DEMARKETING TOBACCO THROUGH GOVERNMENT POLICIES THE 4PS REVISITED
A STUDY IN CIGARETTE CONSUMPTION IN JAKARTA

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Abstract

Objective. The objective of the thesis is to analyze and discover factors that discourage consumption of cigarette in cigarette consumer in Jakarta.

Method. The methods that the author uses is Mutiple Regression. Questionnaire was distribute to 150 respondents in south, west, and east Jakarta, also Karawaci area.

Results. The result shows that price and attitude toward smoking encourage deconsumption of cigarette.

Conclusion. Price and attitude toward smoking have affected cigarette consumers attitude toward their intention to quit smoking, however in order to increase cigarette price, government must cooperate in terms of increasing the cigarette taxes.

Key words. Social Marketing, Tobacco, Cigarette, Government Policies.