

Assessment of Purchase Intent and Intended Use Behaviors for Velo PLUS Nicotine Pouches Among Tobacco Users and Nonusers

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Introduction

Tobacco Product Perception and Intention (TPPI) studies provide evidence relevant to evaluating whether marketing a novel tobacco product is appropriate for the protection of the public health (APPH)¹.

TPPI studies assess intended product use among current tobacco users and nonusers to help characterize the potential population health impact of a product. Velo PLUS nicotine pouches may provide a non-combustible alternative source of nicotine for adult cigarette smokers. This study evaluated purchase intent, perceptions of health risks and difficulty quitting, and intended use behaviors among a nationally representative sample of U.S. adults.

Methodology

Data were collected through a cross-sectional, online survey of U.S. adults aged 18–65 recruited from a national research panel. Quota sampling and weighting were used to ensure a sample that is representative of the U.S. population. The sample included 5,000 respondents with no prior use of a Velo product; participants could be current, former, or never users of other tobacco products.

After viewing the Velo PLUS study stimuli (Figure 1), respondents completed measures assessing purchase intent (Figure 2), perceived risks of developing generally poorer health and perceived difficulty of quitting (Figure 3) and intended use behaviors (Figure 4). Consistent with the APPH framework, potential benefits and risks were evaluated by comparing responses among current tobacco users (e.g., current established cigarette smokers) and nonusers (e.g., former users and never ever users) of tobacco.

Additionally, an analysis (Table 1) evaluated behavioral intentions related to Velo PLUS among current established smokeless tobacco users.

Stimuli



Figure 1: Velo PLUS Example Study Stimuli and Evaluation Sequence

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Results

Figure 2: Purchase Intent Ratings & Proportions Expressing Any Intent to Purchase

