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RESEARCH ARTICLE

AWARENESS AND ATTITUDE TOWARDS PICTORIAL WARNING LABEL ON TOBACCO PRODUCTS AMONG TOBACCO USERS OF SELECTED RURAL AND URBAN AREAS OF SIKKIM, INDIA

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ABSTRACT

Introduction: The use of tobacco is one of the main factors for several diseases which include cancer in various parts of the body. In India implementation of pictorial warning was enforced on May 31, 2009. India has been ranked fifth in the listing of countries that have implemented pictorial warning label on tobacco product. The Ministry of Health and Family Welfare (MoHFW), Government of India has notified new theme of health warning for all tobacco products for the period of 12 months, after which the second set of images will be used by 2018. **Materials and Methods:** A descriptive survey research study was conducted in urban and rural area of East Sikkim. The samples of the study were tobacco users. 100 samples were selected using convenient sampling technique. Out of which 50 samples were taken from rural area and 50 from urban area of Gangtok, East Sikkim. Data was collected by administering self-report structured questionnaire on awareness and attitude towards pictorial warning label on tobacco product and the data obtained was analyzed using descriptive and inferential statistics. **Result:** Out of 100 samples, 50 samples belonging to urban area their demographic data findings shows that majority of the samples 50% (25) belonged to the age group of 21-30 years, 66% (33) were Muslim by religion, 64% (32) were male, 60% (30) of the sample were unmarried. Majority of the samples 84% (42) belonged to APL category, 40% (20) had secondary education qualification. Findings regarding awareness of samples residing in urban area shows that majority 86% (43) had high awareness (aware of pictorial warning label on tobacco product and harmful effects of tobacco use) and 14% (7) had moderate awareness. 44(88%) had favorable attitude regarding initiative taken by the government in implementing pictorial warning label on tobacco product to create awareness about harmful effects of tobacco use and 12%(6) had unfavorable attitude (pictorial warning label does not bring any thought of quitting tobacco use, consume tobacco even after seeing the picture, pictorial warning label on tobacco product has no meaning). Findings regarding the demographic data of rural area shows that majority of the samples belonging to the age group of 31-40 years were 28% (14), 48% (24) were Hindu by religion, 68% (34) were male, 37% (17) of the sample were married. Majority of the samples 54% (27) belong to BPL category, 26% (13) had secondary education qualification. Findings regarding awareness of samples residing in rural area shows that most of the sample 48% (24) had high awareness, 40% (20) had moderate awareness and 12% (6) had low awareness towards the pictorial warning label. Similarly, 80% (40) of the samples had favorable attitude regarding initiative taken by the government in implementing pictorial warning label on tobacco product to create awareness about harmful effects of tobacco use and 20% (10) had unfavorable attitude towards pictorial warning label on tobacco product. **Conclusion:** The present study revealed that majority of the samples had high awareness towards pictorial warning label on tobacco product and most of them believed that pictorial warning label on tobacco product create awareness about probable health hazards of tobacco use and that these health warning positively assists in reducing or quitting tobacco usage.

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INTRODUCTION

Tobacco is one of the leading causes of preventable illness and death. [1] Tobacco products are the products made entirely or partly of leaf tobacco as a raw material, which are intended to be smoked or chewed Substances. Types of tobacco which can be consumed are smoked and smokeless tobacco. Tobacco products are available in different forms of cigarette, bedi, gutka, chewable tobacco. [2] Tobacco use is one of the main risk factors for a number of chronic diseases which includes cancers like oral cancer, throat cancer, cancer of larynx, upper mid oesophagus cancer, lung cancer, cancer of pancreas. The lung diseases caused by tobacco are bronchitis, asthma, chronic obstructive pulmonary diseases, and emphysema. Even cardiovascular diseases like acute myocardial infarction, sudden cardiac death, and coronary heart diseases are caused by tobacco usage. Tobacco causes damage to reproductive system as well for example abortion, premature delivery, and low birth weight. Other health problems caused by tobacco are premature skin aging, hair loss, delay wound healing, diabetic retinopathy. Smoking causes about 30% of all cancer deaths, 17% heart disease deaths and 80% of deaths from bronchitis and emphysema. [3] Tobacco kills up to half of its users. It kills nearly 6 million people each year, more than 5 million of those death is the result of direct use while around 60,000 are the result of non-smokers being exposed to secondhand smoke. Approximately, 1% die every 6 secs due to tobacco usage accounting for one in 10 adult deaths. Up to half of current users will eventually die of tobacco related diseases [4]. Around 80% of the world 1.1 billion smokers lives in low- and middle-income countries. Studies carried out after the implementation of pictorial warning on tobacco product in Brazil, Canada, Singapore and Thailand shows that this measure significantly increases people awareness of the harm of tobacco use. [5]

