STATISTICAL STUDY CONCERNING THE URBAN TOBACCO'S CONSUM, PREMISES OF THE CONSUMERS' BEHAVIOUR CHANGES

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While tobacco became more and more popular, there were always voices against it being considered immoral and harmful. However the intent of restraining his using has only made it more valuable and encouraged smuggling. Smoking is a risk factor for excitement state at young infants. Being a subject of actuality and of national interest, the authors have performed a study among the citizens of Bucharest, in order to sketch of the typical smoker profile. Smoking teenagers have to seek for medical care more often than non-smokers. As a final conclusion of this study we have to mention the fact that through a better campaign against smoking, sustained by the authorities, the number of smokers and smoking harmful effects could be significantly reduced.

Tobacco, consume, survey, sampling, probability, representatively, assortment

Tobacco introduction notion

Tobacco smoke contains over 4000 chemicals, the vast majority of which are present either naturally in the tobacco and transfer into smoke, or are formed when the tobacco is burnt. Hundreds of them are toxic and 30 are carcinogenic. Nicotine has various effects on the body. In small doses nicotine serves as a nerve stimulant, entering the bloodstream and promoting the flow of adrenaline, a stimulating hormone. It speeds up the heartbeat and may cause it to become irregular. It also raises the blood pressure and reduces the appetite, and it may cause nausea and vomiting.

While tobacco became more and more popular, there were always voices against it being considered immoral and harmful. However the intent of restraining his using has only made it more valuable and encouraged smuggling. After being harvested and processed nicotine becomes a product available in a wide range of items: cigars, cigarettes and tobacco. The occurrence of lung chronic diseases is strictly related to the smoking habits. Smoking is a risk factor for excitement state at young infants.

Being a subject of actuality and of national interest, the authors have performed a study among the citizens of Bucharest, in order to sketch of the typical smoker profile. Smoking teenagers have to seek for medical care more often than non-smokers. The consumers have been questioned with the purpose of answering to the following questions:

Who are the clients?

How the consumers take-in the most important tobacco producers' offers?

Which is the favorite brand of the Bucharest smokers?

The study subject

In order to sketch the profile of the Romanian smoker we resume at persons that use tobacco asking about their favorite brands taking into consideration the following differentiation criteria: age, gender, education, occupation, income, and family state.

Target population

Target population consisted of people between 18 and 55 years from Bucharest. Considering that young people use tobacco starting with early ages, the target population was selected from persons over 18 years old who graduated at least 8 classes and smoke minimum 5 cigarettes daily.

Data gathering

The data have been gathered between 26.12.2006 - 02.12.2007, 300 subjects being interviewed.

Data processing and analyzing

The smoker profile

Out of the entire subjects were females 56%, so more than half of the smokers are females. Another conclusion drawn was that more than a half of the users have been smoking for more than 5 years and 39 % represents peoples that have been smoking for at least 1 year but no longer than 5.

It have also been noticed that 65% smoke an average of 20-30 cigarettes a day, around 50% of them prefer "Lights" and one third "Full Flavour". "Menthol" and "Ultra Lights" own together 15 %.

Male subjects: smokes in a percentage of two thirds "Full Flavour" and just one third "Lights". The rest of them prefer "Menthol" or "Ultra Lights".

Female subjects: 60% of them prefer light cigarettes, followed by "Full Flavour" with 15% and menthol cigarettes with 10% of market share. Ultra and Super Lights flavours are desired by 6% and respectively 7% of them.

Beginners (less than a year experience): two third of them prefer "Lights". "Super lights" and "Menthol" are liked by 12%.The last being "Full Flavour" with 3 %.

Youths (between 18-25 years old): about 75 % care for light cigarettes. Most of them start smoking 1 to 5 years ago. Second place is held by full flavour cigarettes with 17% (see figure 1).
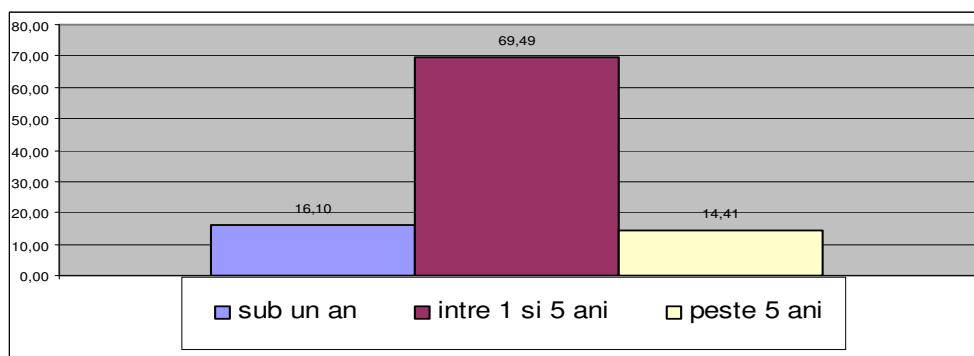

