

**CROSS-VALIDATION OF THE AUSTRALIAN-DEVELOPED
SMOKING INVENTORY: AN INVESTIGATION OF MOTIVES
UNDERLYING THE DECISION-MAKING PROCESSES
LEADING TO THE UPTAKE, MAINTENANCE, AND
POSSIBLE CESSATION OF SMOKING AMONG STUDENTS
IN ASSUMPTION UNIVERSITY**

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Abstract: The present study was designed to cross-validate the Australian developed Australian Smoking Inventory as applied to the Thai context. Exploratory factor analysis identified the three factors of ‘perceived utility of smoking’, ‘pleasure/addiction needs’, and ‘need for social acceptance’ as three major motives for smoking behavior among Thai young adults. These findings are similar to those obtained from Ho’s (1989) Australian study and suggest that Thais and Australian hold similar beliefs about the decision-making processes underlying smoking behaviors. The implications of the study’s findings, which include the development of intervention programs and strategies to lower the motivation and perception of the perceived utility of smoking, are discussed.

Keywords: Smoking Behavior, Motives, Scale Development.

Introduction

The number of smokers worldwide is increasing, especially among adolescents. The estimated number of smokers by the year 2025 will increase to 1.7 billion from 1.3 billion if global tobacco prevalence remains unchanged (WHO World Health Report, 2013). Arguably, about 15 billion cigarettes per day are currently being sold worldwide. Two-thirds of adults smokers revealed that they started during adolescence before they reached 18 years of age and more than 80% tried smoking before the age of 20 (Robinson & Bugler, 2010). The general lifestyle survey for adult smokers from the Office for National Statistics (2013) showed that two fifths (40%) of regular smokers started smoking before the age of 16. More male smokers were found in both developing and developed countries (WHO, 2004). In developing countries the male-female smoking ratio is 48% to 7%, while in developed countries the ratio is 42% to 24%. Smoking is recognized as a major health risk that leads to

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