

# The effect of the demarketing anti-smoking campaigns on tobacco package warning labels and its implications on the intention to quit smoking

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## ABSTRACT

Efforts or tools to permanently or temporarily reduce or maintain demand for consumption of certain products or services are defined as demarketing. The impact of this fact makes the government and the private sector have to use a demarketing scheme to deal with this situation. This study was conducted to determine the effect of anti smoking campaigns and tobacco package warning labels have an impact on attitude toward smoking and intention to quit smoking. This research is descriptive quantitative research with 150 respondents were collected by convenience sampling method. This study uses SEM AMOS Version 24 analyze to test the data. The result of this study is anti smoking campaigns has a positive significant to attitude toward smoking, tobacco package warning labels has a positive significant to attitude toward smoking, attitude toward smoking has a positive significant to intention toward smoking.

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## 1. Introduction

Cigarettes are common and familiar to our ears. Almost everyone knows about smoking, the dangers to some of the consequences that arise from smoking both as active smokers and passive smokers. Cigarettes are dangerous, but the number of people who smoke is also quite large. At least around 5.4 million people died as a result of smoking worldwide. In fact, a cigarette reduces 12 minutes of a person's life, this is what causes death from smoking.

The tobacco epidemic is one of the world's most significant public health threats; in 2021, WHO stated that the tobacco epidemic killed around 8 million people yearly. More than 7 million deaths are caused by smoking behavior, while 1.2 million deaths are caused by exposure to secondhand smoke, which is caused by cardiovascular disease and respiratory problems. Tobacco Atlas, in 2015, reported the number of active smokers as many as 942 million men and 175 million women aged 15 years or more. China, India, and Indonesia accounted for 51.4% of male smokers worldwide, while the United States, China, and India accounted for 27.3% of female smokers worldwide.

In Indonesia, cigarette consumption is also a public health problem. From time to time, the prevalence of smoking in our country is increasing, especially among children and adolescents. Risked data for 2013-2018 shows that most smokers have increased, especially in women and younger ages (10-14 years). In addition, the prevalence of smokers aged 10-18 increased from 7.1% (2013) to 9.1% (2018). Other data shows that the age at which children start smoking is less than 20 years, reaching 75% (two-thirds of smokers in Indonesia are dominated by smokers less than 20 years). As many as 23.1% started smoking in the range of 10-14 years, and 52.1% started smoking at the age of 15-19. These results indicate a shift in the

age at which children start smoking. The data provides an overview of the massive impact of cigarette consumption on individuals, society, and even the environment. WHO states that post-consumption waste of tobacco products is very harmful to human health. Smokers can produce 5 tons of CO<sub>2</sub> in their lifetime and have more than 4.5 trillion cigarette butts that pollute the environment yearly. This data shows that smokers contribute to air pollution and environmental pollution, which endanger the health of others and the ecosystem.

Based on BPS data, the percentage of smoking among residents aged  $\geq 15$  years in NTT Province shows that in 2020 the ratio of smokers was 26.4%, and there will be an increase in 2021 of 27.22% and 2022 of 33.20%. Total cigarette consumption in 2022 will reach 33.20%, above the national average of 22.2%. Kupang City, as the provincial capital, shows relatively the same conditions. The cultural mix and economic and social class levels best describe the population of NTT.

The increase in smoking behavior among children and adolescents can be influenced by several factors, including population growth, the relatively low price of cigarettes, extensive and intensive marketing of cigarettes, and the rise of advertising, promotions, and sponsorships that expose children and adolescents. For this reason, socialization efforts are needed in the community, especially children and adolescents, about the dangers of smoking to health in the hope that it will reduce the prevalence of smoking among children and adolescents. One of them is through the Communication, Information, and Education (IEC) method about the dangers of smoking for health to the public

Adolescence is a period of searching for identity; they tend to choose and trust their close friends rather than their parents. Few teenagers believe more in their group in finding their identity (Hurlock et al., 2011). Students fall into the category of late teens. The process of self-discovery is usually teenagers will not be separated from sociocultural factors. The compensation and symbolization of some teenagers can be expressed by smoking behavior. By smoking, teenagers feel more mature, strong, and attractive to the opposite sex. Some of these things are believed to have placed a heavy burden on adolescents' mental and psychological aspects, so smoking is used as an alternative to coping with stress (Crain, 2014) and (Islamuddin, 2011). Adolescents need awareness to choose and sort out good behavior, especially behavior that can improve their health status. We are aware that smoking behavior is very detrimental to each individual and other people around him. A positive attitude is needed to refuse smoking offers from peers or people around, so adolescents avoid various diseases caused by smoking.