In India implementation of pictorial warning was enforced on May 31, 2009. The health warning is more effective way of reaching out to the tobacco users regarding its ill effects on health. India signed WHO framework convention on tobacco control on September 10, 2003, which was again reframed on February 5, 2004. The government send notification to all tobacco companies that specific pictures has to be inserted by July 2006. Furthermore, the tobacco companies wanted preparation time so the government extended time till December 1, 2007. However, the actual implementation of pictorial warning on tobacco product was started on May 31, 2009. The ministry of health and family welfare, government of India has notified new sets of specified health warning for all tobacco products packs by making an amendment in the tobacco products. The first set will be used on tobacco products from September 1, 2018 for the period of 12 months, after which the second set of images will be used. [9, 10] The most important aim of pictorial health warning present on tobacco product is to increase cognition regarding health seeking behavior such as decreasing the frequency of use, quitting the use of tobacco and to spread awareness among non-tobacco users. Pictorial health warnings label on tobacco product are the means of communication through which a broad population can be made aware of risk and ill effects of tobacco use. Pictorial health warning on tobacco product having the combination of picture and text, is one of the most cost-effective way to increase public awareness of serious health issue related to tobacco intake. [11]

MATERIALS AND METHODS

The tools comprise of Tool I –section A and B, Tool II which was given to five experts of various departments- Department of chest and respiratory medicine Central Referral Hospital, Department of Community medicine SMIMS, Department of Oncology STNM, Community Health Nursing Department SMCON, Medical Surgical Nursing Department SMCON. They partially agreed on the content and organization of some questions and fully agreed on others. Among the items of all possible questions, from Tool I - section A 100% were being agreed, from section B 80% were being agreed ,20% were recommended for modification and from Tool II 100% were being agreed. Appropriate changes were made as suggested.

TOOL I:

SECTION-A: demographic proforma, Consists of Demographic data of the participants such as age in years, educational qualification, marital status, family income, occupation, religion, type of job, forms of tobacco usage, frequency tobacco usage, age at which tobacco usage was started. **SECTION B:** self-structured awareness questionnaire, consist of 20 questionnaires dealing with awareness towards pictorial warning label on tobacco product. Each question there will be 4 options and one correct answer carries 1 mark and wrong answer is zero.

TOOL II: Consists of 20 attitude statement towards pictorial warning label on tobacco product. Likert scale consist of 5-point scale 1, 2,3,4,5. The total score is 100.

RESULTS

Table 1: Description of samples in terms of their demographic characteristics.

Sl.no	Sample characteristics	Rural		Urban		
		f	(%)	f	%	
1	Age	•18-20	2		5	10
		•21-30	1	4	2	50
		•31-40	2	24	5	16
		•41-50	1	28	8	20
		•>50	4	30	1	4
2	Gender	• Male	1		0	
		• Female	5	14	2	
3	Marital status	• Single	7			64
		• Married		68		36
		• Divorced	3	32	3	
		• Separated	4		1	60
4	Religion	• Buddhism	1	24	8	38
		• Hinduism	2	37	2	2
		• Muslim	7		0	0
		• Christian	1	4	2	
		• Others	0	24	4	20
5	Socio economic class	• APL	1		2	
		• BPL	2	46	4	84
			2	54	8	16
6	Type of family	• Nuclear	4		4	
		• Joint	2		2	86
		• Extended	1	64	4	16
			2	32	0	0
7	Qualification	• No formal education	0	4		
		• Primary education	2	14	4	0
		• Secondary education	3	22	2	8
			2	26	8	40
			7			
8	Occupation	• Higher secondary			4	
		• Under graduate	3	18	3	18
		• Post graduate	2	12	7	26
			1	8	0	8
			6			
		• Skilled	2		0	8
		• Unskilled		22	4	4
		• Professionals	7	10	2	8
		• Business	1	18	0	18
			1	14	1	40

