

**THE IMPACT OF HEALTH WARNING LABELS ON  
CIGARETTES PACKAGES TOWARDS YOUNG  
SMOKERS**

**THESIS**

**Presented as Partial Fulfillment of the Requirements**

**For the Degree of Sarjana Ekonomi (S1) in International Buisness Management**

**Program**

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**Dated, December 15, 2015**

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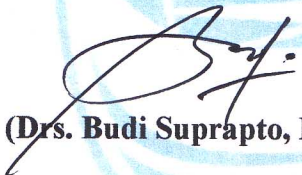
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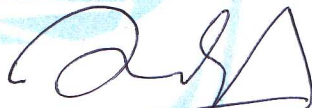
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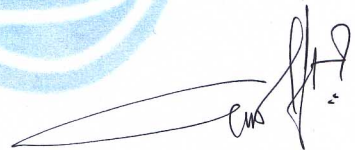
I am Maria Nitya Madyasta, who signed this paper declared that I compiled the thesis by myself entitled:

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Is truthfully my own thoughts and writting. Citations, statements and any other ideas from several sources are mentioned in the references. I truthfully acknowledge that my writting does not contain others writing, except for all of the sources that have been mentioned in the references.

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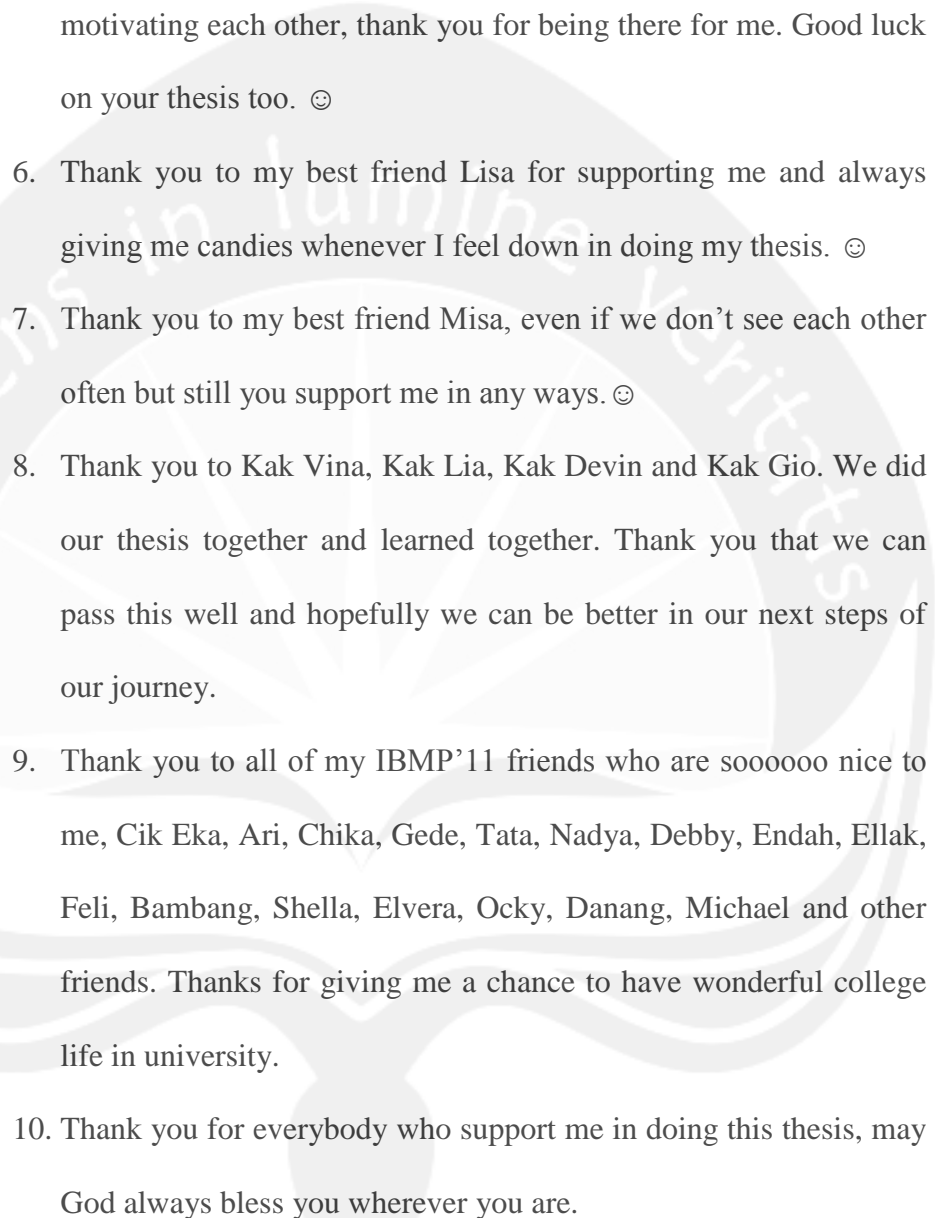
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With Love,

