

CIGARETTE CONSUMPTION IN TURKEY AND ECONOMIC IMPACT OF THE FIGHT AGAINST SMOKING

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ABSTRACT

Even though smoking is extremely harmful to health, it is very important in the world economy and the economy of Turkey. With a positive approach, it could be thought that alcohol and cigarette consumption is own choice of humans. Although it is very harmful, everyone over the age of 18 is allowed to buy. Thus, the social problems that will arise are not taken into consideration. However, the damage of these products to the body is substantial and the treatment of the disease is done by the government.

Spending on cigarettes contributes to national income and taxes. This is a positive situation for the national economy. However, public expenditures for the treatment of health problems are negative. The results should be analyzed by comparison. In this study, the cigarette consumption in Turkey will be held in two respect evaluation, with a positive economic outlook.

Key Words: Health charges, tobacco products, foreign trade, drug costs

INTRODUCTION

Economics is a social science which takes the political realities of people and society, decision-making mechanism and social traditions as data and it examines how to coordinate our infinite wishes and desires with scarce resources. (Yıldırım, 2015)

When the science of economics is defined, it can be defined as " It is the policy-producing science for effective and efficient use of resources that are limited to meeting human needs which are unlimited. In this definition, the necessity and its fulfillment in economic science are discussed from two different perspectives. These are positive and normative economic perspectives.

Positive Economics examines the economic events and behaviors with the perspective of "What? What happens? How is it?". In other words, economics events and behaviors are explained in positive economics. According to this, we can conclude that prices increase as the demand for money increases, unemployment decreases as a public spending increase.

Normative Economics examines the economics events and behaviors with the perspective of 'What should be? What is better?' In normative economics, it is emphasized that economic

events and decisions are good or bad, and so some results based on value judgments are reached as inflation should be controlled or wages should be increased. It is possible to test the results of positive economics and reject it at the scientific level if necessary. The results which are the value judgments of normative economics cannot be tested and rejected at the scientific level. (Ünsal, 2016)

NEEDS

Learning economics begins with an understanding of human needs. Because all the economic activities of peoples are intended to satisfy various needs such as thirst or hunger. People have to satisfy their various needs in order to survive and lead a happy life. For this reason, need is a feeling of pleasure and gratification when it is satisfied, and pain and sadness when it is not satisfied.

Needs are divided into two groups according to their intensity, as vital needs and non-vital needs. The vital needs are the needs that must be met, such as air, food, and water, which are necessary for the survival of the human being. On the other hand, the necessities such as entertainment, traveling and listening to music that are the non-vital needs to be met, but which delight people as they are done are non-obligatory needs. (Ertek, 2012)

It is not possible to distinguish between non-vital needs and vital needs. Because the degree and shape of the needs may vary according to the structure of the society, age, gender, social classes, and occupations. For example, people living in cold climates need more heating than people living in warm climates. Likewise, in an undeveloped society, the car is not a mandatory need but it is a vital need in developed economies because life is organized in a manner dependent on the car. In these economies, it can be more economical to go shopping with cars, to follow up work and to go to work.

It can be mentioned various features of needs. First of all, human needs are endless. So, there are many needs that people want to satisfy. Also, some of these needs are periodic. With the development of societies, technological advances and the development of people's tastes and preferences over time, human needs have also increased. A need that was considered a luxury years ago has become a vital need today. For example, in the early 1950s, a refrigerator, which is considered a luxury, has become a necessity today.

The needs differ from according to their intensity. The intensity of some needs of people could be more than other needs. Generally, when vital needs compared to non-vital needs, it could saw that vital needs are more intense. The differentiation of people's needs in terms of intensity makes people more rational. In this way, people need to make a ranking and choice to satisfy their needs. (AÖF, 2016)

As it is satisfied, the intensity of the need decreases. As the satisfaction of needs continues without interruption, after a certain stage, the consumption of the things that satisfy this need can give people suffering and pain instead of a pleasure. Biological needs such as eating and

drinking are examples of this.

