

Changes in the Buying Behavior Patterns of Smoker University Youth in Terms of tobacco Types in Light of the Rising Prices

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Abstract

The descriptive analysis approach was used to study the change in university smokers' buying behavior patterns regarding types of tobacco in light of the rising prices. A random sample of 100 university students was selected from Tishreen University – Lattakia. After analyzing the data, the study revealed an influence on the consumer's gender and income level on their buying behavior regarding the method of smoking used (cigarettes, Narghile). As well as in terms of the average monthly expenditure on the purchase of tobacco of all kinds.

There is also an effect of the consumer's income level on their buying behavior in terms of buying and smoking imported foreign cigarettes, and it has also shown that there is an effect of the consumer's family status on their buying behavior in terms of their average monthly spending on buying tobacco of all kinds.

Results showed that 92% of the study sample confirmed that their buying behavior was affected by the increase in tobacco prices. Therefore they deliberately changed their behavior patterns to counter this increase. In comparison, 50% of those chose to reduce smoking, only 8.7% decided to quit smoking altogether, while That 41.3% chose to switch to less expensive tobacco as a solution to cope with the rising prices.

Keywords: Buying behavior, marketing, price hikes, cigarettes, tobacco

I. INTRODUCTION

Various countries have sought to mitigate the effects of high food commodity prices on their food security by mobilizing their agricultural resources, rationalizing their use, and developing productivity rates in their agricultural sectors [1]. The Syrian society is not immune to that rise, especially as it suffers from difficult social, natural, and political phenomena. And since the consumer is the main focus and basis of the marketing process, it is also the criterion by which the success or failure of the good or service provided can be judged, so most companies nowadays seek to produce products according to what they like and desires.

Whereas, the consumer plays an important role in the activity of the establishments that provide their products to him, as no establishment can succeed in

achieving its goals, except through realizing the role that the consumer plays, and what that requires of studying his behavior and predicting it to know his views and suggestions by imposing the identification of his needs, A suitable product can only be produced if it is determined to whom it is intended [2].

Also, the consumer's buying decision is affected by the economic cycle and the prevailing price levels, so when the price increase reaches high levels, political and social stability will be threatened, as the excessive and continuous increase in prices and then wages will eliminate the motivation to work and kill the incentive to invest, thus tampering with the stability of developed countries. And impedes development in developing countries [3].

The relationship between inflation and economic growth is negative and non-linear because inflation restricts economic growth to a large extent by lowering the efficiency of investment, thus lowering per capita income on the one hand; The slowdown in the economic development process the other hand [4].

The concept of marketing refers to the process by which specific people obtain everything necessary and desired by finding goods and exchanging among them [5].

As for the concept of the consumer: it is every natural or legal person who uses a good or service, and from the marketing point of view, the consumer is the main editor of everything that is produced or distributed [6].

When studying options and preferences, re.[7] asserts that among the factors that affect the consumer's decision to purchase a commodity, education level, income, cultures, and external factors (price, brand loyalty). Re. [8] defined the purchase as a decision process. The buying process goes through basic stages that change according to the purchase's nature, which are the feeling of need, information gathering, evaluation, purchase, and then post-purchase evaluation.

Based on the above and within the framework of the great importance of price, which lies in the fact that it is one of the most important elements of the marketing mix and the most flexible compared to other elements, and that it is the only element in the marketing mix that returns profits without costs, as the process of determining the price and price

competition is the first problem facing many Marketing managers, most organizations do not give the price the importance it deserves from the attention.

In this research, the impact of some personal demographic variables for university youth who smoke, namely the family's economic status (income), gender, and family status, on his buying behavior in terms of tobacco types in light of rising prices, noting that consumer behavior is affected by four factors, namely: Personal factors Cultural factors, social factors, and psychological factors. In most cases, marketing experts cannot control these factors, but they are obligated to consider them. According to re. [9], demographic variables include age, gender, education, income, type of work, family size, and residence.

1. Income: The income level of an individual or family is an important factor in its impact on buying behavior and the shopping process. It is one of the personal factors affecting the individual's choice of his products, as a person's economic situation is reflected in his choice of the commodity and his buying capabilities. If consumers' economic situation is bad, then marketing experts can make some adjustments to the commodity's characteristics and prices [5]. Marketing experts who work in marketing price-sensitive products also alerted those related to income and spending [10]. As the provision of the necessary consumer supplies depends on income through the distribution of the family's financial capabilities to achieve its necessary needs [11].