9	• Student	1	24				
	• Others	3		9			
10	Type of job		18	3	16		
	• Government employee		24	4	14		
	• Private employee	9	18		10		
	• Self-employed	6	24	4	4		
	• Unemployed	4	16	2			
11	• Others			4	24		
	Monthly income of the family	1	14	9	24		
	• ≤rs.5000	1	42	2	30		
	• Rs.5001-10,000	5	16	0	22		
	• Rs. 10,001-20,000	6	28	1			
12	• >rs. 20,001	9		1			
	Do you use any form of tobacco	7			10		
	• Yes	1	10		0		
	• No	2	0	8	0		
	If using smoking tobacco (cigarettes, betel nut) how many times do you smoke in a day		0	7			
13	• <5times			5			
	• 5times	9		2			
	• >5times	1		8			
	If using smokeless tobacco (khaini, gutka) how many times do you consume smokeless tobacco	2		2	58		
	• <5times	9	50		20		
14	• 5times	1	40		22		
	• >5times	2	10	1			
	If using smokeless tobacco (khaini, gutka) how many times do you consume smokeless tobacco	8		2			
	• <5times			5	0		
	• 5times	7		1			
15	• >5times	2		5	40		
	The age at which you started smoking	1	54	1	36		
	• <10	8	30	1	24		
	• 10-20	1	16				
	• 21-30	4		5	0		
16	• >30		0	0	58		
	I am aware of the pictorial warning label on tobacco product	5	70	0	42		
	• Yes	0	30		0		
	• No	0	0				
17							
18							
19							
20							

belong to nuclear family, 20(40%) of the sample have secondary education, 20(40%) of the sample are students, 28(56%) of the sample unemployed ,15(30%) of the sample had monthly income of Rs 10,001-20,000, 29(58%) of the sample used smoking tobacco less than 5 times in a day, 20(40%) of the sample used smokeless tobacco less than 5 times in a day ,29(58%) of the sample started using tobacco between age group 10-20 years ,50(100%) of the sample were aware of pictorial warning label on tobacco product.

Similarly in Rural area, 15(30%) of the sample belong to the age group 41-50 years, 34(68%) of the sample were male, 37(74%) of the sample were married , 24(48%) of the sample were Hindu, 27(54%) of the sample belong to below poverty line,32(64%) of the sample belong to nuclear family ,13(26%) of the sample have secondary education ,12(24%) of the sample are engaged in other occupation, 12(24%) of the sample unemployed, 21(42%) of the sample had monthly income of Rs 5001-10,000, 25(50%) of the sample used smoking tobacco less than 5 times in a day, 27(54%) of the sample used smokeless tobacco less than 5 times in a day, 35(70%) of the sample started using tobacco between age group 10-20 years , 50(100%) of the sample were aware of pictorial warning label on tobacco product.

Section II: Description of findings regarding related to awareness towards pictorial warning label

This section consists of 20 awareness questionnaires to assess awareness towards pictorial warning label on tobacco product among tobacco users.

Table 2. Description of findings related to attitude towards pictorial warning label

N= 100 n=50

Variable	Rural		Urban	
	Frequency f	Percentage %	Frequency f	Percentage %
Favorable attitude	40	80%	44	88%
Unfavorable attitude	10	20%	6	12%

The data presented in fig 1. shows that majority i.e. 43(86%) had high awareness towards pictorial warning label on tobacco product whereas 7(14%) had moderate awareness in urban area but there was no low awareness in those area. Likewise, the data presented for rural area showed that most 24(48%) had high awareness, 20(40%) had moderate awareness and 6(12%) had low awareness towards the pictorial warning label.

Section III: Description of findings regarding related to attitude towards pictorial warning label

This section consists of 20 attitude statement towards pictorial warning label on tobacco product among tobacco users. The data presented in Table 2 shows that the total sample shows favorable attitude towards pictorial warning label where the data for rural area presents that 40(80%) had favorable attitude and 10(20%) had unfavorable attitude. Likewise, the data presented for urban area shows that 44(88%) had favorable attitude towards pictorial warning label on tobacco product and 6(12%) had unfavorable attitude.

