

**Motives of Using E-Cigarettes: A Qualitative Study**

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**ABSTRACT**

Numerous brands of e-cigarette are available in the open market since it was introduced in 2004. Both smokers and non-smoking consumers may easily purchase mods and e-liquids at shopping mall kiosk, online stores, local night market and, others. This study attempted to explore the motives of using e-cigarettes. A qualitative study consisting of 6 focus group discussions (FGDs) and 20 in-depth interviews (IDIs) were conducted between September 2014 until February 2015. Interview sessions were held in Johor, Klang Valley, Penang, Kelantan, Sabah and Sarawak. Informants were those who used e-cigarette and attended quit smoking clinic services conducted by Health Education Officers in selected government health premises; covering both urban and semi urban localities; and major ethnicities. Semi structured interview questions were used in data collection. Audio recordings were transcribed verbatim and analysed thematically to ascertain key findings. Four broad themes were discovered in explaining the motives of using e-cigarette among attendees of Quit Smoking Clinic: curiosity, cost, aid in quit smoking and socializing. In a nutshell, many started e-cigarette out of curiosity, cheaper cost, helping them socializing and to quit smoking. However, in reality they unintentionally become a dual-user. MOH should seriously take into consideration various motives behind e-cigarette usage to ensure an appropriate intervention can be designed to curb this problem.

**Keywords:** Motives, e-cigarette, qualitative, smoker, Malaysia.