CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Introduction

This chapter aims to summarize the key findings in the questionnaire survey which have been reported in Chapter IV. All the test result and findings will be integrated and being discussed together. As a result, a more comprehensive conclusion can be drawn. On the other hand, the limitations existed in this research and its according recommendations for further study would also be discussed in detail manner.

1.2.Conclusion

In 2014, Indonesian government applied a new regulation regarding to the health warning labels on cigarettes. The purpose of this regulation is to warn Indonesian citizen about the negative impact of consuming cigarettes. Every cigarettes brand in Indonesia should put the health warning labels into their products' packaging. The warnings as a policy intervention were designed to increase Indonesian smoker's awareness of the harmful effects of smoking.

This research was conducted to know about the relationship between three variables which are smoking behavior, health warning labels, and also the purchase intention. The perception of young smokers in this topic is the main discussion regarding to this issue.

Based on the data analysis on chapter IV, we can conclude that all of the respondents of this research must be smokers. According to age profile, most of the respondents are in range of age 21 – 25 years old with percentage of 55% and the rest respondents are from the age of 16 -20 years old. Regarding to the cigarettes consumption per day, most of the respondents are not heavy smokers, because 80% of the respondents out of the total amount of respondents smoke less than 15 pieces cigarettes per day. In terms of smoking duration, the total of 57% of the respondents already smoke for more than 2.5 years in earlier age, while the remaining percentage of the respondents already smoke for less than 2.5 years.

For the first hypothesis, which discusses about the impact of health warning labels on the cigarettes packages towards the smoking behavior, it shows that the result is not significant. This result is different from the previous study because of several reasons. Even thought every cigarettes brand in Indonesia should apply the health warning labels, but it seems like this method is not quite effective if we see from the result. Most of the previous studies were done when the health warning labels was newly added as a new regulation, while this study is conducted after 3 years of this regulation was applied in Indonesia. The respondents of this research seem did not really affected by the warning labels. From the result, it is shown that health warning labels cannot give significant affect toward the young smokers' smoking behavior. Which means that the new regulation of health warning labels on cigarettes packages as a tool to warn smokers about the danger of smoking in Indonesia did not effective on young smokers.

The second hypothesis regarding to smoking behavior affects smokers' purchase intention shows significant in result. Smoking behavior affects purchase intention for 44%. The standardized coefficient beta is also positive, which means that the more smokers smoke, the higher the intention to purchase cigarettes. The more smokers are addicted to the cigarettes, the more likely they buy cigarettes continuously.

The last hypothesis about the health warning labels towards the purchase intention also shows significant result. The health warning labels is affecting the smokers' intention to purchase cigarettes. But, if we take a look on the standardized beta, the result is negative. The negative beta means that the more smokers have intention to buy cigarettes, the less they will notice about the health warning labels. But, the percentage of health warning labels can affect the smokers' purchase intention is not big enough, since it is only 2.5% and far below 50%. There must be other variables that can give more influence to the smokers' purchase intention which is not included in this research model.

Based on the findings in this research, health warning labels cannot give significant influence on the smokers' smoking behavior. It means that the regulation which already applied by Indonesian government on 2014 did not met the objective to make the smokers in Indonesia try to reduce their smoking activity by looking at the health warning labels on the cigarettes packages. Meanwhile, the smokers' smoking behavior indeed has significant impact on the purchase intention. Despite the fact that in this research health warning labels cannot give significant influence on the smokers' smoking behavior, the health

warning labels has significant impact on the purchase intention even the percentage is not quite big.

1.3.Managerial Implications

This research found that health warning labels and smoking behavior significantly affecting the smokers' intention to purchase cigarettes. Health warning labels as the way of Indonesian government to try to decrease the number of smokers in Indonesia has a negative beta towards the purchase intention. This means that if the more smokers see the health warning labels, then their intention to purchase the cigarettes is decreasing.

Meanwhile the smoking behavior has quite high percentage in affecting the purchase intention. The beta is also positive which means that the more smokers smoke, the more likely they will have the intention to purchase cigarettes.

These findings from the research are important information to the cigarettes companies in Indonesia. The cigarettes companies in Indonesia can take this information about the smokers' perception regarding to the health warning labels, smoking behavior, and purchase intention to consider about their next strategy in selling their product. In this research, the cigarettes companies can obtain knowledge about the situation that happens regarding to the young smokers and how their perception on the health warning labels on the cigarettes packages in Bali.

1.4. Limitations of Research

In this research there were some limitations. The limitation bordered the research because unconditional situation and the weaknesses during conducting the research. This research is done only on health warning packages for any brands of cigarettes in Indonesia. All of the warning labels contain the same pictures and message about the diseases caused by smoking. Every cigarettes brand in Indonesia should apply this warning label to the packaging of the product. This research is only considering young smokers at the age of 16 – 25 years old as the respondent. This is because the author wants to focus only on young smoker's perception regarding the topic.

Furthermore, this research drew 157 respondents. The number of respondents may not cover all the young smokers in Bali. Because of the time limitation in collecting respondents led the author drew available respondents that met the qualification. Therefore the real condition might not fit with the result in this research and it can lead low response rate.

1.5. Suggestions for Future Research

There are some suggestions that were made regarding to this research. These suggestions can be useful for future research with similar topics.

Future research might be not only focus on young smokers with age range from 16 until 25 years old, but also the adult smokers. Perhaps adult smokers have different perception regarding this topic, and by that it might make the result different from this research.

Future research might also add another demographic factor that are not listed in this research like gender, income, and also education. By adding another demographic factor perhaps the future researcher can find something new that this research could not.

The more total amount of respondents is needed. Future similar research would need more respondents to better represent the situation in a region or a place, so that we can see further about the result and know better about the situation in a certain place.

REFERENCES

Chuen Li, J.M., (2015). "The effects of Tobacco Graphic Health Warnings on Smokers" Thesis at University of Otago, Wellington, New Zealand; published.

Crane, F.G and MacLean, V.A., (1996), "A Consumer Evaluation of Health Warning Labels on Cigarettes Packages in Canada", *Health Marketing Quarterly*, Vol 13 (3).

Field, A. P. (2009). *Discovering statistics using SPSS: and sex and drugs and rock 'n' roll* (third edition). London: Sage publications.

Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. *Midwest Research to Practice Conference in Adult, Continuing, and Community Education*. Retrieved February 10th, 2017 from http://www.ssnpstudents.com/wp/wp-content/uploads/2015/02/Gliem Gliem.pdf.