Section IV: Description of findings related to co-relation between awareness and attitude towards pictorial warning label on tobacco product

Table 3. Description of findings related to relationship between awareness and attitude towards pictorial warning label

N= 100 n= 50

Variables	Mean score		r Value	Remarks	
	Urban	Rural		Urban	Rural
Awareness	13.4	10.6	0.95	0.94	Moderately positive co-relation
Attitude	62.6	64.1			

The data presented in Table 1 shows that in Urban area 25(50%) of the sample belong to the age group 21-30 years, 32(64%) of the sample were male, 33(66%) of the sample were Muslim, 42(84%) of the sample belong to above poverty line, 43(86%) of the sample

Table 4. Chi-square computed to find out association between awareness and selected demographic variable in urban area

N= 100 n= 50

Sl.no	Demographic variable	Median		Df	χ^2	p value	Remarks
		<10	>10				
1	Age <ul style="list-style-type: none"> 18-20 21-30 31-40 41-50 >50 	1 4 7 6 3	1 8 7 9 4	5	0.591	11.07	NS
2	Gender <ul style="list-style-type: none"> Male Female 	3	4	1	0.035	3.84	NS
3	Marital status <ul style="list-style-type: none"> Single Married Divorced Separated 	20 11	12 7	3	1.253	7.82	NS
4	Religion <ul style="list-style-type: none"> Buddhism Hinduism Muslim Christian Others 	13 9 1 0	17 10 0 0	4	2.08	9.49	NS
5	Socio economic class <ul style="list-style-type: none"> a. APL b. BPL Type of family <ul style="list-style-type: none"> Nuclear Joint 	5 14 0 4 0	5 19 0 2 1	1	1.56	3.84	NS
6	•Extended Qualification <ul style="list-style-type: none"> No formal education Primary education Secondary education Higher secondary Under graduate Post graduate 	21 2	21 6	2	0.33	5.99	NS
7	Occupation <ul style="list-style-type: none"> Skilled Unskilled Professionals Business Student Others 	19 4 0	24 3 0	5	1.63	11.07	NS
8	Type of job <ul style="list-style-type: none"> Government employee Private employee Self-employee Unemployed Others Monthly income of the family <ul style="list-style-type: none"> ≤rs.5000 Rs.5001-10,000 Rs. 10,001-20,000 >rs. 20,001 	0 1 8 5	0 3 12 4	5	10.036	11.07	NS
9	If using smoking tobacco (cigarettes, bedi) how many times do you smoke in a day <ul style="list-style-type: none"> <5times 5times >5times 	1 0 2 8 7 5	3 2 2 1 1 6	5	10.036	11.07	NS
10	If using smokeless tobacco (khaini, gutka) how many times do you consume smokeless tobacco <ul style="list-style-type: none"> <5times 5times >5times 	2 5 4 11 1	6 2 1 17 1	4	6.001	9.49	NS
11		7 6	5 6	3	3.63	7.82	
12		7 3	8 8	2	3.691	5.99	NS
		16 2 5	13 8 6	2	3.691	5.99	NS

Table 5. Chi-square computed to find out association between awareness and selected demographic variable in rural area

N= 100 n= 50

Sl.no	Demographic variables	Median		df	χ^2	p value	Remarks
		<10	>10				
1	Age •18-20 •21-30 •31-40 •41-50 •>50			5	0.591	11.07	NS
2	Gender •Male •Female			1	0.05	3.84	NS
3	Marital status •Single •Married •Divorced •Separated	1 4 7 6 3	1 8 7 9 4	2	1.02	5.99	NS
4	Religion •Buddhism •Hinduism •Muslim •Christian •Others	13 8 6 15 0 0	19 10 6 22 1 0	4	6.22	9.49	NS
5	Socio economic class •APL •BPL			1	0.23	3.84	NS
6	Type of family •Nuclear •Joint •Extended	4 11 3 3 0	8 12 0 9 10	2	38.41	5.99	S
7	Qualification •No formal education •Primary education •Secondary education •Higher secondary •Under graduate •Post graduate	12 9 3 5 3	10 19 0 8 21	5	32.8	11.07	S
8	Occupation •Skilled •Unskilled •Professionals •Business •Student •Others	4 7 3 2	3 6 9 8	5	1.83	11.07	NS
9	Type of job •Government employee •Private employee •Self-employee •Unemployed •Others	3 2 5 2 3 3 3	2 1 7 3 2 7 4	4	2.22	9.49	NS
10	Monthly income of the family •Rs≤5000 •Rs.5001-10,000 •Rs. 10,001-20,000 •Rs> 20,001	5 4 5 4	6 6 6 5				
11	If using smoking tobacco (cigarettes, bedi) how many times do you smoke in a day •<5times •5times •>5times	6 2 3 8	5 7 4 12	3	47.7	7.82	S
12	If using smokeless tobacco (khaini, gutka) how many times do you consume smokeless tobacco •<5times •5times •>5times	3 7 10 7 4	6 7 14 10 5	2	0.017	5.99	NS
		11 5 5	19 6 4	2	8.65	5.99	S

