Potential Predictors of Intended Use of a Novel Heat-Not-Burn Tobacco Product

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Introduction

Cigarette initiation and use is associated with various psychological and social factors. Among the most important pro-use factors are peer pressure and advertising. Among the most important anti-use factors are health education and clean indoor air regulation.

There have been no studies to date on factors which predict use of heat-not-burn tobacco products. The Tobacco Heating System (THS, commercialized as ‘iQOS’) is a heat-not-burn tobacco product associated with reductions in / elimination of many of the Harmful and Potentially Harmful Constituents (HPHCs) found in cigarette smoke. It may therefore be a candidate product to support Tobacco Harm Reduction.

Objective: To assess the potential predictors of Intention to Use of THS within US smokers.

For more detailed information please see the leaflet.

Methods

This analysis combined data from three studies in the US, differing with respect to the warnings and claims in the THS stimulus materials.

Results

The logistic regression model identified pack vs. brochure, sex, age, education comprehension, intention to quit smoking/all tobacco, and perceived health risks as predictors of intention to use THS. The model’s max-rescaled R squared of 8% indicates that some predictors of intention to use THS was operationalized as the top two categories.

Conclusions

The logistic regression model indicated that multiple factors are potential predictors of Intention to Use THS. In addition to demographic factors, material type, Intention to Quit smoking and relative Perceived Health Risk (Cigarettes vs. THS) appear to be of importance. The large part of the variability in intention to Use THS that could not be explained by the analysis variables indicates that other unknown factors are still to be identified.