



# E-cigarette and Tea-cigarette Gifting for Predicting Tobacco Use among China: A View from Social Capital



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## Introduction

- Globally in 2019, the overall number of global current smokers has reached 1.14 billion and smoking tobacco use accounted for 7.69 million deaths and 200 million disability-adjusted life-years.
- However, the irrational phenomenon of sharing and gifting cigarettes was still endemic, which may promote the initiation of smoking and relapse.
- Although the government has taken many measures to prevent the cigarette gifting, tobacco companies developed new cigarette substitutes products such as e-cigarette and tea cigarette to create new tobacco markets.
- Cigarette sharing and gifting plays an important role in boosting the smoking epidemic in China. However, few studies have empirically tested the smoking behavioral outcomes attributable to e-cigarette and tea-cigarette gifting.

## Objectives

This study aims to investigate the status quo of e-cigarette and tea-cigarette gifting and their influencing factors from the view of social capital, and to study whether e-cigarette and tea-cigarette gifting could predict tobacco use in China.

## Methods

### Questions in online survey

- Smoking situation
- Social capital
- E-cigarette and tea-cigarette gifting situation
- Demographics

### Sample

- 982 HHs in Guangdong
- 530 HHs in Shaanxi

### Data analysis

- Logistic regression analysis

## Results

### Descriptive statistics

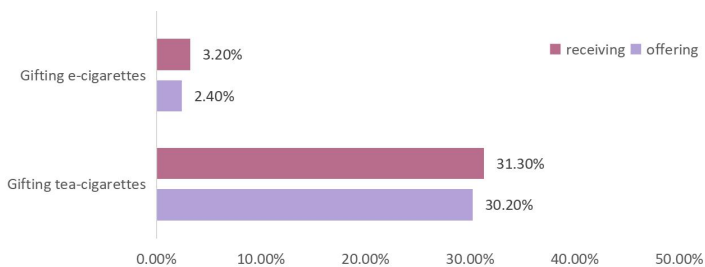


Fig.1 The prevalence of e-cigarette/tea-cigarette gifting in the sample

### Inferential statistics

- The demographic factors associated with e-cigarette gifting were marital status, province, and smoking status, while gender, marital status, education, and province were associated with tea-cigarette gifting.
- Social participation was a prominent risk factor for e-cigarette and tea-cigarette gifting, but cognitive social capital was not. Besides, social network was only concerned to e-cigarette receiving.

Table 1 Logistic regression analysis for smoking and quitting situation predicting by e-cigarette and tea-cigarette smoking

	Model 1#: Current smoking status among all participants (N=1512)	Model 2#: Quitting failure status among previous cessation attempter (n=571)
<b>Gifting e-cigarettes</b>		
<b>Offering</b>		
Yes	1.09(0.37-3.16)	0.90(0.21-3.97)
No	1.00	1.00
<b>Receiving</b>		
Yes	3.43(1.30-9.09)*	9.85(1.11-87.21)**
No	1.00	1.00
<b>Gifting tea-cigarettes</b>		
<b>Offering</b>		
Yes	0.76(0.53-1.10)	0.59(0.31-1.10)
No	1.00	1.00
<b>Receiving</b>		
Yes	1.70(1.19-2.42)**	1.92(1.03-3.57)*
No	1.00	1.00

\*p<0.05; \*\*p<0.01

All demographic characteristics and three dimensions of social capital were adjusted.

## Discussion

- Guangdong, different from Shaanxi, as a southern province in China, has a long history of tea culture, so compared with the e-cigarette, Guangdong households are more inclined to choose tea-cigarette as gifts.
- According to the results of social capital, rooted in the culture of propriety and proper etiquette in China, the Chinese always show their etiquette by gifting, and cigarettes become the most important gift. Social participation is a behavior indication, which reflects how often people participate in social activities, and it may relative to how often people experience cigarette gifting. But cognitive social capital, which includes perceptions of support, trust, reciprocity, and shared values, does not influence cigarette gifting. It may speculate that in a relationship full of trust and reciprocity, gift-giving is no longer so important or superficial.
- Smoking is harmful to health. Especially people who receive cigarettes are at higher risk of smoking. Therefore, it is imperative to control the use of tobacco by downplaying the traditional Chinese culture of "giving cigarettes as a gift".

## Conclusions

The cultural differences between northern and southern China may cause the different customs of e-cigarette and tea-cigarette gifting. Social participation also encouraged these gifting behaviors of cigarettes replacements which further promote cigarettes use and ultimately harm people's health. Specifically, people who receive e-cigarettes or tea-cigarette are at higher risk of tobacco use. Therefore, it is imperative to take measures to control tobacco use from the perspective of customs of e-cigarette and tea-cigarette gifting.

## References

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