2. Gender: The consumer's needs and behavior differ according to the gender of the consumer, male or female. Family members strongly influence a buyer's behavior.

3. Family status: It determines the individual's family status, whether he is married, single, divorced, or widowed, as the focus of producers and marketers in the past was on directing efforts on the family, but they gradually discovered the importance of the sector of singles, youth and divorced people, and thus the social situation became one of the demographic variables. The task at present is to study the buying behavior [12].

This research also studies the consumer's buying behavior and the change of its patterns in light of the crisis of rising prices in terms of the tobacco market, so the buying behavior is considered as research and investigation actions that the consumer conducts to form an image of the goods that meet his needs and desires [13].

In general, the study of consumer behavior is not intended to set the rules that he must adhere to in his actions, but rather to consider the consumer's activities as the starting point in studying his economic behavior. Thus, the consumer behavior theory is a descriptive theory that describes the consumer's economic behavior based on the premise that a consumer is a rational person who aims to

achieve The maximum possible satisfaction of his income.

The research's importance lies in the fact that it deals with a very important issue, namely, the youth sector, which occupies a fair number of consumers. Its importance is also due to its consideration of the study of changing patterns of buying behavior of university smokers in terms of tobacco types in light of rising prices. The practical importance stems from the importance of studying Consumer buying reactions and actions according to the current economic conditions and identifying the new buying patterns that emerged during this period as a result of the rise in prices and the widening gap between it and the consumer's income.

The research aims to achieve the following:

1. Identify some of the personal characteristics of university youth who smoke, such as monthly income, place of residence, gender, family status.
2. Identify some of his buying behavior patterns in light of the rising price crisis, in terms of marketing types of tobacco.
3. A presentation of the patterns of response of university youth who smoke to changes in prices and the extent of their awareness in dealing with that.

II. MATERIALS AND METHODS

The research was conducted, during the year 2020, at the Faculty of Agriculture, Tishreen University, Lattakia Governorate.

A. Study Samples:

The study was conducted on a random sample of 100 male and female smokers at the university, where a dedicated questionnaire was designed for this purpose and distributed to students from different specializations in the College of Agriculture. The questionnaire form included the following points:

- a. Personal characteristics (demographic factors) for university youth who smoke and the factors affecting their behavior: gender, age, marital status, monthly income, residence address.
- b. Average monthly expenditure on buying tobacco of all kinds, and its percentage from the monthly income.
- c. Their behavior patterns in terms of smoking method (cigarettes, Narghile), and the preferred types of tobacco in light of the rising prices.

B. Statistical Analysis:

Data were analyzed using the statistical program SPSS, where a complete randomization system was used in the analysis of variance. Thus we used the significance test F (ANOVA) at the significance level ($0.05 = \alpha$) to test the research hypotheses.

C. Research Hypotheses:

The study relied on a number of hypotheses that aimed to know the extent of the impact of some demographic variables on the consumer buying behavior of university youth in terms of marketing tobacco in light of the rising prices, given that the consumer follows rational behavior, and the stability of his taste and income during the study period. Hypotheses were as following:

- There is an influence on the gender of the consumer (university student) on his buying behavior in terms of the method of smoking used (cigarettes, Narghile).
- There is an effect on the income of the consumer (university student) on his buying behavior in terms of the method of smoking (cigarettes, Narghile).
- There is an effect on the consumer's income (university student) on his buying behavior in terms of buying and smoking imported foreign cigarettes.
- There is an impact on the income of the consumer (university student) on his buying behavior in terms of his monthly spending rate on tobacco purchases of all kinds.
- There is an influence on the sex of the consumer (university student) on his buying behavior in terms of his monthly spending rate on tobacco purchases of all kinds.

- There is an impact of the consumer's family situation on his buying behavior in terms of his monthly spending rate on tobacco purchases of all kinds.

III. RESULTS AND DISCUSSION

After collecting the required data by distributing the research questionnaire to a number of university smokers, the data was entered into the computer and processed using the SPSS program, and the following results appeared:

A. Study Variables:

The percentages and frequencies were extracted for the characteristics of the sample members: a place of residence, education, age, workplace, number of family members, and monthly income, and these demographic variables are the variables of the independent study, which we will study if there is an effect of these independent variables on the dependent variables, from During testing hypotheses of influence.

