

Determination of Factors Impacting Smoking Habits of University Students: An Empirical Analysis from Turkey

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ABSTRACT The aim of this study is to determine the main factors impacting cigarette smoking habits of university students. In order to achieve this aim, the primary data obtained from face to face questionnaire conducted with 260 university students was used for the *Zero the Altered Poisson Regression Model*. The results of the study showed that the students' age ranged from 18 to 35 years and 55.4 percent of these were women. Besides, twenty-three percent of the total students smoked, and 83.3 percent of them were men. Average monthly cigarette consumption amount was five packs per student. The results highlighted that of the 19 factors that effected on smoking, 16 were statistically significant. If the prohibitions applied by the government on smoking are implemented, and cigarette taxes are increased, it could be decreased smoking rates in young people. By being conducting effective campaigns related to public health on social and real media, the smoking rate could be decreased considerably.