Adolescent attitudes are formed by personal experience, the information conveyed by educators, and learning from various media (Mualifah et al., 2019). Strong intentions cannot be separated from the desire of adolescents to behave as non-smokers.

Currently, few studies in Indonesia discuss demarketing efforts and their impact on the context of cigarette products. Based on these facts, this research will further examine demarketing actions and their effect on consumer behavior in the context of consumers of cigarette products in Indonesia. To what extent is the effectiveness of including tobacco package warning labels compared to anti-smoking campaigns is an interesting question to be studied further. A deeper understanding of the effectiveness of various demarketing efforts will be beneficial for future policy-making to reduce the level of consumption of cigarettes sustainably. Related to this, this research examined the effectiveness of tobacco package warning labels and anti-smoking campaigns in increasing the intention to quit smoking among Unwira students in Kupang.

### **Anti-Smoking Campaigns – Attitude Toward Smoking**

The general public widely knows the rules that apply to advertisements for tobacco products on television and radio. Everything is done to demarket tobacco products. Publicity about the dangers of smoking has also been released in various electronic and mass media.

For demarketing efforts, which are seen as based on anti-smoking campaigns, researchers choose advertisements about the dangers of smoking on TV commercials, outdoor advertising, and anti-smoking campaigns. That is often carried out by social institutions that deserve more profound attention due to the increasing number of advertising efforts. The government and social institutions spend a lot of money to suppress cigarette consumption by conveying the harmful effects of smoking on health.

Anti-smoking campaigns can affect smokers' attitudes toward cigarettes. There is a significant effect of campaign intensity in reducing positive attitudes toward smoking which in turn has an impact on increasing the intention to reduce smoking and the will to quit smoking. (Rofianto et al., 2015) Advertising and promotion, in this case, cigarette demarketing efforts, have a significant positive relationship with

consumer attitudes. (Bevan-Dye, 2013) Perceptions of the power of anti-smoking advertising and perspectives have a positive relationship among adult and adolescent consumers. Anti-smoking support by prohibiting smoking in public locations has a positive relationship which is the effect of advertising campaigns (Tangari et al., 2007). H1: Anti-smoking campaigns have a positive effect on attitudes toward smoking

### **Tobacco Package Warning Labels – Attitude Toward Smoking**

There is a positive relationship between attitudes and warnings about the dangers of smoking on cigarette packages. This means that the more positive the relationship between tobacco package warning labels and attitudes toward cigarette packaging, the higher the intention to quit smoking, and vice versa (Managanta *et al.* 2018)

Past research indicates that smoking warning labels often have little impact on changing consumer attitudes toward smoking unless the warnings are displayed very prominently, for example, through large images of the dangers of smoking (Haddad & Petro-nustas, 2006). Presentation of warnings about the dangers of smoking by combining writing and pictures is more effective in influencing consumer attitudes than presenting notices in written form alone (Singh et al., 2014). The results of other studies also indicate that larger warning label sizes and adding picture elements to warning labels can attract smokers' attention more. As a result, the possibility of changing the attitude of smokers who see the warning label is also more excellent (O'Hegarty et al., 2007). In addition to writing, the government has recently implemented regulations that apply to packaging for cigarette products, namely that it is mandatory to include pictures and text of health warnings consisting of 5 (five) images. This is done to demarket tobacco products. New regulations regarding signs in the form of pictures on cigarette packages have been implemented by all cigarette manufacturers in Indonesia and all cigarette-importing companies. H2: Tobacco package warning labels have a positive effect on attitude toward smoking

