



THE EFFECT OF SALE PRONENESS ON CONSUMER RESPONSE TO QUITLINE-BASED SMOKING QUIT SERVICE ADVERTISEMENTS

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ABSTRACT

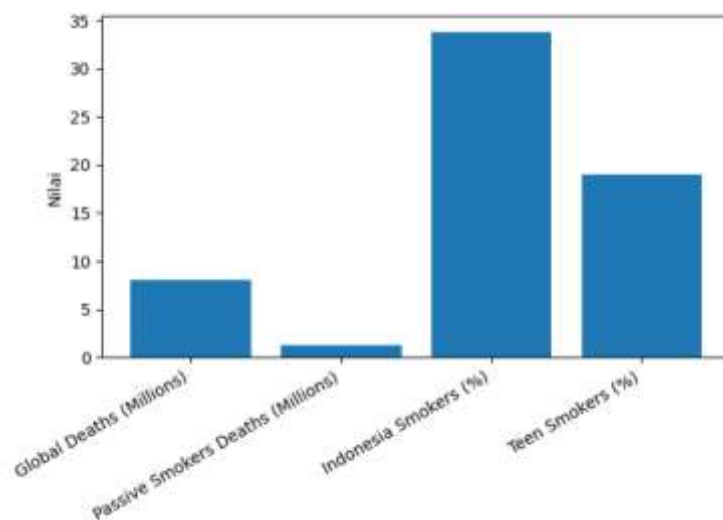
This study aims to analyze the effect of sales proneness on consumer responses to quitline-based smoking cessation service advertisements. Smoking behavior remains a serious public health problem in Indonesia and globally, so effective communication strategies are needed to encourage behavior change, one of which is through public service advertisements combined with quitline services. This study uses a quantitative approach with a survey method and explanatory research design to test the causal relationship between the sales proneness variable as the independent variable and consumer responses as the dependent variable. Data were collected through a Likert-scale questionnaire from respondents who had been exposed to smoking cessation service advertisements, then analyzed using validity and reliability tests, descriptive analysis, and simple linear regression. The results showed that sales proneness had a positive and significant effect on consumer responses with a significance value of $0.000 < 0.05$ and a regression coefficient of 0.65. In addition, the coefficient of determination (R^2) value of 0.420 indicates that sales proneness is able to explain 42% of the variation in consumer responses, while the rest is influenced by other factors outside the study. These findings indicate that individuals with a high propensity for persuasive stimuli respond more readily to smoking cessation advertisements, both in terms of attention, attitude, and behavioral intention. Therefore, psychological factors such as sales proneness are crucial in designing more effective and targeted health communication strategies to support smoking reduction efforts in the community.

Keywords: Sale proneness, consumer response, public service announcements, quitline.

INTRODUCTION

Smoking is a social and health phenomenon that remains a serious concern in various countries, including Indonesia. Smoking habits are influenced not only by individual factors but also by the social environment, culture, and the increasingly powerful influence of the media. In everyday life, cigarettes are often associated with symbols of maturity, relaxation, and even social interaction, making them difficult to completely eliminate from society. Furthermore, the ever-growing cigarette industry, with its various marketing strategies, also reinforces this behavior within society. (Janitra, 2024) As a result, despite various efforts to reduce cigarette

consumption, the prevalence remains quite high and tends to be difficult to significantly reduce.



Globally, cigarette consumption has a significant impact on public health and is one of the leading causes of preventable death. According to data from the World Health Organization (WHO), more than 8 million people die each year from smoking, of which approximately 1.2 million are passive smokers exposed to secondhand smoke. In Indonesia, the prevalence of smoking reaches approximately 33.8% of the total population, according to Riskesdas data, and this figure shows an increasing trend, especially among adolescents. In fact, approximately 19% of adolescent boys are reported to be active smokers, indicating that smoking has reached an increasingly younger age group. (Advertisement et al., 2023) This situation is certainly very worrying because the earlier someone starts smoking, the higher the risk of dependence and long-term health impacts.

