

Abstract: Effectiveness of Tobacco Control Policies in High vs. Low Income Countries

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This proposed supplemental study to our P01(5 P01 CA138389, "Effectiveness of Tobacco Control Policies in High vs. Low Income Countries") entitled "predicting consumer interest in using a very low nicotine cigarette", has two primary objectives: 1) to monitor the marketing (distribution channels and sales) and marketing claims for of a new very low nicotine (VLN) tobacco product called Dutch Magic which will be introduced into the marketplace in the Netherlands in August/September 2013; and 2) to conduct a consumer marketing study to assess interest and uptake of the product over a 6 month period.

While there are many published studies evaluating the use of VLN cigarettes as a cessation method, only a handful of studies have attempted to assess consumer interest and initial response to the commercial marketing of a VLN cigarette. This project represents a logical extension augmenting the aims of our current P01 which is exploring how tobacco control policies and product marketing in different countries influence tobacco use behaviors. The proposed study includes three data collection elements: 1) a web based prospective cohort survey of 2000 smokers and 1000 non-smokers designed to measure exposure, awareness, interest, and use of Dutch Magic tobacco products; 2) a conjoint experimental study to test how consumer interest in trying Dutch Magic is shaped by various product attributes and claims (i.e., style of product, nicotine levels, marketing claims, price); and 3) an environmental scan to track the marketing of Dutch Magic along with some limited product testing to compare Dutch Magic to other popular tobacco brands.

This research efficiently capitalizes on the unique in-place infrastructure of our ongoing P01 to generate critical data to assess the implications of the introduction of Dutch Magic in the Netherlands. Further, the program of research tests an innovative model that may generalize to the assessment of tobacco products.