Figure 1. Sample structure depending on the smoking experience

High-school graduates (50 % of the whole subjects) choose especially light cigarettes (60%). In favor of "Full Flavour" were 27% (see Figure 2).
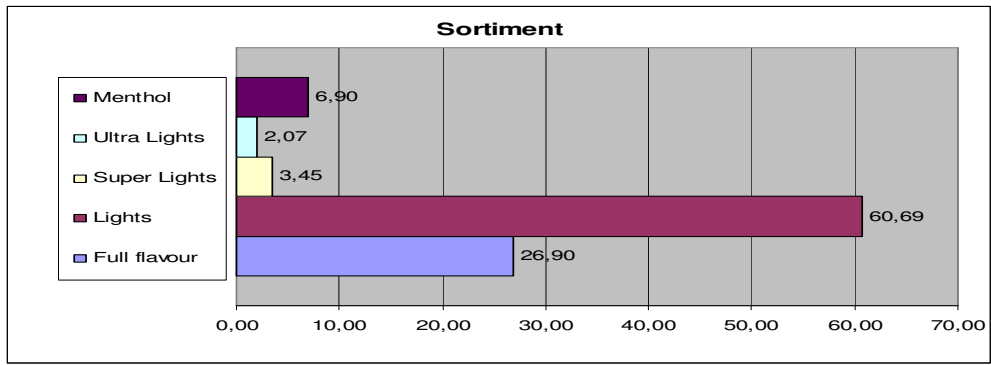
Figure 2. High-school graduates preferences concerning flavours

Also 50% of university graduates smokes "full flavour" and their favorite brand is Viceroy (30 %), the rest of 16% is held by other brands, except "Pall Mall" with 4% (see Figure 3).
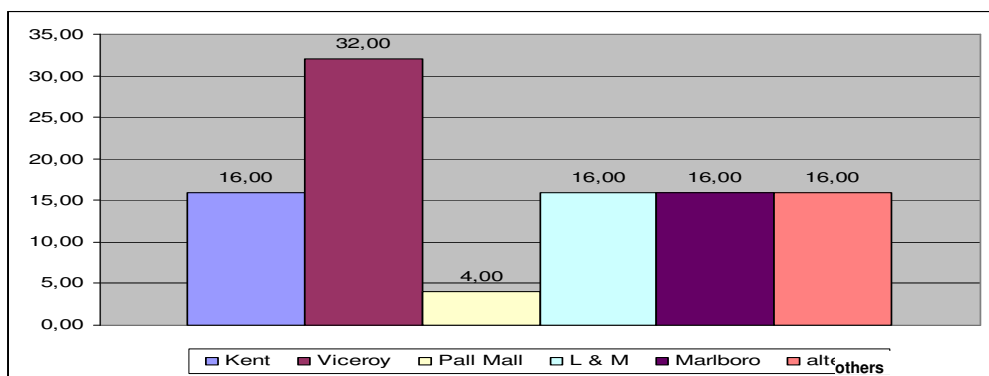

Figure 3. University graduates preferences concerning brands

Regarding the flavors, 42% prefer "Lights" and 37% "Full Flavour".

The final top shows that the leading brand is Kent with a quarter of the market, being followed by Viceroy with 20 % and Pall Mall with 16 %.

