

Abstract

Background: In the last few years, a large number of nicotine products have appeared on the Czech market, which are intended, among other things, to serve as alternatives to conventional cigarettes. These alternatives are often visually very distinctive and attractive. They are often perceived by users as less harmful and suitable for substitution for conventional cigarettes. At the same time, these products are not subject to legislation as strict as conventional cigarettes or packaged tobacco. Currently, approximately one quarter of the Czech population are at least occasional smokers, and a significant proportion are either currently using alternative nicotine products or are considering changing their use.

Aims: The main objective of this work was to determine how active tobacco users perceive new alternatives on the market, specifically in terms of health harms, marketing presentation and appearance. In particular, another objective is to map preferences in the choice of use form and to compare the above mentioned alternatives with conventional cigarettes.

Methods: The data was obtained through quantitative research. It was carried out using an online questionnaire survey in the Survio platform interface and distributed in the social networking environment. Respondents were collected through self-nomination. The collected data was converted into MS Excel and analysed using descriptive statistics methods. The research population consisted of 193 respondents.

Results: The most popular form used among my respondents was the device for using heated tobacco. These devices were also chosen as the most visually appealing. The reasons that led respondents to choose a particular form of use and the reasons that would persuade them to change their form of use were identified. Aesthetic reasons and health considerations were essential for the choice of the form used. Respondents' attitudes towards advertising and their perceptions of it were also monitored. It was most frequently encountered in tobacco shops.

Conclusion and recommendations: The data collected helped to outline how the user population perceives advertising of nicotine-containing products, which aspects are essential for them when choosing the form they use, or how important the appearance of the product is to them. Alternatives to conventional cigarettes are gaining in popularity, but the long-term health risks of their use are not sufficiently explored, given that these products have only been on the market for a very short time. For this reason, it is important to keep an eye on the development of new alternative products appearing on the market and the legislative changes associated with them.

Keywords

advertising, promotion, smoking, tobacco, nicotine, marketing