Table (1) shows the distribution of the representative study sample for university youth at the Faculty of Agriculture at Tishreen University according to the sample members' characteristics and their demographic variables.

Table (1): The distribution of the study sample according to gender, age, marital status, monthly income, and residence address.

Statement	Category	Repetition	%
The gender	Male	68	68
	female	32	32
	Total	100	100.0
Age	Less than 25 years old	66	66
	25 years and over	34	34
	Total	100	100.0
Family status	Single	94	94
	Married	4	4
	divorce	2	2
	Total	100	100.0
Monthly income (S.P.)	Less than 50 thousand SP	8	8
	From 50 thousand to 100 thousand	42	42
	100 thousand and above	50	50
	Total	100	100.0
Residence address	the countryside	62	62
	City	38	38
	Total	100	100.0

Source: field survey data.

Table (1) shows that 68% of the study sample are males, given that smoking is more common among males than females. It also shows that 66% of the study sample is less than 25 years old, which is required for university students. At the same time, we note that 34% are over the age of 25 years, as some of them justify this age because they are postgraduate students, while others refer to the Syrian crisis and its economic and social consequences.

The study statistics showed that 94% of university youth are celibate, 4% are married, and 2% divorced (Table 1). We note that the bachelorette group formed the largest percentage because the study population is the university student community, and in general, these are not financially independent from their parents, And they are unable to form a family yet and spend on its needs. On the other hand, the deteriorating economic conditions play an important

role in not allowing young people to think about marriage because they are unable to secure the requirements of life.

We also find that only 8% had a monthly income of less than 50 thousand Syrian pounds due to their dependence on one source of income. In comparison, 92% had a monthly income of more than 50 thousand. More than 50% of these people had a monthly income of more than 100 thousand Syrian pounds due to the multiplicity Sources of income, considering that 62% of the study sample are rural residents and own agricultural holdings, which justifies the existence of additional income.

Also, the percentages and frequencies of the average monthly spending on tobacco purchases were extracted. In Table (2), the results obtained are presented.

Table (2): The study sample's distribution according to the average monthly spending on tobacco purchase.

Statement	Category	Repetition	%
Average monthly spending On buying tobacco (S.P.)	Less than 10 thousand	18	18
	10-20 thousand	34	34
	From 20-30 thousand	28	28
	30 thousand and above	20	20
	Total	100	100.0

Source: field survey data.

It is evident from the table (2) that 62% of the study sample spends between 10-30 thousand Syrian pounds per month on buying tobacco of all kinds, which is a high rate compared to the nature of wages and monthly incomes. It is also an indication of the rising prices of tobacco from cigarettes and hookah to Narghile.

The percentages and frequencies of some consumer buying behavior patterns were extracted, related to his preferences for the smoking method used, the types of tobacco used, and for smoking

imported foreign cigarettes. Table (3) shows that about 56% of the sample used to smoke Narghile, and this explains that the majority of young people consider Narghile to be a means of entertainment and entertainment, especially in family meetings or friends' sit-downs, as well as while watching sports matches on television, and because females and males smoke Narghile. Simultaneously, we find numbers Few females smoke cigarettes, which also explains the more significant percentage of hookah smokers than cigarette smokers.

Table (3): The distribution of the study sample according to his preferences for smoking method, types of tobacco consumed, and his smoking of imported foreign cigarettes.

Smoking method	Consumer favorite types of tobacco	Repetition	%
Narghile	Nakhla Molasses	24	24
	Mazaya Molasses	28	28
	Homemade molasses	2	2
	Total	54	54
Cigarettes	local, national Bouake	6	6
	Foreign imported Bouake	30	30
	Local tobacco for manual wrapping	10	10
	Total	46	46
Total		100	100.0

Source: field survey data.

Results showed the superiority of the imported molasses (Mazaya or Nakhla) over the homemade molasses (Table 3). We also note that the preference

for imported foreign cigarettes is superior to local cigarettes, despite the rising prices of imported species compared to the local ones, despite the

impact of behavior. The majority of the study sample is high in prices.

As Table (4) shows that 92% of the study sample confirmed that their buying behavior was affected by the rising tobacco prices, and therefore they deliberately changed their behavior patterns to counter this increase, each in his way, while 50% of

these people chose to reduce smoking, only 8.7% chose to quit From smoking altogether, while 41.3% chose to switch to less expensive tobacco products, as a solution to face the rising prices, and this explains the high percentage of smokers for Al Mazaya 28% compared to smokers for Nakhla honey 24%.

