

Reasons for E-Cigarette Use Among Current Smokers: A Qualitative Study

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Introduction

We aimed to expand what is known about reasons for dual use. We conducted a focus group study to explore the **psychological and social contexts of e-cigarette use by current adult smokers.**

Methodology

Data Source

- 2 focus groups
- Conducted in 2014, in GA
- Purposive sampling

Data Collection

- Voice recording
- Verbatim transcription

Data Analysis

- Thematic analysis

Eligibility Criteria

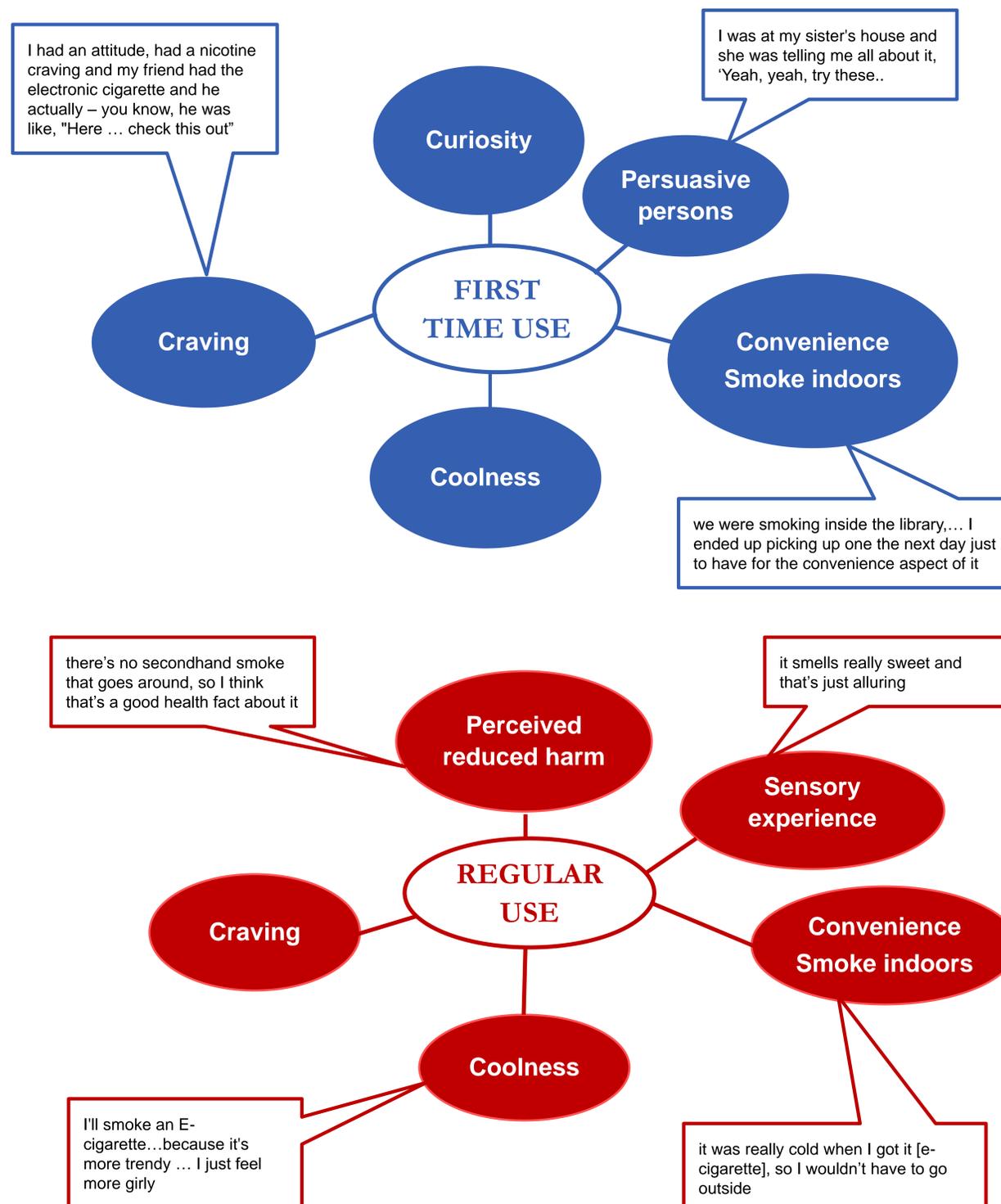
- 18 years and older
- Self-identified as a current smoker
- Had used e-cigarettes (even once)
- Had not been part of a focus group in past 6 months

Characteristics Frequency

Characteristics	Frequency
Age mean (SD)	37.6 (11.2)
Sex	
Male	7
Female	7
Race	
White	10
African American	4
Education	
High school	3
Some college	6
College +	5
Cigarette smoking	
Everyday	9
Some days	5
Intention to quit smoking	
next month	3
next 6 months	3
next year	8
Current use of e-cigarette	
Everyday	3
Some days	11
Nicotine level in e-cigarettes	
8 mg	5
16 mg +	7
Unknown	2

Results

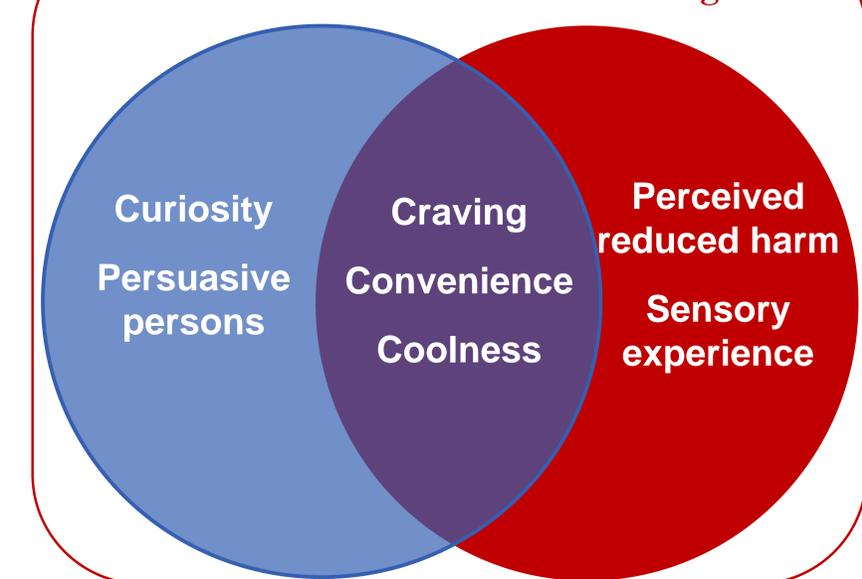
Themes related to reasons for e-cigarette use among adult current smokers



Conclusion

- Emergent themes associated with the context of e-cigarette use were most often related to:
 - Nicotine dependence
 - Social influence
 - Product appeal (i.e., flavors, new and exciting products, and coolness)
- Given the importance of social influence on e-cigarette initiation, monitoring the social environment surrounding e-cigarette use is needed to inform regulation and health communication
- Craving for nicotine, convenience (smoking indoors), and social image (coolness) play important roles in *both* first time (experimentation) and regular use of e-cigarettes
- Pleasant sensory experience and the perception that e-cigarettes were less harmful than conventional cigarettes were unique reasons for regular use of e-cigarettes

Reasons for 1st Time Use vs Reasons for Regular Use



- The diagram highlights reasons for use that were common to both first time use and regular use of e-cigarettes
- These themes are useful for the development of measures to assess reasons for experimenting with e-cigarettes and reasons for regular use.

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