UDC 314

DEMARKETING OF CIGARETTE CONSUMPTION AMONG ADOLESCENTS THROUGH FAMILY INFLUENCE AND FEAR APPEALS

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ABSTRACT
This social marketing research aimed to investigate the effectiveness of Fear Appeals and Family Influence in demarketing cigarette consumption among adolescents. This research involved adolescents in Malang City as a big city and a city of education. There were 116 adolescents whose ages ranged between 13 to 19 years old selected as research samples. The hypotheses of this research were tested using the Multiple Linear Regression Analysis of GRETL application. The results of this research showed family influence as a variable that affected the cigarette consumption, while fear appeals were not found to have any significant influence on the cigarette consumption among adolescents in Malang City.

KEY WORDS
Family influence, fear appeals, tobacco consumption, smoking teens, addictive behaviour.

Tobacco has killed more than half of consumers including active and passive smokers. Sixty millions of people died each year due to tobacco effect, and 80% of smokers lived in low-income countries and developing countries including Indonesia (WHO, 2016). Indonesia topped the list of countries with the highest per-capita cigarette consumption in South East Asia with 1.322,3 cigarette sticks per capita, and not less than 61.4 millions active smokers (GATS, 2012), leading to the death of 217.400 lives due to diseases triggered by tobacco effects.

The fact that the early smokers came from adolescents aging between 15-19 years old is quite worrisome (GYTS, 2015). The data released by The Tobacco Atlas (2015) showed that 41% of boys and 3.5% of girls were active smokers, and these numbers exceeded the average percentage of young smokers in other middle income to low income countries that reached 2.6 million children. The earlier the smokers start smoking, the longer the smoking duration, increasing the negative impacts of cigarette.

Table 1 – The percentage of 13-15 year old adolescents smoking for the first time

First Age of Smoking (year)	Boys (%)	Girls (%)
7 Years Old or Lesser	7.3	21.5
8-9	10.9	11.0
10-11	26.7	12.0
12-13	43.4	40.0
14-15	11.7	9.5
Total	100	100

Source: GYTS 2014 processed.

Table 1 shows that adolescents are highly prone to the risk of smoking as 40% of boys and 40% of girls started smoking at the age of 12-13. This attitude is triggered by some factors including peer pressure, lack of alternative activities, habit, boredom and needs to explore new sensation. Smoking habit is not only affected by individual awareness only since environmental influence (Komalasari & Helmi, 2000) and family influence also contribute to this habit (Peter & Olson, 2010).

Results of prior research have revealed that the influence of social environment also significantly affects ones' smoking habit. Parents are part of ones' social environment who have great influence. Parenting habit and family role also significantly form children's habits

and characters as the first and main education starts from the family. Right and non-deviant behaviours are first learned from family (Soekanto, 2004). Children whose parents smoke tend to become active smokers in their adolescence due to individual factors and because they become used to smoke at home. In other words, many children have been passive smokers at home before they become active smokers.

In addition to family influence, persuasive communication between the government and cigarette consumers, especially adolescents is also regarded a contributing factor. One of persuasive communicative strategy employed by the government is through fear appeals; messages that stimulate fear. Fear appeals or scary warnings are ways to affect ones' emotional states, preventing them from smoking or delaying them from making decisions to buy cigarette. This strategy is also referred to as Demarketing which aims at reducing the number of cigarette sales. One of demarketing strategies employed by the government is by displaying scary pictures on cigarette packages called Fear Appeals. Shimp (2003) stated that Fear Appeals might give negative consequences without proper advertising and negative consequences from deviant behaviours (such as being drunk while driving).

Analysis on the effectiveness of family influence and Fear Appeals is expected to give contribution to behaviour change among adolescents to reduce or stop consuming cigarette (Demarketing). Demarketing is perceived as a practice of reducing the demand or consumption of certain product (Kotler and Lee, 2011) that is employed by the government of Indonesia through the ministry of health to reduce cigarette consumption among adolescents. Unfortunately, the government program in the form of 4P Demarketing strategy has been considered ineffective as the number of 15 year old smokers increased from 34.2% percent in 2007 to 36.3% in 2013, and there were still 1.4% of smokers of between 10 – 14 years old. Even though the price of cigarette in Indonesia includes high rate of tax/excise, it still places the 7th cheapest cigarette price in the world at an average price of nineteen thousand rupiah per pack (https://www.numbeo.com). Campaigns against smoking through media have been conducted yet they were still ineffective.