Table (4): The study sample's distribution according to its vulnerability to the increase in tobacco prices and the method of influencing its buying behavior patterns.

Statement	Category	Repetition	%
Has the rise in tobacco prices affected your buying behavior?	yes	92	92
	no	8	8
	total	100	100.0
How to influence buying behavior patterns	Quit Smoking	8	8.7
	Cut back on smoking	46	50
	Switch to less expensive brands	38	41.3
	total	92	100.0

Source: field survey data.

B. Discussing the study hypotheses:

a) First hypothesis:

In order to study the validity of the hypothesis that: [There is an effect of the sex of the consumer (university student) on his buying behavior in terms of the method of smoking used (cigarettes, Narghile)], the data were analyzed using a complete

randomization system, and F-test at the level of significance ($\alpha = 0.05$). Table (5) shows an analysis of the variance in the influence of the consumer's gender on his buying behavior in terms of the method of smoking used (cigarettes, Narghile).

Table (5): Analysis of variance (ANOVA) in the influence of the consumer's gender on his buying behavior in terms of smoking method (Cigarettes, Narghile)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.111	1	9.111	57.493	0.00
Within Groups	15.529	98	0.158		
Total	24.640	99			

Source: field survey data.

It is evident from Table (5) that the value of Sig (0.0) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected. The alternative hypothesis that says that there is an influence of the consumer's gender on his buying behavior in terms of the method of smoking used (cigarettes, Narghile) is accepted because females Males smoke Narghile equally. In contrast, few females smoke cigarettes compared to males.

b) Second hypothesis:

In order to study the validity of the hypothesis: [There is an effect of consumer income (university student) on his buying behavior in terms of the method of smoking used (cigarettes, Narghile)], the data were analyzed using a complete randomization system, and F-test at the level of significance ($\alpha = 0.05$). Table (6) shows an analysis of the variance in the impact of the consumer's income on his buying behavior in terms of the method of smoking used (cigarettes, Narghile).

Table (6): Analysis of variance (ANOVA) in the influence of consumer income on his buying behavior in terms of smoking method (Cigarettes, Narghile).

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.569	2	1.284	5.644	0.005
Within Groups	22.071	97	0.228		
Total	24.640	99			

Source: field survey data.

It is clear from Table (6) that the value of Sig (0.005) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected. The alternative hypothesis is accepted that says that there is an effect of the consumer's income on his buying behavior in terms of the method of smoking used (cigarettes, Narghile).

c) Third hypothesis:

In order to study the validity of the hypothesis that: [There is an effect of consumer income

(university student) on his buying behavior in terms of buying and smoking imported foreign cigarettes], the data were analyzed using a complete randomization system, and an F test at the significance level ($0.05 = \alpha$). Table (7) shows an analysis of the variance in the impact of consumer income (university student) on his buying behavior in terms of buying and smoking imported foreign cigarettes.

Table (7): Analysis of variance (ANOVA) in the impact of consumer income (university student) on his buying behavior in terms of buying and smoking imported foreign cigarettes.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.204	2	1.102	5.687	0.005
Within Groups	18.796	97	0.194		
Total	21.000	99			

It is evident from Table (7) that the value of Sig (0.005) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected, and the alternative hypothesis is accepted that says that there is an effect on the income of the consumer (college student) on his buying behavior in terms of buying and smoking imported foreign cigarettes. It is logical that a consumer with a higher monthly income has more ability to buy imported foreign cigarettes at a higher price than a low-income consumer.

d) Fourth hypothesis:

In order to study the validity of the hypothesis that: [There is an effect of consumer income (university student) on his buying behavior in terms of his average monthly spending on buying tobacco of all kinds], the data were analyzed using a complete randomization system, and an F test at the level of significance ($\alpha = 0.05$). Table (8) shows an analysis of the variance in the impact of the consumer's income (university student) on his buying behavior in terms of his average monthly spending on tobacco purchase of all kinds.

Table (8): Analysis of variance (ANOVA) in the impact of consumer income (university student) on his buying behavior in terms of his average monthly spending on buying tobacco of all kinds.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.334	2	3.167	3.245	0.043
Within Groups	94.666	97	0.976		
Total	101.000	99			

Source: field survey data.

