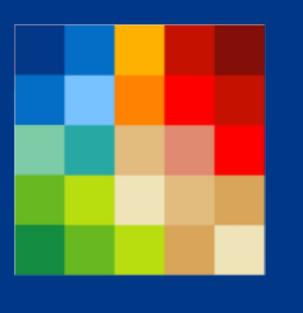
Elements of Appeal and Experience That Influence Trial and Adoption or Rejection of e-Vapor Products Among Current Smokers, Current e-Vapers, and Former e-Vapers: Insights From Qualitative Research **Andrea Rae Vansickel and Stephanie Plunkett**



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Introduction & Objective

Introduction

- The Family Smoking Prevention and Tobacco Control Act gave FDA authority to regulate tobacco products. FDA issued Draft Guidance regarding the evidence manufacturers should provide to support new product applications, including data on appeal, attractiveness, and consumer perceptions.
- Qualitative research can provide important initial insights into human perceptions, motivations, and behaviors A true understanding of the elements of appeal and product experience that drive transitions from cigarette smoking to use of e-vapor remains elusive.

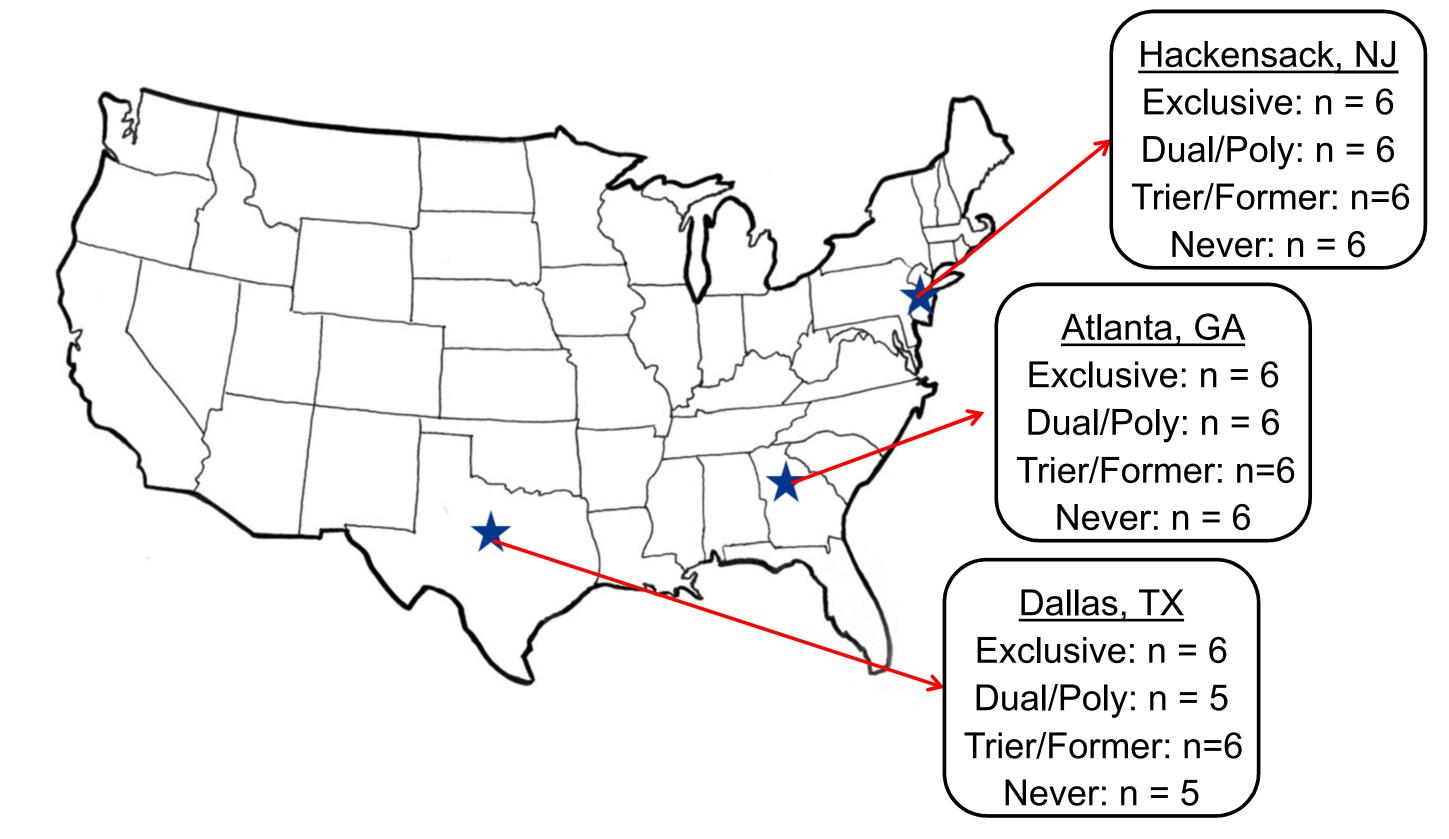
Objective

This study characterized the elements of appeal and perceived experience that may play a role in e-vapor product trial and behavioral transitions.