Government Regulation of the Republic of Indonesia No. 19 of 2003 Concerning Safety Measures for Smoking and Health, April 2004. Accessed on http://www.tobaccocontrollaws.org/files/live/Indonesia/Indonesia%20%20PP%20No.%2019%20of%202003.pdf On December 3, 2016

Hatcher, L. (1994). *A Step-by-Step Approach to Using the SAS® System for Factor Analysis and Structural Equation Modeling*. Cary, N.C.: SAS Institutte, Inc

James U. *McNeal*, Mindy F. *Ji*, (*2003*) "Children's visual memory of packaging", *Journal of Consumer Marketing* , Vol. 20 Iss: 5, pp.400 – 427

Kim, A.E., Nonnemaker, J.M., Loomis, B.R., Shafer, P.R., Shaik,. A. (2014) "Influence of Point-of-Sale Tobacco Displays and Graphic Health Warning Signs on Adults: Evidence From a Virtual Store Experimental Study" *American Journal of Public Health*. Vol 105, No 5.

Koval, J.J, Aubut, J.A.L, Linda. L, O'Hegarty, M and Chan, S (2005). The Potential Effectiveness of Warning Labels on Cigarette Packages: The Perceptions of Young Adult Canadians. C*anadian Journal of Public Health;* 96, pg. 353

Madyasta, M.N., (2015). The Impact of Health Warning Labels in Cigarettes Packages towards Young Smokers. Thesis at Faculty of Economics Atma Jaya Yogyakarta University; published.

McDaniel, C.; Baker R.C. (1977): Convenience Food Packaging and the Perception of Product Quality, *Journal of Marketing*, 41, 57–58.

Mohebbi, B., (2014): The art of packaging: An investigation into the role of color in packaging, marketing, and branding, *International Journal of Organizational Leadership* 3, pg. 95--101

Pierce, J.P., Fiore, M.C., Novotny, T.E., Hotziandreu,E.J., Davis, R.M. (1989). Trends in cigarette smoking in the United States: Projections to the Year 2000. *Journal of the American Medical Association* 261: 61-65

Raphael, H.J., and *OLSSON,* D.L. 1976. *Package Production Management*, 2nd Edition, Avi Publishing co., Westport, Conn., USA

Reimondos, A., Utomo, I.D., McDonald, P., Hull, T., Suparno, H., Utomo, A. (2010): Smoking and Young Adults in Indonesia. Australian Demographic and Social Research Institute. The Australian National University. http://demography.anu.edu.au/sites/default/files/research/transition-to adulthood/Policy_Background_%232_Smoking.pdf. Acessed on 1 March, 2017.

Rettie, R.,Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product and Brand Management*, 9 (1) 56-70.

Schmidt, F. L., & Hunter, J. E. (1998). The validity and utility of selection methods in personnel psychology: Practical and theoretical implications of 85 years of research findings. *Psychological Bulletin, 124,* 262–274.

Sekaran, U., and Bougie, R. (2009). *Research Methods for Business: A Skill Building Approach*, 5th edition, John Wiley & Sons Ltd., United Kingdom.

Sonsino, S. (1990). *Packaging design: graphics, materials, & technology*. London: Thames and Hudson

Sugiyono. (2003). *Metode Penelitian Bisnis.* Bandung. Pusat Bahasa Depdiknas.

Tamurova, A. (2015). Evaluation of Graphical Warnings on Cigarettes Packs in Russia. Master's Thesis at National Chengchi University.

The WHO Framework Convention on Tobacco Control, January 2015. Accesed on http://www.who.int/fctc/WHO_FCTC_summary_January2015_EN.pdf ua=1On December 3, 2016.

Tolley HD, Crane L, Shipley N. (1991). *Strategies to control tobacco use in the United States a blueprint for public health action in the 1990s* NIH publication no. 92-3316 pp. 75-144,

Tsiotsou, Rodoula. (2006) The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30 2, pp207–217

Underwood, R.L. (2003): The communicative power of product packaging: creating brand identity via lived and mediated experience, *Journal of Marketing Theory and Practice* 11 (Winter) 62-76.

Ursic, Michael (1985). Product Safety Wanings: A Legal Review. *Journal of Public Policy & Marketing* Vol. 4 (1985), pp. 80-90

World Health Organization, Regional Office for South-East Asia. Global Youth Tobacco Survey (GYTS): Indonesia report, 2014. New Delhi: WHO SEARO, 2015.

Wu, Chao-Sen. (2015). A Study on Consumers' Attitude towards Brand Image, Athletes' Endorsement, and Purchase Intention. *The International Journal of Organizational Innovation* Vol 8(2): 233 – 253.

Wu, Chao-Sen., and Tsai, Li-Fen. (2013). The Research on Relationship among Online Game Endorsement, Adolescent Involvement and Game Purchase Intention. *International Journal of Management, Economics and Social Sciences 2013*, Vol. 2(3), pp. 205 –216.

APPENDICES

APPENDIX 1

KUESIONER

Saya mahasiswa jurusan Manajemen Kelas Internasional, Fakultas Ekonomi, Universitas Atma Jaya Yogyakarta. Dalam hal ini saya sedang mengadakan penelitian Tugas Akhir. Kuesioner ini berhubungan dengan persepsi anda sebagai konsumen mengenai label peringatan kesehatan yang tertera pada *packaging* rokok. Semua data yang terkumpul akan digunakan untuk tujuan akademis saja dan akan dijaga kerahasiaannya. Atas bantuan, ketersediaan waktu dan kerjasamanya saya ucapkan terimakasih.

1. Apakah Anda perokok?

   ☐ Ya ☐ Tidak

2. Berapa usiaAnda?

   ☐ 16-20th ☐ 21-25th

3. Berapa batang rokok Anda habiskan dalam sehari?

   ☐ < 15 batang ☐ > 15 batang

4. Apakah Anda sudah lama merokok?

   ☐ < 2,5 th ☐ > 2,5th

5. Merk rokok apa yang paling sering Anda beli?

   Jawaban: .....

6. Dari manakah Anda mengenal rokok?

   Jawaban: .....

*Harap menaruh √ di kotak yang sesuai untuk menunjukkan seberapa banyak Anda setuju dengan setiap pernyataan

SS	= SangatSetuju	TS	= TidakSetuju
S	= Setuju	STS	= SangatTidakSetuju
N	= Netral		

APPENDIX 1

I. Peringatan Kesehatan

NO	KETERANGAN	STS	TS	N	S	SS
7	Saya mengetahui bahwa terdapat pesan peringatan kesehatan pada bungkus rokok.					
8	Saya selalu membaca pesan peringatan yang ada pada bungkus rokok.					
9	Saya mengerti makna yang terkandung di peringatan kesehatan pada bungkus rokok.					
10	Saya merasa pesan peringatan kesehatan pada bungkus rokok bermanfaat.					
11	Saya merasa pesan peringatan kesehatan pada bungkus rokok menyampaikan peringatan tentang bahaya merokok dengan sangat kuat.					
12	Saya merasa pesan peringatan kesehatan pada bungkus rokok sesuai untuk dicantumkan.					
13	Saya merasa takut dengan adanya peringatan kesehatan pada bungkus rokok.					
14	Saya langsung teringat bahaya merokok saat melihat peringatan kesehatan pada bungkus rokok					

II. Perilaku Merokok

NO	KETERANGAN	STS	TS	N	S	SS
15	Saya merasa percaya diri dengan merokok.					
16	Saya selalu mengkonsumsi rokok setiap hari.					
17	Saya merasa aneh jika tidak merokok.					
18	Saya merasa bisa mengurangi stress dengan merokok.					