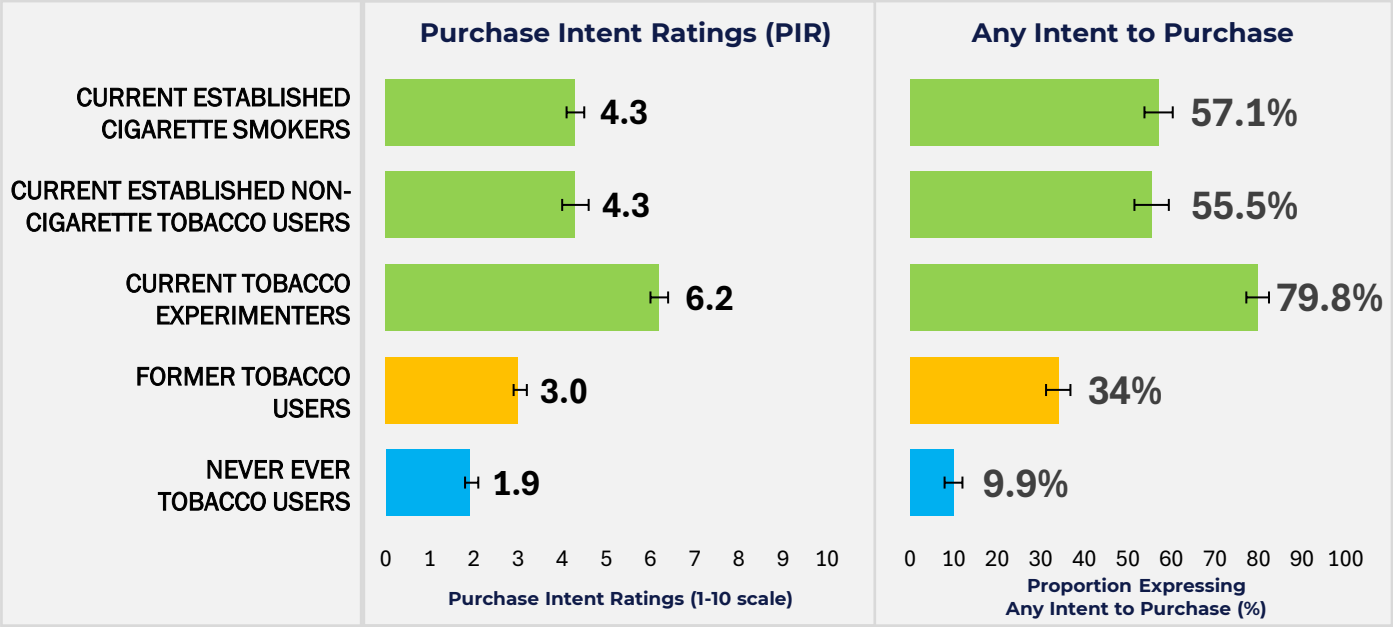


Figure 2 presents the mean PIR (left) and proportions expressing any intent to purchase (right) for each tobacco user group and highlights two key findings:

- Current established tobacco users provide higher mean purchase intent ratings for Velo PLUS than nonusers of tobacco
- Population-based estimates show that the proportions of current tobacco users expressing any intent to purchase Velo PLUS is higher than former tobacco users and never ever users (nonusers of tobacco)