Many research have shown the role of social environment and Fear Appeals, especially family influence in affecting smoking habit among adolescence. However, most of those research took place in developed countries (Strong and Eftychia, 2005; Wiium and Wold, 2006; Padilla-Walker and Bean, 2008; Sancho et al, 2011; Yang et al, 2011; and Previte et al, 2015). Regarding to the issues and gaps stated above, this research was carried out to analyse the influence of family influence and Fear Appeals on cigarette consumption among adolescence.

LITERATURE REVIEW

The term Social Marketing was first introduced by Kotler & Zaltman (1971) as a marketing concept which is designed and aimed to give particular influence among individuals or social community in living their daily life and to shift adverse behaviours to more productive behaviours. Social marketing is administered based on certain techniques and marketing principles to influence the behaviours of the target population (Kotler & Lee, 2011). Basically, marketing is a set of methods used to enhance the knowledge of target audience, allowing practitioners to develop interventions to be resonated with the expected behaviour in the forms of change of behaviours among audience.

Change of behaviour in social marketing is regarded as the outcome of knowledge exchange between marketers who offer benefit and efficient costs and the consumers who obtain benefits out of agreement and active cooperation. Social marketing is a part of marketing concept that relates to the creation of exchange activities that occur in a social relationship. Marketers can make certain contribution to other areas in which social exchange is facilitated through the implementation of relevant theories and techniques to determine and control any transactions. Social marketing dominantly focuses on the downstream in regards with individual behaviour as consumers (Kubacki et al., in press). Research on marketing should give more emphasis on environmental influence known as midstream and upstream factors instead of merely focusing on the downstream factors

(Wymer: 2011; Hoek and Jones, 2011). The downstream, midstream and upstream factors are explained in Figure 1.
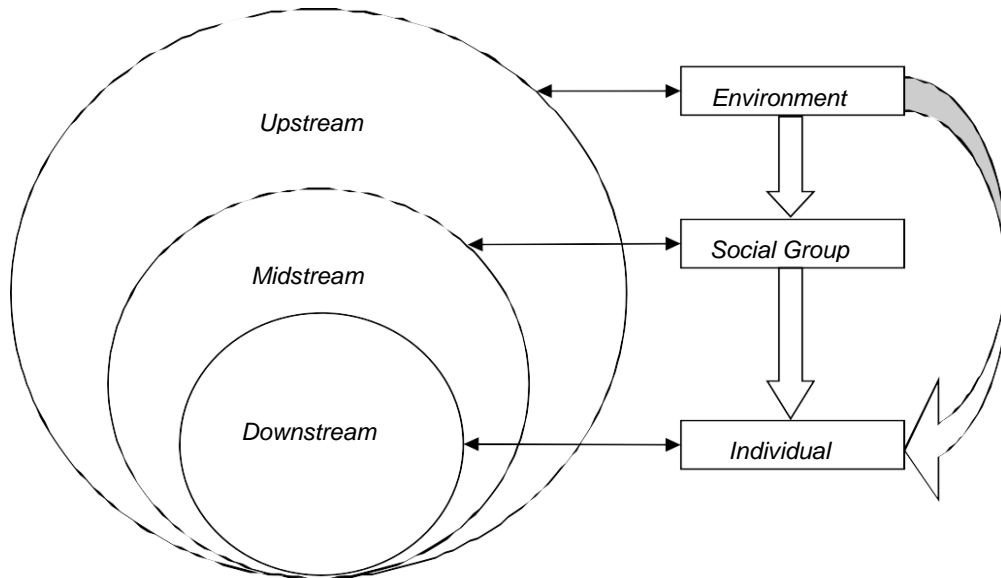

Figure 1 – Upstream, Midstream and Downstream Factors (Sources: Kotler & Lee, 2011)

It is understood from the figure that programs and research on social marketing involve 3 approaches of different factors. Those three factors simultaneously influence the social behaviours of individuals. Out of those three approaches, midstream and upstream approaches were rarely used.

As explained by Lewin (in Komalasari and Helmi, 2000), smoking habit is formed by the environment and individual factors. Thus, this habit can be influenced by other factors in the surrounding environment. Environmental factors include parental influence, family influence and peer influence. Parents have contributing factor in the form of parenting style. Parenting style strongly determines whether a child would show good attitude or bad one.