Participants

	EXCLUSIVE USERS	DUAL/POLY USERS	TRIERS/ FORMER USERS	NEVER TRIERS
Gender	9 F, 9 M	9 F, 8 M	8 F, 10 M	8 F, 9 M
Age (avg/range)	36.5 (19-57)	42 (28-57)	39 (23-62)	45 (23-68)
Race/Ethnicity	8 AA, 2 AS, 8 C	6 AA, 11 C	6 AA, 2 H, 10 C	6 AA, 2 H, 9 C
Education	1 PG, 7 CG, 8 SC, 1 HS, 1 LHS	6 CG, 10 SC, 1 HSG	1 PG, 6 CG, 9 SC, 1 HS, 1 LHS	5 CG, 9 SC, 3 HSG
Employment	10 FT, 2 PT, 4 SE, 1 ST, 1 HM	12 FT, 1 PT, 2 RET, 1 HM, 1 D	13 FT, 2 PT, 1 RET, 1 HM, 1 UE	12 FT, 2 PT, 1 SE, 2 RET
Income	20-150+K	22-150K	20-150K	<20-150K
OTHER	2 Disposable 5 Pre-Filled 11 Refill	3 Disposable 8 Pre-Filled 6 Refill	9 Former 9 Trier	N/A

Male; AA: African American; C: Caucasian; AS: Asian; H: Hispanic; PG: Post-Grad; CG: Colle High School Grad; LHS: Less than High School: FT: Full Time: PT: Part Time: SE: Self-Emplo aker: D: Disability : UE: Unemployed



Predominant Characteristics by Group

EXCLUSIVE USERS

- Considered e-vapor as an alternative to cigarettes
- Transitioned naturally to exclusive use within 1-3 months
- Actively searched for the right "fit"

DUAL/POLY USERS

- Considered e-vapor as a replacement/substitute to cigarettes
- Transitioned to consistent dual use in 1-3 months
- Lack of awareness of all available e-vapor options

•FORMER USERS/TRIERS

- Expected e-vapor to taste/feel like a cigarette
- Use of e-vapor lasted from 2 weeks to 4 months
- Dissatisfaction resulted in no additional purchase or research

NEVER TRIERS

- Aware but knew very little about e-vapor
- Obstacles to trial included cost, contentment with cigarettes and lack of motivation to seek information

Research Development and Regulatory Science, Altria Client Services LLC, 601 East Jackson Street, Richmond, VA 23219, USA SRNT 24th Annual Meeting, February 21 - 24, 2018, Baltimore, MD, USA

Methods

Study Design

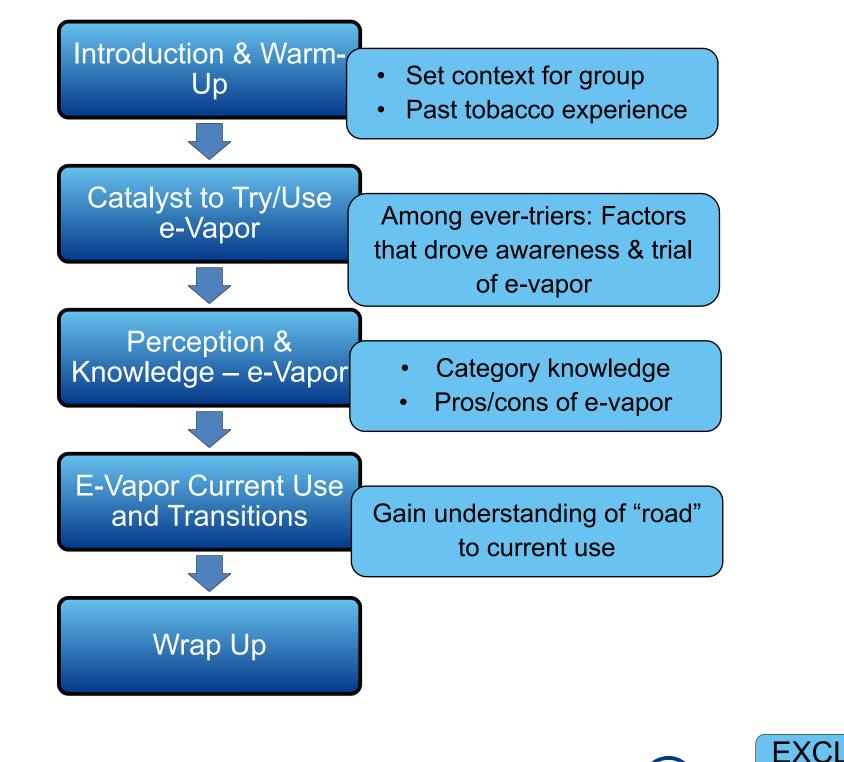
Twelve 90-minute focus groups with 5 to 6 participants per group took place in three regions of the United States. Each focus group consisted of exclusive e-vapers, dual/poly e-vapers, triers/former users of e-vapor, or current smokers/never triers of e-vapor.