APPENDIX 1

19	Saya bisa lebih konsentrasi dalam melakukan kegiatan dengan merokok.					
20	Saya merokok dimana saja.					
21	Saya memperhatikan tempat untuk merokok supaya tidak mengganggu orang lain.					
22	Saya merokok di waktu luang atau saat santai.					
23	Saya senang merokok bersama teman-teman saya.					
24	Saya merasa tenggorokan dan mulut saya kering tanpa rokok.					
25	Saya tetap merokok saat saya sakit.					

III. Niat Beli Rokok

NO	KETERANGAN	STS	TS	N	S	SS
26	Saya bersedia membeli rokok.					
27	Merokok adalah prioritas utama saya.					
28	Saya akan tetap terus mengkonsumsi rokok.					
29	Saya merasa merk rokok sangat penting ketika membeli rokok.					
30	Saya merasa rasa rokok sangat penting dalam membeli rokok.					

APPENDIX 2

RESPONDENTS PROFILE

AGE	SMOKER	QTY CIGARRETES	SMOKING DURATION	BRAND CIGARETTES
1	1	1	1	L.A Ice
2	1	1	2	Sampoerna
1	1	2	2	Dji sam soe
1	1	1	1	Sampoerna
1	1	1	2	Camel
1	1	1	1	Marlboro
1	1	1	1	Dunhill
2	1	2	2	Marlboro
2	1	2	2	Sampoerna Mild
1	1	1	1	Marlboro
2	1	1	1	Marlboro
2	1	1	1	Dunhill
2	1	1	2	marllboro merah
2	1	1	2	Marlboro
2	1	1	2	Marlboro
2	1	2	1	Dunhill Mild
2	1	1	1	U mild
1	1	2	1	Sampoerna
1	1	1	1	Marlboro
2	1	1	1	Sampoerna
1	1	1	2	Marlboro, gudang garam
1	1	1	1	marboro putih
1	1	1	1	Marlboro
2	1	1	2	Marlboro
2	1	1	2	Marlboro putih
1	1	1	2	Camel
1	1	1	2	Marlboro
1	1	1	2	Dunhill
2	1	1	2	Marlboro
2	1	1	1	Marlboro
1	1	1	1	Marlboro
1	1	1	1	Marlboro putih
2	1	1	2	Marlboro putih
2	1	2	2	Mallboro
1	1	1	2	Marlboro
2	1	2	2	Marlboro
2	1	2	2	Marlboro
1	1	1	1	Sampoerna
2	1	1	2	Marlboro
2	1	1	2	Marlboro

APPENDIX 2

1	1	1	1	Marlboro
1	1	1	1	Marlboro ice blast
1	1	1	1	Sampoerna
1	1	1	1	Marlboro
2	1	2	2	Sampoerna
2	1	1	1	Marlboro
2	1	2	2	Dunhill
2	1	1	2	Camel
2	1	1	2	Marlboro merah
2	1	2	2	Marlboro
1	1	1	1	Sampoerna
1	1	1	1	Marlboro
1	1	2	2	Marlboro putih
2	1	1	2	Sampoerna
1	1	1	1	Marlboro
1	1	1	1	Dunhill
2	1	1	2	L.A bold
2	1	1	1	Marlboro
2	1	1	2	Marlboro
1	1	1	1	Esse
2	1	1	1	Esse
1	1	1	1	Marlboro
1	1	1	1	Sampoerna
1	1	1	1	Marlboro
1	1	1	1	Marlboro, gudang garam, Sampoerna
2	1	1	2	LA ice
2	1	1	2	Marlboro
2	1	2	2	Sampoerna
1	1	2	2	Marlboro putih
1	1	1	1	Sampoerna
1	1	1	2	Dunhill
1	1	1	1	Marlboro
2	1	1	2	Djarum Super
2	1	1	2	Sampoerna
2	1	1	2	L.A Menthol
2	1	1	1	Dunhill red
2	1	1	2	U Mild
2	1	1	2	Marlboro
2	1	1	2	Mild
1	1	2	2	Marlboro merah
1	1	2	2	Camel
2	1	1	2	Marlboro

APPENDIX 2

1	1	1	2	Sampoerna, Marlboro, Dunhill
1	1	1	1	Marlboro
2	1	1	2	Sampoerna
2	1	1	2	Sampoerna
1	1	1	1	Sampoerna
2	1	1	2	Dunhill
1	1	1	1	Marlboro
2	1	1	2	Marlboro
2	1	1	2	Marlboro
1	1	1	2	Marlboro
2	1	1	2	Marlboro merah
1	1	1	2	Marllboro
2	1	1	1	Sampoerna
1	1	2	2	Sampoerna
2	1	1	1	Marlboro
2	1	1	2	Sampoerna
2	1	2	2	Marlboro
2	1	1	1	Marlboro
1	1	1	1	Marlboro
2	1	1	2	Marlboro
2	1	2	2	Marlboro
2	1	1	1	Marlboro ice blast
1	1	1	1	Marlboro
1	1	1	1	Marlboro
2	1	1	2	Marlboro ice blast
1	1	1	2	Sampoerna
1	1	1	1	Gudang garam
2	1	2	2	Marlboro merah
2	1	1	2	Gudang garam
2	1	1	2	Camel
2	1	1	1	Dunhill
2	1	1	2	Marlboro
1	1	2	2	Dji sam soe
2	1	1	1	Dunhill biru
1	1	1	1	Marlboro
1	1	1	2	Marlboro
1	1	1	2	Marlboro
1	1	1	1	Dunhill
1	1	1	2	Sampoerna
2	1	1	2	Marlboro
2	1	1	2	Marlboro
1	1	1	2	Marlboro, Dunhill, Sampoerna

APPENDIX 2

2	1	1	1	Marlboro
1	1	1	1	Marlboro
2	1	2	1	Sampoerna
2	1	1	2	Marlboro
2	1	2	2	Marlboro
1	1	2	2	Marlboro putih
1	1	2	2	Sampoerna
1	1	2	2	Marlboro putih
1	1	2	2	Marlboro
2	1	1	1	Dunhill
2	1	1	2	Marlboro
2	1	2	2	Sampoerna
1	1	2	2	Sampoerna
2	1	1	1	Marlboro
2	1	1	1	Classmild
1	1	1	2	Marlboro putih
2	1	1	2	Marlboro
2	1	1	1	Marlboro
2	1	2	2	Marlboro
1	1	1	1	Marlboro ice blast
2	1	1	1	Sampoerna
1	1	1	2	Sampoerna
1	1	1	1	Sampoerna
2	1	1	1	Dunhill
2	1	1	1	Dunhill
2	1	1	2	Dunhill
2	1	1	2	Camel
2	1	1	2	Camel
2	1	1	2	Classmild
1	1	1	1	Marlboro
1	1	1	1	Sampoerna
2	1	1	1	Dunhill
2	1	2	2	Sampoerna

