

The impact of general demarketing strategy on reducing the demand for smoke (the case of students in private universities in Amman)

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Abstract

This study aimed to identify the impact of general demarketing strategy on reducing the demand for smoke (the case of students in private universities in Amman) because of its great importance on the safety of society for public health, in addition to its effects on household and public spending. The descriptive analytical approach was used, and The study population included students of private Jordanian universities in the city of Amman, and the study sample was selected from the study population through the convenience sample method, where the measurement tool was developed, which is the questionnaire, and data was collected through the design of an electronic questionnaire via the website(Google forms) and sent electronically, and (381) questionnaires were collected, all of which were valid for statistical analysis. One of the most important findings of the study is the presence of a statistically significant effect at a significant level ($\alpha \leq 0.05$) of the general strategy of general demarketing strategy (awareness of the harms of smoke, raising prices, reducing supply, spending on smoke and reference groups)

on reducing the demand for smoke.

The most important recommendations that the study concluded is the need to focus on increasing the awareness of individuals of the great dangers that smoking can cause through all available means such as social media and other means.

Keywords: general demarketing strategy, awareness of the harms of smoke, raising prices, reducing supply, spending on smoke, reference groups.