

Abstract

Introduction: A relatively new trend that has been gaining popularity in recent years is heated tobacco, which has been on the Czech market since 2017. Although the number of users of heated tobacco products in the Czech Republic is increasing, the phenomenon is still relatively under-mapped. There is also very little information on the gender specificities of the use of heated tobacco. Therefore, this study focuses on mapping and describing the patterns of use of heated tobacco products among women who have switched from using conventional cigarettes to heated tobacco products.

Aims: The main aim of the research is to map the patterns of use of heated tobacco products among chosen women in the adult population of tobacco users in the Czech Republic. The sub-objectives are to describe the nature of heated tobacco product, find out what motivated female users to switch to heated tobacco products. And what are the typical situations when women use the device.

Sample: the research sample was selected by simple intentional (purposive) sampling method, combined with snowball sampling method. The final sample consisted of 7 female respondents. The mean age was 25,7 years (youngest 21 years and oldest 34 years).

Methods: The research was conducted using a qualitative method. Data was collected by semi-structured interview method. The interviews with the respondents were audio-recorded. A recording sheet was used to capture socio-demographic data and basic information on tobacco use for completion. Full (verbatim) transcription with first-order reduction was used. The use of thematic analysis was chosen for data analysis. The results were formed based on the thematic headings analysed and interpreted according to the research questions.

Results: Among the respondents, the use of IQOS devices is prevalent. The second place is occupied by Glo. The motivation for switching to the use of heated tobacco most often appears to be the absence of cigarette smoke odour. Specific feature is the use of menthol variants of tobacco refills. Frequent situations when respondents use the device are outdoors and at work. Respondents encounter promotion and advertising of heated tobacco. They are more likely not to use the benefits and accessories of the device.

Conclusion: This is one of the first qualitative studies on patterns of use of heated tobacco products among women. Patterns of use of IQOS and Glo heated tobacco in a selected young adult women in the Czech Republic were mapped and described. This thesis may introduce the issue of heated tobacco use in women and serve as a basis for further studies on this topic.

Keywords: tobacco, heated tobacco products, patterns of use, addiction, women