

Call for posters - “International conference on the E-Cigarette: patterns of use and health impacts”



Call for posters

“International conference on the E-Cigarette: patterns of use and health impacts” - Paris, on 5-6th December 2022

Submission form

—
NB: Please fill out one form for each abstract

Contact details of the corresponding author or organiser

Title

Ms

First name

Allison

Last name

Ford

E-mail

a.j.ford@stir.ac.uk

Institution / company

University of Stirling

Unit / department

Institute for Social Marketing and Health

Address

University of Stirling
Stirling, FK9 4LA
United Kingdom

Background information

Theme of conference

Patterns of use

Keywords (please select 3 keywords to confirm your choice)

Market regulation

Perceptions, representations, beliefs

Youth

Abstract title

Young people's response to e-cigarettes and other emerging nicotine products and their marketing

Author's contact details :

Title

Ms

First name

Allison

Last name

Ford

E-mail

a.j.ford@stir.ac.uk

Institution / company

University of Stirling

Co-author's contact details :

Number of co-authors

2

Co-author 1

Anne Marie MacKintosh University of Stirling

Co-author 2

Danielle Mitchell University of Stirling

Abstract details

Background, method, results and conclusions

BACKGROUND: A recent shift in the e-cigarette market and the emergence of new brands of disposable vapes and other nicotine products such as nicotine pouches and heat-not-burn, has led to increased popularity of some of these products among young people. While some forms of e-cigarette marketing are restricted in the UK, others are permitted. We examined the whole marketing mix for e-cigarettes and other emerging nicotine products to examine how marketing may contribute to young people's perceptions of these products and their growing popularity. **METHOD:** Fourteen online focus groups (n=50) were conducted with 11–24-year-olds across the UK in May and June 2022. We explored how young people respond to different types of e-cigarettes and other nicotine products and their marketing. To stimulate discussion and explore cues and messages within marketing communications, participants were shown real world examples of marketing and images of different types of products. **RESULTS:** Young people were aware of a shift in the e-cigarette market and perceived widespread use of disposable vapes. The discussions highlighted that the marketing mix of disposable vapes, compared with other types of e-cigarettes, is ideal for targeting young people in terms of placement, accessibility, price, product design, and promotion (through traditional and social media). Participants described clear differences in e-cigarette product characterisation and types of vaping, but there was confusion and misunderstanding around other types of nicotine products. **CONCLUSIONS:** The regulatory framework in the UK aims for balance to ensure that e-cigarette

marketing does not attract non-smokers and non-nicotine users or discourage smokers from using e-cigarettes to stop smoking. In such a dynamic market, it may be challenging for regulation to keep pace with developments in products and marketing communications.

Main messages

Disposable vapes, through their product design and marketing, are creating appeal to young people, including young never smokers. Policymakers need to consider whether the existing regulatory framework needs strengthening to protect young people.

Type of study / research

Qualitative

Geography of the study

Europe

Funding of study

Federal source

No

State source

No

Nonprofit Grant Funding Entity Source

Yes

Nonprofit Grant Funding Entity Source

No

Academic Institution Source

No

Pharmaceutical Industry Source

No

Tobacco/E-Cigarette Industry Source

No

Declaration of interest

The submitter declares that during the past 5 years have a direct nor indirect link (professional*, personal or financial) with the tobacco and e-cigarette companies**

No