Figure 1. Survey of the Impact of Cigarette Consumption (Global Data and in Indonesia)

The graph shows the significant impact of cigarette consumption both globally and in Indonesia, where the number of deaths due to cigarettes globally reaches more than 8 million people per year, including approximately 1.2 million of whom are passive smokers who are affected even though they do not smoke directly. Meanwhile, in Indonesia, the prevalence of smoking remains very high, at around 33.8% of the total population, indicating that almost a third of Indonesians are active smokers. Even more worrying, approximately 19% of adolescent boys have become smokers, indicating that the smoking habit has reached an increasingly younger age. These data collectively confirm that smoking is not only an individual health problem, but also a serious public health problem that requires more attention and effective intervention. (Campaign & Indonesia, 2020).

The negative impacts of smoking are not limited to individual health issues but also extend to broader economic and social aspects. Diseases caused by smoking, such as lung cancer, heart disease, and respiratory disorders, require enormous medical costs. In Indonesia, the economic burden of smoking is estimated to reach hundreds of trillions of rupiah annually, encompassing direct costs such as medical treatment and indirect costs such as lost work productivity. Furthermore, exposure to secondhand smoke also impacts passive smokers, including children and women living in smoking families. This demonstrates that the impacts of smoking are multidimensional and detrimental not only to individuals but also to society as a whole.(Arifani & Setiyaningrum, 2021).

To address these issues, various strategies have been developed by governments and health institutions, one of which is through a health communication approach. Public service advertising (PSA) is considered an effective medium for conveying messages about the dangers of smoking and the importance of quitting. These advertisements are typically designed with a persuasive, informative, and emotional approach, thereby capturing public attention and influencing their attitudes toward smoking. Furthermore, the use of mass media such as television, radio, and digital media allows these messages to reach a wider audience. However, the effectiveness of these advertisements depends heavily on how the message is structured and how the audience responds to it.

Along with the development of technology and communication, approaches to health campaigns have also undergone significant innovation. One such innovation is the presence of quitlines, which are telephone-based or digital platform-based smoking cessation counseling services. These services provide individuals who want to quit smoking with easy, direct support without having to visit a health facility. In various developed countries, quitlines have been shown to increase smoking cessation success rates by up to 20–30%, especially when combined with effective advertising campaigns. This demonstrates that integrating communication media and support services can have a more optimal impact on behavior change.(Wismantoro et al., 2025).

Despite various efforts, not all individuals respond equally to public service announcements. Some individuals are immediately moved to quit smoking after seeing an advertisement, while others show no response at all. This difference indicates that responses to messages are strongly influenced by individual characteristics, both demographic and psychological. Factors such as age, education level, smoking experience, and personal motivation also influence how a person interprets the message they receive. Therefore, it is important to understand the factors that can influence these responses so that communication strategies can be designed more effectively.

In consumer behavior studies, one relevant concept to explain these differences in response is sales proneness. This concept refers to an individual's tendency to be more easily attracted to and respond to promotional stimuli or persuasive messages. Individuals with high levels of sales proneness are typically more sensitive to messages that emphasize specific benefits or advantages. In the context of public

service advertising, this concept can be adapted to understand how individuals respond to health messages aimed at changing behavior. (Martalius Peli, 2020) In other words, sale-proneness can be an important factor in determining the effectiveness of an advertisement.

Previous research has shown that sale proneness has a significant influence on consumer attitudes and behavior. (Immanuel & Mustikarini, 2020) found that individuals with high levels of sale proneness tend to be more responsive to advertising and have a more positive attitude toward the message conveyed. In addition, research by (Email, 2023) showed that persuasively designed health campaigns were able to increase attention and behavioral intentions by more than 25%. This finding suggests that individual psychological characteristics play a significant role in determining the success of a communication campaign. In research conducted by (Janitra, 2024) Research has shown that using emotional approaches and calls to action in smoking cessation advertisements can significantly increase audience engagement. Advertisements that appeal to emotions and provide a direct call to action tend to be more effective in encouraging individuals to take concrete action. In the context of quitline services, effective campaigns can even increase the number of calls by up to 200% over a specific period. This demonstrates that appropriate message design can have a significant impact on public response.