APPENDIX 2

HEALTH WARNING LABELS

HWL1	HWL2	HWL3	HWL4	HWL5	HWL6	HWL7	HWL8
5	4	4	5	5	5	4	3
4	4	5	5	3	4	3	4
5	5	5	1	1	1	1	1
5	5	5	5	4	4	5	5
4	3	3	3	3	3	4	4
5	3	4	5	5	4	4	3
4	3	3	3	3	3	3	3
4	3	4	2	1	1	1	1
5	4	4	5	3	4	3	3
5	4	4	3	4	3	4	4
4	4	4	4	4	4	3	3
2	1	3	1	1	3	2	1
1	3	5	1	5	1	3	5
3	3	5	5	5	5	3	5
4	4	4	4	4	4	3	3
5	3	4	1	1	1	2	2
4	5	4	5	4	5	5	5
3	2	2	4	4	2	3	2
4	3	4	4	4	4	4	4
2	2	2	3	3	4	3	3
5	5	5	5	5	5	3	3
3	2	4	3	4	3	4	4
5	5	5	5	5	5	5	5
1	1	1	1	1	1	1	1
5	5	5	3	4	3	1	1
5	5	5	5	5	5	5	4
3	3	3	4	3	3	3	3
3	3	3	4	4	3	4	3
5	2	4	4	4	4	2	3
5	3	4	2	1	3	3	3
5	5	5	5	5	5	5	5
5	4	3	3	4	4	3	3
3	3	3	3	3	3	3	3
5	5	5	5	5	5	5	5
5	5	5	5	5	5	1	1
4	4	4	4	4	4	3	3
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3
5	4	5	4	5	5	5	5
3	3	3	3	3	3	3	3

APPENDIX 2

3	3	3	3	3	3	3	3
5	2	5	1	1	4	3	2
3	2	3	3	2	2	2	2
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
4	4	5	2	2	4	1	1
3	2	4	3	4	3	1	1
2	3	2	2	2	2	2	2
4	4	4	5	5	4	3	3
4	4	4	4	4	4	4	4
4	1	2	3	4	4	4	3
5	3	4	4	4	4	3	3
3	3	5	3	3	3	3	3
5	3	4	5	5	4	5	2
5	4	5	4	3	5	2	3
5	5	5	5	5	5	5	5
3	3	3	4	5	3	3	3
3	3	5	1	5	1	1	3
5	5	5	1	3	5	3	3
5	3	5	5	5	5	5	5
5	5	4	4	5	5	4	4
1	1	1	1	1	1	1	1
5	5	3	5	5	4	4	1
5	4	4	4	4	2	4	3
5	4	4	3	4	4	3	4
5	4	4	4	4	4	4	4
5	3	5	3	2	4	3	2
5	5	5	5	5	5	5	5
3	3	3	3	3	3	3	3
4	4	4	4	3	4	4	4
5	4	4	3	4	4	4	4
5	3	4	4	5	4	3	3
5	5	4	3	3	1	3	3
5	4	4	4	4	3	2	2
2	2	3	2	3	2	3	2
5	5	5	5	5	5	5	5
3	4	4	4	4	4	2	1
5	2	4	2	2	3	1	1
3	4	4	3	1	3	2	2
5	3	5	5	3	4	3	4
5	4	5	3	2	3	2	3
5	5	5	5	5	5	5	5
5	2	4	5	5	5	3	3
2	1	1	1	1	1	1	1

APPENDIX 2

5	5	5	5	4	4	5	5
5	5	5	1	5	5	1	1
5	5	5	5	5	5	5	5
4	2	4	1	3	3	2	2
5	4	5	4	3	3	2	3
5	5	5	5	5	5	5	5
3	5	5	5	5	5	3	3
2	2	2	2	3	3	3	3
4	3	4	4	5	4	4	3
4	2	2	3	3	3	2	1
5	3	5	5	3	4	5	5
1	1	1	1	3	1	1	1
4	3	3	3	3	3	3	3
1	1	1	1	1	2	2	2
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
4	4	5	5	5	4	4	4
5	4	5	4	5	5	3	3
5	4	5	4	5	5	3	3
5	5	5	5	5	5	3	3
5	5	5	5	5	5	5	5
1	1	1	1	1	1	1	1
5	3	3	4	2	4	4	3
5	3	5	5	5	5	1	1
3	4	3	2	3	4	3	3
5	2	5	1	1	3	5	5
4	3	5	1	2	3	2	2
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	1
4	4	4	4	4	4	3	3
4	4	4	2	2	4	3	2
5	5	5	3	2	3	1	3
5	3	5	5	5	5	3	4
5	4	3	3	3	3	3	3
3	1	1	3	3	3	3	3
5	3	4	2	4	4	2	2
5	3	5	5	5	4	4	3
5	5	5	5	3	4	5	4
2	2	2	2	2	2	1	1
5	5	5	5	5	5	5	5
4	3	4	3	4	3	3	3
4	3	4	4	4	3	3	3
5	1	5	5	3	5	2	1
5	1	5	5	3	5	2	1

APPENDIX 2

5	1	5	5	3	5	2	1
5	5	5	5	5	5	3	3
5	4	5	5	5	4	5	4
4	4	4	4	4	4	2	2
5	2	4	2	3	5	1	2
5	3	5	5	5	5	5	5
3	1	3	3	5	4	3	3
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	3	4	5	3	3
5	3	4	2	1	3	2	2
5	3	5	1	1	5	2	4
5	5	5	5	5	5	5	5
1	1	1	1	1	1	3	1
5	2	5	2	2	5	1	1
5	5	5	5	5	5	5	5
4	2	4	2	2	4	2	2
5	5	5	3	2	2	5	5
5	4	4	3	4	4	4	4
5	4	3	3	4	4	3	4
4	3	4	3	3	3	3	4
4	4	4	3	3	4	3	3
3	2	4	4	5	4	4	3
3	3	3	3	3	4	3	3
5	3	5	5	5	5	5	3
4	3	4	3	3	4	4	4