Table 6: Chi-square computed to find out association between attitude and selected demographic variable in urban area

Sl.no	Demographic variable	Attitude		df	χ^2	p value	Remarks
		Favorable	Unfavorable				
1	Age	2	0	4	1.26	9.49	NS
	a. 18-20	11	1				
	b. 21-30	11	3				
	c. 31-40	13	2				
	d. 41-50	6	1				
e. >50	29	3	1	0.56	3.89	NS	
Gender	15	3					
2	a. Male						
	b. Female						
3	Marital status	28	2	3	1.706	7.82	NS
	a. Single	15	4				
	b. Married	1	0				
	c. Divorced	0	0				
	d. Separated						
4	Religion	8	2	4	1.376	9.49	NS
	a. Buddhism	30	1				
	b. Hinduism	0	3				
	c. Muslim	5	0				
	d. Christian	1	0				
e. Others							
5	Socio economic class	37	5	1	0.05	3.84	NS
	a. APL	7	1				
6	b. BPL						
	Type of family	40	3	2	7.32	5.99	S
	a. Nuclear	4	3				
b. Joint	0	0					
7	c. Extended	0	0	5	2.049	11.07	NS
	Qualification						
	a. No formal education	4	0				
	b. Primary education						
	c. secondary education						
	d. Higher secondary	1	2				
e. Under graduate							
8	f. Post graduate	6	3	5	8.571	11.07	NS
	Occupation	12	1				
	a. Skilled	4	0				
	b. Unskilled	2	0				
	c. Professionals	4	0				
	d. Business	8	1				
e. Student	19	1					
9	f. Others	7	4	4	4.002	9.49	NS
	Type of job						
	a. Government employee	8	0				
	b. Private employee						
	c. Self-employee	5	2				
d. Unemployed	5	0					
10	e. Others	24	4	4	4.002	9.49	NS
	Monthly income of the family						
	a. Rs≤5000	2	0				
	b. Rs.5001-10,000						
11	c. Rs. 10,001-20,000	9	3	4	4.002	9.49	NS
	d. Rs>. 20,001	12	0				
	If using smoking tobacco (cigarettes ,bedi)	12	3				
	how many times do you smoke in a day	11	0				
12	a. <5times			2	1.86	5.99	NS
	b. 5times						
	c. >5times	19	5				
12	If using smokeless tobacco (khaini, gutka)	16	1	2	1.86	5.99	NS
	how many times do you consume smokeless tobacco	18	1				
	a. <5times						
12	b. 5times			2	1.86	5.99	NS
	c. >5times	24	6				
		10	1				
	9	1	2	2.71	5.99	NS	

Table 7: Chi-square computed to find out association between attitude and selected demographic variable in rural area

