

# Averting Children to Smoke (An Analysis of Psychological Factor on Children Smoking Decision)

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**Abstract**---Indonesia is now struggling to make its young generation avert smoking habit is getting younger from year to year. All these kids are trying to smoke because they are inspired by television, social media / youtube, seeing adults around them as active smokers and curiosity. All these children were trying to smoke with friends outside the home. This study aim to look at the Cimenyan area, Bandung. This research distributing questionnaires to 30 children they are all boys aged 6 – 16 years old who studied in elementary, junior and senior high school. All of whom have tried smoking since the age of 6 years. Descriptive and verificative method used in this research. This research also uses path analysis. Parents should avoid to smoke in front of children so as not to be imitated by their children. Ensuring children are not in a smoker's environment can also be done so that children do not smoke. By creating a busy schedule everyday for children, it can prevent children who have already smoked to smoke. Another effort is to provide sufficient allowance so that children can not buy cigarettes.

**Index Terms**—Social marketing, psychological factor, motivation factor, learning factor and consumer decision process.

## I. INTRODUCTION

Indonesia is currently in a critical condition about the dangers of smoking, the government is struggling for the younger generation to reduce even stop smoking, this is because the age of smokers younger from year to year. The government agency assigned to protect children's rights, the Indonesian Child Protection Commission, said that according to the latest WHO data in 2008 Indonesia was ranked third in terms of smoking. Basic Health Research 2013 The Ministry of Health stated that smoking behavior of people aged 15 years and over still has not decreased from 2007-2013, even tended to increase from 34.2% in 2007 to 36.2% in 2013.

In addition, the research data also shows that in 2013, as many as 64.9% of people who still smoke cigarettes are male and the remaining 2.1% are women. In addition, it also found that 1.4% of smokers were aged 10-14 years, and as many as 9.9% of smokers in the group did not work. [1]

Hadi said "24 percent of men and 2 percent of girls between the ages of 12 and 15 start smoking, the number of children exposing the dangers of smoking is even greater because 70 percent of men in the family are active smokers." According to Hadi, large cigarette sales and advertising in the country has made the prevalence of child smokers and much younger

than 19 years 10 years ago. The object of this study is the Motivation and Learning Factors on the dangers of smoking, but the decision of children to try to smoke at an early age is enormous, so that information about the dangers of smoking makes them curious about cigarettes.

## II. LITERATURE REVIEW

### A. Consumer Behavior

Consumer behavior is a behavior in which consumers get, consume, and spend products and services so that their needs can be met. The study of consumer behavior centers on the way individuals make decisions to make the most of their available resources (time, money, effort) to buy consumer-related goods. This includes what they buy, why they buy, when they buy, where they buy, how often they buy, and how often they use. Kotler and Keller [2] argue that consumer buying behavior is influenced by cultural, social, personal, and psychological factors of the consumer. In this study, researchers will only take Psychological Factors as one of the factors that influence the decision process of children in smoking.

Consumer behavior is related to: [3]

- Purchase activity: how consumers obtain products and services, and all activities ahead of purchase decisions, including information retrieval, evaluation of goods and services and payment methods including purchasing experience.
- Activity of use or consumption: concerning who, where, when and how consumption and use experience
- Disposal activities: concerning the way consumers dispose of products and packaging; may also include reselling activities such as eBay and used markets

### B. Psychological Factors[2]

Selection of goods purchased someone further influenced by four psychological factors, namely motivation, perception, knowledge and trust.

- 1) Motivation: a pressing need to direct someone to find a way to satisfy those needs. Some needs are biogenic, this need arises from a certain physiological state, such as hunger, thirst, discomfort. While other needs are psychogenic ie the needs arising from certain physiological states, such as the need to be recognized, the need for self-esteem or need is accepted.
- 2) Perception: the process by which a person chooses, organizes, and translates information to form a meaningful picture of the world. One can form many different perceptions of the same stimulus.

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- 3) Learning: a process, which is always evolving and changing as a result of the latest information received (perhaps obtained from reading, discussion, observation, thinking) or from actual experience, both the latest information received and personal experience acts as feedback for the individual and provides the basis for future behavior in the same situation.
- 4) Beliefs and Attitudes: a descriptive idea that someone has of something. Through action and learning, consumers will gain confidence and attitude that will later affect the buying behavior.