### **Attitude Toward Smoking – Intention to Quit Smoking**

Intention is formed by three aspects, namely attitudes, subjective norms, and behavioral control (Ajzen, 1991). Where the attitude factor has a significant positive effect on the intention to quit smoking (Kumalasari, 2014). From this theory it can be explained that the intention to quit smoking that is formed by attitudes is a belief about the consequences of behavior and individual evaluation of behavior by complying with regulations and policies by the government regarding the dangers of smoking for health (Tangari et al., 2007). Before expecting a change in the desire to change smokers' behavior, stakeholders need to make efforts to change smokers' attitudes towards smoking, especially towards negative attitudes towards smoking. This is in line with a number of previous studies (Parks et al., 2016). From this theory, it can be concluded that attitude towards tobacco control policy is one aspect that forms the intention to quit smoking. For this reason, researchers want to know the effect of attitude toward smoking on consumers' intention to quit smoking. This becomes hypothesis 3 of this study. Specifically, the hypothesis based on the description above is as follows: H3: Attitude toward smoking has a positive effect on the intention to quit smoking

## **2. Research Method**

Data collection methods include observation techniques, direct observations of research objects, distributing questionnaires using Google forms, and conducting interviews. The population in this study are Unwira students who smoke. Population unknown. The sampling technique used in this study is convenience sampling. The number of samples is multiple by 10; the sample size guideline states that the sample size guideline depends on the number of indicators multiplied by 5 to 10. (Hair et al., 2019). The number of indicators in this study is 15 items, multiplied by 10 becomes 150 respondents who consumed white cigarettes.

$$\text{Number of samples} = \text{indicator} \times 10$$

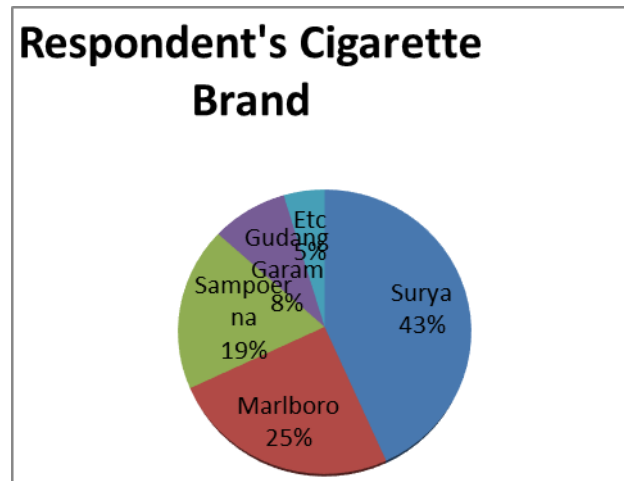
$$\text{Number of samples} = 15 \times 10 = 150$$

The sampling technique used was convenience sampling, which consisted of people who were willing and easy for researchers to initiate interviews (Ferdinand, 2014). The questionnaire was distributed at Widya Mandira Catholic University Kupag from September to December 2022. The analytical tool used is SEM AMOS Version 24.

### 3. Results And Discussions

#### Characteristics of Respondents

Random distribution of questionnaires to student smokers 150. The majority in this study were men and students.



**Figure 1.** Respondent's cigarette brand

Figure 1 illustrates that the cigarette brand most consumed by respondents was Surya, with 65 people or 45% of the total respondents, followed by Marlboro, with 37 people or 25%, Sampoerna with 28 people or 19%, Gudang Garam, with 13 people. Or by 8% and finally the other 7 people or by 5%.

#### Measurement Model

Made validity and reliability tests to see whether the measuring instrument used represented latent variables and the consistency of respondents' answers on latent variables. The following are the results of the reliability and validity tests.

**Table 1.** Validity and reliability test

Variables	Factor Loading	AVE	CR
Anti smoking campaigns			
ASC1	0.684	0.542	0.822
ASC2	0.877		
ASC3	0.776		
ASC4	0.575		
Tobacco Package Warning Labels			
TWL1	0.838	0.632	0.872
TWL2	0.873		
TWL3	0.672		
TWL4	0.782		
Attitude Toward Smoking			
ATS1	0.704	0.538	0.823
ATS2	0.781		

ATS3	0.724		
ATS4	0.723		
Intention to Quit Smoking		0.737	0.893
ITQ1	0.804		
ITQ2	0.906		
ITQ3	0.862		

Source: processed by Researchers (2022)

Based on the results of table 1 shows that the observed variable in this study has a factor loading value reaching  $\geq 0.50$ , so we can conclude that the validity of the experimental variable on the latent variable is valid because it meets the criteria of valid.

