

# PERSONALITY TRAITS OF THE MOKELESS TOBACCO CONSUMERS

Dr. Tara Kumar Singh

Assistant Professor, Department of Sociology S.K.M. Mahila College Pun-Pun,  
Patna-804453

**Abstract:** *The increasing rate of tobacco consumption in various forms in recent years can be viewed as an emerging epidemic. The last two decades have seen a phenomenal growth in the smokeless tobacco industry. The last two decades have seen a phenomenal growth in the smokeless tobacco industry. Considering the enormous health complications associated with tobacco use, it is of utmost importance to understand the factors leading to its use and to plan strategies to reduce its intake.*

**Keywords:** tobacco consumption, consuming gutkha, smokeless tobacco, neuroticism, psychological factors, etc.

## I. INTRODUCTION

Personality has been found to play a key role regarding the tobacco use behavior of young adults. Eysenck (1991) suggested personality is critical to understanding the nature of tobacco use status. Lynch (1995) proposed that the failure of anti-tobacco use programs may have been inevitable by not considering intrinsic psychological factors due to the prevailing assumptions that young adults are driven solely by extrinsic and social factors when choosing to smoke or not to smoke. Therefore, the purpose of the study was to investigate the relationship of personality types, and tobacco use among college students.

Although research has yet to identify which personality characteristic best predicts tobacco use, studies have shown that neuroticism extraversion, and psychoticism each exert some influence on tobacco use (Canals, Balde, & Domenech, 1997; Eysenck, Tarrant, Wolf, & England, 1960; Gilbert & Gilbert, 1995; Pritchard & Kay, 1993; Spielberger & Jacobs, 1982);

Research on the psychological profile of smokeless tobacco users is less extensive. This is because there has been an increase in the prevalence of smokeless tobacco such as pan, gutkha etc. the present study is designed to find out the personality traits of the youth who consumed gutkha.

**Aim of the Study:** - The aim of the present study is to find out the personality traits of the tobacco users and more particularly of gutkha consuming youths of Mithilancha. The individuals' understanding of personality will help to tailor the treatment of the tobacco consumers.

**Hypothesis of the study:** - Based on the findings of the previous studies the following hypothesis has been formulated for the present study. "The personality traits of youth consuming gutkha (smokeless tobacco) differ from those not consuming gutkha."

## II.METHOD

**Sample:** - The sample for the present study consisted of 60 adolescent college students preferably males in the age range of 15 to 18 years. This included 30 students who consumed tobacco/gutkha regularly whereas 30 other student did not use tobacco or any other substance currently or had a history of substance consumption. This included student's of different faculties of R. K. College, Madhubani studying in either intermediate or graduation. The sample also consisted of only those students who did not have history of mental illness.

**Tools:** - The following tools were administered for the present study.

**(a) Personal Data Sheet:** - Designed by the researcher, the personal data-sheet comprised details of the sample such as age, education, socio-economic status, family structure etc.

**(b) Tobacco Use Inventory :-** Developed by the researcher with the help of the guide which included the pattern of tobacco use i.e. its frequency, its type, time since it was taken attempt to quit it and so on.

**(c) Eysenck Personality Questionnaires-** (Hindi Adaptation by Dey and Thakur, 1988) : Hindi version of H.J. Eysencks' Personality Questionnaire adapted by Dr. B. Dey and Prof. R. Thakur (1988) was used to measure the personality of the respondents. The Hindi version of the questionnaire measures four dimensions of the personality namely extroversion-introversion (E), Neuroticism (N), Psychoticism (P), proneness to Lie (L) and superstition (S). The questionnaire consists of 80 items and the respondents have to respond in "yes" or "no". For each response which matches with the key's answer, the respondent is given one mark.

**Procedure :-** After establishing a workable rapport, the samples were administered the Tobacco use inventory and Eysenck Personality Questionnaire. The two groups, namely no tobacco users and the tobacco user were compared on the different dimensions of EPQ. The two groups were compared using "t-test".

**Treatment of the Data:** The response sheets of the respondents were scored using the test manual and were statistically analyzed using the test for significance of difference between the two means "t-test". Table -1 contains the results:-

Group	Non-consumers		Gutkha consumers		t	Level of significance
	Mean	SD	Mean	SD		
N	30	30	7.57			
Neuroticism (E)	4.33	2.17	7.57	2.23	4.56	>.01
Extraversion (N)	5.87	3.28	9.19	3.27	3.90	>.01
Psychoticism (P)	5.63	2.79	7.07	3.53	1.76	N.S.

Proneness to lie (L)	3.27	2.33	6.29	3.43	4.02	>.01
Superstition (S)	3.63	2.36	3.59	2.29	0.06	N.S.

N.S. = Not Significant

### III.DISCUSSIONS AND CONCLUSIONS

The findings of the present study support the formulated hypotheses. Those consuming gutkha are found to differ on some dimensions of Eysenck's Personality. Questionnaire than those not consuming gutkha. In the Present study, gutkha consumers have got a significantly higher mean score on Neuroticism, Extraversion, and Lie score as compared to the non-consumers. The two groups, however, did not differ on the Psychoticism and the Superstition scale of the EPQ.

The findings of the study are supported by the study conducted by Foreyt and colleagues (2000), using the Spielberger State-Trait Anxiety Inventory (STAI) and the Eysenck Personality Inventory (EPI), which showed that smokeless tobacco users were significantly more extraverted than were either non-users or smokers. The results suggest that smokeless tobacco users are more likely to be outgoing, uninhibited, impulsive, sociable, and carefree, as well as quick-tempered and somewhat aggressive.

