

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES (HONS)
UNIVERSITI TEKNOLOGI MARA (UiTM)

THE EFFECT OF CIGARETTES PRICE ON YOUTH SMOKING BEHAVIOR



MOHD SYUKRI BIN ALI OMAR
(2012460744)

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TABLE OF CONTENTS

LIST OF TABLE

CHAPTER 1:

1.1 Introduction	1 - 3
1.2 Problem Statement	4 - 5
1.3 Research Objectives	5
1.4 Scope of Study	6
1.5 Definition Terms/Concepts	7-8

CHAPTER 2: LITERATURE REVIEW

2.1 Literature Review	9 - 11
2.2 Conceptual Framework	12

CHAPTER 3: RESEARCH METHOD

3.1 Research Design	13
3.2 Population and Sampling	13
3.2.1 Sample Size	13
3.2.2 Sampling technique	13
3.3 Instrument and Measurement	14
3.4 Unit of Analysis	14
3.5 Data Collection	15
3.5.1 Primary Data	15
3.5.2 Secondary Data	15

CHAPTER 4: FINDINGS

4.0 Introduction	16
4.1 Profile of the respondent	17 - 19
4.2 Cronbach's Alpha reliability test	20
4.3 Test of Normality	21
4.4 Descriptive Statistic table	22
4.5 Response table	23 - 25
4.6 Cross tabulation table	26
4.7 Frequency table	27
4.8 Cross tabulation table	28
4.9 Cross tabulation table	29

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Discussion	30
5.1.1 Objective 1	30 - 32
5.1.2 Objective 2	33 - 35
5.2 RECOMMENDATION	36 - 37
5.3 LIMITATION	38 - 40
5.5 CONCLUSION	41 - 42

REFERENCES	43- 47
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APPENDICES	48- 51
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CHAPTER 1

Introduction

1.1 Introduction

Youth and smoking is become a common scene that we can see on Malaysia, where it seen for government as a social problems and also increase the government revenue as well, where based on SEATCA report from 2005 till 2011 government revenue are 892 857 143 and 1 645 569 620 US Dollar respectively (Tobacco Tax, 2014). Even though it give an good revenue but it also give an bad impact towards the social and health problems for developing countries such Malaysia, where based on past research youth smoking is particularly acute problem in Malaysia, where as many as 60% of young males from lower socio-economic are smoker (Hana Ross, Nabila A.M Al-Sanadat, 2007). Thus the objective of this study is to study the relation of cigarettes price and implication of increasing cigarettes price towards the youth smoking behaviour.

However in Malaysia there is no policy really created to control or prevent the bad habits from being sprouted into next generation of youths, it is due to loose of enforcement or less research is conduct to prove with the government the smoking prevalent (Hana Ross, Nabila A.M Al-Sanadat, 2007). It is proved through past researches that conduct on 2007 shows that percentage of smoker on 1986 is 21.5% had increase into 24.8% on 1997 where it shows 3.3% had increase from the population of Malaysia (Hana Ross, Nabila A.M Al-Sanadat, 2007). Based on the past report although the statistic are stop on 1997, shows the smoking prevalence has increase drastically and from those past research make a government to intervene on these problems by increasing the taxes of production of cigarettes, where based other