In addition to parent influence, smoking habit is also influenced by peers. An adolescents whose peers smoke tend to smoke to be accepted in the group as one of self-symbolization (Komalasari & Helmi, 2000).

Marketers usually use persuasive communication to persuade their targets, attracting them to use the offered products. According to Setiadi (2003), persuasion is an act of influencing certain person by collecting information including the psychological, sociological and cultural condition of the targets to achieve the predetermined goals. Fear Appeals belong to one of persuasive communication strategy. Mown and Minor (2002) (in Sanjaya and Kusasih, 2012) explained that Fear Appeals are warnings made to manipulate one's fear or fright upon the negative consequences of using or not using certain products offered. Fear Appeals motivate the targets to process the information that they obtained regarding the explicit and implicit emotional consequences (Shimp, 2003) including:

- Negative consequences for not using the product being advertised;
- Negative consequences from bad attitude (such as being drunk while driving).

The use of attractive point of interest also greatly affects the responses from the target audience. Marketers need to have the capability in designing effective strategy to deliver the intended message through Fear Appeals. Witte (1992) cited by Bates (2014) mentioned three factors that stimulate ones' Fear Appeals as follows:

- Fear. Fear is a negative emotion that is triggered by threats that are considered personally significant and relevant. Fear is stimulated when ones' mind find certain threats or things that attract ones' attention.
- Threat. Threat consists of two components: the level of the threat felt and the weakness of the threat. Threat holds an important role in the formation of one's fear

because a message is successfully delivered if receivers are sure that they are prone to negative impacts caused by the threat. The characteristic of messages that contain fear appeals is rather on the strength of the threat in influencing individuals.

- Efficacy. There are two components of the concept of efficacy: Response efficacy and Self-efficacy. Response efficacy refers to the success of a recommendation in preventing a threat from occurring. Meanwhile, self-efficacy is the parameter of one's ability to deal with the negative impacts as recommended. Efficacy depends on the negative impacts regarded by the targets. Efficacy reflects the effectiveness of the responses expected by message giver and targets' ability in using the solution offered in the message.

Consumer behaviour strongly associates with the studies on mankind problems. In the study of marketing, the concept of consumer behaviour is continuously developed using many approaches that enhances the interaction between producers and consumers. The American Marketing Association (in Setiadi, 2003) stated that consumer behaviour is a dynamic interaction between affection and cognition, attitude and the environment where people perform various exchange activities. Consumer behaviour is quite dynamic, implying that the behaviour of a consumer, a group of consumer and other people changes over time. Setiadi (2003) also stated that consumer behaviour is also affected by many factors which include cultural, social, personal and psychological factors.

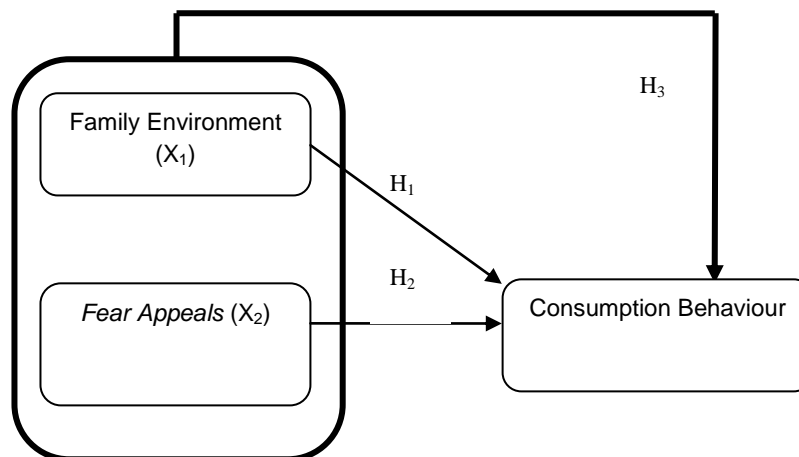The following figure presents the model of research hypotheses proposed in this research.

Figure 2 – The Model of Research Hypotheses

H_1: Family Environment has a significant partial influence on cigarette consumption behaviour among adolescents;

H_2: Fear Appeals has a significant partial influence on cigarette consumption behaviour among adolescents;

H_3: Family Environment and Fear Appeals has a significant and simultaneous influence on cigarette consumption behaviour among adolescents.