APPENDIX 2

SMOKING BEHAVIOR

SB1	SB2	SB3	SB4	SB5	SB6	SB7
4	4	4	4	4	4	4
4	4	4	4	4	4	4
5	5	5	5	5	2	5
1	1	1	1	1	1	5
3	4	4	4	4	4	3
3	2	3	2	1	1	5
3	3	3	3	3	3	4
1	4	3	3	3	4	5
3	4	4	4	4	3	4
3	4	5	4	4	3	3
2	1	3	1	1	3	5
5	4	5	1	1	5	1
1	5	1	1	1	5	1
5	5	5	5	5	1	5
3	1	1	1	3	3	4
3	4	4	4	3	4	3
4	5	5	4	4	4	4
2	2	2	2	2	2	4
3	1	1	4	3	1	5
3	2	3	2	2	2	3
3	3	3	4	4	3	3
2	4	4	4	3	2	5
1	1	1	3	1	1	5
1	3	3	1	1	1	1
3	5	5	3	3	4	5
5	5	5	5	5	3	5
1	3	3	3	3	3	3
3	3	2	3	3	2	5
5	5	5	5	5	3	5
1	2	1	1	1	3	4
3	3	3	5	5	5	5
4	3	4	2	2	1	4
3	3	3	3	3	3	3
1	5	5	5	3	1	5
5	5	5	5	5	5	3
2	3	3	4	4	2	5
2	3	3	4	2	2	4
4	1	1	4	3	4	4
3	3	3	3	3	3	4
4	5	5	4	4	5	4
3	3	1	3	3	3	5

APPENDIX 2

3	3	3	3	3	3	3
5	1	1	4	1	1	5
4	3	3	3	3	2	4
4	4	3	4	1	1	5
1	1	1	1	1	1	1
4	3	5	5	5	5	5
3	2	2	2	2	1	5
3	3	3	5	5	2	4
3	2	3	3	3	3	2
3	2	2	4	3	2	4
3	3	3	3	3	3	4
5	3	2	5	4	5	4
4	4	4	5	5	4	5
1	5	5	3	2	5	5
2	2	2	2	1	2	5
3	4	4	5	4	3	5
1	1	1	1	1	1	1
1	3	3	4	5	3	5
3	1	1	5	1	1	5
1	1	1	5	5	2	5
1	1	1	4	3	2	5
3	2	1	1	1	1	5
3	3	3	3	3	3	3
1	5	5	5	5	1	5
3	3	4	3	2	2	4
4	5	4	4	4	4	4
3	4	4	4	4	4	4
3	5	5	5	5	5	3
5	1	3	3	1	1	5
3	3	3	3	3	3	3
2	3	2	3	3	3	5
4	4	4	4	4	4	4
3	2	1	1	1	1	3
2	2	5	5	3	3	5
2	5	5	4	5	1	5
2	3	3	3	2	3	2
3	5	3	3	3	3	5
2	4	4	5	3	2	5
5	5	4	5	5	4	5
4	4	3	4	4	2	4
3	3	1	1	1	1	5
3	5	5	5	3	5	3
1	1	1	2	1	1	2
3	3	3	4	3	2	4
4	3	3	4	3	2	5

APPENDIX 2

3	1	5	5	3	1	5
5	5	5	5	5	1	5
1	1	1	1	1	1	1
3	3	4	5	4	2	4
2	2	2	4	3	2	5
5	5	5	4	4	4	4
1	2	5	5	4	2	5
4	3	3	3	3	3	3
1	1	1	3	2	2	5
2	2	2	2	2	2	5
3	3	3	3	3	3	4
3	5	5	3	2	5	1
5	3	5	3	3	1	1
4	4	1	2	2	1	1
1	1	1	3	1	3	5
1	1	3	5	1	1	5
3	3	3	3	3	4	3
3	3	3	4	3	2	5
3	1	1	3	3	1	5
3	1	1	3	3	1	5
1	1	2	5	1	1	5
3	2	2	1	1	2	5
1	1	1	1	1	1	1
2	1	2	5	3	4	2
1	5	1	5	3	1	5
4	3	5	4	3	2	5
3	1	3	3	3	3	4
3	1	2	3	3	2	5
5	5	5	5	5	5	5
1	3	1	2	2	1	5
3	2	2	4	3	3	4
4	4	3	5	4	2	5
3	2	1	4	2	1	5
3	3	1	4	3	2	4
5	2	2	3	3	3	3
3	5	5	3	3	3	3
2	2	2	2	2	3	5
4	5	4	4	3	4	5
4	2	2	5	3	2	5
3	3	3	3	3	3	5
1	3	2	2	1	1	5
4	4	4	4	4	4	3
5	5	5	4	4	4	5
3	1	1	3	1	1	5
3	1	1	3	1	1	5

APPENDIX 2

3	1	1	3	1	1	5
1	1	1	4	1	1	5
1	1	1	1	1	1	2
5	5	3	4	4	5	5
3	5	5	5	5	5	4
1	1	1	1	1	1	4
3	3	3	3	3	3	4
3	1	1	1	1	1	3
5	5	5	5	5	5	5
3	4	4	2	4	2	5
5	5	5	5	5	3	4
4	5	5	5	5	2	5
1	1	1	1	1	1	3
1	1	1	1	1	3	1
3	5	5	5	3	1	5
1	1	1	1	1	1	1
2	4	4	4	2	4	4
4	4	4	4	4	4	4
3	4	4	3	4	3	4
3	4	4	4	4	4	4
4	4	4	4	4	4	4
3	4	4	4	4	3	3
4	4	4	5	3	1	4
3	2	1	5	2	1	5
2	3	3	4	3	3	5
3	4	4	4	3	3	4

SB8	SB9	SB10	SB11
4	4	4	4
4	4	4	3
3	5	5	5
1	1	1	1
3	5	5	4
5	5	1	1
4	3	1	1
4	3	2	2
4	4	4	3
4	4	4	3
5	3	1	1
1	3	5	5
5	5	1	1
5	3	1	1
3	3	1	1

APPENDIX 2

4	4	3	3
4	5	4	4
2	2	2	2
5	3	1	1
3	3	3	5
4	3	3	3
5	4	3	2
3	1	1	1
1	1	1	1
5	5	5	1
5	5	5	1
3	3	3	1
4	3	3	2
3	1	1	1
4	3	2	1
5	5	2	4
4	5	2	1
3	3	3	3
5	5	1	1
5	5	5	5
5	5	3	3
4	3	1	1
4	4	2	1
4	4	3	1
4	4	4	4
3	3	3	2
3	3	3	3
4	4	2	1
4	5	4	3
3	1	1	1
1	1	1	1
5	5	5	5
5	5	2	5
3	5	3	2
2	2	3	4
4	4	3	2
4	5	3	1
5	5	2	2
2	5	3	2
5	5	3	1
4	3	1	1
5	5	3	1
1	1	1	1
4	3	3	3
1	5	1	1

