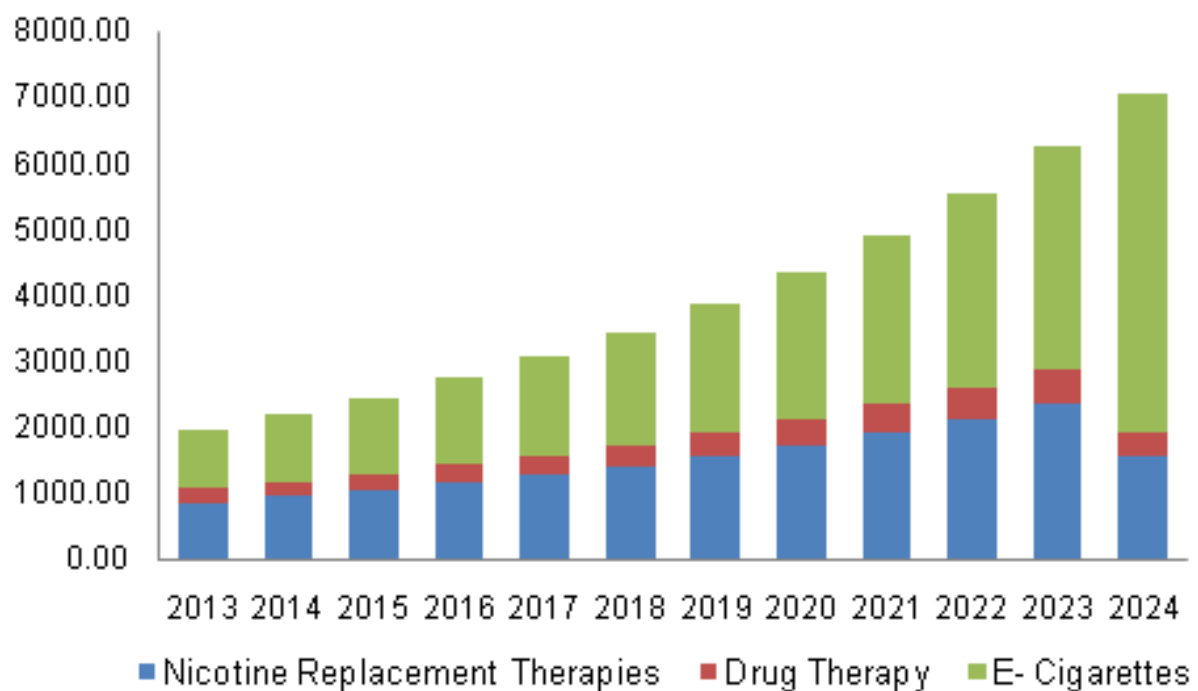
These goals aim to provide a comprehensive understanding of the role and impact of smoking cessation products, which can inform future research, healthcare practices, and policy-making efforts to combat the global issue of tobacco use.

Impact of covid 19 on smoking cessation-

The COVID-19 pandemic has underscored the importance of quitting smoking in India. Smoking can substantially worsen health outcomes for COVID-19 patients, making it crucial for smokers to quit. Nicotine Replacement Therapy (NRT) products like Nicotex have become significant as they help manage withdrawal symptoms and reduce cravings in a controlled manner, aiding smokers in their journey to quit. With the increased risk of COVID-19, smokers are encouraged to act quickly to start their journey towards quitting the habit.

Moreover, changes in smoking cessation-related behaviors during the pandemic indicate a rise in quit attempts and an increase in NRT sales, suggesting a heightened awareness of the risks associated with smoking amid the pandemic. The act of spitting associated with smokeless tobacco also became a public health concern, as it could facilitate the spread of infectious diseases, including COVID-19.

Overall, the pandemic has brought a renewed focus on the health risks of smoking and the benefits of quitting, leading to a greater significance for smoking cessation products and efforts in India.



RESEARCH QUESTIONS

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 healthcare industry, its advantages and significance.
2. To evaluate the effectiveness of smoking cessation products on smoker satisfaction.
3. To study the awareness of quitting smoking

METHODOLOGY-

- **Study design** Quantitative study using questionnaire,
- **Study tool-** A questionnaire would be formed using google forms using various parameter related to telemedicine and circulated through WhatsApp and email.
- **Type of research** – primary research using google forms.
- **Type of study:** Cross-sectional, descriptive study.
- **Study population-** individuals between 18-60 years of age.
- **Inclusion Criteria:** All females and males between 18-60years
- **Exclusion Criteria:** Males & females below 18 years or above 60 years of age
- **Duration of study:** March 2024 to June 2024
- **Sample size:** 100-150.
- **Sampling technique** – convenience sampling
- **Data analysis plan-** This is a quantitative and cross - sectional study in nature. The questions would be formed to answer various questions related to smoking cessation product and would be developed in English language. The data would be further analysed after getting participants perceptions and views on the asked question.

Proposed chapter plan

Chapter 1-introduction

Chapter 2- research question

Chapter-2- literature review

Chapter 3- methodology

Chapter 4-review and discussion

Chapter 5- conclusion

Chapter6- reference