METHODS OF RESEARCH

This research was quantitatively conducted in the form of survey. Kerlinger (1973) in Sugiyono (2009) mentioned that survey is a method used in research with either large or small population, which data are obtained from samples who are selected out of the population in order to determine relative events, distribution, sociological and psychological correlation among variables. This research took place in Malang City, East Java Province of Indonesia, as the smoking behaviour among adolescents in this city is alarming. The population of this research included all adolescents who smoke and whose age ranged between 13 to 19. The exact number of the population was not determined. Therefore,

researchers used the formula proposed by Machin and Chambell (1987) to calculate the number of minimum samples, resulting in a minimum of 116 samples.

This research involved 2 independent variables and 1 dependent variable. The independent variables included Family Environment (X_1) which indicators were (1) having family members who smoke and (2) family support. Those indicators of Family Environment (X_1) were adopted from a research conducted by Komalasari & Helmi (2000). The other independent variable is Fear Appeals (X_2) measured by these indicators: (1) Fear, (2) Threat, (3) Efficacy. The Fear Appeals (X_2) indicators were adopted from the research of Witte (1992) cited by Bates (2014). Consumption behaviour is the dependent variable in this research (Y) indicated by: (1) frequency of consumption, (2) amount of consumption, (3) purpose of consumption.

Research instruments were used to measure and produce valid data in the forms of scales. A five-point Likert scale was employed in this research as mentioned by Sugiyono (2009), Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about a social phenomenon. In addition, SPSS version 22 was employed to test the validity and reliability of research data, and hypothesis testing was conducted in the form of Multiple Linear Regression analysis using GRETL application.

RESULTS OF STUDY

Questionnaires were distributed to 116 adolescent smokers in Malang City who fulfilled the predetermined population criteria; aging between 15 to 19 years old and living in Malang City. The characteristics of the respondents regarded in this research included sex, age, amount of allowance, and the early year of smoking. It is revealed that 107 smokers (92.24%) were males of 19 years old. Smokers from university students also placed the first rank (33.62%) in Malang. Numerous factors have been identified to affect the smoking consumption including peer influence. It is less surprising that university students placed first as they received monthly allowance of more than IDR 1 Million. It is also revealed that most of them had started smoking when they were in Junior High School and Senior High School. This fact implies that those adolescences had started to get familiar with cigarette when they were in the Junior High and Senior High. It can be assumed from this result that parents, government and other parties relevant to the children development have failed in protecting their children from the alarming danger of smoking.

Regression equation was used to analyse the relationship between independent variables and dependent variable. The independent variables in this study are Family Environment (X_1) and Fear Appeals (X_2) while the dependent variable is the Consumption Behaviour (Y). The multiple linear regression analysis was carried out using GRETL application which results are presented in Table 3.

Table 3 – The Results of the Multiple Linear Regression Analysis

n/n	Coefficient	Std. Error	t-ratio	p-value	
Const	15.7811	2.08450	7.571	<0.0001	***
Family Environment	0.689077	0.0826124	8.341	<0.0001	***
Fear Appeals	−0.0128704	0.0286717	−0.6582	0.5112	

Model 1: OLS, using observations 1-116.
Dependent variable: Consumption Behaviour.
Source: Primary Data Processed, 2018.

Based on Table 3. the regression equation was obtained as follows:

$$Y = 15{,}7811 + 0{,}689077\ X_1 - 0{,}0128704\ X_2$$

It can be interpreted from the above regression equation that:

A constants of 15.7811, indicates that the average Consumption Behaviour without the presence of independent variable is 15.7811.

b1 = 0.689077, shows that Consumption Behaviour will increase by 0.689077 units for each additional one unit X_1 (Family Environment). Hence, if the Family Environment increases by 1 unit, then the Consumption Behaviour will increase by 0.689077 units assuming the other variables are constant.

b2 = −0,0128704, Consumption Behaviour will decrease by −0,0128704 units for each additional one unit of X_2 (Fear Appeals). Therefore, if Fear Appeals increases by 1 unit, then Consumption Behaviour will decrease by −0,0128704 units assuming the other variables remain constant.

Regarding to the results of analysis presented in Table 3, the results of hypotheses testing using t-test are presented as follows.

