

What cigarette price would drive Vietnamese people who smoke to quit smoking? Findings from 2019-2020 the ITC Vietnam Surveys

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Abstract

Background

Tobacco taxation is the most effective strategy for reducing tobacco consumption, yet it remains underused globally, especially in low- and middle-income countries. This study aimed to investigate the price that would lead Vietnamese people who smoke to quit smoking and examine the impact of non-tax tobacco control policies on this price.

Methods

Cross-sectional data from Waves 2 and 3 of the International Tobacco Control Project in Vietnam were analysed. The price to quit was assessed by a question 'What price for a pack of cigarettes would make you try to quit smoking?'. Tobit models were used to

examine the association between non-tax policies (ie, noticing health warnings, anti-smoking advertising, use of cessation services and workplace smoke-free policies) and the price to quit.

Results

The weighted median of the price to quit for a cigarette pack was Vietnam dong (VND)20 000 (US\$0.86), which doubled the weighted median of the purchased price of VND10 000 (US\$0.43). If cigarette prices increased by VND2000 or VND5000, 27.4% and 42.8% of people who smoke would intend to quit smoking, respectively. Price increases that doubled or tripled current prices would lead 70.7% and 82.9% of people who smoke to consider quitting smoking, respectively. Smoke-free policies at workplace were associated with a lower price to quit.

Conclusion

Given that the current cigarette prices are very low and affordable, substantial price increases are needed to motivate quitting. Adding specific taxes in addition to the existing ad valorem system could enhance the effectiveness of tobacco taxation.

Recommended Citation

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