

Vaping: More Than Just a Trend? Examining the Factors That Influence E-Cigarette Use in the Aseer Region

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ABSTRACT

Background: E-cigarette use among teenagers and young adults has significantly increased since its introduction. Identifying the factors associated with e-cigarette use is crucial for developing more effective prevention or cessation interventions.

Objective: This study aimed to identify and analyze the factors influencing e-cigarette use among adult smokers in the Aseer region, with a focus on understanding the motivations and behaviors surrounding their use.

Methods: We employed an analytical qualitative design to explore the factors influencing e-cigarette use among adult smokers. Participants were e-cigarette users aged 18 years and above, recruited from smoking cessation clinics and other locations where the target population is likely to be found. Data were collected using a questionnaire and individual in-depth interviews. The questionnaire gathered quantitative data on participants' demographic characteristics, behavioral model, and health belief model. In-depth interviews provided qualitative data on participants' experiences, reasons for use, and perceived benefits or risks associated with e-cigarette use.

Results: The study included 100 e-cigarette smokers. Participants' ages ranged from 18 to over 40 years, with a mean age of 26.2 ± 13.8 years. A total of 87% were males, and 67% had a university degree. Regarding smoking status, 74% were current smokers, 21% were ex-smokers, and 5% were non-smokers. Half of the participants used smokeless tobacco products. A total of 85% had friends or family members who use e-cigarettes, which was a significant motivator for 41.4% of them. Additionally, 36% saw e-cigarette ads in the media, which motivated 18.3% of them. A total of 96% reported easy access to e-cigarettes, primarily from tobacco shops (82%), online (9%), and gas stations (4%). While 62% felt addicted to e-cigarettes, only 14% planned to continue using them in the future.

Conclusions: The study found that the majority of e-cigarette users were middle-aged males with high levels of education and an average level of awareness.

Keywords: E-cigarettes, Prevalence, Reasons, Motivators, Knowledge, Attitude, Consequences, Saudi Arabia.

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