

## CIGARETTE SALES PROMOTION PATTERN AND SMOKING BEHAVIOR OF SELLERS IN MULAWARMAN UNIVERSITY, SAMARINDA

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### ABSTRACT

*Mulawarman University has the largest number of students in Kalimantan (37,000). That number has the potential to be smokers (23.6%) supported by the lack of smoke-free areas in all faculties and the high circulation of cigarettes through the retail franchises in campus area. The purpose of this study was to determine the dominant factors influencing cigarette sales of cadgers in Mulawarman University and to analyze the correlation between cigarette sales figures, types or brands of cigarettes, attributes and types of cigarette promotion media, knowledge and smoking behavior of cigarettes seller. The design of this study is quantitative research. The sampling technique in this study population of 60 units/sellers in the main campus, Mulawarman University. Statistical analysis on ordinal data using the Spearman analysis test, nominal data using contingency coefficients and ratio data using Pearson analysis. The study showed that the average cigarette sales per day are 311 cigarettes with the range (min-max) 19-1760 cigarettes per day, the type of cigarette promotion media is (55%) banners. The variables have correlation to cigarette sales are types of cigarette sales places ( $p=0.047$ ,  $R=-0.257$ ); the use of media promotion display ( $p=0.002$ ,  $R=0.390$ ) and profits from selling cigarettes in rupiah nominal ( $p=0.000$ ,  $R=0.557$ ). This study concludes that the profit of selling cigarettes and media promotion displays significantly related to the circulation of cigarettes on campus as of increasing regulation of non-smoking areas at the maximum is needed.*

**Keywords:** Sales promotion, cigarettes, smoking behavior

## POLA PROMOSI PENJUALAN ROKOK DAN PERILAKU MEROKOK PEDAGANG DI UNIVERSITAS MULAWARMAN SAMARINDA

### ABSTRAK

Universitas Mulawarman merupakan perguruan tinggi dengan jumlah mahasiswa terbesar di Kalimantan (37.000). Jumlah tersebut berpotensi sebagai perokok (23,6%) didukung dengan belum terealisasikannya kawasan tanpa rokok di seluruh fakultas serta peredaran rokok pada pedagang kaki lima maupun ritel waralaba di wilayah kampus. Tujuan dari penelitian ini adalah mengetahui faktor yang dominan mempengaruhi penjualan rokok di kios pedagang kaki lima lingkungan mahasiswa berdasarkan analisis hubungan pada variabel angka penjualan rokok, jenis atau merk rokok, atribut dan jenis media promosi rokok, pengetahuan dan perilaku merokok pedagang kaki lima. Desain penelitian ini adalah penelitian kuantitatif dengan total sampel sebesar 60 unit/pedagang. Analisis statistik pada data ordinal menggunakan uji analisis spearman, data nominal menggunakan coefisien kontingensi dan data rasio menggunakan analisis pearson. Hasil penelitian ini adalah rata-rata penjualan rokok perhari adalah 311 batang rokok dengan penjualan rokok tertinggi adalah 1760 batang, dan jenis rokok yang memiliki tingkat penjualan tertinggi adalah rokok putih, selain itu jenis media promosi rokok pada tempat dagang rokok di lingkungan Kampus Utama Universitas Mulawarman adalah (55%) spanduk dan (15%) *promotion display*. Adapun variabel yang memiliki hubungan secara statistik terhadap penjualan rokok adalah jenis tempat penjualan rokok ( $p=0.047$ ,  $R=-0.257$ ); penggunaan media promotion display ( $p=0.002$ ,  $R=0.390$ ) dan keuntungan penjualan rokok dalam nominal rupiah ( $p=0.000$ ,  $R=0.557$ ). keuntungan dari penjualan rokok dan tampilan promosi media

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secara signifikan berhubungan dengan peredaran rokok di kampus sehingga meningkatkan pengaturan area bebas rokok secara maksimal menjadi salah satu hal yang dibutuhkan.