Figure 3: Risk Perceptions of Generally Poorer Health & Difficulty in Quitting

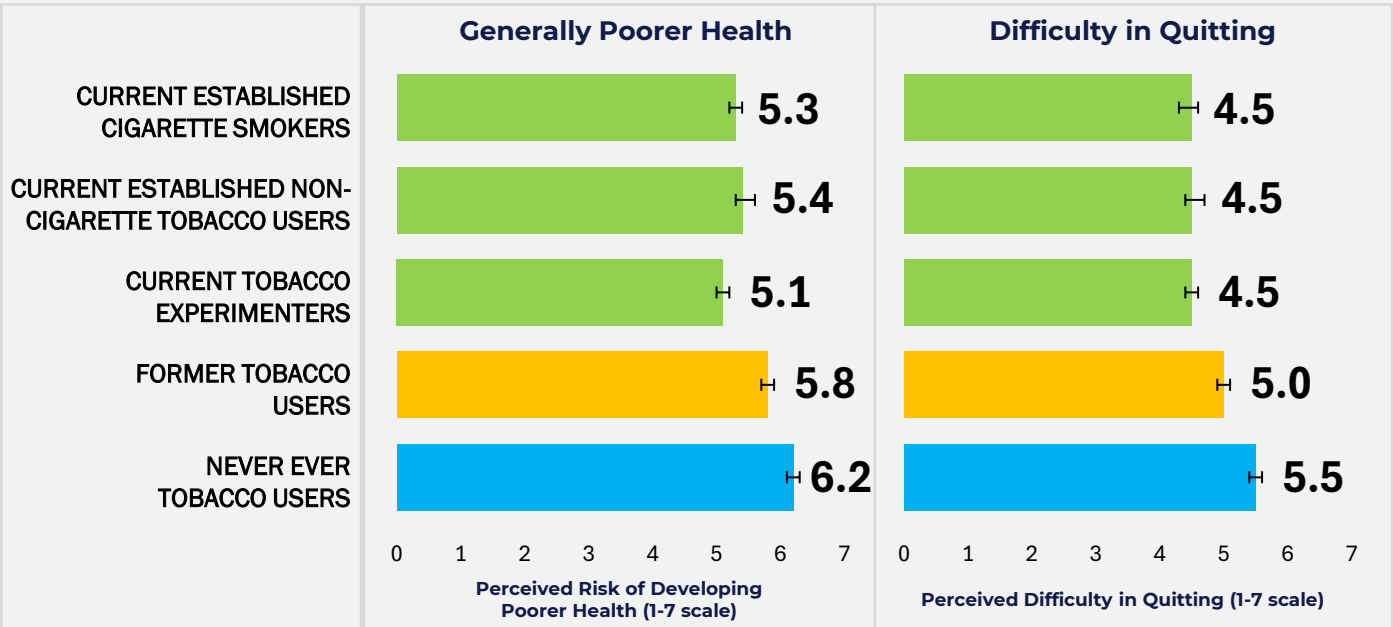


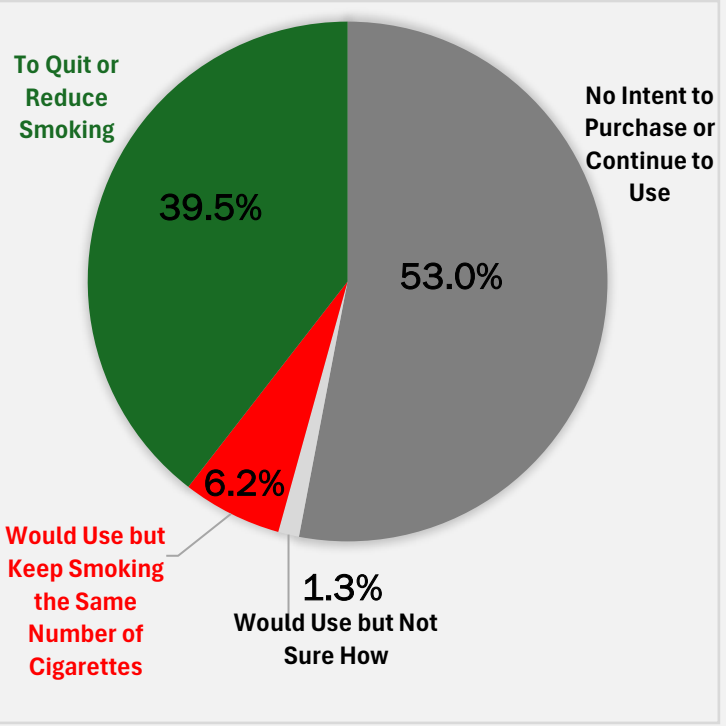
Figure 3 presents the mean risk rating of developing generally poorer health (left) and mean rating of difficulty in quitting (right) for each tobacco user group and highlights two key findings:

- Compared to current tobacco users, nonusers of tobacco perceived higher risks of developing generally poorer health with Velo PLUS
- Former tobacco users and never ever users (nonusers of tobacco) perceived higher difficulty in quitting Velo PLUS than current tobacco users

Figure 4 presents proportions of current established cigarette smokers' intended use behaviors for Velo PLUS and highlights two key findings:

- Meaningful proportions of current established cigarette smokers who would purchase and continue to use Velo PLUS intend to use the product to quit or reduce their cigarette smoking.
- Among cigarette smokers interested in Velo PLUS, intentions to quit or reduce smoking were six-fold higher than intentions to continue smoking the same number of cigarettes.

Figure 4: Current Established Cigarette Smokers Intentions to Use



Spotlight on Smokeless Tobacco Users

Table 1: Current Established Smokeless Tobacco Users Report Higher Purchase Intent and Continued Use and Lower Perceived Risk of Velo PLUS than Nonusers of Tobacco

Measure	Current Established Smokeless Tobacco Users (n = 99)	Former Tobacco Users (n = 1,313)	Never Ever Tobacco Users (n = 796)
Purchase Intent Rating	5.6 [5.0–6.3]	3.0 [2.9–3.2]	1.9 [1.8–2.1]
Intent To Purchase	80.4% [71.6%–89.1%]	34.0% [31.2%–36.8%]	9.9% [7.9%–12.0%]
Continue to Use	70.1% [60.0%–80.1%]	21.0% [18.6%–23.4%]	4.6% [3.1%–6.0%]
Risk of Developing Generally Poorer Health	4.8 [4.4–5.2]	5.8 [5.7–5.9]	6.2 [6.1–6.3]
Difficulty in Quitting	4.3 [3.9–4.7]	5.0 [4.9–5.1]	5.5 [5.4–5.6]

Conclusion

- Compared with nonusers of tobacco, current tobacco users reported higher purchase intent for Velo PLUS and perceived the product as posing lower risk and being less difficult to quit.
- Among current cigarette smokers interested in Velo PLUS, intended use behaviors were predominantly consistent with reducing or quitting smoking rather than maintaining current levels of smoking.
- Compared with nonusers of tobacco, current established smokeless tobacco users reported higher purchase intent, greater continued use intentions, and lower perceived risk for Velo PLUS.
- Collectively, the results suggest that the marketing of Velo PLUS is APPH and has the potential to support tobacco harm reduction.