As some needs are satisfied, their intensity increases. Initially, a non-vital need may increase their severity as is regularly satisfied. Because during this regular satisfaction period the need can turn to be a habit. Smoking or alcohol addiction may be an example of increasing the severity of needs as they are satisfied. The needs or tools that satisfy the needs can be substituted. As a result of satisfying some part of the needs, it can be abandoned satisfaction of the other part. For example, instead of listening to music, people can go to the cinema and evaluate their free time. In addition, people can satisfy the same need with other goods rather than a certain good. This is because there are similar goods and services to satisfy the same need. For example, we can satisfy our need to eat fruit with various fruits. (ekodiyalog.com,2017-12-18).

SCARCITY

In scarcity, not everyone gets what they want. Because wishes are more than the sources which will supply them. Whether an individual or state, the problem does not change. The result is a budget deficit when more requests are met with the current resource. Then, the problem of scarcity arises from the conflict between unlimited demands and limited resources. In other words, scarcity implies the existence of a cost as a result of preferences.

Economic Activity arises with the scarcity problem. It leads to explain the economic activity. Economic activity is a public act of coping with scarcity. The act of coping will bring up the concepts of production, change, and technology. We can define economics from the concepts of scarcity and economic activity; economics researches how people use limited resources to meet unlimited requests. So in the definition of economics, the point is a limited resource and hence scarcity. (Donduran, <http://www.acikders.org.tr/course/view.php?id=62>,eriGim tar:17/01/2017)

GOODS AND SERVICES

Physical assets that satisfy the needs are called goods. We satisfy our needs such as thirst and hunger by using goods such as water and food. Although it satisfies the needs, things that do not have a material feature are called service. The service is created by people or producer assets and cannot be considered independently of the person or entity offering the services. Services satisfy human needs but do not have any material qualifications.

It could be possible to divide the services into two subgroups. These are personal services and business services. Banking, transportation, trade, insurance, and communication are among the most important business services.

Characteristics of Goods

People get a certain satisfaction through the consumption of goods and services. The goods referred to herein are everything that individuals can achieve benefit or satisfaction. For

example, food, clothing, furniture, books, television, and cars are goods. There are some general characteristics of the goods. Goods gain favor to humans by satisfying their needs. The benefit is relative and subjective in this sense. For example, goods believed to provide benefits for people living in Turkey, cannot provide benefit to people living in other regions. We will examine the concept of benefit in more detail in the following sections.

The economic character of the goods requires that they are obtained at a cost through the production process. Goods that do not need such a process are classified as free goods.

Economic goods have value. However, the value of goods can be defined in different ways. For example, some people determine the value of goods in terms of production costs, while others determine the benefit it provides. Economic goods have a value and require a certain price to be paid in return for their acquisition. We will examine the value and price concept in more detail in the following sections.

Free Goods – Economics Goods

Economic goods are the goods a certain price must be paid in order to obtain that. The reason for this is that it is not possible to provide these goods freely from nature whenever we want. In other words, goods that use scarce resources and therefore have a certain social cost in terms of other goods are called economic goods such as bread, gasoline, and sugar.

Free goods are goods that can be found in nature at any time and are available without effort. We breathe unconsciously whenever we want to breathe air and we do not make an additional effort or an economic sacrifice. By the river, water is also free. Existing quantities of free goods are more than they want, even if they do not require any payment. There is no cost for free goods. It does not use scarce resources. Moreover, it is not necessary to abandon the consumption of other goods by increasing the consumption of free goods.

Free goods do not cause any problems in distribution. Economic problem, the distribution of scarce resources for alternative uses, does not occur when it comes to free goods. Since free goods are not scarce, they can be used in any amount and any purpose. As we have already mentioned, the number of free goods in nature can be at zero cost by society because it is more than the needs of people.

The fact that goods are free or economic can vary depending on the situation. While the air we breathe is free goods, it is a scarce good for divers underwater and astronauts who do research in space. When a camp is built near a potable water source in nature, water is free goods, but when you are lost in a desert, it becomes a rather scarce goods state. However, the fruits that are grown in nature and can easily be collected are free goods. Therefore, it is not possible to determine certain goods precisely as free or economic.