**Kata Kunci:** Promosi penjualan, rokok, perilaku merokok

## INTRODUCTION

The ASEAN Tobacco Control Report (2015) showed that 26.6% of the population of Southeast Asia are smokers, Indonesia is the one country with the highest number of cigarette consumption in the Southeast Asia region (50.68%) who classified as active adult smokers. The prevalence of smoking in Indonesia percentage is 67.4% in men and 4.5% in women with age classifications above 15 years.<sup>1</sup> Indonesian Health Basic Research in 2013 showed that the average number of cigarettes consumed by smokers in Indonesia is 12.3 cigarettes per day with the proportion most active smokers every day at the age of 30-34 years by 33.4%.<sup>2,3</sup>

The factors that can influence the purchasing power of people's cigarettes are the mass media's exposure to promoting cigarette products with all forms of creativity and media strategies for cigarette producers as well as other factors, namely knowledge, attitudes and perceptions about smoking, exposure to mass media, lifestyle, and the environment and access towards cigarette sales.<sup>2,4</sup> Cigarettes easily items to find and legally circulate throughout Indonesia. Some locations for selling cigarette products are from roadside stalls to supermarkets where people observe the affordability of prices and places of purchase. People prefer to buy cigarette products on the side of the road, because they can buy retail and close to home, campus or workplace.<sup>2</sup> At present the tobacco industry is aggressively marketing cigarettes to young people and making them a marketing subject.<sup>5</sup>

In the process of circulation of cigarettes in the community, the cigarette seller both producers and distributors of cigarettes have marketing and promotion strategies to increase the selling power of

cigarettes. Promotional, distribution and price aspects simultaneously influence cigarette purchasing decisions. Cigarette traffickers put up media and displays of cigarette products that are displayed lined up in a shop window or cigarette sales place to make it easier for consumers to see the types of products.<sup>2,6</sup> advertisements aimed directly at consumers at the point of sale are known to influence tobacco use behavior.<sup>7</sup>

The high exposure to cigarette advertisements on television, newspapers, magazines, pamphlets, uncontrolled advertising banners has caused anxiety for the public due to increased access to information and negative exposure to cigarettes in the environment of children and adolescents for example in educational environments such as schools and colleges.<sup>8</sup> Students are the main target of the cigarette industry, where 70% of total smokers in Indonesia, start smoking before the age of 19 years and groups of students are included in this group because the average student who is active in college is between the ages of 17-22 years.<sup>9,10</sup>

The research on factors level of cigarette sales is the active role of cigarette sellers. Sales promotion girl in persuasive communication to consumers.<sup>11</sup> It is also known the characteristics of the location of cigarette sales, motivation and selling the power of wholesalers, retail as well as the cigarette promotion media, increase cigarette purchases by the public and young people groups.<sup>12</sup>

Mulawarman University is one of the universities in Samarinda, East Kalimantan with an active smoker (22.3%).<sup>13</sup> Mulawarman University is a university with the largest number of students in Kalimantan, reaching more than 37,000 people. This number has the potential to be a smoker supported by the non-realization of non-

smoking areas in all faculties and the high circulation of cigarettes through the mobilization of street vendors and retail franchises around the campus.

Some research on the smoking behavior of students and the effectiveness of the smoking area in the campus area has available,<sup>2,12,14</sup> but the specific components of the impact of the mass media, advertising attributes promotion of cigarettes and the factors that affect the sale of cigarettes in the campus area is limited. Based on this, an indepth study needs to be carried out to obtain accurate data-based assumptions to provide more comprehensive information in analyzing the dominant factors affecting cigarette sales at the Mulawarman University student street stalls. The purpose of this study is to analyze variables (cigarette sales figures, types or brands of cigarettes, types of media, sales profits, subjective perceptions, knowledge and smoking behavior of traders) in influencing the circulation of cigarettes on the Main Campus of Mulawarman University.

**METHOD**

This research was conduct by quantitative design with a survey approach. The location of this research is in the main campus area of Mulawarman University, Gunung Kelua, Samarinda Ulu, Samarinda. The location of the research point is in a radius of 1.05 km around the campus with the

consideration that the education area is a non-smoking area, based on *Peraturan Bersama Menteri Kesehatan dan Menteri Dalam Negeri No.188/Menkes/PB/I/2011No.7Tahun 2011*.<sup>15</sup>

The location of the study was selected based on the criteria of access and driveways Mulawarman, *jalan Pramuka, Perjuangan, Gelatik simpang Belatuk, M.Yamin, Suwandi* and the entire region and faculty at the University Main Campus Mulawarman. The sample in this study were all street vendors who entered within 3.35 (km) radius of the main campus area of Mulawarman University. Sample selection is limited by criteria. Inclusion criteria were (1) Street vendors including large retailers and small retailers; (2) available in the study location when the interview is conducted; (3) Communicate well; (4) Selling cigarette products; (5) Have a cigarette promotion media. The exclusion criteria were street vendors in the main campus area of Mulawarman University who unsell cigarettes. The sampling technique in this study population of 60 units/sellers in main campus in Mulawarman University.