APPENDIX 2

3	5	1	1
4	4	1	1
3	3	2	1
3	4	3	3
5	1	5	1
3	4	2	2
4	4	4	4
4	4	4	4
5	5	4	4
5	5	2	1
3	3	3	3
4	3	2	1
4	4	4	4
3	3	1	2
5	5	5	3
5	3	3	5
2	2	2	2
5	5	3	1
5	5	2	1
5	5	5	2
4	4	2	2
5	5	1	1
5	4	4	3
1	1	1	1
4	5	2	1
5	5	3	1
5	5	1	1
5	5	5	5
1	1	1	1
3	3	4	4
5	5	2	2
4	4	2	4
5	5	5	1
3	3	1	3
4	4	2	1
3	2	1	1
3	4	3	1
3	3	5	5
5	5	5	5
4	4	1	1
5	4	1	1
1	5	1	1
3	3	3	3
4	3	3	1
3	1	1	1

APPENDIX 2

3	1	1	1
1	5	1	1
3	4	3	1
1	1	1	1
2	5	5	5
5	3	1	1
3	4	3	4
3	3	3	3
4	3	3	2
5	5	5	5
3	5	1	2
4	4	2	2
5	5	2	2
5	5	1	1
3	5	1	3
3	3	3	3
5	3	1	3
4	5	2	2
5	5	3	3
4	4	4	2
5	5	3	5
5	5	1	1
4	4	4	4
5	5	4	3
5	5	1	1
5	5	1	1
5	5	1	1
1	5	1	1
1	2	1	1
5	5	1	1
3	2	4	4
3	4	2	1
5	5	4	1
1	1	1	1
5	5	3	3
5	5	3	1
5	5	4	3
5	5	5	5
3	3	1	1
1	1	3	5
4	5	5	1
1	1	1	1
4	4	2	4
4	4	4	4
4	4	4	3

APPENDIX 2

4	4	3	3
3	4	3	3
4	4	3	3
3	5	2	1
3	4	3	2
4	4	3	3
3	4	4	3

APPENDIX 2

PURCHASE INTENTION

PI1	PI2	PI3	PI4	PI5
4	4	4	4	4
4	4	4	4	4
5	3	3	5	5
1	1	1	1	1
5	3	3	3	4
4	1	2	5	5
3	2	3	2	1
3	2	2	1	3
4	4	4	5	5
5	4	5	5	5
4	1	1	3	5
4	5	5	1	1
5	1	3	5	5
5	1	1	5	1
3	1	1	3	3
4	3	3	5	5
5	5	4	4	4
2	2	2	2	2
3	1	1	3	1
2	4	4	2	3
3	3	2	1	2
4	2	3	4	4
1	1	1	1	1
1	1	1	1	1
5	5	5	5	4
5	3	3	3	5
3	2	3	2	2
3	1	2	3	3
3	1	1	1	5
3	2	3	4	4
5	3	3	3	3
4	1	2	4	4
3	3	3	3	3
1	1	1	3	3
5	5	5	2	3
3	3	3	3	4
2	1	1	3	3
4	1	3	4	4
3	1	3	4	3
5	5	5	5	5
3	1	2	3	3

APPENDIX 2

3	3	3	3	3
3	1	1	5	4
5	4	3	4	4
1	1	1	1	5
1	1	1	1	1
3	3	1	1	1
3	1	1	4	3
4	2	3	3	4
2	3	4	2	2
3	1	1	3	4
4	3	3	3	3
5	3	3	5	5
4	2	1	5	2
5	2	2	5	5
3	1	1	2	5
3	1	1	1	3
1	1	1	1	1
2	1	1	1	1
1	1	1	5	5
4	1	3	1	5
2	2	2	2	2
3	1	2	3	2
3	3	3	3	3
5	1	3	5	3
3	2	2	3	3
5	4	4	5	5
5	4	4	5	5
5	3	3	4	4
3	2	1	3	3
3	3	3	3	3
3	1	2	4	4
5	4	4	5	4
3	2	3	3	3
2	3	3	2	2
5	3	3	5	5
2	2	2	2	2
5	3	1	5	5
3	2	3	3	3
5	3	3	3	5
4	2	3	5	4
3	1	1	1	1
5	4	3	5	5
4	1	1	1	2
4	2	2	4	4
4	2	2	5	5

APPENDIX 2

1	1	1	5	5
5	3	3	5	5
1	1	1	1	1
3	3	3	4	3
3	2	3	3	5
4	4	4	4	4
3	1	1	1	2
3	2	2	3	2
2	2	2	5	2
3	1	3	2	2
4	3	3	4	4
5	5	5	3	5
5	3	1	5	5
3	1	1	5	5
4	1	1	1	1
1	1	3	3	3
3	3	3	3	3
3	2	3	4	4
4	1	1	5	2
4	1	1	5	2
3	1	1	5	1
3	1	1	3	4
1	1	1	1	1
4	2	3	3	4
5	1	5	5	5
4	3	3	5	4
3	3	3	3	3
3	2	1	3	4
1	2	1	1	1
4	1	3	4	4
4	2	2	4	3
3	2	4	3	3
5	1	3	2	4
4	2	3	4	3
3	3	3	3	3
3	3	3	3	3
4	2	3	5	5
5	1	1	5	4
4	2	2	4	5
3	1	1	3	3
3	1	1	4	1
4	4	4	4	4
5	4	4	3	4
3	1	1	5	5
3	1	1	5	5

APPENDIX 2

3	1	1	5	5
1	1	1	1	3
1	1	1	2	1
5	1	1	4	4
5	3	2	4	4
3	2	1	5	3
3	3	3	3	3
1	1	1	4	4
5	1	1	1	5
4	1	1	4	5
4	2	3	2	4
4	3	1	5	5
1	1	1	1	3
1	1	1	1	1
5	1	3	4	4
1	1	1	1	1
4	2	2	1	5
4	4	4	4	4
5	4	4	5	4
5	4	4	5	4
5	3	3	4	4
5	4	3	5	4
3	2	2	4	4
4	1	3	3	3
3	2	2	3	3
5	4	4	5	4

APPENDIX 3

VALIDITY RESULT FOR HEALTH WARNING LABELS

Correlations

		HWL1	HWL2	HWL3	HWL4	HWL5	HWL6	HWL7	HWL8	TOTAL
HWL1	Pearson Correlation	1	.585**	.742**	.519**	.385**	.635**	.390**	.362**	.729**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL2	Pearson Correlation	.585**	1	.626**	.515**	.507**	.481**	.499**	.535**	.763**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL3	Pearson Correlation	.742**	.626**	1	.496**	.445**	.621**	.360**	.441**	.747**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL4	Pearson Correlation	.519**	.515**	.496**	1	.740**	.685**	.633**	.515**	.832**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL5	Pearson Correlation	.385**	.507**	.445**	.740**	1	.627**	.559**	.506**	.780**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL6	Pearson Correlation	.635**	.481**	.621**	.685**	.627**	1	.497**	.449**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	157	157	157	157	157	157	157	157	157
HWL7	Pearson Correlation	.390**	.499**	.360**	.633**	.559**	.497**	1	.824**	.781**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	157	157	157	157	157	157	157	157	157