### C. Consumer Decision Making

Kotler & Keller [2] In addition to cultural factors, social factors such as reference groups, family, and social roles and status influence purchasing behavior. The decision to buy or not to buy is part of the inherent element of the individual consumer called behavior in which he refers to real physical actions that can be seen and measured by others. The stages of purchase decision are as follows :

1. Introduction of needs
2. Search information
3. Alternative evaluation
4. Purchase decision
5. Post-purchase behavior

Marketers in achieving success have to go through a variety of buyer influences and develop an understanding of how consumers make purchasing decisions. According Purnomohadi, Eri in Sumarwan, et al <sup>[3]</sup>, consumer decision making is one important aspect in marketing because consumers will make purchases or not make purchases based on the decisions they set.

The consumer decision-making model will start with the consumer's need for the product he / she wants to buy, then after the consumer recognizes his / her wish as part of the consumer problem solving, the consumer will search the information or collect as much information as part to fulfill his knowledge about the desired product (Mowen & Minor in Sumarwan <sup>[3]</sup>. According to Kotler and Keller <sup>[2]</sup>, there are five stages of the process : problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. The model provides a good frame of reference because it captures the full range of considerations that arise when a consumer faces a highly involving new purchase.

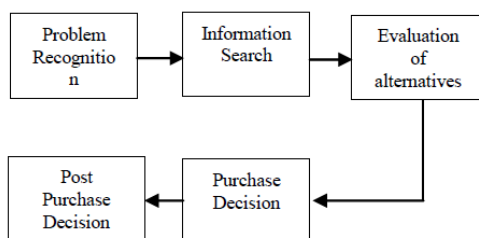


Fig. 1. Consumer buying process.

Based on the above picture, the decision of the children to smoke is only through four phases namely the introduction of needs, information search, alternative evaluation and decision making for smoking

### D. The Relationship between Psychological Factor and Consumer Decision

Raharja [4] suggests that Purchasing Decision of a product can be determined from psychological factors from consumer, each of the variables contained in psychological factors such as motivation, perception, learning and attitude give positive influence to the purchasing decision of PT. Winnertech Lintas Nusa.

Based on the above description can be described this research is as follows:

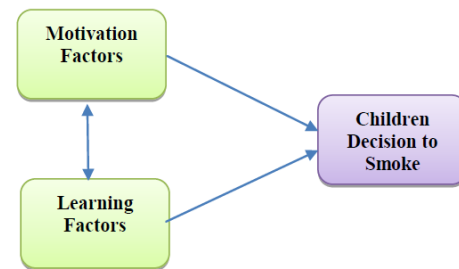


Fig. 2. Research paradigm.

### HYPOTHESIS

Hypothesis in this research is as follows:

"Motivation Factor and Learning Factor cause the Children Decision to Smoke"

### III. METHODOLOGY

This research is a descriptive verification research and using path analysis, to see how much psychology factor represented by motivation factor and influence factor to decision of children in Cimenyan Bandung area to smoke. The results of data measurement through questionnaires for independent variables studied in the form of ordinal data. To equate the independent variable data of the ordinal scale to the independent variable of the interval scale, the data collected from the questionnaire which has the ordinal measurement scale, was first transformed into an interval scale using the LISREL program.

### IV. DISCUSSION

#### A. Demographic Profile of the Respondents

The selected respondents were children aged 6 - 16 who had tried smoking before, living in Cimenyan area, Bandung. All of these children are male, because through a pre-survey that researchers do no respondents who are sex women who smoke or try to smoke at the age of 6-16 years.

#### B. Motivation Factor

TABLE I: INFORMATION ABOUT MOTIVATION

INDICATORS	%	CATEGORY
The need for comfort	80	Need
Motivation to make confidence	81	High
The need to be recognized by his friends	77	Need
The need to be accepted in the community	72	Need

The need to be appreciated by his friends	73	Need
<b>Information about waste</b>	<b>76.6</b>	<b>Need</b>

It can be concluded that the mean for motivational factors is in the High Range, so it can be said that children in this region are motivated by their environment to smoke. Can be seen in the highest statement that the motivation of these children to smoke is to look more confident when hanging out with friends.

### C. Learning Factor

TABLE II: INFORMATION ABOUT LEARNING FACTOR

INDICATORS	%	CATEGORY
Information on cigarette content	73	High
Information on the dangers of smoking	82	High
Information on how to smoke	78	High
Information where to get a cigarette	75	High
Information on safe places to smoke	72	High
Information that smoking is allowed for anyone	70	High
<b>Student Experience</b>	<b>75</b>	<b>High</b>

Based on the results of the above recapitulation explained that the learning factor is also in the high range, that is at number 75. The highest statement proves that the children are trying to find information about the dangers of smoking then the lowest statement states that smoking is allowed for anyone regardless of age.