**RESULTS**

**Demographic Characteristics**

The characteristics of cigarette sellers in the Mulawarman University main campus are bellow:

**Table 1.Characteristics of Cigarette Sellers in Mulawarman University by Age and Income**

Variables	Mean	Min	Max
Age	40.23	16	70
Income	2.314.166,-	100.000,-	15.000.000,-

**Table 2.Characteristics of Cigarette Sellers in Mulawarman University**

Variables	n = 60	Percentage
<b>Gender</b>		
Male	20	33.3
Female	40	66.7
<b>Cultural Tribe</b>		
Bugis	19	31.7
Banjar	9	15
Jawa	25	41.7
Sunda	1	1.7
Others	6	10
<b>Education Level</b>		
Uncompleted primary school	5	8.3
Primary school completed	15	25
Secondary school completed	9	15
High school completed	28	46.7
Collage or University	3	5

Based on table 1 and 2, the average age of respondents in this study were 40 years with the lowest age of cigarettes were 16 years, in addition, it is known that the average

income from the monthly selling was 2,314,166,- (Rp) with the lowest nominal income was 100,000,- (Rp) and the highest was 15,000,000,- (Rp).

**Cigarette Sales**

The following are the results of the frequency distribution of cigarette sales

variables at the main campus of Mulawarman University:

**Table 3.Cigarette Sales In Mulawarman University**

Variables	Mean/Median	Modus	Min	Max
Cigarette sales per day (bar)	311.67	160	19	1760
Cigarette sales profit per day (Rp)	300.000,-	10.000,-	0,-	2.400.000,-

Sellers who consider selling cigarettes provide the profits amounted to 91.7%, with average daily revenues from cigarette sales is

227,691,- (Rp) and the biggest income per day is 2,400,000,- (Rp)

**Table 4.Cigarette Sales In Mulawarman University**

Variables	n = 60	Percentage
<b>Type of Sales Place</b>		
Store	6	10
Shop	46	76.7
Restaurant/cafe	3	5
Kiosk	2	3.3
Street vendor	3	3
<b>The ownership of Sales Place</b>		
Own property	44	73.3
Rent	13	21.7
Others	3	5
<b>Type of Cigarette</b>		
White	60	100
Hand-rolled	0	0
Kretek	59	98.3
<b>Selling Duration</b>		
Less than 1 year	48	80
1 – 2 years	8	13.33
More than 2 years	4	6.7
<b>Perception of Profit</b>		
No	1	1.7
Undecided	4	6.7
Yes	55	91.7

The highest type of selling place is a stall at 76.7%, with ownership of the location of trade is self-owned at 73.3%. In the type of cigarettes, 100% white cigarette selling and 98.3% kretek to sell.

**Types of Cigarette Promotion Media**

The following are the types of outdoor media available at cigarette shops in the main campus area of Mulawarman University.

**Table 5. Media Promotion and Marketing of Cigarettes at the Entrance of Mulawarman University**

Variables	n = 60	Percentages
Banner	33	55
Poster	9	5
Neon Box	0	0
Wall Painting	0	0
Flyers	8	13.3
Promotion Display	9	15
Billboard	8	13.3

Based on table 3, there are types of cigarette promotion media that available at selling locations in the main campus of Mulawarman University, with 33 stalls (55%), 8 flyers attached to the sale place wall (13.3%), promotion displays as many as 9

trade places (15%) and cigarette billboards at 8 sale places (13.3%).

**The Knowledge of Smoking Dangers**

The description of the knowledge of cigarette sellers in Mulawarman University is as follow

**Table 6. The Overview of Cigarette Sellers' Knowledge about the Dangers of Smoking**

Aspek Pengetahuan	Correct		False	
	n	%	n	%
Smoking causes deteriorating health	56	93.3	4	6.7
Smoking causes a stroke	43	71.7	17	28.3
Smoking causes a heart attack	54	90	6	10
Smoking causes lung cancer	54	90	6	10
Smoking causes bronchitis	41	68.3	19	31.7
Smoking causes asthma	53	88.3	7	11.7
Smoking causes ulcers	32	53.3	28	46.7
Smoking causes impotence	38	63.3	22	36.7
Smoking does not transmit HIV-AIDS	40	66.7	20	33.3
Smoking causes pregnancy disorders	49	81.7	11	18.3
All cigarettes sold are dangerous	51	85	9	15
The main chemical substance of cigarettes is poison	46	76.7	14	23.3
Cigarettes cause addiction	51	85	9	15
Smoking also endangers the health of passive smokers	35	58.3	25	41.7
Secondhand smoke is dangerous for passive smokers	47	78.3	13	21.7
<b>The average score of knowledge (min-max)</b>	<b>76.67 (0.00 – 93.33)</b>			

Based on the table illustrating the knowledge of the dangers of smoking, that the lowest knowledge is about the concept of smoking can cause ulcers (53.3%) and the highest knowledge items are causes deteriorating health conditions (93.3%). The average score of knowledge is 76.67 with the lowest score is 0.00 and the highest is 93.33.