Spielberger, Foreyt, Goodrick, & Reheiser (1995) and Spielberger, Reheiser, Carlos, & Foreyt, (2000) using the EPQ, Spielberger's Anger Expression (AX) Scale, and STPI, which measures state and trait anxiety, anger, and curiosity, found that smokeless tobacco users and smokers had significantly higher EPQ N and P scores, as well as higher STPI trait anger scores than did nonusers. Smokers had the highest scores on the EPQ N and AX/ In scales; scores of the smokeless tobacco users fell between those of smokers and nontobacco users.

Moreover, smokeless tobacco users, particularly those who reported occasional use, had higher scores in extraversion (Spielberger, Foreyt, Goodrick, & Reheiser, 1995; Spielberger, Reheiser, Carlos, & Foreyt, 2000). When smokeless tobacco users were compared with cigarette smokers, both groups were shown to be high in psychoticism, whereas cigarette smokers also were high in neuroticism and suppressed anger and low in trait curiosity (Spielberger et al., 1995).

The study by Edmundson EW, Glover ED, Alston PP, Holbert D (1987) investigated the personality characteristics of male university students who were either users or nonusers of smokeless tobacco by the help of Cattell's Sixteen Personality Factor Questionnaires. Study revealed that smokeless tobacco users exhibited personality characteristic as more reserved, less outgoing socially, self-reliant, less sentimental; more conforming and group dependent.

Individuals with high levels of sociability may be strongly motivated to participate in social events, even if doing so is contingent on adopting behaviors such as smoking (Killen increases likelihood of smoking initiation in adolescents (Audrain-McGovern et al., 2004; Harakeh et al., 2005). With respect to neuroticism, some evidence indicates that smokers who smoke to control negative affect report higher levels of neuroticism (Lerman et al., 1998), which may reflect an attempt of self-medicate high basal levels of negative affect or anxiety with nicotine (Eysenck, Grossarth-Maticek, & Everitt, 1991)

Glover et al. (1989) found that smokeless tobacco users were more conventional and concerned with immediate interests than were smokers. In addition, smokeless tobacco users tended to be less self-reliant and more concerned with self-image than smokers were Chassin et al., (2000), and White et al., (2000) found that both higher levels of extraversion and higher levels of neuroticism, as measured at age 16, are

independently associated with an increased likelihood of subsequently being a current smoker rather than a nonsmoker at all time points.

Given that personality traits may exert different influences on smoking behavior at various stages in an individuals' smoking career, such as influences on initiation, persistence, and subsequent cessation, it is important to consider the impact of personality on smoking behavior across time.

## REFERENCES

- [1] Block J, Block JH, Keyes S. (1988) : Longitudinally foretelling drug usage in adolescence : early childhood personality and environmental precursors. (*Child Development*; 59; 336-55.
- [2] Chassin 1. Presson CC, Sherman S J, Mc Laughlin I, Gioia D.(1985) : Psychosocial correlates of adolescent smokeless tobacco use. *Addictive Behaviour*; 10:431-435.
- [3] Edmundson EW, Glover ED, Alston PP, Holbert D.(1987) : Personality traits of smokeless tobacco users and nonusers : a comparison. *International Journal of Addiction*; 22 : 671-683.
- [4] Edmundson EW, Glover ED, Holbert D, Alston P, Schroeder Kl.. (1988) : Personality profiles associated with smokeless tobacco use patterns. *Addictive Behaviour*, 13:219-223.
- [5] Eysenck, H.J., Grossarth-Matteeck, R., & Everitt, B (1991). Personality, stress, smoking, and predisposition as synergistic risk factors for cancer and coronary heart disease. *Integrative Physiological and Behavioral Science*, 20, 309-322.
- [6] Flay BR. (1985) : Psychosocial approaches to smoking prevention : a review of findings *Health Psychology*, 4:449-88.
- [7] Foreyt JP, Jackson AS, Squires WG, Hartung GH, Murray TD, et al. (1993) : Psychological profile of college students who use smokeless tobacco. *Addictive Behaviour*. 18 : 107-116.
- [8] Gilbert DG. (1988) : EEG and personality differences between smokers and J non-smokers. *Personality and Individual Differences*, 9:659-665.
- [9] Glover ED, Edmundson EW, White DM. (1989) : Smokers and smokeless tobacco users : a comparison of personality characteristics among collegiate males. *Health Education* 20:37-40.
- [10] Gupta, P.C. and Ray, C. S (2003) : Smokeless tobacco and health in India and South Asia, *Respirology*, 8(4) : 419-431.
- [11] Harakeh, Z., Scholte, R. H., deVries, H., & Engels R.C. (2005). Association between personality and adolescent smoking. *Addictive Behaviors*. 100, 862-870.
- [12] Hatsukami D, Nelson R, Jensen J, (1991) : Smokeless tobacco : current status and future directions. *British Journal of Addictions* : 86 : 559-563.
- [13] Jacobs GA, Neufeld VA, Sayers S, Spielberger CD, Weinberg H. (1988) : Personality and smokeless tobacco use. *Addictive Behaviours* ; 13 : 311-318.
- [14] Leventhal H, Cleary PD. (1980) : The smoking problem : a review of research and theory. *Psychological Bulletin*; 88:370-405.
- [15] Munafo, M.R., Zettler, J.I., & Clark, T.G. (2007); Personality and smoking status : A meta-Analysis *Nicotine & Tobacco Research*, 9.
- [16] Spielberger CD, Foreyt JP, Goodrick GK, Reheiser EC. (1995) : Personality characteristics of users of smokeless tobacco compared with cigarette smokers and nonusers of tobacco products. *Personality and Individual Differences*; 19:439-448.
- [17] Spielberger CD, Jacobs GA. (1982) : Personality and smoking behavior. *Journal of Personality Assessment*; 46 : 396-403.