

# **The Effect of Fear Appeals Embedded in Cigarette Packaging on Smokers Quitting Behavior with Moderating Effect of Social Norms- A Literature Review**

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This review paper aims to explore the level of fear experienced by the Tobacco users via fear appeals embedded in the cigarette packaging to change their behaviors towards quitting smoking. Fear is an emotional feeling that safeguards us against danger and a motivational stimulation leading us away from danger. Fear appeals in advertising create consideration and “scare” receivers to change their attitudes or behavior and are the same normally used as an urging technique. Tobacco usage and smoking has become a broadly spread problem in Sri Lanka. Additionally, the relationship between smoking and lung cancer has become very obvious. In contrast, 45.7% of male, 5.3 % of females and 25.8 % totally are existing users of tobacco, in any form in the present context. Moreover, 29.4% of men, 0.1% of women, as well as 15.0% overall were current smokers of tobacco. 26.0 % of men, 5.3 % of women, and 15.8 % overall were current users of smokeless tobacco within Sri Lanka. Primary data for the study will be collected via a well-structured formal questionnaire based on Likert Scale. The sample considered will be 310 respondents aged 18 to 40 representing several districts in Sri Lanka. Data will be analyzed through Amos. MS Excel will be used for graphical presentations. As a solution for the issues of tobacco usage, numerous health researchers and experts consider the application of graphic warning labels on cigarette packages as a revolution in anti-smoking communication efforts. This study will forecast that smokers' intentions to quit smoking will upsurge on graphical pictorial warning.

**Keywords:** *Communication Efforts, Graphic Warning, Pictorial Warnings, Quitting Behavior, Quit Intention, Tobacco Usage*

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