**Smoking behavior of Cigarettes Sellers in Mulawarman University Area**

The description of the smoking behavior of cigarettes sellers in kiosks or street stalls around Mulawarman University in table 7.

**Table 7. Seller Smoking Behavior at Mulawarman University**

Variable	n = 60	%
<b>Smoking Status</b>		
Non-smoker	50	83.4
Daily smoker	5	8.3
Occasional smoker	2	3.3
Quit smoker	3	5
<b>Type of Cigarettes</b>		
White	4	57.1
Kretek	2	28.6
Both	1	14.3
<b>Smoking Area</b>		
Inside the house	1	14.3
Outside the house	2	28.6
Both	4	57.1
<b>Primarily Smoke</b>		
<15 years old	2	28.6
15 – 16 years old	2	28.6
17 – 19 years old	1	14.3
≥ 20 years old	2	28.6
<b>The Average Cigarette Consumed</b>		
5 – 9 bars	4	57.1
10 – 14 bars	1	14.3
15 – 24 bars	1	14.3
≥ 25 bars	1	14.3

Based on table 7, it is known that there are 7 respondents who smoke and 3 respondents have quit smoking status. Based on seven respondents with smoking status, they tend to consume white cigarettes, which is 57.1% and as many as 57.1% of respondents smoke inside and outside the home. The first age of smoking is 28.6% explains each less than 15 to 16 years and more than 20 years and above.

The number of cigarettes consumed by respondents 57.1% spends 5-9 cigarettes per day.

#### The Affecting Factors of Cigarette Sales

The correlation analysis to determine the relationship between cigarette sales with the factors will describe below:

**Table 8. The Correlation Analysis**

Variable	Cigarettes Sales		
	P-value	R	Correlation
<b>Demography Characteristic</b>			
Age	0.403	0.110	-
Gender	0.944	0.009	+
Tribe	0.702	0.050	-
Education Level	0.593	0.070	+
Profit Perception	0.101	0.214	+
<b>Type of Sale</b>			
Place of Sales	<b>0.047</b>	<b>0.257</b>	-
The Ownership	0.590	0.071	+
Sale Duration	0.758	0.041	-
<b>Type of Promotion Media</b>			
Banner	0.278	0.142	+
Poster	0.898	0.017	+
Flyers	0.948	0.009	+
Promotion Display	<b>0.002</b>	<b>0.390</b>	+
Billboard	0.983	0.003	-
<b>Knowledge</b>	0.164	0.182	+
<b>The Selling Profit (Rp)</b>	<b>0.000</b>	<b>0.557</b>	+
<b>Smoking Behaviour</b>			
Smoking status	0.450	0.100	-
Type of Cigarettes	0.350	0.418	+

Based on the statistical test results in Table 6, known that the type of cigarette sales place has a weak negative correlation (-) with a coefficient value ( $R=0.257$ ) and the significance value is ( $p=0.047$ ), this explains that the type of place of trade has a place the relationship to the sales of cigarette traders, in addition it is known that the use of promotion displays at cigarette trade locations significantly ( $p=0.002$ ) is one of the factors that influence the sales of cigarette traders with a moderate (moderate) strength correlation, namely the coefficient ( $R=0.390$ ) with direction positive (+), it can be concluded that the multiple types of outdoor media promotion display used will increase the cigarette sales in trade place.

Based on the table above, information is also obtained that there is a significant relationship ( $p=0.000$ ) between sales and sales profits obtained by traders with a correlation of 0.557 or can be said to be a relationship with moderate strength (moderate) with a positive direction (+) so interpreted if the sale of cigarettes increases, the seller's profits also increase. The profit of the seller is influenced by the sales of the cigarettes themselves, cigarette traders would receive the profits from the sales that are increasing every day.

## DISCUSSION

Increased sales of cigarettes both retail and non-retail, contribute to increase number of active smokers, besides the existence of cigarette promotion media provides information that accesses to cigarettes is getting easier.<sup>12</sup> This is supported based on the results of research that obtained exposure to cigarette promotion media on outdoor media types, namely banners (55%), posters (5%), flyers (13.3%), promotion displays (15%) and billboards (13.3%) located in the sales location at a radius of 1.05 km from the outer fence of the campus area.