In Indonesia, although quitline services have been introduced as part of tobacco control strategies, utilization remains relatively low. Data shows that only around 10–15% of the public are aware of their existence, and even fewer actually use them. This situation indicates a gap between service provision and public response. Therefore, a more effective communication approach is needed to ensure that messages about these services are received and responded to effectively by the public. Differences in response between individuals indicate that psychological factors, including sales proneness, play a significant role in determining the effectiveness of a message. Individuals with high levels of sales proneness may be more easily attracted to messages highlighting the benefits of quitting smoking, such as improved health and cost savings. Conversely, individuals with low levels of sales proneness may require a different approach to ensure the message is well received. This suggests that communication strategies cannot be generalized to all individuals.

From a social marketing perspective, understanding audience characteristics is key to designing an effective communication strategy. This approach emphasizes the importance of understanding the needs, preferences, and behaviors of the target audience before designing communication messages. By understanding factors such as sales-proneness, health campaigns can be designed more precisely and reach various segments of society. This is crucial considering that the success of a campaign is determined not only by the content of the message, but also by how it is received by the audience. (Hidaya, 2024).

Based on this description, it is clear that efforts to control smoking behavior require an approach that focuses not only on service provision but also on effective communication strategies. Understanding the factors influencing consumer response is crucial to increasing the success of smoking cessation campaigns. Therefore, a study

of the influence of sales proneness on consumer response to quitline-based smoking cessation service advertisements is relevant to contribute to the development of more effective and targeted health communication strategies.

RESEARCH METHODOLOGY

This study uses a quantitative approach with a survey method to examine the influence of the sales proneness variable on consumer responses to quitline-based smoking cessation service advertisements. The quantitative approach was chosen because this study focuses on measuring the relationship between variables objectively and in a structured manner using numerical data. The type of research used is explanatory research, which aims to explain the causal relationship between the independent and dependent variables. (Sugiyono, 2020) In this case, sale proneness, as the independent variable, is suspected to influence consumer response, as the dependent variable. This study also used a cross-sectional design, where data was collected at a specific point in time without any special treatment for respondents, thus reflecting the actual conditions at the time of the study.

The population in this study was people who had been exposed to smoking cessation service advertisements, particularly those based on quitlines, whether through television, social media, or other digital platforms. The sampling technique used was purposive sampling, which is a technique for determining samples based on certain criteria predetermined by the researcher, such as respondents who are aware of or have seen smoking cessation service advertisements. The sample size in this study was adjusted to the needs of statistical analysis, generally ranging from 100 to 200 respondents so that the data obtained was sufficiently representative and could be processed validly. The research instrument used was a questionnaire with a five-point Likert scale, which was used to measure the level of sale proneness and consumer response, which included aspects of attention, understanding, attitude, and behavioral intention.

Data collection techniques were conducted through the distribution of questionnaires in person and online using platforms such as Google Forms, making it easier for researchers to reach a wider range of respondents. The collected data were then analyzed using statistical analysis techniques, such as validity and reliability tests to ensure the quality of the research instruments, and simple linear regression analysis to examine the effect of sale proneness on consumer responses. Furthermore, classical assumption tests, such as normality and heteroscedasticity tests, were also conducted to ensure that the regression model used met the analysis requirements. (Rukminingsih, 2020) The results of this analysis are then interpreted to determine the extent of influence of the independent variables on the dependent variable, thereby providing relevant conclusions and serving as a basis for developing more effective health communication strategies.

RESULTS AND DISCUSSION

Research result

This section presents the results of a study conducted to determine the effect of sales proneness on consumer responses to quitline-based smoking cessation service advertisements. The data were obtained from questionnaires distributed to

respondents who met the research criteria and then processed using statistical analysis techniques to obtain an objective and accurate picture. The presentation of the research results includes respondent characteristics, instrument validity and reliability tests, descriptive analysis, and hypothesis testing using simple linear regression analysis. All results are presented in tabular and narrative form to facilitate understanding of the research findings and provide a clear picture of the relationships between the variables studied.

Table 1. Respondent Characteristics

No	Characteristics	Category	Amount	Percentage
1	Age	17-20 years	40	33%
		21-25 years	42	35%
		26-30 years	38	32%
2	Gender	Man	70	58%
		Woman	50	42%
3	Media Exposed	Social media	66	55%
		Television	36	30%
		Other	18	15%

Based on Table 1, it can be seen that the majority of respondents were in the 21-25 age range, with a percentage of 35%. This indicates that respondents are predominantly from the productive age group who actively access information, particularly through digital media. In terms of gender, male respondents were more dominant, at 58% compared to female respondents at 42%. Furthermore, the media most frequently used by respondents to view advertisements for quitline-based smoking cessation services was social media at 55%, followed by television at 30%, and other media at 15%. These data indicate that social media plays a significant role in disseminating health messages.