Consumer and Producer Goods

We can divide economic goods into two as consumer and producer goods. Consumer goods

are goods that directly meet consumer needs. In this respect, these goods are also called final goods. Such goods are to be used sooner or later. They disappear as soon as they lose their economic value. The food we eat and the clothes we wear are examples. Producer goods are goods used in the production of other manufacturers' goods or consumer goods. A machine, the fuel that allows the operation of the machine, the service of the worker who uses it and the building where the machine is located are the manufacturer. These goods also called as capital goods, semi-finished goods, and raw materials. We will examine these definitions in detail while processing production. A commodity may be a producer or consumer goods, depending on its use. For example, a car can be used for a ride or can be used by a salesperson. In the first case, the vehicle is consumer goods and the latter becomes a producer goods.

Durable and Non-Durable Goods

All goods can be durable or non-durable goods to reflect the useful life length. Durable goods are goods that give long-term benefits after obtained such as fridge, car, and radio. Actually, we do not consume these goods while using, what we consume is the benefits that goods give us. Like keeping our food in a healthy way, traveling and listening to music.

When it comes to non-durable goods, they are goods that are lost or destroyed when they are used such as a candle, bread sugar, and gasoline. The definition of non-durable goods in the economy should not be confused with the concept of durable goods that is easily deteriorated in the current language. Poorly made and easily broken seat is called as non-durable in colloquial. However, even if it is not very strong, this seat is a durable property in terms of economics classification.

TOBACCO AND SIMILAR DRINKS (check)

The desire of people to consume pleasure-inducing substances is the needs to be solved in case of an economic price in terms of positive economics. Since these goods are economic goods, they are likely to be placed on the market by the producer in return for earning earnings. When we viewed from normative economics, the production and sales of these products may be legally prevented because of the factors threatening public health and community security. In fact, if we also look in terms of religious factors, production and consumption of these products may be prohibited. It is known that, in all celestial religious, people are forbidden to self-harm.

Legally, it is forbidden to take any actions that might harm the human being or those around him.

TOBACCO AND ALCOHOLIC DRINK CONSUMPTION IN ECONOMICS

TOBACCO AND ALCOHOL MARKET

There is the Tobacco and Alcohol Market Regulatory Authority (TAPDK) in Turkey. The main duties of the institution are described on the official website in worded as follows.

TOBACCO PRODUCTS PRODUCTION AND EMPLOYMENT

According to data of TAPDK, there are 8 cigarette production companies in Turkey.¹ After privatization, the sector is managed by organizations including companies around the world. It exports more than 500 million dollars annually. Only in 2007, there is an import figure of 250 thousand dollars

When we look at the years, the statistical data on cigarette market figures between the years 2003-2016 are as follows.²

TABLE 1 – THE ROLE OF CIGARETTE SALES IN DOMESTIC AND FOREIGN TRADE

Yıllar	Per.Satış TL (bin)	İhracat \$	GSYİH TL	GSYİH oram	İhracat (.000)\$	İhracat oram
2006	15.272.192.402	147.290.888	758.391.000.000	%2,0	85.534.676.-	binde 1,7
2007	16.687.092.932	189.340.182	843.178.000.000	%2,0	107.271.750.-	Binde 1,8
2008	18.342.201.352	228.951.950	950.534.000.000	%1,9	132.027.196.-	binde 1,7
2009	20.402.965.760	204.175.613	952.559.000.000	%2,1	102.142.613.-	binde 2,0
2010	24.041.960.283	246.852.616	1.098.799.000.000	%2,2	113.883.219.-	binde 2,2
2011	24.598.105.743	249.727.418	1.297.713.000.000	%1,9	134.906.869.-	binde 1,9
2012	30.588.330.135	337.160.145	1.416.798.000.000	%2,2	152.461.737.-	binde 2,2
2013	32.646.104.242	380.636.743	1.567.289.000.000	%2,1	151.610.158.-	binde 2,5
2014	34.624.817.146	475.003.599	1.748.168.000.000	%2,0	157.610.158.-	binde 3,0
2015	39.648.844.291	464.304.320	1.952.638.000.000	%2,0	143.838.871.-	binde 3,2
2016	47.950.493.321	506.099.855	2.590.517.000.000	%1,9	142.529.584.-	binde 3,6

Kaynak: <http://www.tapdk.gov.tr/tr/piyasa-duzenlemeleri/tutun-mamulleri-piyasasi/tutun-mamulleri-istatistikleri.aspx>

In the light of these data, 15 billion TL i.e. nearly 5 billion 562 million dollars domestic sale was made in 2006. When the amount of TL in the table is calculated according to the time that the exchange rate of a dollar was 3 lira, \$ 96 billion retail sales volume was realized in the 2007-2016 period. With this volume, an annual average income of 9 billion 651 million dollars was obtained. When this figure is calculated according to the GSMH amount of each year, it has a significant sales figure per year. The impact of this sector on MG is too large to be ignored.