In addition, table 1 also shows that all construct reliability (CR) values are  $\geq 0.70$ , and all variance extracted (VE) values are  $\geq 0.50$ . Overall, the reliability value of this measurement model is good, and we can conclude that the indicators used as observed variables can explain the latent variables they form.

### Model of Fit

Overall model test phase aims to evaluate the degree of fit or Goodness of Fit (GOF) between the data and the model. Assessing the GOF of an SEM cannot be done directly like other multivariate techniques. SEM has a few best statistical tests that can explain the model's predictive power. Instead, researchers have developed several measures of GOF that can be used together or in combination. Table 2 below shows several fit indices for overall model fit based on SEM calculations using the AMOS 24 tool.

**Table 2.** Goodness of fit

GOF	Criteria	Result	
Absolute –Fit Measures			
RMSEA	RMSEA $\leq 0,08$ Good fit	0,160	Poor fit
CMIN/df	CMIN/df $\leq 5,00$ good fit	4,801	Good fit
Comparative			
CFI	Good Fit if CFI $\geq 0.90$ $0,80 \leq CFI \leq 0,90$ (Marginal fit) Poor Fit if CFI $\leq 0,80$	0,750	Poor Fit
TLI	TLI $> 0,90$ (good fit)	0,698	Poor Fit

Based on table 2, the three GOF measures, namely CMIN/DF, indicate a good fit. The other GOF measures, namely RMSEA, show poor fit, and CFI offers poor fit (Hair et al., 2012) state that if one or more parameters are fit, the model is declared fit.

Given the complexity of the overall equation modeling, it is common to find the models that have been proposed are a poor fit, one of which is in this study. This is because the model proposed by the researcher and the one suggested by SEM differ. However, it is optional to re-specify the model to improve results to produce a good fit model (Hooper et al., 2008).

### Structural Model

The overall model is all the relationships between constructs that have a causal relationship (cause and effect). Therefore there will be exogenous latent variables and endogenous variables. According to the conceptual research framework, the overall model analysis relates to the coefficients or parameters that

indicate a causal relationship or the influence of latent variables on other latent variables. Then, in the comprehensive model analysis, we will know the significance level by looking at the p-value. If the estimated value of the parameter shows a positive result with a significance level of  $p < 0.05$ , then the hypothesis proposed means that is supported by the data. However, if the estimated value of the parameter shows a negative result with a significance level of  $p > 0.05$ , then the hypothesis proposed means that the data is not supported.

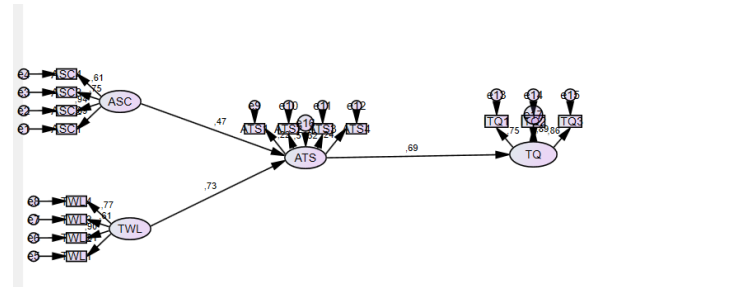


Figure 2. Research model

The results of testing the idea on the overall model can be seen in table 3.