APPENDIX 3

HWL8	Pearson Correlation	.362**	.535**	.441**	.515**	.506**	.449**	.824**	1	.758**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	157	157	157	157	157	157	157	157	157
TOTAL	Pearson Correlation	.729**	.763**	.747**	.832**	.780**	.801**	.781**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	157	157	157	157	157	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY RESULT FOR HEALTH WARNING LABELS

Reliability Statistics

Cronbach's Alpha	N of Items
.904	8

APPENDIX 3

VALIDITY RESULT FOR SMOKING BEHAVIOR

Correlations

		SB1	SB2	SB3	SB4	SB5	SB6	SB7	SB8	SB9	SB10	SB11	TOTAL
SB1	Pearson Correlation	1	.450**	.465**	.383**	.490**	.334**	.124	.333**	.333**	.416**	.386**	.643**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.123	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB2	Pearson Correlation	.450**	1	.766**	.450**	.641**	.526**	.071	.451**	.302**	.525**	.395**	.775**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.379	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB3	Pearson Correlation	.465**	.766**	1	.535**	.654**	.484**	.088	.387**	.316**	.674**	.506**	.817**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.273	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB4	Pearson Correlation	.383**	.450**	.535**	1	.711**	.272**	.433**	.394**	.468**	.421**	.266**	.726**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.000	.000	.000	.000	.001	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB5	Pearson Correlation	.490**	.641**	.654**	.711**	1	.493**	.243**	.432**	.307**	.594**	.466**	.829**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.002	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157

APPENDIX 3

SB6	Pearson Correlation	.334**	.526**	.484**	.272**	.493**	1	-.113	.239**	.228**	.515**	.501**	.622**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.160	.003	.004	.000	.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB7	Pearson Correlation	.124	.071	.088	.433**	.243**	-.113	1	.506**	.418**	-.017	-.208**	.327**
	Sig. (2-tailed)	.123	.379	.273	.000	.002	.160		.000	.000	.837	.009	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB8	Pearson Correlation	.333**	.451**	.387**	.394**	.432**	.239**	.506**	1	.588**	.258**	.083	.627**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.000		.000	.001	.301	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB9	Pearson Correlation	.333**	.302**	.316**	.468**	.307**	.228**	.418**	.588**	1	.318**	.157	.596**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.004	.000	.000		.000	.050	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB10	Pearson Correlation	.416**	.525**	.674**	.421**	.594**	.515**	-.017	.258**	.318**	1	.635**	.742**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.837	.001	.000		.000	.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
SB11	Pearson Correlation	.386**	.395**	.506**	.266**	.466**	.501**	-.208**	.083	.157	.635**	1	.587**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.009	.301	.050	.000		.000
	N	157	157	157	157	157	157	157	157	157	157	157	157
TOTAL	Pearson Correlation	.643**	.775**	.817**	.726**	.829**	.622**	.327**	.627**	.596**	.742**	.587**	1

APPENDIX 3

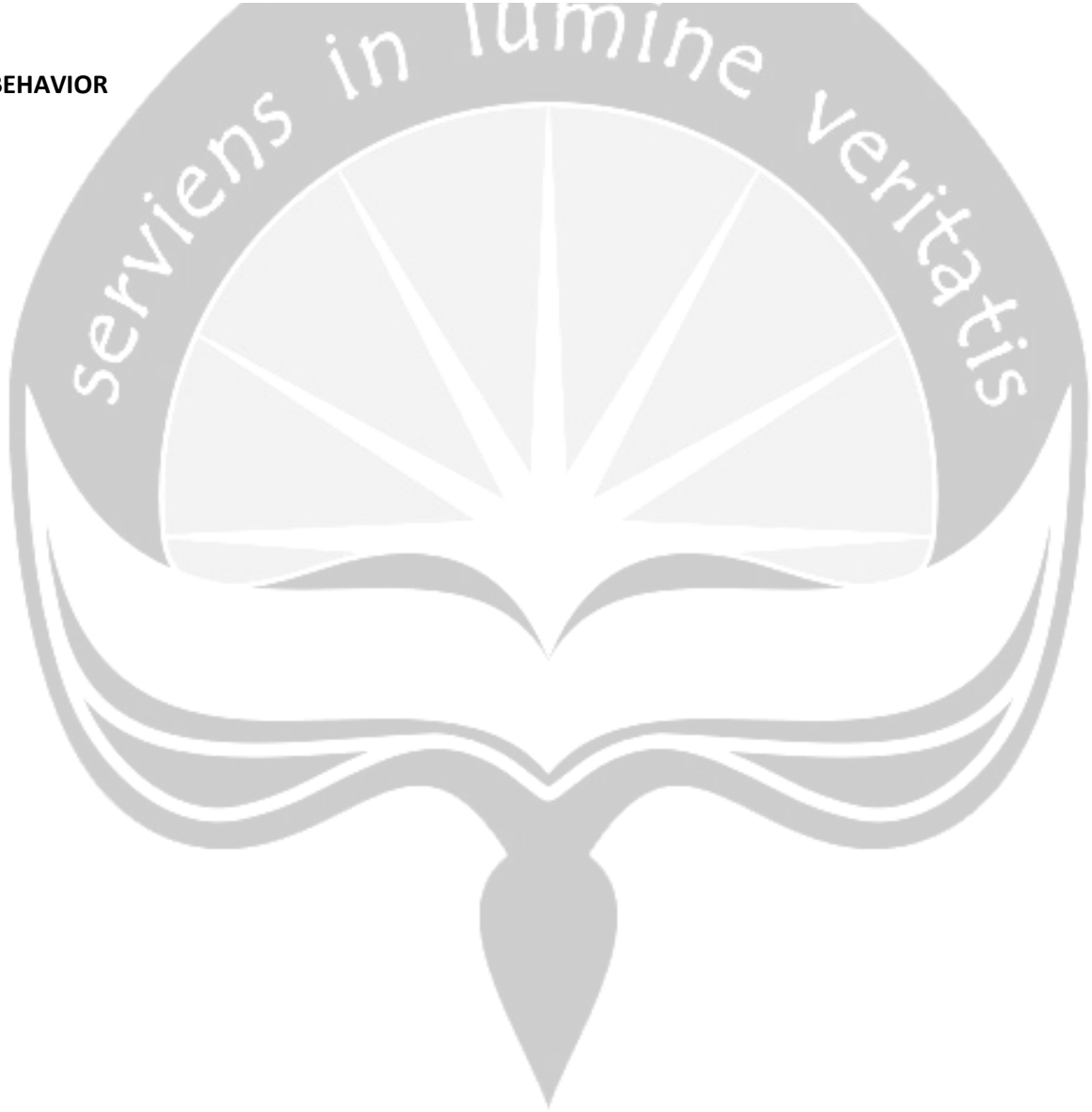
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	157	157	157	157	157	157	157	157	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY RESULT FOR SMOKING BEHAVIOR