Its Place in the Domestic Market

It is seen that cigarette sales are at 2% level since 2006. As the GDP figures increased each year, cigarette sales continued to increase depending on the years. It is seen that between 2006 and 2016, it has increased with the same rate as GDP

It's Place in Foreign Trade

The rate of cigarette exports, which was 1.7 per thousand in 2006, increased to 3.6 per thousand. According to years, an increase from TL 85 million to TL 142 million has occurred.

THE CONSUMPTION OF TOBACCO AND ALCOHOLIC BEVERAGE IN NORMATIVE ECONOMICS

Normative Economics; take into consideration the production based on community preferences. In other words, as in positive economics, cause and effect are not considered, while testing the accuracy of the hypothesis put forward it is looked at how it should be, not how it is.

Positive economics rules are applied in the production of cigarette and other pleasurable substances. However, it is tried to reduce the negative outcomes of public health. (Dinler, 2013)

Its Effects on Public Health

Tobacco smoke contains 4000 chemicals such as formaldehyde, cyanide, ammonia, carbon monoxide, naphthalene, cadmium (battery acid) and acetone (nail polish remover). At least 81 of these chemical mixtures, such as arsenic, benzene, and vinyl chloride, which are carcinogenic, contains in tobacco smoke much more than the smoke that the smokers directly inhale. Also, in addition to all these chemical and toxic substances, nicotine, which causes a high level of dependence the taste of the cigarettes, and any other additives added to make the taste of cigarette more pleasant and to ensure the continuous smoking of the consumers.

Its Permanent Effects

Cigarette smoke contains more than 70 cancer-causing substances. When you breathe smoke, these chemicals enter your lungs and spread the rest of your body.

Scientists have shown that these chemicals damage DNA and cause changes in important genes. This situation leads to cancer as a result of cell development and uncontrolled proliferation.

- Cardiovascular disease
- Pulmonary disease as a result of narrowing the bronchus and COPD
- Obstruction of the veins and related paralysis
- Gastritis in stomach, ulcer and stomach cancer
- Skin yellowing, wrinkles, skin cancer

- Halitosis and yellowing of teeth
- Smoking during the pregnancy leads to premature birth and as a result of these various developmental disorders are showing up and it leads to lactation after birth.
- According to scientific sources, the impact of cigarette smoke on those around them endangers their health. The person who is in this situation is called as ‘passive smoker’. Passive smokers are affected as much as the person who smokes, because of many substances in tobacco smoke.

Passive Smoking

Passive smoker is a non-smoker but exposed to cigarette smoke. The effects of being a passive smoker are variably related to time, intensity and frequency of exposure to cigarette smoke but millions of people die each year due to smoking-related disease.

- Exposure to tobacco smoke causes many diseases such as cancer, heart disease, and COPD
- Children are much more sensitive to the harmful effects of tobacco smoke.
- Exposure to tobacco smoke for only 30 minutes reveals the physical effects of long-term smoking users.

Its Effect on Environmental Health

The most important cause of environmental pollution is cigarette stub. Especially, 73 % of the wastes dumped to the seas are cigarette stubs. Every year in September, the coastal areas are cleaned by the Turkish Marine Environment Protection Association and with the contributions of our citizens. In this study, which aimed to attract public attention, seek solutions to marine pollution, explain the causes of this pollution to the public and to end this environmental pollution with the conscious society, 1744 volunteers collected a total of 5321 kg waste garbage at 24 points.