Males care for Viceroy due to the price and habit. Secondly being L&M and Marlboro each of them with 20 % market share (see Figure 4).
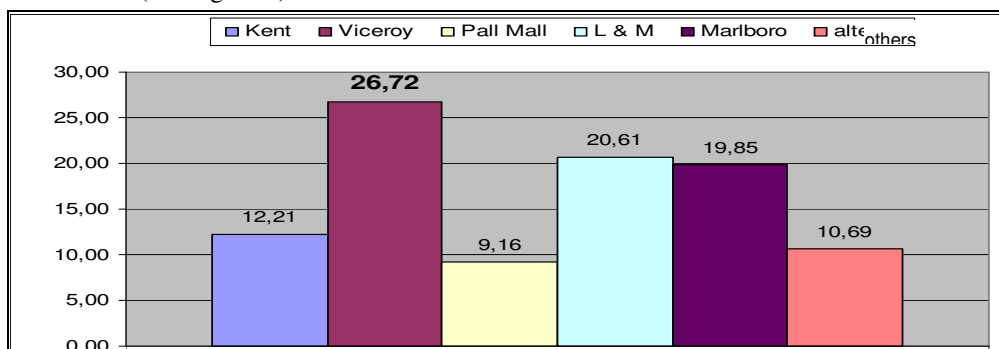

Figure 4. Males' preferences regarding brands

Females choose more refined cigarettes, the leading brand being Kent, preferred by a third of them. The runner up is Pall Mall with over 20 % from preferences.
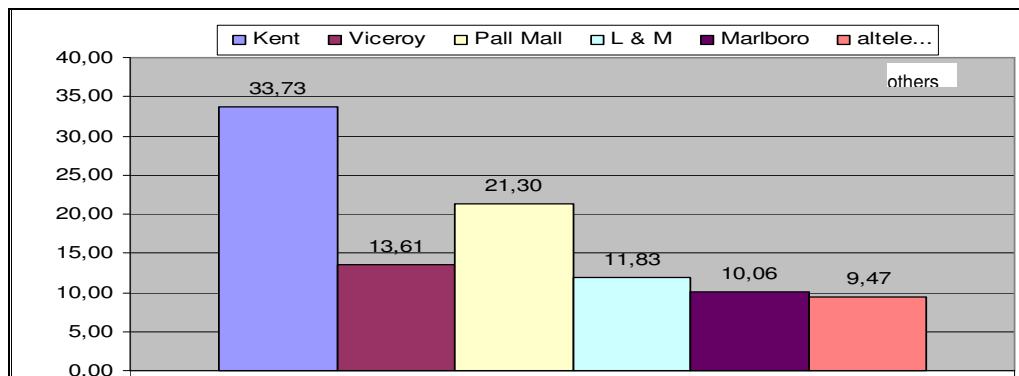
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Figure 5. Female preferences about brands

Youths care more of quality rather than price, so they smoke Kent (35%) and Pall Mall (30%). Due to the lower quality, Viceroy has only 7 %. Third place is held by Marlboro with 16 % followed by L&M with 8%.

The conclusions are:

- 69% from the whole population consider quality whereas 25% consider low prices in choosing the brand. Only 6% are influenced by friend in their choice.

- 91% tried another brand before the present one.

- Regardless of the price and considering only the quality their choice (for 35%), would be Kent and Marlboro, being followed by Davidoff with 27%.

- If they would have to change the brand, the hierarchy will be: Marlboro, Kent, then with 20 % Pall Mall, 9% L&M, and Viceroy with 5%.

- Taking 10 cigarettes-packs as criteria, 42% of the females choose Pall Mall and around 42 % of the males care of Marlboro.

- Females use to buy 10-packs only they can't find 20-packs or they can't find their brand, whereas 30% of the males buy 10-packs because they can't afford a 20-pack.
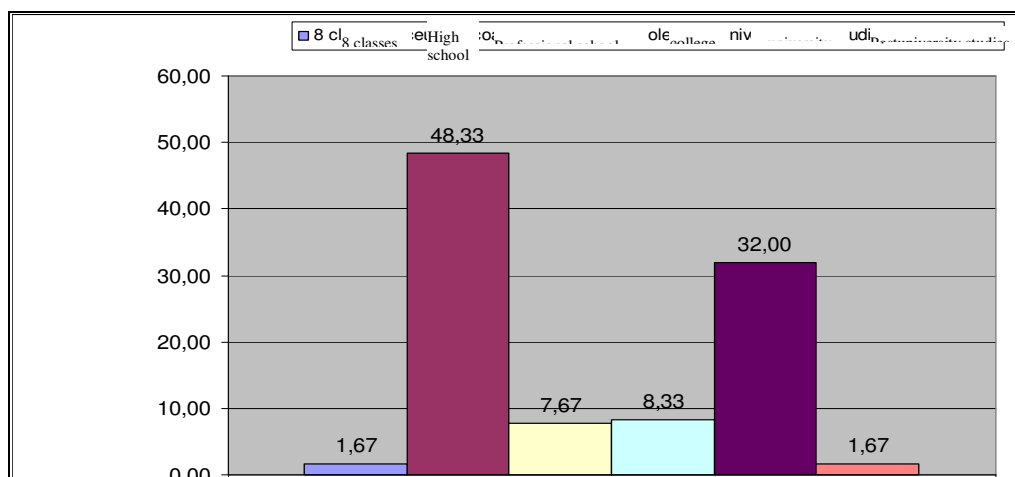