Reliability Statistics

Cronbach's Alpha	N of Items
.875	11



APPENDIX 3

VALIDITY RESULT FOR PURCHASE INTENTION

Correlations

		PI1	PI2	PI3	PI4	PI5	TOTAL
PI1	Pearson Correlation	1	.489**	.510**	.545**	.547**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	157	157	157	157	157	157
PI2	Pearson Correlation	.489**	1	.759**	.262**	.265**	.719**
	Sig. (2-tailed)	.000		.000	.001	.001	.000
	N	157	157	157	157	157	157
PI3	Pearson Correlation	.510**	.759**	1	.264**	.306**	.737**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	157	157	157	157	157	157
PI4	Pearson Correlation	.545**	.262**	.264**	1	.566**	.728**
	Sig. (2-tailed)	.000	.001	.001		.000	.000
	N	157	157	157	157	157	157
PI5	Pearson Correlation	.547**	.265**	.306**	.566**	1	.732**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	157	157	157	157	157	157
TOTAL	Pearson Correlation	.826**	.719**	.737**	.728**	.732**	1

APPENDIX 3

Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	157	157	157	157	157	157

**. Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY RESULT FOR PURCHASE INTENTION

Reliability Statistics

Cronbach's Alpha	N of Items
.802	5

APPENDIX 4

REGRESSION : HEALTH WARNING LABELS AND PURCHASE INTENTION

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	HWL[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158[a]	.025	.019	.94708

a. Predictors: (Constant), HWL

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.544	1	3.544	3.951	.049[a]
	Residual	139.028	155	.897		
	Total	142.572	156			

a. Predictors: (Constant), HWL

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.494	.295		11.850	.000
	HWL	-.156	.078	-.158	-1.988	.049

a. Dependent Variable: PI

APPENDIX 4

REGRESSION: SMOKING BEHAVIOR AND PURCHASE INTENTION

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SB[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663[a]	.440	.437	.71763

a. Predictors: (Constant), SB

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.749	1	62.749	121.846	.000[a]
	Residual	79.823	155	.515		
	Total	142.572	156			

a. Predictors: (Constant), SB

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.708	.209		3.386	.001
	SB	.717	.065	.663	11.038	.000

a. Dependent Variable: PI

APPENDIX 4

REGRESSION: HEALTH WARNING LABELS AND SMOKING BEHAVIOR

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	HWL[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: SB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.083[a]	.007	.000	.88451

a. Predictors: (Constant), HWL

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.837	1	.837	1.070	.303[a]
	Residual	121.266	155	.782		
	Total	122.103	156			

a. Predictors: (Constant), HWL

b. Dependent Variable: SB

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.371	.275		12.243	.000
	HWL	-.076	.073	-.083	-1.034	.303

a. Dependent Variable: SB

APPENDIX 5
ANOVA BASED ON AGE

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
HWL	16 - 20 tahun	70	3.7357	.97048	.11599	3.5043	3.9671	1.00	5.00
	21 - 25 tahun	87	3.5560	.96312	.10326	3.3508	3.7613	1.00	5.00
	Total	157	3.6361	.96746	.07721	3.4836	3.7887	1.00	5.00
SB	16 - 20 tahun	70	2.9792	.94528	.11298	2.7538	3.2046	1.00	5.00
	21 - 25 tahun	87	3.1902	.82632	.08859	3.0141	3.3663	1.00	4.73
	Total	157	3.0961	.88471	.07061	2.9567	3.2356	1.00	5.00
PI	16 - 20 tahun	70	2.7771	.89348	.10679	2.5641	2.9902	1.00	4.80
	21 - 25 tahun	87	3.0483	.99205	.10636	2.8368	3.2597	1.00	5.00
	Total	157	2.9274	.95599	.07630	2.7767	3.0781	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HWL	Between Groups	1.252	1	1.252	1.341	.249
	Within Groups	144.759	155	.934		
	Total	146.012	156			
SB	Between Groups	1.726	1	1.726	2.223	.138
	Within Groups	120.377	155	.777		
	Total	122.103	156			
PI	Between Groups	2.852	1	2.852	3.163	.077
	Within Groups	139.721	155	.901		
	Total	142.572	156			

APPENDIX 5

ANOVA BASED ON CIGARETTES CONSUMPTION

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
HWL	< 15 batang	126	3.6478	.97742	.08708	3.4755	3.8202	1.00	5.00
	> 15 batang	31	3.5887	.93997	.16882	3.2439	3.9335	2.12	5.00
	Total	157	3.6361	.96746	.07721	3.4836	3.7887	1.00	5.00
SB	< 15 batang	126	3.0296	.86922	.07744	2.8763	3.1828	1.00	4.82
	> 15 batang	31	3.3666	.90984	.16341	3.0328	3.7003	1.82	5.00
	Total	157	3.0961	.88471	.07061	2.9567	3.2356	1.00	5.00
PI	< 15 batang	126	2.9000	.95121	.08474	2.7323	3.0677	1.00	5.00
	> 15 batang	31	3.0387	.98308	.17657	2.6781	3.3993	1.20	4.60
	Total	157	2.9274	.95599	.07630	2.7767	3.0781	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HWL	Between Groups	.087	1	.087	.092	.762
	Within Groups	145.925	155	.941		
	Total	146.012	156			
SB	Between Groups	2.825	1	2.825	3.671	.057
	Within Groups	119.278	155	.770		
	Total	122.103	156			
PI	Between Groups	.479	1	.479	.522	.471
	Within Groups	142.094	155	.917		
	Total	142.572	156			

APPENDIX 5

ANOVA BASED ON SMOKING DURATION

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
HWL	< 2,5 tahun	67	3.7481	1.07518	.13135	3.4859	4.0104	1.00	5.00
	> 2,5 tahun	90	3.5528	.87570	.09231	3.3694	3.7362	1.00	5.00
	Total	157	3.6361	.96746	.07721	3.4836	3.7887	1.00	5.00
SB	< 2,5 tahun	67	2.6947	.87594	.10701	2.4811	2.9084	1.00	4.45
	> 2,5 tahun	90	3.3949	.76900	.08106	3.2339	3.5560	1.36	5.00
	Total	157	3.0961	.88471	.07061	2.9567	3.2356	1.00	5.00
PI	< 2,5 tahun	67	2.6687	.92281	.11274	2.4436	2.8937	1.00	4.80
	> 2,5 tahun	90	3.1200	.93942	.09902	2.9232	3.3168	1.00	5.00
	Total	157	2.9274	.95599	.07630	2.7767	3.0781	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HWL	Between Groups	1.466	1	1.466	1.572	.212
	Within Groups	144.546	155	.933		
	Total	146.012	156			
SB	Between Groups	18.833	1	18.833	28.266	.000
	Within Groups	103.270	155	.666		
	Total	122.103	156			
PI	Between Groups	7.824	1	7.824	9.000	.003
	Within Groups	134.748	155	.869		
	Total	142.572	156			