623 kg of waste was collected by underwater cleaning with volunteer divers. These wastes are noted by examining. In these reports, the collected wastes are classified according to their types. According to the prepared report, 73.8% of the collected wastes are cigarettes, cigarette stubs, and cigarette packages. Picnic and beach activities take second place with 23.6% waste.⁵ A study in the United States showed that substances that leak through a single cigarette stub are enough to kill a fish that lives in one liter of water. Given that numerous cigarette stubs are thrown into places and waterways every year, it is easy to see how dangerous cigarettes are to water resources. On the other hand, the majority of forest fires are because of cigarette and every year 17 thousand people and countless life are dead as a result of fires resulting from the fire. In addition, globally, fires originated from cigarette cause financial losses of more than \$ 27 billion per year.

ECONOMIC COSTS OF THE HARMS OF SMOKING

When the major diseases caused by cigarettes and treatment process are examined, it is seen that treatments, which the Health Ministry has to do for smoking-related disease, and the cost are quite expensive. The treatment costs of the smokers, who are mostly cancer patients, are quite expensive. Considering the fact that most of the machinery and drugs used in diagnosis and treatment are imported, macro indicators will be affected negatively.

Treatment

There are two kinds of fight with smoking in terms of health. First, smoking cessation treatments are taken to prevent the occurrence of the disease. The second is the treatment for the improvement of the person after the emergence of the disease. Both of these practices have separate roles among the medical disciplines.

Smoking Cessation Treatments

“Alo 171 Tobacco Quitline” was established by the Ministry of Health. The application can be made via this line or via internet access. Various tests are carried out through this site.

These treatments are done by Family Medicine Departments in hospitals by the Public Health Agency of Turkey. There are 304 smoking cessation clinics across Turkey. In Turkey, these clinics have been established in all provinces except for the Karabük and Kırklareli. The distribution by provinces is as follows;

İl Adı	SBP sayısı	İl Adı	SBP sayısı	İl Adı	SBP sayısı
ADANA	5	ESKİŞEHİR	1	NİĞDE	1
ADYAMAN	3	GAZİANTEP	2	ORDU	1
AFYON	3	GİRESUN	2	OSMANIYE	1
AGRI	1	GÜMÜŞHANE	2	RİZE	1
AKSARAY	2	HAKKARİ	1	SAKARYA	5
AMASYA	2	HATAY	3	SAMSUN	4
ANKARA	22	İĞDIR	1	SİİRT	1
ANTALYA	7	ISPARTA	4	SİNOP	1
ARDAHAN	1	İSTANBUL	27	SİVAS	2
ARTVİN	1	İZMİR	21	ŞANLIURFA	3
AYDIN	4	KMARAŞ	4	ŞİRNAK	2
BALIKESİR	7	KARABÜK	1	TEKİRDAĞ	5
BARTIN	1	KARAMAN	1	TOKAT	2
BATMAN	1	KARS	2	TRABZON	3
BAYBURT	1	KASTAMONU	1	BOLU	5
BİLECİK	4	MUĞLA	9	BURDUR	3
BİNGÖL	2	KAYSERİ	4	TUNCELİ	1
BİTLİS	1	KIRIKKALE	5	UŞAK	1
BURSA	6	KİRŞEHİR	1	VAN	1
ÇANAKKALE	3	KİLİS	2	YALOVA	1
ÇANKIRI	1	KOCAELİ	9	YOZGAT	3
ÇORUM	6	KONYA	10	ZONGULDAK	5
DENİZLİ	14	KÜTAHYA	5		
DİYARBAKIR	3	MALATYA	6		
DÜZCE	1	MANİSA	7		
EDİRNE	2	MARDİN	3		
ERZİNCAN	1	MERSİN	5		
ELAZIĞ	1	MUŞ	1		
ERZURUM	3	NEVŞEHİR	3		

Kaynak: http://sendebirakabilirsin.com/uploads/sigara_birakma_poliklinikleri_mart_2013_SBP.pdf
(Erişim:30/10/2017)

In these clinics, treatment methods are applied by using medicated or non-medicated methods. In a regulation published in 2011, the fight against smoking was accepted a national health policy in hospitals. According to the regulation, it is aimed to establish a commission and to produce solutions by meeting twice a year. (Official Gazette, 23/11/2011 ve 28121 issue).

The Things That Must Be Found in Cigarette Cessation Clinics

Requirements for the establishment of clinics in hospitals were determined by ‘‘The Regulation on Tobacco and Tobacco Addiction Treatment and Training Units’’ which was published in 2011.