Table 2. Validity Test Results

Variables	Item	r count	r table	Information
Sale Proneness	X1	0.521	0.179	Valid
	X2	0.603	0.179	Valid
	X3	0.577	0.179	Valid
Consumer Response	Y1	0.610	0.179	Valid
	Y2	0.645	0.179	Valid
	Y3	0.589	0.179	Valid

Based on Table 2, all statement items in the sale proneness and consumer response variables have calculated r values greater than the table r, namely 0.179. This indicates that all questionnaire items are valid and able to accurately measure the variables studied. Therefore, the research instrument can be used for further analysis without the need for item deletion.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Information
Sale Proneness	0.82	Reliable
Consumer Response	0.85	Reliable

Based on Table 3, the Cronbach's Alpha value for the sale proneness variable is 0.82 and for the consumer response variable is 0.85. These values are greater than 0.60, indicating that all variables in this study have a high level of reliability. This indicates that the research instrument consistently measures the same variables repeatedly.

Table 4. Descriptive Analysis Results

Variables	Mean	Category
Sale Proneness	3.72	Tall
Attention	3.90	Tall
Comprehension	3.60	Currently
Attitude	3.80	Tall
Behavioral Intention	4.10	Tall
Consumer Response	3.85	Tall

Based on Table 4, it is known that the sales proneness variable has an average value of 3.72, which is included in the high category. This indicates that respondents have a tendency to respond well to persuasive messages. Meanwhile, consumer response is also in the high category with an average value of 3.85. When viewed from each indicator, the behavioral intention aspect has the highest value at 4.10, indicating that respondents have a tendency to take action after seeing the advertisement. However, the comprehension aspect has a lower average value of 3.60, indicating that some respondents still do not fully understand the content of the message in the advertisement.

Table 5. Simple Linear Regression Test Results

Variables	Coefficient (B)	Sig.	Information
Constant	1.25	0,000	-
Sale Proneness	0.65	0,000	Significant

Based on Table 5, the regression analysis results show that the sales proneness variable has a coefficient value of 0.65 with a significance value of 0.000, which is less than 0.05. This indicates that sales proneness has a positive and significant effect on consumer response. This means that the higher an individual's level of sales proneness, the higher the response to quitline-based smoking cessation service advertisements.

Table 6. Coefficient of Determination

R	R Square (R ²)	Information
0.648	0.420	Influence 42%

Based on Table 6, the R Square (R²) value of 0.420, or 42%, indicates that the sales proneness variable can explain 42% of the variation in consumer responses. Meanwhile, the remaining 58% is influenced by other variables outside this study. This indicates that although sales proneness has a fairly strong influence, other factors also play a role in influencing consumer responses.

Based on all the analysis results that have been conducted, it can be concluded that the variable of sales proneness plays a significant role in influencing consumer response to quitline-based smoking cessation service advertisements. This is evident from the results of the regression test, which shows a positive and significant influence, and is supported by the coefficient of determination value, which shows a

contribution of 42% to the variation in consumer response. Furthermore, the results of the descriptive analysis also show that both the level of sales proneness and consumer response are in the high category, indicating that respondents tend to be interested in persuasive messages and provide a fairly good response to the advertisements presented. Thus, these findings reinforce that individual psychological factors are one of the important aspects in determining the success of a communication message.

Overall, the results of this study indicate that the effectiveness of public service advertisements, particularly in the context of smoking cessation, is determined not only by the content of the message but also by the characteristics of the audience receiving it. Therefore, communication strategies used in health campaigns need to be designed with factors such as sales proneness in mind, so that the messages delivered are more targeted and able to encourage real behavior change. The results of this study are expected to serve as a reference for the development of more effective health communication strategies, as well as serve as a basis for further research to examine other factors that influence consumer responses to public service advertisements.

