ABSTRACT

An analysis of Smoking Behavior on male smokers aged 18-24 Years and Its Implication on Smoking Control Strategies

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The purpose of this study was to identify the profile of male smokers and male non-smokers, to identify and analyze the behavior of male smokers and male non-smokers behaviors related to smoking, to analyze the factors that influence the male smokers’ intention to quit smoking and the male non-smokers’ intention to continue not smoking, and to develop strategies for controlling male smoking behavior. The data was collected from 102 male smokers and 102 male non-smokers with convenience sampling method. Descriptive analysis was used to simplify the demographic and perceptions, attitude analysis using Fishbein multiatribut model, and Theory of Planned Behavior model for analyzing consumer intention.

There were two significant components that contribute to the formation of male smokers’ intention, namely the attitude toward quit smoking (A act) and subjective norms related to quit smoking (SN). For male non-smokers, two significant components that contribute to the formation of male non-smokers’ intention were subjective norms related to continue not smoking (SN) and control related to continue not smoking (PBC).

Male smoking behavior can be controlled through strategies of changing the perception, changing attitudes toward smoking, and improving male smokers’ intention to quit smoking.

Keywords: Cigarette, Consumer Perception, Consumer Attitude, Smoking Behavior, Theory of Planned behavior