Many smokers begin WHAT during adolescence or early adulthood. After an individual has smoked for some years, the avoidance of withdrawal symptoms and negative reinforcement become the key motivations to continue. This study is about the smoking behaviour among male students at University Malaysia Pahang, Gambang Campus. It is important for us to find out the factors which have led students to start smoking because???. To achieve our goal, we have distributed 60 sets of questionnaire to 60 randomly chosen male students who are smokers. It was found that the main factor which has led students to smoke is the other smokers around them. In other words, they have been influenced from their fathers, brothers and friends. The other major factor is stress. Most students have good knowledge on the health risk of smoking. However, it still constitutes a problem among students in UMP in spite of their knowledge of its hazard, attitude and practices. There is a need to implement an anti-smoking program for university students.

Keywords: adolescence, reinforcement, hazard