

Use of less expensive cigarettes in six cities in China: findings from the International Tobacco Control (ITC) China Survey

Qiang Li, Andrew Hyland, Geoffrey T Fong, Yuan Jiang, Tara Elton-Marshall

Abstract

Objective The existence of less expensive cigarettes in China may undermine public health. The aim of the current study is to examine the use of less expensive cigarettes in six cities in China.

Methods Data was from the baseline wave of the International Tobacco Control (ITC) China Survey of 4815 adult urban smokers in 6 cities, conducted between April and August 2006. The percentage of smokers who reported buying less expensive cigarettes (the lowest pricing tertile within each city) at last purchase was computed. Complex sample multivariate logistic regression models were used to identify factors associated with use of less expensive cigarettes. The association between the use of less expensive cigarettes and intention to quit smoking was also examined.

Results Smokers who reported buying less expensive cigarettes at last purchase tended to be older, heavier smokers, to have lower education and income, and to think more about the money spent on smoking in the last month. Smokers who bought less expensive cigarettes at the last purchase and who were less knowledgeable about the health harm of smoking were less likely to intend to quit smoking.

Conclusions Measures need to be taken to minimise the price differential among cigarette brands and to increase smokers' health knowledge, which may in turn increase their intentions to quit.

Recommended Citation:

Li Q, Hyland A, Fong GT, Wang H, Zhengzhong M. Use of Less Expensive Cigarettes in Six Cities in China: Findings from the ITC China Survey. *Tob Control* 2010 Oct; 19(Suppl2):63-68.

Link to PDF: http://tobaccocontrol.bmj.com/content/19/Suppl_2/i63.full.pdf+html