Interview Conduct

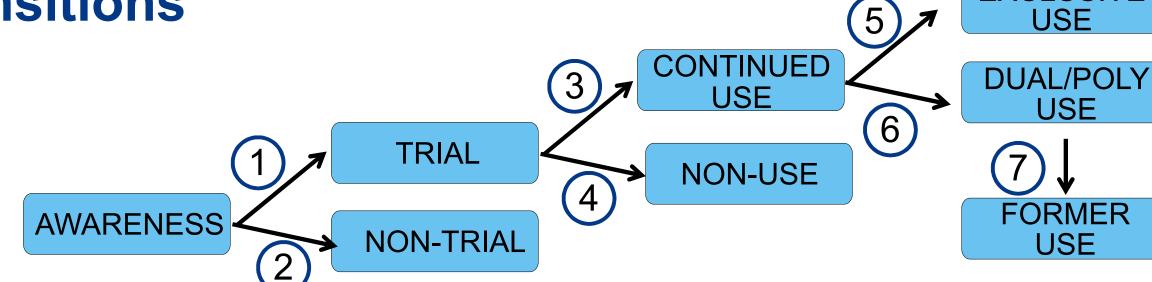
A single moderator guided the conversation in all groups. Topic areas included:

- What drives awareness and trial of e-vapor products?
- What do transitions between awareness, trial, and continued use or non-use look like?
- What are the perceptions, views, and understanding of e-vapor products?
- What are the specific components of attractiveness that contribute to e-vapor use?

Discussion Flow



Behavioral Transitions



Modes of Awareness

Mode of Awareness	Never Triers N=17	Former/Ever Triers N=18	Dual/ Poly Users N=17	Exclusive Users N = 18
Saw a friend/relative	Х	X	Х	X
Friend/relative told me	Х	Х	Х	Х
TV commercial	Х	X	Х	X
Store ads	Х		Х	
News special	Х			Х
Magazine ad	Х		Х	
Junk email	Х		Х	
Saw a stranger		Х		Х
Facebook		X		
Received as gift		X		
X = cited by two or more gro	oup members as the m	ode by which they becam	e aware of e-vapor	

Product Attributes

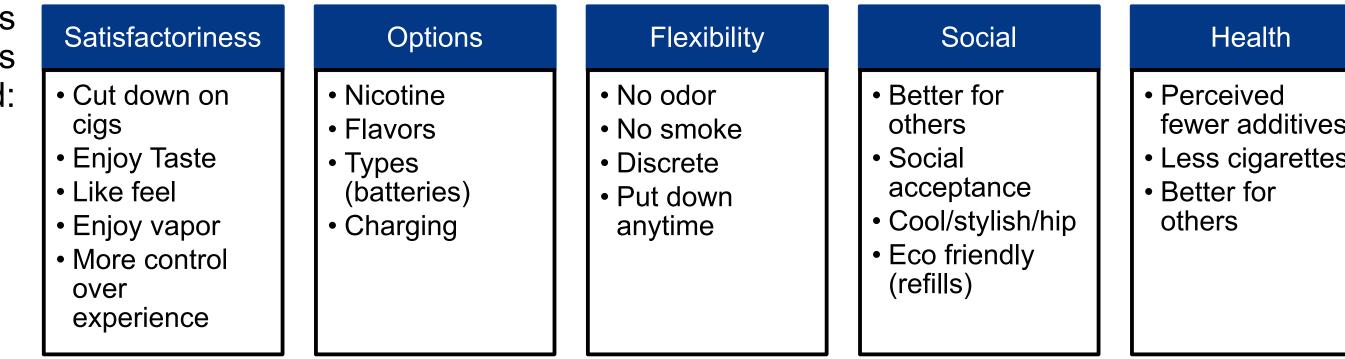
The most-cited e-vapor product attributes that participants considered while decidin to try e-vapor products included:

