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

Faculty of Economics Atma Jaya Yogyakarta University

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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.

Yogyakarta, 15th December 2015

Maria Nitya Madyasta

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

~Lolly Daskal

This thesis is dedicated to:

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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.