

WHY PEOPLE SMOKE? - AN EMPIRICAL STUDY IN BANGALORE

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ABSTRACT

We see and hear about cigarettes warning everywhere. But seldom people follow this and continue to smoke. The study is an analysis of what causes people to smoke and the number of factors that influence smoking. It also analyses the smoking behaviour of people. For this project the sample size taken was 113 respondents representing various strata of Bangalore city. The study uses chi square and ANOVA test for data analysis using SPSS.

The major findings of the study are

- *Smoking has become a status symbol among the youth.*
- *Smoking has become the way to build confidence in people.*
- *Employed people rather than youth are more prone to smoking.*
- *Smoking is influenced by the peer pressure.*

KEYWORDS: *Factors that Influence Smoking, Smoke Despite of Smoking Hazards*