Awareness to Trial (Transition 1)

1	Substitutability	
	Looks like cigsFeel like cigs	• Ni • Fl

			
Substitutability	Options	Flexibility	Social
Looks like cigs Feel like cigs	NicotineFlavors	No odorNo smoke	 Social acceptance Cool/stylish/hip

Trial to Continued Use (Transition 3)



The e-vapor product attributes that participants most often cited as reasons for continued use included:

Transitions

Transition 1: Reasons for Moving from Awareness to Trial

Exclusive Users, Dual/Poly Users, and Triers/Former Users	 Curiosity Perceived as "less bad" No odor (conscious of cigarette odor) Flexibility and convenience Range of flavors Range of nicotine concentrations Cost-effective Wanting to be courteous to friends/family
Dual/Poly Users, and Triers/Former Users	 Assume it will help them quit/cut down Expect that it will taste and feel like a real cigarette (drag, pull, weight in hand, tip feel)

Transition 2: Reasons for Moving from Awareness to Non-Trial

	changing laws
Unsu Not s	eive that the e-vapor will not satisfy their urges visually different from their normal product are of long-term health effects sure of health benefit relative to cigarettes own product equivalency (don't want to waste

Transition 3: Reasons for Moving from Trial to Continued Use

E	Exclusive Users	• • •	More options (flavors, nicotine concentrations, custom systems) Perceived as having no or fewer additives Less disruptive Less odor around and on you More socially acceptable More control over experience and routine Perceived as not a tobacco product
	Dual/Poly Users, and Triers/Former Users	• •	Assume it will help them quit/cut down Flexibility of use (back up) More socially acceptable Better for the people around you Free (given as a gift)

Transition 4: Reasons for Moving from Trial to Non-Use

	Triers	 Did not meet expectations Product broke/malfunctioned and they did not bother getting a new one Was not as good as their regular product Did not like the taste/flavor Did not know or understand options Not sure about the health risks Thought that the e-vapor could cost them more Not convenient (did not like having to charge, limited to one product, can lose or forget)
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This poster may be accessed at www.altria.com/ALCS-Science

Transition 5: Reasons for Moving from Continued Use to Exclusive Use

Exclusive Users	 More options and control (flavors; nicotine concentrations, custom systems)
	Quit smoking while using
	 Satisfaction with e-vapor
	 Perceived as "healthier"
	Less disruptive
	 Less odor around and on you
	 Perceived as less addictive than cigarettes
	 Environmentally friendly (refills)
	• Hobby

Transition 6: Reasons for Moving from Continued Use to Dual/Poly Use

Dual/Poly Users – Primary Smokers (75%)	 Flexibility of use (e.g. use where can't smoke) More socially acceptable Better for the people around you Prefer cigarette/e-vapor not fully satisfying
Dual/Poly Users – Primary Vapers (25%)	 Satisfied with e-vapor experience Enjoy less odor Hobby – enjoy flavor/nicotine options Only some situations where cigarettes preferred (e.g. drinking alcohol; special occasions)

Transition 7: Reasons for Moving from Use to Former Use

Former Users	 External motivators removed Not satisfying Didn't meet expectations Satisfied with other tobacco product Cost too much (to do both) Device malfunctions Did not help quit or cut down 	
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Summary

- Transitions from awareness to trial required an underlying motivator (e.g., curiosity, social pressure, health issue) and perceived benefits (e.g., no odor, convenience, cut down/stop smoking).
- Respondents across groups identified desires that e-vapor products should meet for continued use: nicotine substitution, behavioral substitution (e.g., feel, drag), increase energy, relieve stress, and offer control over routine.
- Respondents (dual/poly and exclusive) described the decision to continue use as a cost-benefit analysis of e-vapor product strengths versus weaknesses (e.g., not satisfying, expensive).
- Exclusive e-vapers had transitioned away from cigarettes naturally and the transition period was one to three months.
- As opposed to former users/triers, the majority of exclusive e-vapers did not initially expect the e-vapor experience to mimic a cigarette, and they were more motivated to seek information to find the right "fit" for them.
- Dual/poly e-vapers either vaped or smoked primarily. Primary vapers reported that they preferred e-vapor to cigarettes and only smoked cigarettes in certain situations (e.g. at a party or bar). Primary smokers reported that they used e-vapor in situations where they could not smoke.
- These insights can inform the development/design of surveys/studies predictive of tobacco product trial and behavioral transitions.