When the main treatment tools and drugs used by the clinics were examined, it was determined by a regulation that counts the existing things. Although it was not clear what the aim of smoking cessation policy is, a struggle has been initiated. According to this regulation, the opening of the clinics will be done by the Health Directorate. The application must be finalized within 15 days. For work permit, at least one physician, at least one nurse, a medical secretary, a psychologist (it is not required if in these hospitals have a mental health department and specialist) is required. There is no specific tool is mentioned but the suitably

of the working environment is described. So, if a physician, a nurse, and a medical secretary are found, a clinic can be opened.

The staff must have received treatment for tobacco addiction. Clinics operating with this certificate are audited at least once every two years.

Information and Fighting

The announcements have been made by the public announcements, social responsibility projects and communication channels which were established by the ministry. It was announced that ‘9th is the World Smoking Boycott Day’ and ‘May 31 is the World Smoke-Free Day’. Smoking is prohibited in primary and secondary school children. Arrangements were made to allow teachers and other adults to smoke outside the schoolyard.

Economic Size

In terms of its economic size, the burden on public resources can be addressed in two ways.

i-The struggles in the prevention stage;

Smoking is prohibited in all public places. In addition, continuous warning and awareness are made with the information brochures and similar tools. All of these studies are financed by social responsibility projects and funds from the Ministry of Health.

ii- Prevent the progress of the disease and the struggles to stop smoking;

There are more than 300 smoking cessation clinics in Turkey. Medical devices are used for treatment, and free medication support is provided. Each patient is constantly monitored by telephone. The cost of drugs until the end of the average treatment period is between 600 TL-1000 TL.

According to the information received from the official website of the Ministry of Health, the statistics for applying to smoking cessation clinics are as follows:

Number of applicants in clinics for quit smoking (2009-2016)

YILLAR	BAŞVURU SAYISI
2009	35.000
2010	120.000
2011	235.558
2012	325.134
2013	212.080
2014	226.383
2015	340.092
2016	378.612

Kaynak: <http://www.saglik.gov.tr>

Those who participate in smoking cessation treatment are controlled over ALO 171 for six times a year by dialing. The prices of medicated or non-medicated treatment methods specified in the regulation are different in real terms. It is between 600 TL and 1000 TL according to the treatment process of the patient in the medicated method. However, since the patient does not experience any power loss, the premorbid treatment stage is a very important stage.

If this process would be successful, it can be seen that he/she protect his/her gain as much as

i-The treatment time x possible income

during the continued life of his/her. In case of loss of power, it would cause as much loss of income as "i".

If these practices did not provide a positive response and the recovery could not be achieved, the disease would start. The treatment methods according to the disease types and the economic size of the application are as follows.

-Healing Process

Smoking-related diseases are much in terms of literature. Among the chemicals in tobacco smokes, some substances such as acids, alcohol aldehydes, ketones, cyanide, and carbon monoxide directly show poison and damage the organs. It has been scientifically proven that many diseases such as heart diseases, lung cancer, other cancers in the body (larynx cancer, bladder cancer, esophageal cancer, cervical cancer etc.) bronchitis, emphysema, is happened depending on smoking.⁸ The long duration of treatment of these disease types will cause disruptions in human life. Thus, job loss can lead to poor poverty in both nominal and real terms. Also, the person is prevented from providing the necessary financial resources for treatment.

CONCLUSION

Smoking is expressed in the economy with a GDP ratio of 2% on average. This figure increases with population increase every year. It can be said that it has an important place in terms of foreign trade. It is seen that we have an export volume of about 500 million dollars annually. It is effective in bringing foreign investment to our country. Hookah, which can be considered as one of the cigarettes derivatives, has a share of about 1 million dollars in foreign trade. During the 2008 privatization period, it was seen that large companies with foreign partners came from the sale of TEKEL. BAT, which is one of the most important manufacturers, is a manufacturer and dealer of famous cigarette brands in more than 200 countries. It has a 2 billion dollar investment in Turkey. It provides employment for 3000 people in its factories. The smoking rate in Turkey is over 50%. Studies should be carried out to prevent smoking before than the treatment method.

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