



SI THESIS

**CONSUMER BEHAVIOR TOWARDS BUYING DECISION OF
MARLBORO CIGARETTE IN PADANG CITY**

Submitted by:

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**Consumer Behavior towards Buying Decision of Marlboro Cigarette
In Padang City**

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ABSTRACT

This research aims at examining empirically the impact of consumer behavior factors on buying decision of Marlboro cigarette in Padang city. The sample of the research is the person who consume or ever consume Marlboro cigarette which used 100 samples. The research uses primary data and secondary data. Primary data is collected by doing questionnaires distribution. Whereas secondary data is gathered from literature review. *Dependent variables* in this research is buying decision of Marlboro cigarette, product comparison, decision making and repurchasing as *intervening variables*. Whereas consumer behavior factors as *independent variable*. SPSS program application is used to analyze the data. The analysis of proposed model has met all *goodness of fit* indicator requirement, so that can be accepted as research model. Specifically, the research found some supported and unsupported findings of proposed hypothesis. First, personal factors have revealed has insignificant contrary influence on buying decision of Marlboro cigarette. Second, psychological factors have revealed has positive weak influence on buying decision of Marlboro cigarette. Third, cultural factors have revealed has insignificant contrary influence on buying decision of Marlboro cigarette. Fourth, social factors have revealed has significant and positive influence on buying decision of Marlboro Cigarette. Fifth, consumer behavior as a whole has revealed has positive influence on buying decision of Marlboro cigarette.

Skripsi ini telah dipertahankan didepan sidang penguji dan dinyatakan lulus pada tanggal: 26 November 2008.

Abstrak telah disetujui oleh penguji :

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CHAPTER I

INTRODUCTION

1.1. Research Background

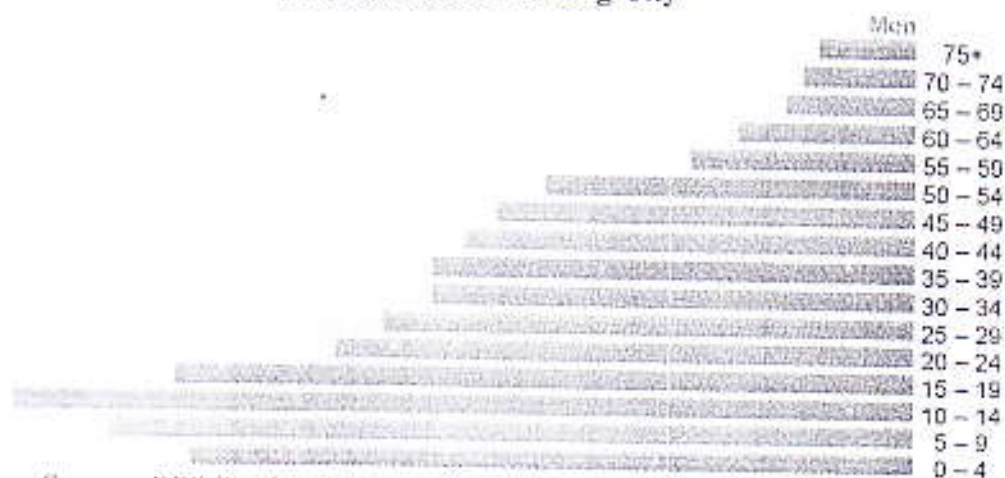
Nowadays, competition in business is becoming stricter along with the increasing number of industry which purpose of fulfilling the needs of every customer in both goods and service. The quality has become better in order to fully satisfy the customer. Government helps the society make the better condition in doing the economic activity, by making rules and regulations to control the economic activities. They have the effective role in running the development of economic, which having the intention force and stepping forward the industrialization. They make sure of increasing the level of life for the citizen.

One of the industrial sub-sector which is experiencing relatively high development is the cigarette industry. The development of cigarette industry shows a relatively fast growth, both in product size produced and also the number of the producer. This can be known by the existing various cigarette producers, such as Gudang Garam, Djarum, Sampoerna, Philip Morris, British American Tobacco (BAT), and others also the new emerging cigarette producers such as u-mild, m-mild, matra, and others, approximately in the middle of year 2005.

Marlboro is one of best product of Philip Morris Inc. which is wanted enough by the people of Padang City.

Padang City can make of one big enough of market opportunity for this cigarette product because the size of population increasing by years. West Sumatera province's total citizens in year 2004 are 4,528.242 peoples, in 2005 are 4,603.957 peoples and in 2006 are 4,632.152 peoples (BPS Sumbar, 2008). Those numbers shows the significant increase in Padang city's population growth. Generally the most potential citizen to purchase cigarette products is between ages of 20-44 years. Because the percentage of citizen in age group of 20-44 years is relatively has a big amount among the other age groups, describe in Figure 1.1.

Figure 1.1
Men Statistic In Padang City



Source: BPS Sumbar 2008

This criterion is specified because of the assumption that the people in range of that age are pertained as the productive age also the population in age group of 20-44 years old is big in the society. Besides that, marketing department of Philip Morris Inc. states that the segmentation of Marlboro cigarette is the productive younger groups, marketing is one of Philip Morris' great strengths, and

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter will explain about conclusion of research, and suggestion for future condition.

5.1. Conclusion

Based on discussion from the previous chapters, it is taken the conclusion as followed.

1. This research is done by survey trough spreading the questioners in order to know the respondent's opinions which live in Padang city about the influence of consumer behavioral factors on buying decision of Marlboro cigarette.
2. Most respondents are ages between 25-35 years, which is the range of youngster age meanwhile respondents above 35 years old is less presentation. Based on age of respondents so that the segmentation of cigarette market of Marlboro is between ages 25-35 years where in this term of age is people in productive and consumptive terms.
3. This research result concludes that not all of the consumer behavioral factors have big influence on buying decision of Marlboro cigarette. From existed four factors that are personal factors, psychological factors, cultural factors.

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