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*Life is not about finding yourself. Life  
is about creating yourself.*

*~ Lolly Daskal*



*This thesis is dedicated to:*

*My Beloved Parents ♥*

## TABLE OF CONTENTS

<b>TITLE PAGE.....</b>	<b>i</b>
<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>COMMITTEE’S APPROVAL PAGE.....</b>	<b>iii</b>
<b>AUTHENCITY ACKNOWLEDGMENT.....</b>	<b>iv</b>
<b>ACKNOWLEDGMENT.....</b>	<b>v</b>
<b>MOTTO.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>LIST OF APPENDIXES.....</b>	<b>xiii</b>
<b>ABSTRACT.....</b>	<b>xiv</b>
 <b>CHAPTER 1. INRRDUCTION</b>	
1.1 Background.....	1
1.2 Problem Identification.....	3
1.3 Research Limitations.....	3
1.4 The Purpose of Study.....	4
1.5 Benefit of Study.....	4
1.6 Research Design.....	5
1.7 The Setting.....	5
1.8 Research Future.....	5



## **CHAPTER 2. REVIEW OF LITERATURE**

2.1 Cigarettes.....	7
2.2 Promotion.....	7
2.3 Packaging.....	9
2.4 Health Warning Labels.....	17
2.5 Smoking Behavior.....	23
2.6 Purchase Intention.....	25
2.7 Previous Studies.....	27
2.7 Hypothesis.....	30

## **CHAPTER 3. RESEARCH METHODOLOGY**

3.1 Introduction.....	31
3.2 Research Context.....	31
3.3 Population and Sample Method.....	32
3.3.1 Population.....	32
3.3.2 Sampling Method.....	33
3.4 Data Collection Method.....	36
3.4.1 Primary Data.....	36
3.4.2 Secondary Data.....	37
3.5 Data Measurement Method.....	37
3.6 Analysis Tool.....	38
3.7 Validity and Reliability Test.....	39

## **CHAPTER 4. ANALYSIS AND FINDINGS**

4.1 Introduction.....	40
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4.2 Quantitative Analysis.....	40
4.3 Response Rate.....	40
4.4 Profile of Respondents.....	42
4.4.1 Smokers.....	42
4.4.2 Respondent's Age.....	43
4.4.3 Respondent's Consumption of Cigarettes per Day.....	44
4.4.4 Respondent's Smoking Duration.....	45
4.4.5 Brand of Cigarettes.....	45
4.4.6 Smoking Reason.....	47
4.5 Validity Test.....	48
4.6 Reliability Test.....	50
4.7 Regression Analysis.....	50
4.8 One Way – ANOVA.....	53
4.8.1 Smoking Behavior.....	53
4.8.2 Purchase Intention.....	56

## **CHAPTER 5. CONCLUSION AND SUGGESTIONS**

5.1 Introduction.....	59
5.2 Conclusions.....	59
5.3 Research Limitations.....	62
5.4 Managerial Implications.....	63
5.5 Suggestions.....	64

## **REFERENCES**

## **APPENDICES**

## LIST OF TABLES

Table 4.3.1	Response Rate.....	41
Table 4.4.2.1	Age Chart.....	43
Table 4.4.3.1	Cigarettes Consumption Chart.....	44
Table 4.4.4.1	Smoking Duration Chart.....	45
Table 4.4.5.1	Brand of Cigarettes Table.....	46
Table 4.4.6.1	Reason to Smoke Table.....	47
Table 4.5.1	Validity Test Table.....	49
Table 4.6.1	Reliability Test Table.....	50
Table 4.7.1	Regression Table.....	51
Table 4.8.1.1	Differentiate Factors on Smoking Behavior.....	54
Table 4.8.2.1	Differentiate Factors on Purchase Intention.....	57

## LIST OF FIGURES

Figure 2.3.1 Theory of Attractive Quality.....	10
Figure 2.3.2 Types of Packaging.....	15
Figure 2.4.1 Health Warning Labels in Indonesia.....	22
Figure 2.8.1 Research Model.....	30

## APPENDICES

- Lampiran 1 : Questionnaire
- Lampiran 2 : Validity & Reliability Analysis
- Lampiran 3 : Regression Analysis
- Lampiran 4 : One Way – Anova Analysis
- Lampiran 5 : Respondents Answer

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## **Abstract**

The purpose of this study research is to seek the relation between health warning labels on cigarettes packages and young smokers purchase intention. This research is done based on the similar previous research title A Consumer Evaluation of Health Warning Labels on Cigarettes Packages in Canada, written by Crane, F.G and MacLean, V.A (1996). This research is aiming to see the correlation between health warning label, smoking behavior and purchase intention among young smokers. There are 152 respondents in this research, all of them are smokers. The method will be using Regression and will be operated by using SPSS 16.00 for Windows.

**Keywords:** Health Warning Labels, Smoking Behavior, Purchase Intention, Cigarettes.