

Title of Thesis	A Study on Smokers Behaviour among College Students
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ABSTRACT

The main purpose of this research is to investigate the consumer behaviour that influencing the buying decision of cigarette smokers. To achieve this, different theories concerning consumer buying behaviour and factors influencing have been discussed to achieve a deeper understand of consumer behaviour. To enable comprehend the influence factors that influence the buying decision of a smoker as a consumer, a survey with questionnaires was performed. The results of the survey indicates that brand, price, availability and taste are the major factors influencing the buying decision of a smoker, with availability and brand having the most effective influence on a smoker. The research result indicated four major finding. Where the brand of a particular cigarette does give influence for smoker to make a purchase. An availability of cigarette is most important since they addicted to it. The easy access of cigarette include smuggle cigarette in the market does increase the amount of smoker among young adult even though many action has been taken. Other than that, smoker prefer the full flavour of cigarette because of the perceived that smoking such cigarette make them looks cool among their peers. The researcher suggests several recommendations for implemented. The role of government, NGO, family and society does influence the young adult behaviour. Several solution suggested to help the smoker to stop consume or smoking cigarette. Alternatives such as treatment, reward, motivate and empower the action taken by the government are the recommendation for this research.