

# VAPE SHOP RETAILERS' PERCEPTION AND BEHAVIOUR OF ELECTRONIC NICOTINE DELIVERY SYSTEMS USE AT THE Kuantan District: A Preliminary Report

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## Introduction

The opening of new vape shops has sprouted tremendously with the growing popularity of electronic nicotine delivery systems (END). Shop retailers become an essential source of information, advice, and influence for consumers on their vaping habits however the research on vape shop retailers is lagging despite the popularity of END. The survey aimed to assess the retailers' perception and behavior of END usage.

## Methodology



Adapted Questionnaire<sup>1,2</sup>  
Convenient Sampling method.



30 retailers at 17 vape shop. Informed consent obtained.



Tabulated the frequencies response using SPSS-25.

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## Findings

### 1. Demographics Of Retailers

Mean Age: 24.93 ± 5.9

Race: 93.3% Malay

Education Background:

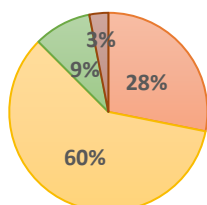
Primary school, 6.7%; Secondary School, 46.7%; College/University, 43.3%

Position At Vape Shops:

Manager, 10%; Salesman, 90%

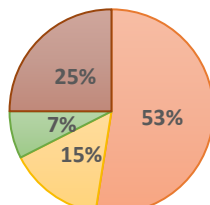
### 2. The Retailers' Perception and Behaviors

#### i. The Safety Of END



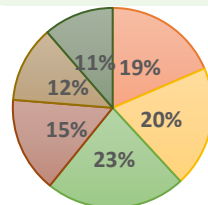
Very Safe  
Safer than regular cigarette  
Similar to regular cigarette  
Dangerous than regular cigarette

#### ii. Profile Of END Users



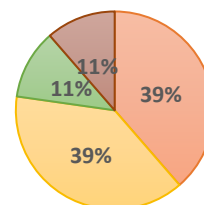
Customers that want to quit smoking  
Social Smokers  
Vape enthusiast  
All of the above

#### iii. Common Information Asked By END Users



How to use vape  
How to choose vape liquid  
The advantages of Vaping  
The effects of vape to general health  
The effects of vape to lung health  
The effects of vape to oral health

#### iv. Retailers' Opinion On The Reasons For END Use



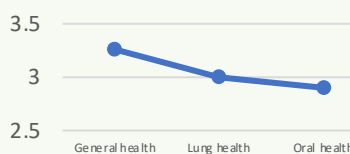
To reduce the consumption of regular cigarette  
Medical Health reasons  
Recreational  
To reduce dependency to nicotine

#### v. Perceived Safety Of Different Type Of Nicotine Products



\*Y-axis value: The mean score of a scale from 1 to 10 (1=no danger/quite safe and 10=dangerous/not safe at all)

#### vi. Perceived Effects Of END



#### vii. Retailers' Own Experiences With END

Question	YES n (%)
Have you ever used a nicotine-containing product?	28 (93.3)
Have you used a nicotine-containing product in the last 30-days?	23 (76.7)
Did you cut down on cigarette smoking by using e-cigarettes instead?	25 (83.3)
Did you quit cigarette smoking by using e-cigarettes instead?	25 (83.3)

## Discussion and Conclusion

- Our study findings concurred with previously reported studies; most retailers perceived END as safer than a regular cigarette<sup>1,2</sup>, the END could help in quitting regular cigarettes<sup>1,3</sup>, and they had successfully ceased smoking after shifting to vaping<sup>3</sup>.
- The retailers serve as points of reference for potential vapers looking for information on END<sup>3</sup> and our study found that the most common information asked by vapers regarding the effects of END use to health.
- However, our study did not explicitly assess the level of knowledge of the retailers regarding END.
- The retailer's believed END is, on average, safer than other nicotine products<sup>1,2,3</sup> (e.g.; nicotine patch, gum, and inhaler).
- Likewise, they perceived it as having no to less harmful effects on general, lung, and oral health as compared to regular cigarettes<sup>1,2</sup>. The findings may reflect that they were unaware of the compelling scientific literatures that distinguishes between harms and benefits of END.
- Therefore, educating vape shop retailers on the benefits and harms of e-cigarettes is also an important part of the smoking education campaign.

## References

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