

Smoke & Mirrors: Are Electronic Nicotine Delivery System (ENDS) Products Being Marketed to Influence Late Adolescents and Young Adults?

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BACKGROUND

Electronic nicotine delivery system (ENDS) products such as vape pens and e-hookahs allow users to inhale a liquid which commonly contains nicotine, flavor, and an aerosol. These products are commonly viewed as a low-risk alternative compared to traditional cigarettes. This is often related to the fact they are marketed as fun, trendy, and flavorful products. Studies show that tobacco companies may pay retail stores to ensure that their ENDS products are placed in specific, easily seen areas of the store where the product may be more likely to make last minute purchases (Katz et al., 2019) (Truth Initiative, 2019).

This research study considers how influential the marketing of an ENDS product is to participants who have used these products.

RESEARCH QUESTION

Does the marketing of electronic nicotine delivery system products influence adolescents and young adults to use these products?

METHOD

This research was completed using a Google Forms survey document. Participants (n=106) were asked to be between the ages of 16 and 24 years old and live in the counties surrounding and including Trumbull County, Ohio. Responses from those who did not meet this criteria were excluded from the final results. The eight-question survey was shared with participants through email and the social media platforms of Facebook and Instagram.

RESULTS

Age

Of the survey participants:
61% are 19 - 21 years old
30% are 22 - 24 years old
8.5% are 16 - 18 years old

Usage

Of the survey participants:
50% have used an ENDS product before
49% have not used an ENDS product before



Warning Labels

On a scale of 1-5, 1 being never and 5 being always, the following are how the participants rated how influential a warning label would be in relation to their use of an ENDS product:

21%	15%	25%	16%	24%
①	②	③	④	⑤

Gender

Of the survey participants:
81% are Female
19% are Male

Influence

The following categories are what influenced the survey participants to use an ENDS product:

23%	Family, friends, or peers use the products
22%	Appealing product flavors
6%	The product packaging
4%	Other reasons
46%	Not applicable because they have never used an ENDS product

Product Marketing

On a scale of 1-5, 1 being never and 5 being always, the following are, in general, how influenced the participant is to use an ENDS product based on the marketing and/or packaging of the product:

30%	17%	21%	30%	2%
①	②	③	④	⑤

NURSING IMPLICATIONS

- Provide education on health risks related to nicotine use and the negative impact that misleading product marketing can have on a patient's health
- Provide patient education on health risks related to ENDS product usage and the chemicals and ingredients found within these products
- Provide cessation education and support if the patient is an established ENDS product user

SUMMARY

The survey results showed an almost even split between participants who have used ENDS products (n=54) and those who have never used (n=52). For those who have used an ENDS product, the majority cited their influence as family and/or friends who also use (n=24) or appealing product flavors (n=23). Only a few participants cited the packaging and marketing of the ENDS products as influential in their decision to use them (n=6). In general, most of the participants were not often influenced to use products based on the marketing of that product.

REFERENCES

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