N= 100 n= 50

Sl.no	Demographic variable Demographic variables	Attitude		df	χ^2	p value	Remarks
		Favourable	Unfavourable				
1	Age			4	1.26	9.49	NS
	a. 18-20	2	0				
	b. 21-30	11	1				
	c. 31-40	11	3				
	d. 41-50	13	2				
e. >50	6	1					
2	Gender			1	0.49	3.84	NS
	a. Male	28	4				
	b. Female	15	3				
3	Marital status			3	2.84	7.84	NS
	a. Single						
	b. Married	12	0				
	c. Divorced	30	7				
d. Separated	1	0					
		0	0				
4	Religion			4	4.02	9.49	NS
	a. Buddhism	12	0				
	b. Hinduism	9	3				
	c. Muslim	20	3				
	d. Christian	2	1				
e. Others	0	0					
5	Socio economic class			1	0.1	3.84	NS
	a. APL	19	3				
	b. BPL	24	4				
6	Type of family			2	1.76	5.99	NS
	a. Nuclear	30	4				
	b. Joint	10	3				
	c. Extended	3	0				
7	Qualification			5	10.95	11.07	NS
	a. No formal education	6	1				
	b. Primary education						
	c. secondary education	12	1				
	d. Higher secondary						
	e. Under graduate	7	5				
f. Post graduate	10	0					
8	Occupation			5	10.1	11.07	NS
	a. Skilled	5	0				
	b. Unskilled	3	0				
	c. Professionals						
	d. Business						
	e. Student	12	0				
f. Others	4	1					
		4	1				
		6	4				
		7	0				
		10	1				
9	Type of job			4	5.765	9.49	NS
	a. Government employee	9	3				
	b. Private employee	6	3				
	c. Self-employee	10	1				
d. Unemployed	9	0					
e. Others							
10	Monthly income of the family			3	3.83	7.85	NS
	a. Rs<=5000	9	3				
	b. Rs.5001-10,000	6	3				
	c. Rs. 10,001-20,000	10	1				
d. Rs>. 20,001	9	0					
11	If using smoking tobacco (cigarettes, bedi) how many times do you smoke in a day			2	1.86	5.99	NS
	a. <5times	5	2				
	b. 5times	18	2				
	c. >5times	8	1				
		12	2				
12	If using smokeless tobacco (khaini, gutka) how many times do you consume smokeless tobacco			2	2.71	5.99	NS
	a. <5times	19	5				
	b. 5times	16	1				
	c. >5times	18	1				
		24	6				
		10	1				
		9	1				

The data presented in Table 3 depicts that the estimated value of r between awareness and attitude regarding pictorial warning label on tobacco product among tobacco users of urban area r value=0.95 and rural area r value= 0.94, Therefore, there was a moderately positive co-relation between awareness and attitude regarding pictorial warning label on tobacco product among tobacco users of rural and urban area of East Sikkim

Section V: Description of findings related to association between awareness and attitude towards pictorial warning label on tobacco products among tobacco users with selected demographic variables

The data presented in Table 4 shows that obtained chi square value to find the association between awareness and demographic variables age, gender, marital status, religion, socioeconomic class, type of family, educational qualification, occupation, type of job, monthly income, frequency tobacco usage was found to be not significant. Since the obtained chi square value is less than table value. Therefore, research hypothesis is rejected. The data presented in Table 5 shows that obtained chi square value to find the association between awareness and demographic variables such as age, gender, marital status, religion, socioeconomic class, occupation, type of job was found to be not significant. Since the obtained chi square value is less than table value. Therefore, research hypothesis is rejected. Since the chi square value is more than table value. Therefore, research hypothesis is accepted for type of family, educational qualification, monthly income, frequency tobacco usage was found to be significant.

The data presented in Table 6 shows that obtained chi square value to find the association between attitude and demographic variables age, gender, marital status, religion, socioeconomic class, educational qualification, occupation, type of job, monthly income, and frequency tobacco usage was found to be not significant. Since the obtained chi square value is less than table value. Therefore, research hypothesis is rejected. Since the obtained chi square value is more than table value. Therefore, research hypothesis is accepted for type of family. The data presented in Table 7 shows that obtained chi square value to find the association between attitude and demographic variables age, gender, marital status, religion, socioeconomic class, type of family, educational qualification, occupation, type of job, monthly income, and frequency tobacco usage was found to be not significant. Since the obtained chi square value is less than table value. Therefore, research hypothesis is rejected.

Section VI: Provide information educational material about pictorial warning label on tobacco product: This section consists of provision of information educational material about pictorial warning label on tobacco product. The pamphlet consists of information about pictorial warning label on tobacco product. The pamphlet was given for validation to 3 experts. To obtain the last objective of the study, information educational material was provided to those tobacco users who had low awareness and unfavorable attitude towards pictorial warning label on tobacco products of rural area, Bhusuk and urban area, Tadong.

