

E- Cigarette: Threat of New dimension of Tobacco - Marketing, distribution and availability in Dhaka City



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Tobacco Control & Research Cell (TCRC)
A Research Cell of **Dhaka International University**

E- Cigarette: Threat of New dimension of Tobacco- *Marketing, distribution and availability in Dhaka City*

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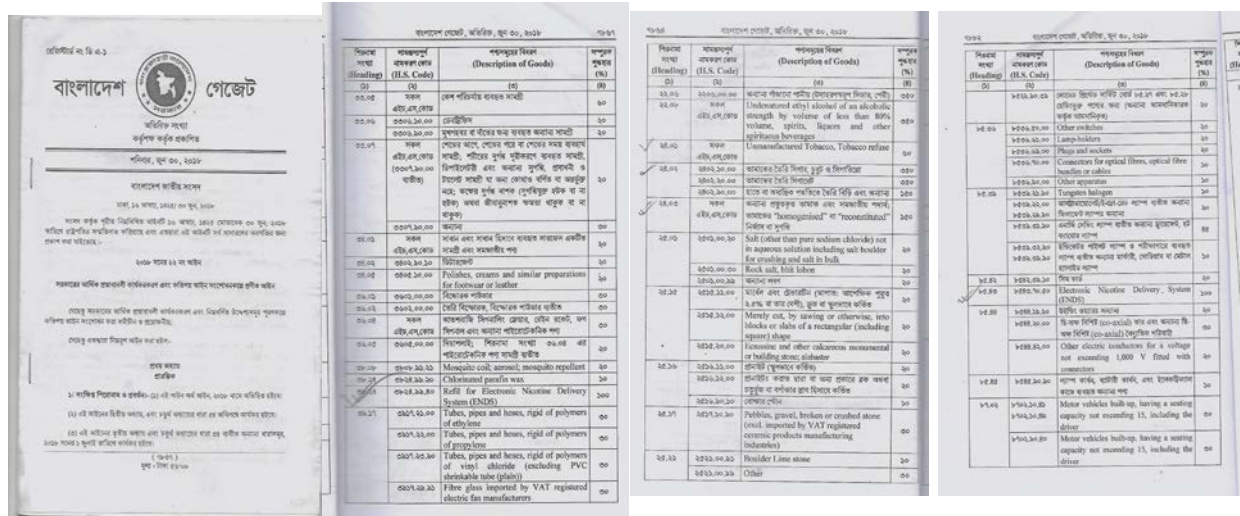
Abstract:

Currently 37.8 million peoples are using tobacco in Bangladesh. Current user of electronic cigarettes in Bangladesh is 0.2 %. Overall 66.2 % adults both men and women current use tobacco but thinking about quitting. The objectives of the study were to identify the market, import, distribution, promotion strategy and pricing policy of e-cigarette in Bangladesh. Cross sectional study design, qualitative and quantitative approaches, purposive sampling techniques were used to conduct the study. Semi-structured Questioner was used collect the primary data and Observational methods and in-depth interview were used to collect qualitative information. The study found that most of the E-cigarette shops are situated nearby university area. The team found 15 big e-cigarette shops in 4 market area most of the seller started their business within 1-2 years. They sales their product mostly two way- one is direct sales and secondly they use online shopping system. Average device were found between 6 to10 types and the price between 550 to 35,000 BDT and the liquid price is 350 to 24,000 BDT. Their market has been rapidly expanding using aggressive marketing tactics. Bangladesh is the first signatory country of FCTC but still now e-cigarette is un-regulated product and Tobacco Control Law has no specific definition regarding e-cigarette that's why the company aggressively marketing their products. So, Government should ban importing and amendment the law for protecting peoples from danger of tobacco.



Import and Distribution Channel of E-Cigarette

Before 2018 there are no legal order or instruction for import e-cigarette but the study found



that, E-Cigarette Company import there product Under the Bangladesh Government Gazettes 2018 (edited), Law number 22, Heading No 38.24, H.S. Code 3824.99.40. Description of Goods: Refil for Electronic Nicotine Delivery System (ENDS), and Heading No 85.43, H.S. Code 8543.70.50 , Description of Goods : Electronic Nicotine Delivery System (ENDS). E-cigarette shops are situated at the prime location nearby University and commercial area. But they sales their product mostly two way- one is direct sales from the shop and secondly they use online shopping system.

Device types and Price of E-cigarette

Sales (Year)			Device (Type)		Device Price (BDT)		Liquid Flavored (Varity)		Price (BDT)	
Low	High	Average	Low	High	Low	High	Low	High	Low	High
6 Months	4 Year	1 Year 6 Month	2	10	600	35000	5	80	350	24000

Table-1: Different device, liquid flavored and price in Bangladesh

Promotional Activities