It is evident from Table (8) that the value of Sig (0.043) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected, and the alternative hypothesis is accepted that says that there is an effect of the income of the consumer (university

student) on his buying behavior in terms of his monthly spending rate on the purchase of all tobacco Types, where the higher the consumer's income (the smoker college student) increases the rate of his monthly spending on the purchase of tobacco, and

vice versa, the lower the average income of the consumer, the lower the rate of his spending on tobacco, as a result of the increase in its prices, and this explains why 91.3% of those affected by the rise in prices resorted to Reduce the startup or switch to less expensive varieties.

e) Fifth hypothesis:

In order to study the validity of the hypothesis that: [There is an effect of the sex of the consumer

(university student) on his buying behavior in terms of his average monthly spending on the purchase of tobacco of all kinds], the data were analyzed using a complete randomization system, and an F test at the significance level ($0.05 = \alpha$). Table (9) shows an analysis of the discrepancy in the impact of the gender of the consumer (university student) on his buying behavior in terms of his average monthly spending on the purchase of tobacco of all kinds.

Table (9): Analysis of variance (ANOVA) in the impact of the sex of the consumer (university student) on his buying behavior in terms of his average monthly spending on buying tobacco of all kinds.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.618	1	6.618	6.871	0.01
Within Groups	94.382	98	0.963		
Total	101.000	99			

Source: field survey data.

Table (9) shows that the value of Sig (0.01) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected, and the alternative hypothesis is accepted that says that there is an influence of the gender of the consumer (university student) on his buying behavior in terms of his monthly spending rate on the purchase of all tobacco. It is logical, given that the rate of female spending on buying tobacco is less than that of males.

f) Sixth hypothesis:

In order to study the validity of the hypothesis that: [There is an effect of the consumer's family situation on her buying behavior in terms of his average monthly spending on buying tobacco of all kinds], the data were analyzed using a complete randomization system, and an F test at the level of significance ($0.05 = \alpha$). Table (10) shows an analysis of the variance in the impact of the consumer's family situation on his buying behavior in terms of his monthly spending rate on the purchase of tobacco of all kinds.

Table (10): Analysis of variance (ANOVA) on the impact of the consumer's family situation on his buying behavior in terms of his average monthly spending on buying tobacco of all kinds.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.511	2	4.255	4.463	0.014
Within Groups	92.489	97	0.953		
Total	101.000	99			

Source: field survey data.

It is evident from Table (10) that the value of Sig (0.014) is smaller than the value of $\alpha = 0.05$, and therefore the null hypothesis is rejected, and the alternative hypothesis is accepted that says that there is an effect of the consumer's family situation on his buying behavior for a party destined for his monthly spending on the purchase of tobacco of all kinds, so the consumer The married consumer spends less on the purchase of tobacco compared to the single consumer, due to the presence of family obligations that have priority over smoking.

IV. CONCLUSION

The results of the study showed the following:

- The single group constituted the largest percentage, 94%, considering that the study population is a university students' community. In general, these are not financially independent from their parents and cannot form a family yet.
- 62% of the study sample spends between 10-30 thousand Syrian pounds per month on buying tobacco of all kinds, which is a high rate compared to wages and monthly incomes.
- The preference for imported molasses (Mazaya or Nakhla) is superior to the locally made honey.

The preference for imported foreign cigarettes is superior to local cigarettes, despite the rising prices of imported species compared to the local ones.

- That 92% of the study sample confirmed that their buying behavior was affected by the rise in tobacco prices. Therefore they deliberately changed their behavior patterns to counter this increase, each in his way, while 50% of those chose to reduce smoking, only 8.7% chose to quit smoking altogether. In comparison, 41.3% chose to switch to less expensive tobacco products as a solution to cope with the rising prices.
- There is an influence on the consumer's gender and income level on his buying behavior in terms of the method of smoking used (cigarettes, Narghile).
- There is an influence on the gender of the consumer and his income level on his buying behavior in terms of his monthly spending rate on the purchase of tobacco of all kinds.
- There is an effect on the consumer's income level on his buying behavior in terms of buying and smoking imported foreign cigarettes.
- There is an effect of the consumer's family situation on his buying behavior in terms of his average monthly spending on tobacco purchases of all kinds.

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