

Exploration Study of Cigarette Consumption Behavior

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ABSTRACT

Objective is to explore the basic underlying motive on Cigarette consumption behavior of students, student opinion is Subscription Brand And Cigarette ads Cigarette price hike And Discourse As well as identifying includes the cost Yang spent per month by the student to review Cigarette consumption. Singer qualitative research is. The informant be the source of information hearts Research students in UNY Yang smoke. Hearts techniques of data analysis using qualitative descriptive study. Based on the findings of interviews, internal reasons underlying the respondents smoke is try and idly while external factors That prompted the respondents smoke is invited friends, relatives or Seeing Parents, because of environment Cigarettes And looks more attractive. Being brand prayer One Selection Considerations The Subscription with smoking ads. Price Cigarettes Become Top Considerations For respondents to review consume smoking. The costs include incurred per month for a review Cigarette consumption respondents were classified on Rp.112.500-225.000 range for a review of Cheap Cigarettes Products and Rp. 292.500 to 585.000 for a review Cigarette expensive category.

Kata Kunci: *motive, Cigarette Consumption, Brand, Advertising*