Figure 6. The sample structure after the level of education

- Also, females smoke about 75% from the enriched flavour cigarettes.

- The smokers from Bucharest are peoples from all ages and levels of education and social status. There is no tendency at poor people to smoke more. Only 10 % is held by the ones with incomes less than 250 RON.

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- From the 300 interviewed subjects almost a half is high-school graduates and over a third are university graduates.

It is notable that a third of the smokers are the only smokers in their families and the missing of a second smoker greatly reduce the number of smoked cigarettes or even quitting.

Also 30% of the subjects are afraid of lung cancer caused by smoking. The second fear, for about 22 % of them, is stinky breathe. The lack of physical resistance is the third concern reason with 18%. On the fourth place is teeth yellowing and heavy breathe for about 10%. While the visual acuity is considered important for 4 %.(see Figure 7).
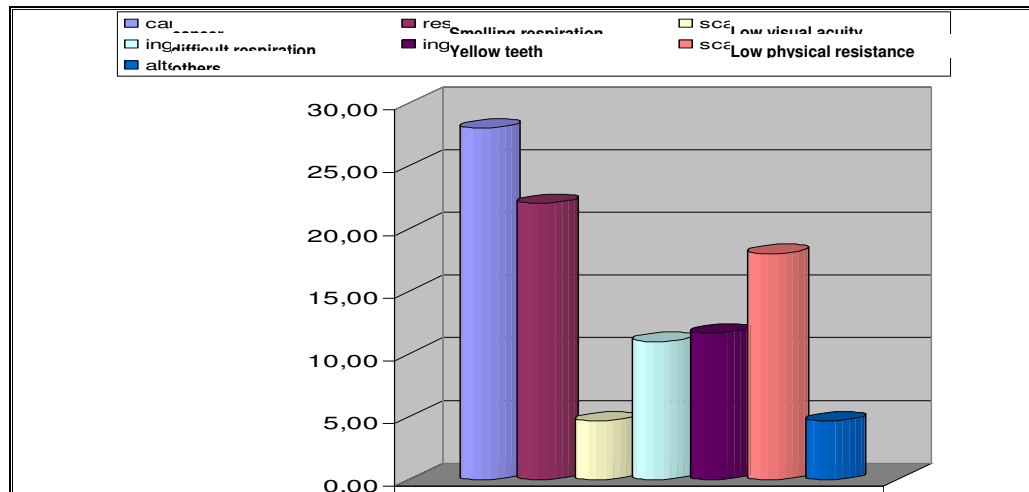

Figure7. Answering structure depending on the smoking harmful effects

After the data processing and interpretation, the following conclusions have been drawn:

More than a half of all smokers begin to smoke before the age of 14 and 90 % before the age of 19.

Smoking teenagers have to seek for medical care more often than non-smokers.

A person that smokes one pack per day lives 7 years than a non-smoker.

As a final conclusion of this study we have to mention the fact that through a better campaign against smoking, sustained by the authorities, the number of smokers and smoking harmful effects could be significantly reduced. While tobacco became more and more popular, there were always voices against it being considered immoral and harmful. However the intent of restraining his using has only made it more valuable and encouraged smuggling.

After being harvested and processed nicotine becomes a product available in a wide range of items: cigars, cigarettes and tobacco. The known health risks associated with cigarette smoking, such as damage to the lungs and lung cancer, are thought to be caused by other components of cigarettes such as tars and other by-products of smoking, and by the irritating effects of smoke on the lung tissue. Addiction to smoking is caused by nicotine itself. Stopping smoking produces withdrawal symptoms within 24 to 48 hours, which commonly include irritability, headaches, and anxiety, in addition to the strong desire to smoke.

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