Discussion

The results of the study indicate that sales proneness has a positive and significant influence on consumer response to quitline-based smoking cessation service advertisements. This finding indicates that individuals with a high propensity for promotional stimuli are more likely to be attracted to and respond to messages conveyed in public service advertisements. In this context, although the advertisements studied were not commercial advertisements, the persuasive approach used was able to produce effects similar to promotions in the marketing world. This demonstrates that marketing principles can be effectively adapted in health communications to encourage behavioral change in the community.

Theoretically, the results of this study align with the concept of sales proneness, which states that individuals with a high level of promotional bias will be more responsive to messages that emphasize specific benefits or advantages. In advertisements for smoking cessation services, the benefits offered are not direct financial gains, but rather health benefits, improved quality of life, and long-term cost savings. Therefore, individuals with high sales proneness are more likely to accept and consider these messages, increasing their likelihood of a positive response.

The results of this study are also supported by previous findings which state that individual psychological characteristics greatly influence the effectiveness of a communication message. (Marketing, nd) explains that sales proneness is closely related to a positive attitude towards promotions, while research by (Advertisement et al., 2023) showed that persuasively designed health campaigns significantly increased attention and behavioral intentions. Thus, the results of this study reinforce the idea that an approach that considers audience characteristics can enhance the success of health campaigns.

Furthermore, the descriptive analysis results indicate that consumer response to quitline-based smoking cessation service advertisements is high. This is evident from the high scores on the attention, attitude, and behavioral intention indicators. A high score on the attention aspect indicates that the advertisement successfully

captured the audience's attention, while a high score on behavioral intention indicates a tendency for respondents to take action after viewing the advertisement. This is an important indicator that the advertisement not only successfully captured attention but also stimulated the intention to change.

However, the comprehension indicator was found to have a relatively lower score compared to the other indicators. This indicates that although the advertisement was able to attract attention and create positive attitudes, not all respondents fully understood the message, particularly regarding the quitline service. This could be due to a lack of detailed information in the advertisement or unclear messaging. Therefore, improvements in information delivery are needed to ensure the message is more comprehensively understood by the audience.

The coefficient of determination of 42% indicates that sales proneness contributes significantly to explaining variations in consumer responses, but other factors still contribute 58%. These factors include individual motivation to quit smoking, level of dependence on cigarettes, social influences, and personal experiences related to smoking. This demonstrates that smoking cessation behavior is a complex phenomenon influenced by various factors, so the approach used in health campaigns needs to be multidimensional.

From a social marketing perspective, this study demonstrates that understanding audience characteristics is key to designing an effective communication strategy. Smoking cessation campaigns need not only convey information but also engage the emotional and psychological aspects of the audience. (Xu, 2023) By considering sales-proneness, the message can be designed to be more engaging, relevant, and able to motivate the audience to take action. This is crucial, given that the success of a campaign depends heavily on the extent to which the message is received and responded to by the public.

Overall, the results of this study provide important implications for the development of health communication strategies, particularly in efforts to reduce smoking prevalence. Quitline-based smoking cessation service advertisements have significant potential to drive behavior change, especially if designed with the psychological characteristics of the audience in mind. Therefore, innovation is needed in developing communication messages that are not only informative but also persuasive and easy to understand, thus optimally increasing consumer response and encouraging people to quit smoking.

CONCLUSION

Based on the research results, it can be concluded that the sales proneness variable has a positive and significant influence on consumer response to quitline-based smoking cessation service advertisements. This indicates that the higher an individual's tendency to persuasive stimuli, the higher the response to the advertisement, both in terms of attention, attitude, and intention to act. Furthermore, the analysis results also show that the level of sales proneness and consumer response are in the high category, indicating that most respondents are able to respond well to advertising messages. Thus, psychological factors such as sales proneness have been

shown to play a significant role in determining the effectiveness of a communication message, particularly in the context of health campaigns.

Furthermore, the coefficient of determination of 42% indicates that sale proneness contributes significantly to explaining variations in consumer responses, although other factors beyond this study may also influence it. This suggests that the response to public service announcements is a complex phenomenon influenced by various factors, both internal and external. Therefore, designing a health communication strategy requires a more comprehensive approach that considers audience characteristics to ensure more effective messaging and significant behavioral change, particularly in efforts to reduce smoking in the community.

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