Tabel 3. Regression weights

			Estimate	S.E.	C.R.	P	
ATS	<---	ASC	,149	,067	2,222	,026	Supported
ATS	<---	TWL	,228	,096	2,382	,017	Supported
TQ	<---	ATS	2,158	,928	2,326	,020	Supported

### The Influence of Anti-Smoking Campaigns on Attitude toward Smoking.

The results showed anti-smoking campaigns positively and significantly related to attitudes toward smoking. This suggests that the presence of anti-smoking movements given to the public can change consumers' attitudes toward smoking in terms of reducing cigarette consumption. The results of this study were also supported by research (Rofianto et al., 2015) which stated a significant effect of campaign intensity in reducing positive attitudes toward smoking which in turn had an impact on increasing the intention to reduce smoking and the choice to quit smoking. Advertising and promotion, in this case, cigarette demarketing efforts, have a significant positive relationship with consumer attitudes (Roets, 2013). Perceptions of the power of anti-smoking advertising and perspectives have a positive relationship among adult and adolescent consumers. Anti-smoking support by prohibiting smoking in public locations has a positive relationship which is the effect of advertising campaigns (Tangari et al., 2007). Anti-smoking campaigns have been shown to reduce positive attitudes toward cigarettes, although the effectiveness of these efforts can be decreased by marketing communication efforts made by various cigarette manufacturers (Farrelly et al., 2009; Reis et al., 2019; Sadeghi et al., 2021).

### Effect of Tobacco Package Warning Labels on Attitude Toward Smoking.

This study proved that there is a positive and significant relationship between tobacco package warning labels and attitudes toward smoking. These results are in line with research conducted by (Macy et al., 2016; Wang et al., 2021) which stated that the more positive the relationship between tobacco package warning labels and attitudes toward cigarette packaging, the higher the intention to quit smoking, and vice versa. Presentation of warnings about the dangers of tobacco by combining writing and pictures is more effective in influencing consumer attitudes than presenting notices in written form alone (Singh et al., 2014). The results of other studies also indicate that larger warning label sizes and adding picture elements to warning labels can attract smokers' attention more. As a result, the possibility of changing the attitude of smokers who see the warning label is also more excellent (O'Hegarty et al., 2007)

### The Influence of Attitude Toward Smoking on Intention to Quit Smoking

The results of the analysis of testing the hypothesis of this study show that attitude toward smoking has a positive and significant effect on the intention to quit smoking. This states that several studies have shown that mentality significantly impacts the choice to quit smoking (Kumalasari, 2014) can explain this

theory the intention to quit smoking that is formed by attitudes is a belief about the consequences of behavior and individual evaluation of behavior by complying with regulations and policies by the government regarding the dangers of smoking for health (Kumalasari, 2014; Sri Wulandari, 2017). Before expecting a change in the desire to change smokers' behavior, stakeholders need to change smokers' attitudes toward cigarettes, especially negative ones. This is in line with several previous studies (Montano et al., 2002).

#### 4. Conclusion

This study was conducted to analyze the effectiveness of anti-smoking campaigns and tobacco package warning labels on attitudes toward Smoking, as well as the implications of attitudes toward smoking on intentions to quit Smoking. The results of this study show that all hypotheses are accepted. Anti-smoking campaigns and Tobacco Package Warning Labels positively and significantly affect Attitude Toward Smoking. Attitude Toward Smoking has a positive and significant effect on the Intention to Quit Smoking. This research still has shortcomings, so it still requires improvement for future research. Therefore, I can give some possible suggestions to the government for further investigation. The government can increase efforts to reduce cigarette consumption, in this case, anti-smoking campaigns, because this has been proven to change people's attitudes toward reducing and stopping Smoking. Can carry out anti-smoking campaigns through several media, such as newspapers, television, online, and outdoor media. In addition, the government should be able to reduce cigarette marketing efforts by producers so that there is no increase in cigarette consumption in Kupangs. Efforts to make tobacco package warning labels realized in Indonesia have proven successful. Even though this regulation has not been implemented for a long time, it has been proven to affect society about the dangers posed by consuming cigarettes. The government should add versions of these images so that more and more smokers are aware of the health hazards they can experience in the future if they continue to consume cigarettes. The government made regulations for cigarettes not to be sold per stick Because smokers who buy cigarettes in the bats cannot see demarketing efforts on cigarette packs. In addition, the average person who buys cigarettes is a college student who needs more money to buy a pack of cigarettes. For further research, it can add to existing variables, such as cigarette excise prices and smoking rules in public places, to enrich the study and is expected to produce more in-depth and valuable research.

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