DISCUSSION

The demographic proforma of tobacco users residing in rural area 15(30%) of the sample belong to the age group 41-50 years, 34(68%) were male, 37(74%) of the sample were married, 24(48%) believed in Hinduism, 27(54%) of the sample belong to below poverty line, 32(64%) of the sample belong to nuclear family, 13(26%) of the sample have secondary education, 12(24%) of the sample are engaged in other occupation, 12(24%) of the sample unemployed, 21(42%) of the sample had monthly income of Rs 5001-10,000, 25(50%) of the sample used smoking tobacco less than 5 times in a day, 27(54%) of the sample used smokeless tobacco less than 5 times in a day, 35(70%) of the sample started using tobacco between age group 10-20 years, 50(100%) of the sample were aware of pictorial warning label on tobacco product.

Likewise in urban area 25(50%) of the sample belong to the age group 21-30 years out of which 32(64%) of the sample were male, 30(60%) of the sample were single, 33(66%) of the sample were Muslim, 42(84%) of the sample belong to above poverty line, 43(86%) of the sample belong to nuclear family, 20(40%) of the sample have secondary education, 20(40%) of the sample are students, 28(56%) were unemployed, 15(30%) of the sample had monthly income of Rs 10,001-20,000, 29(58%) of the sample used smoking tobacco less than 5 times in a day, 20(40%) of the sample used smokeless tobacco less than 5 times in a day, 29(58%) started using tobacco between age group 10-20 years, 50(100%) of the sample were aware of pictorial warning label on tobacco product Tool I (Section B): Description of self-structured awareness questionnaire.

In rural area 24(48%) of the sample had high awareness, 20(40%) had moderate awareness, 6(12%) of the sample had low awareness whereas in urban area 43(86%) of the sample had high awareness, 7(14%) had moderate awareness, 0(0%) had low awareness. Tool II: Description of 5 Point Likert scale. In rural area 40(80%) of the sample had favorable attitude whereas 10(20%) of the sample had unfavorable attitude. Likewise, in urban area 44(88%) of the sample had favorable attitude and 6(12%) of the sample had unfavorable attitude. There was moderately positive co-relation between awareness and attitude towards pictorial warning label on tobacco product among tobacco users of rural and urban area of East Sikkim. Since the estimated value of r between awareness and attitude regarding pictorial warning label on tobacco product among tobacco users of urban area r value=0.95 and rural area r value= 0.94

In rural area, the obtained chi square value to find the association between awareness and demographic variables such as age, gender, marital status, religion, socioeconomic class, and occupation, type of job was found to be not significant. Since the table value (p value) is larger than calculated chi square value (x^2). Therefore, the research hypothesis is rejected. Since the calculated chi square value (x^2) is more than the table value (p value) the research hypothesis is accepted for type of family, educational qualification, monthly income, and frequency of tobacco usage was found to be significant. There was no significant association between attitude and demographic variables since the calculated chi square (x^2) value is less than table value (p value). Demographic variables such as age, gender, marital status, religion, socioeconomic class, type of family, educational qualification, occupation, type of job, monthly income, and frequency tobacco usage was found to be not significant. Therefore, research hypothesis is rejected. In urban area there was no significant association between awareness and demographic variables since the calculated chi square (x^2) value is less than table value (p value). Demographic variables such as age, gender, marital status, religion, socioeconomic class, type of family, educational qualification, occupation, type of job, monthly income, and frequency tobacco usage was found to be not significant. Therefore, research hypothesis is rejected. The obtained chi square value to find the association between attitude and demographic variables such as age, gender, marital status, religion, socioeconomic class, educational qualification, and occupation, type of job, monthly income, and frequency tobacco usage was found not to be significant. Since the table value (p value) is larger than calculated chi square value (x^2). Therefore, the research hypothesis is rejected. Since the calculated chi square value (x^2) is more than the table value (p value) the research hypothesis is accepted for type of family.

CONCLUSION

At the end of the final study the researcher has found that in urban area 86% had high awareness, 14% had moderate awareness and none of the sample had low awareness. In rural area 48% had high awareness, 40% had moderate awareness and 12% had low awareness towards pictorial warning label on tobacco product. On the other hand, 80% had favorable attitude towards pictorial warning label on tobacco product and 20% had unfavorable attitude in rural area whereas in urban area 88% had favorable attitude and 12% had unfavorable attitude.

Therefore, information educational material about pictorial warning label on tobacco product was provided to the sample who had low awareness and unfavourable attitude. The study was found to be feasible.

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