

Abstract:

Background: Tobacco and nicotine contained in it belongs to the substances with the highest addiction potential. The harmfulness of conventional cigarettes is a publicly known fact, and this is one of the reasons why producers are trying to market other tobacco alternatives. One of them is heated tobacco IQOS, which has only recently appeared on the market in the Czech Republic. IQOS users are an unexplored and unspecified social group whose patterns of use and characteristics are not adequately described in terms of expertise.

Aims: The primary objective of the study was to describe the typical patterns of IQOS use among tobacco users in the Czech Republic, who left smoking conventional cigarettes and converted to the use of heated tobacco. The secondary objectives were to describe the characteristics of IQOS use, users' paraphernalia relationships, motivation to convert to the IQOS and the development of patterns of use over a two-month period.

Methods: Qualitative research methods were used. The respondents were recruited by the method of deliberate selection together with the snowball method. Participants were recruited via social networks; the process of data creation was done through semi-structured interviews and online survey using two waves design. The research group consisted of 10 respondents, 6 women and 4 men, the average age was 39 years (the youngest respondent was 24 years and the oldest was 66 years old), the highest educational attainment was high school with graduation and the average age from which they used tobacco products was 18.9. The research data was processed by coding data into segments and then analysed by the method of capturing patterns (gestalts).

Results: Some typical situations related to heated tobacco use coincide with patterns of use previously experienced by cigarettes. For example, IQOS use in pauses, alcohol consumption, social circle of friends, family or colleagues. In addition, new usage patterns have been specified that address the use of IQOS in indoor areas, neglect of cleaning IQOS device, frequent technical failures, subsequent claims, and more. During the study, specifically between the first and second wave of the study, two respondents left the use of IQOS completely.

Conclusion: Typical patterns of IQOS use among Czech tobacco users has been described. A study of patterns of using IQOS can serve to familiarize and better understand the new phenomenon of heated tobacco. At the same time, the work can serve

as inspiration for other similar studies or for extending the study to other forms of heated tobacco.

Keywords: tobacco, heat not burn, IQOS, patterns of use, dependence