Dunn dan Barnan<sup>4</sup> explains that advertising is a form of non-personal

communication activities that are conveyed through the media by paying for the space used to convey persuasive messages to consumers by companies, non-commercial institutions, or interested individuals. Based on this target of cigarette sales, it is easier for students in the campus environment to access cigarettes for consumption. It is seen that the characteristics of cigarette consumers in the campus environment are (68.3%) are students and (90%) are male adults, although based on *Peraturan Bersama Menteri Kesehatan dan Menteri Dalam Negeri No. 188/Menkes/PB/I/2011 No.7(2011)*, non-smoking area is public area where declared prohibited from engaging in smoking, or producing, selling, advertising, promoting and or promoting tobacco products in education area.<sup>15,16</sup>

Smoking promotional efforts are increasingly demanding innovative health workers to apply media health promotion competitive with current cigarette advertising.<sup>17</sup> The function of cigarette advertising is as a means to introduce cigarette products to the public, which ultimately impacts increasing sales of cigarette products.<sup>2</sup> The impact on students considers cigarette advertisements and exposure to information will be normally and smoking behavior attached to them in learning activities and daily social activity.<sup>18</sup>

In this research, it is known that the factors that influence cigarette sales are the use of cigarette display promotion ( $p=0.002$ ), based on Prasetyo, Ristiyanti and John, that cigarette product displays are clearly displayed in a row in a storefront or other long store media, making it easier for research subjects to see the types of cigarette products sold.<sup>2</sup> In general, marketers rely heavily on the function of consumer vision in the marketing process. Various forms of advertising that are used, product packaging, store design, and display on the storefront are all intended to provide stimulation to the eyes of consumers.<sup>19</sup> Public expectations for a product

can be viewed on the display or trade performance this case following the display of promotion on the research that the seller uses the media to attract consumers to buy cigarettes.<sup>14,20</sup>

Another factor that also affects the sale of cigarettes in the main campus environment of Mulawarman University is the profit gained by traders when selling cigarettes. Based on the results, known that there were (91.7%) of respondents consider that sell cigarettes provide an advantage in trade and hesitation (6.7%). The Reality in the economic life of society,<sup>6</sup> cigarettes are not only popular by adults but also by teenagers and even children. Harsh conditions these teenagers can quickly become dependent on cigarettes, and they will be more like cigarettes. Every place must sell cigarettes from various brands, ranging from the cheapest to the most expensive. Many factors influence people to take up smoking, that is because of the need, family, relationships, living environment, etc.<sup>21</sup> Based on the impact on the environment and health of students, universities need to spend optimal resources on preventing the use and distribution of cigarettes.<sup>22,23</sup>

The consumer decision-making process is influenced by internal factors such as personal factors (lifestyle, work, personality, age, and life cycle stages), psychological factors, and external factors such as products, prices, places and promotions),<sup>12,24</sup> social factors (reference groups and family), cultural factors<sup>18</sup>. The danger of cigarette consumption is about 90% of lung cancer, estimated that 1 in 10 moderate smokers and 1 in 5 heavy smokers will die from lung cancer.<sup>14</sup> Smoking damage blood vessels and nicotine substances contained in cigarettes will narrow the arteries, thereby reducing blood flow and blood pressure, one of them to the penis. If someone has experienced

impotence, it can be an early warning that smoking has damaged other areas of the body.

Circulation of cigarettes is one of the common problems in order to reduce the number of active smokers, especially among college students, which is one of the educational settings. Based on *Peraturan Bersama Menteri Kesehatan dan Menteri Dalam Negeri No.188/Menkes/PB/I/2011 No. 7 (2011)*, non smoking area is public area where declared prohibited from smoking, or producing, selling, advertising, promotion and or promoting tobacco products, one of which is in the educational environment.<sup>14</sup> Despite the efforts of policy-making current campus is very strict about the area do not smoke<sup>23</sup>, however, the environment just beyond the campus, the off-campus environment, typically has abundant tobacco marketing where products are heavily marketed at the point-of-sale, making them highly visible, available, and affordable.<sup>25,26</sup>

## CONCLUSION

The dominant factors affecting cigarette sales in Mulawarman University are the location, which is accessible for student entry, selling cigarettes profits and the using of media promotion display which making it easier for the student to see the types of cigarette products. It is expected that the management of Mulawarman University can impose area free from tobacco (AFT) throughout Mulawarman University areas such as in *Banggeris* (Campus Building 1), *Flores* (Campus Building 2) and *Pahlawan* (Campus Building 3). It is also expected that cooperation in public service, as well as a Business Center Mulawarman can record and manage vendors on campus to reduce exposure to advertising or promotion of cigarettes at the University Mulawarman.



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