

**GRAPHIC HEALTH WARNING IN CIGARETTE PACKAGING
AND ITS INFLUENCE IN THE BUYING BEHAVIOR OF
SMOKERS IN SELECTED AREAS OF CAVITE**

THESIS

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ABSTRACT

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The study was conducted generally to describe the graphic health warning in cigarette packaging and its influence in the buying behavior of smokers in selected areas of Cavite. Specifically, it serves to determine the socio-demographic profile of the smokers; determine the level of influence of the identified factors; determine the most recognizable graphic health warning on cigarette packaging among smokers; determine the influences of graphic health warning on the smokers buying behavior; ascertain the significant difference on the level of influence of the identified factors based on the socio-demographic profiles; ascertain the significant difference on the most recognizable graphic health warning on cigarette packaging based on socio demographic profile and ascertain the significant difference on the influences of graphic health warnings on smokers buying behavior based on socio-demographic profile.

Descriptive and contingency coefficient research designs were used in the study. The study was conducted in selected areas of Cavite, namely: Dasmariñas City, General Trias City, Imus City, Rosario and Trece Martirez City. A total of 400 participants were included in the study. Data were collected through the use of survey questionnaire which were distributed to the smokers

Result of the study showed that majority of smokers were 19 years old and below; most were male (60%); majority were single (77%); obtained a college degree (80%); most of the participants are employed (46%).

The data revealed that there was no significant difference on the level of influence of the identified factors based on socio-demographic profile such as: age, sex, civil status, educational attainment and types of employment.

However, results showed that there was significant difference on most recognizable graphic health warning in cigarette packaging based on age, sex, civil status and types of employment.

Furthermore, the data revealed that there was no significant difference on the influence of graphic health warning on smokers buying behavior such as age started smoking, frequency of buying cigarette and number of sticks consumed before and after the implementation of graphic health warning based on socio-demographic profile.

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