The t-test between X_1 (Family Environment) and Y (Consumption Behaviour) shows t count = 8.341. While t table (α = 0.05; db residual = 113) is equal to 1,981. Because t count> t table which is 3.422> 1.981 or sig t (0.001) <α = 0.05, the effect of X_1 (Family Environment) on Consumption Behaviour is significant. This means that H0 is rejected and H1 is accepted, implying that Consumption Behaviour can be significantly influenced by the Family Environment or increases in Family Environment will lead to significant increases in Consumption Behaviour.

The t-test between X_2 (Fear Appeals) and Y (Consumption Behaviour) shows t count = 0.6582. While t table (α = 0.05; db residual = 113) is equal to 1,981. Because t count <t table is 0.6582 <1.981 or sig value t (0,000)> α = 0.05 then the effect of X2 (Fear Appeals) on Behaviour Consumption is not significant at alpha 5%. This means that H0 is accepted and H1 is rejected. Therefore, Fear Appeals has no significant effect on Consumption Behaviour.

Based on the results of multiple linear regression analysis, family environment (X_1) has a significant effect on cigarette consumption behaviour among adolescents in Malang City. These results support the research hypothesis and are also in line with results of previous research on this matter.

The habits of children are formed by imitating parents' habits (Steele, 1999; Miller, 2002; Rucibwa, 2003; Quigley et al, 2006; Commendador, 2010), including smoking habit among adolescents (Simons-Morton, 2001 ; Hill, 2005; Pampel, 2008; Skinner, 2009; Johnston, 2012; Zaloudíková, 2012). Adolescents whose parents and / or siblings who smoke have stronger tendency to become smokers. This occurs as adolescents see and become curious about the sensations and feelings from smoking that they imitate those habits. This is a negative behaviour that is imitated by a child from his parents. Meanwhile, the results a research conducted by Simons-Morton (2002) revealed that this occurs because in the process of parenting, children will imitate what is exemplified by parents. Hence, bad habits shown by parents will be emulated by the child.

Fear Appeals variable has no significant effect and it has a negative effect on consumption. This finding is quite surprising because previous research showed Fear Appeals had a significant influence on the behaviour of cigarette consumption. Fear Appeals was measured using three indicators, namely: fear, threat and efficacy. These three indicators share different relationship with cigarette consumption behaviour in adolescents.

Fear is found weak in this research as shown by the responses given by respondents. The item with the highest average value is the scary statement item on cigarette packaging. This shows that scary images on cigarette packaging can actually trigger fear among adolescents relating to smoking activity, yet it cannot reduce their willingness to smoke. Likewise, threat indicators and efficacy cannot control the behaviour of adolescents in consuming cigarettes as well.

The results of this research do not support the ones conducted by (Cauberghe, 2008; Brennan and Binney, 2009; Gallopel-Morvan, 2009; Farrelly et al, 2012) stating that anti-smoking advertisements that show scary images are effective in increasing the population of adults who try to quit smoking.

Based on the results of the regression analysis the value of F_{count} was simultaneously found at 35.31478> F_{table} 3.077 or at a sig level of F 0.000 <0.05. Therefore, the Ho stating that there is no significant positive simultaneous influence of Family Environment, Fear Appeals on Consumption Behaviour is rejected. Whereas, the Ha stating that there is a

significant positive simultaneous influence Family Environment, Fear Appeals on Consumption Behaviour is accepted.

The independent variables in this research, Family Environment and Fear Appeals have a significant and simultaneous effect on cigarette consumption behaviour in adolescents in Malang City. Both of these variables simultaneously influence cigarette consumption behaviour in adolescents, although they have a partially different direction of influence. It implies that cigarette consumption among adolescents can be carried out through upstream social marketing approach and midstream social marketing approach. Upstream social marketing approaches through scary advertisements or images still have to be carried out by the government, as well as midstream social marketing should also not be neglected by providing counselling to families not to smoke when children are around even to stop smoking at all at home.

CONCLUSION

However, this research was limitedly involved only adolescents of high school ages which results might be different if adults were included. Future researchers are encouraged to include more accurate indicators in reflecting the characteristics of adolescents. The low R square value obtained in this research indicates that there are still other variables that might influence the cigarette consumption among adolescents that can be further researched such as peer group, role model, and government policy.

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