### D. Children Decision to Smoke

In relation to the above two variables are the Motivation Factor and Learning Factor, that these children already know about the dangers of smoking but they also assume that smoking will look confident when hanging out with his friends. Here are the children's decisions about smoking with regard to both factors

TABLE III: CHILDREN DECISION TO SMOKE

INDICATORS	%	Category
Intensity to meet the parents at home	47	Not Often
Friends provide comfort	72	Comfort
Easy to get a cigarette	78	Easy
Smoking does not make people addicted	76	Addict
Smoking can reduce any problem	82	High
Smoking makes the body relax	76	High
The decision to smoke in all condition	80	High
Intensity of smoking when there is a problem	74	High
<b>Action to throw trash in place</b>	<b>73.13</b>	<b>High</b>

Based on the results of recapitulation on children's decision variables for smoking can be seen that being in the High Range, this shows that with the internal condition of the

family is not good that the lack of intensity meet with parents, making children seek comfort outside the home. So in the end they join friends in the neighborhood, and start learning to smoke until they finally assume that only with cigarettes, they can solve their problems, seen in the highest statement on the results of the above recapitulation

#### Analysis of Line Coefficient Calculation

Using the Lisrel program to calculate path analysis, the following structural equations are obtained:

#### Structural Equation

Decision Process =  $0.572 \times \text{motivation} + 0.614 \times \text{learning}$ ,  
Errorvar.= 0.265 ,  $R^2 = 0.735$

Standerr (0.0974) (0.0974) (0.0709)

Z-values 5.870 6.299 3.742

From the above equation we can know the amount of path coefficient for each variable. The magnitude of the path coefficient for each variable is shown in the table below:

TABEL IV: PATH COEFFICIENT

Individual Influence	PYX <sub>1</sub> = 0,57
	PYX <sub>2</sub> = 0,61
Influence Simultaneously	R <sup>2</sup> Y(X <sub>1</sub> X <sub>2</sub> ) = 0,74
Effect of Residual Coefficient	PY e = 0,27

By using the equation and the above path coefficient table can be described strata relationship between the three variables. The picture below illustrates the relationship structure and path coefficients of each variable:

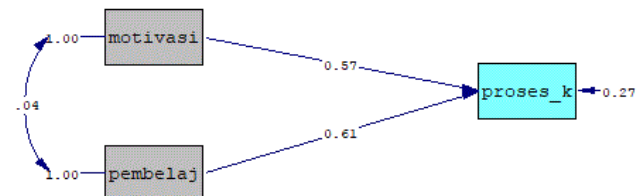


Fig. 3. Path diagram.

To analyze the influence of motivation factor variable and learning factor to children decision to smoke then used table below to facilitate in analyzing.

TABLE IV: ANALYSIS MOTIVATION FACTOR AND LEARNING FACTOR INFLUENCE CHILDREN DECISION TO SMOKE

VARIABLE	Path Coefficient	INFLUENCE		TOTAL
		Direct	Indirect	
Motivation Factor(X <sub>1</sub> )	0,57	32,49%	0,0139%	<b>33,88%</b>
Learning Factor (X <sub>2</sub> )	0,61	37,21%	0,0139%	<b>38,6%</b>
<b>TOTAL EFFECT</b>				<b>72,48%</b>
<b>Residual Factor</b>				<b>27,52%</b>

From the results of the study note that the percentage of the influence of learning factor variables on the decision of children to smoke greater when compared with variable learning factors. And the influence of these two variables,

either directly or indirectly, to the decision variable of children to smoke is quite strong (reaching 72.48%). Meanwhile, the proportional influence caused by other variables outside the two variables is 27.52% or can be said small, in other words there are still some other variables that have little influence on children's decisions to smoke include: lifestyle, cultural factors and the smoking experience of the children themselves.

## V. CONCLUSION

Based on the results of the calculations in the previous discussion can be concluded that, motivation factors and learning factors have a very significant influence that each of 32,49% and 37,21%. With the condition that the children know about the dangers of smoking, they also assume that smoking will make them look more confident and smoking can reduce the problem in their lives. Things like this have unwittingly lasted for several years back, so these children become active smokers at an early age. The motivating factor behind their smoking is that they see adult smokers also by their playing environment. These motivational factors can also underlie them to learn how to smoke, search for information until they are finally addicted to smoking, the need for good cooperation between residents around these children's residence with parents, so that these children at all quit smoking. For example, by organizing several activities that can be done routinely by children, facilitate activities and apply rules with sanctions so that these children no longer smoke both inside and outside the house.

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