

Psychosocial Factors Leads to Vape Addiction In Young Adult



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Abstract: *In todays rapidly changing world, the use of E-Cigrates has been increasing in young and adults in Pakistan. This study reveals that how young adults is and how they perceive it. The objective typically involves exploring the psychosocial factors that leads people to Vape and the mindset of people that encourage them to use vaping devices. The study has used Qualitative research design by taking one-on-one interviews, which involves 6 participants that consist of only males. Purposive sampling and thematic analysis were used to have a better understanding of what are the psychosocial factors that leads young adults to vape. The interview was taken by 60 to 90 minutes. The sample size was 6 males which are under 15 to 25 years of age. Those people who are unmarried and falls under this age was population sample. "Nicotine needs were fulfilled by other source which falls in addictive behavior. Peer pressure also influences vaping behavior, while environmental factors like acceptance in workplaces or offices promote its use. Additionally, lack of self-control, often due to the easy availability of vape devices, contributes to vaping. Brainstorming, or mind activity, helps keep oneself busy and facilitates content writing or productivity during working hours, stimulating thinking. Curiosity, or taking an interest in vaping skills or actions, can lead to vaping, often driven by social media content." Girls should be included to understand the perspective of females regarding vape behavior. This can be helpful for have a better generalization of population. Should spent more time on interviews to gather more and authentic information.*

Keywords: Psychosocial Factors, Vape, Young Adults, Modeling, Addiction, Peer Pressure, Substitute of Smoking

Introduction

This qualitative study is to explore the psychosocial factor that leads to vape in young adults. Young adults (15 to 25 years, including 6 males. Those people who are unmarried and falls under this age will be the population. The population-based form utilized in gathering information includes the following: age, education, occupation, socioeconomic status, marital status, age at which the user started vaping, joint or nuclear family structure, parents' and mothers' educational backgrounds, fathers' and mothers' occupations, daily vaping usage, conversion from smoking to vaping, and upper-class or middle-class social circle.

Vape

Vape are the battery powered devices which contain flavor nicotine which is water based. This product also contains 30 other chemicals. The fluid is inhaled exactly like cigarettes which flows through out our body. It is a safer option as compared to smoking, because normal cigarettes contain 7000 chemicals. These electronic devices contain a huge amount of nicotine which cause a lot of health issues. The vapors of this device cause a lot of skin problems also. (Thomas et al.,2020).

Psychosocial Factors

Psychological Factors

These factors shape up your thinking pattern and your way of perceiving things. Your personality can make things simple or difficult. Your overall wellbeing, mental health and behaviors are the factors your character. Your childhood experiences, surroundings or relationships are the examples of personality factor. These

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elements discuss about the mental state and actions of an individual. Some significant cognitive factors are, motivation that influences someone to perform the exact behavior, Observation ends up in buying the same thing that others use, learns something from other actions, and individuals own attitude towards new things. The most Explored mental factors are depression, anxiety, fear, sadness, loneliness etc. (Stansfeld et al., 2019). Stress, anxiety and social influence leads young adults to vape. This research was done by Professor Tamlin Conner. The research was quantitative of about 36000 young adults in New Zealand which found that lack of self-control, mental distress and highly extrovert people lead to vape. These findings highlight the significance of discussion about mental health and have to make interventions to reduce vaping behavior. (mason et al.,2024).

People in New Zealand use vape without having an experience of smoking before which takes them to unnecessary risk, because these people were very social and vulnerable. Interestingly, personal psychological traits were a better predictor of whether someone would start vaping than many demographic factors. 40 percent of Individuals directly start vaping because of mental stress even they had never smoke before. On the other hand, only 7 percent economic deprivation increased. Moreover, 21 percent of people were extravagant and vaping uptake was 9 percent. These factors increase substance use. Professor Conner was hopefully that these findings help people to understand that how psychological traits influence peoples vaping behavior and helps to spread awareness about mental health and its effects. (Conner et al.,2022). Some limitation of the study was, over representation of middle-aged adults and majority of New Zealand European people that's why they were unable to generalize vaping behavior in young adults. Because of this research e-cigarettes became more popular in young people. (McMillen et al., 2018 & Mirbolouk et al., 2018).

Social factors

These factors also have a strong impact on people's behavior. Especially when bunch of people influence each other with their class, interests, culture and actions. When people influence with each other they shape up their interest, beliefs and behaviors accordingly. They become similar to those by which they influenced. Some important social factors are, friends' influx each other, People want to be socially fit that's why they perform a specific behavior. Research prove that peer influence leads young adults to vaping behavior. (Perikleous et al., 2018). Social media advertisements and different types of marketing campaigns are very impactful on people's behavior (Huang et al., 2019). Perception that vape is less harmful leads them to this behavior .This misleading believes indulged into the young adults by social media (Amrock et al., 2016). Explorer personality of young adults influence them to try new products and new flavors of vape. (Bold et al., 2016). Young adults use vapes as coping mechanism because of their stress which give them a sense of relief (Soneji et al., 2019).

Theoretical framework

Behavioral Model of Addiction

Behavioral model of addiction describes that certain act triggers our brain responses. When this occurs, our brain goes through immense feeling of happiness and quick responds to similar stimuli in the future. That's why they became addictive. The behavioral addiction model can support our research in this way that individual who have vaping behavior is perceived as acceptable behavior in our society which is likely can be convert into addiction. (Doran, et al., 2022). This model emphasize that addictive behaviors are acquire through reward or punishment. Key components include Positive Reinforcement: Engaging in the addictive behavior provides a pleasurable experience or reward, increasing the likelihood of repeating the behavior. Negative Reinforcement: The behavior reduces or eliminates unpleasant feelings or stress, reinforcing its use. Environmental cues: Become associated with the addictive behavior, triggering cravings or urges.

Social Learning Theory

Learning through the observation of other people's behaviors is known as social learning. Social learning theory explain how our surroundings and cognitive factors become influential on our actions. This theory is

the significant predictor of nicotine vaping. The most important indicator was friend circle' substance use, which was followed by impulsivity or a risk-taking nature. Moreover, a relationship effect identified that among youth have greater tendency to learn from their environment quickly because of lack of awareness and out of curiosity. They learn from their environment and perform the specific task in lives without knowing that it is good or bad for them. Young adults imitate different behaviors through their social gathering or social Media marketing. (Cherry et al., 20220 March 13. This theory was proposed by Albert bandura who point out that behaviors learned through by observing people, copying others, and seeing people do the behavior. Key components include Observational Learning: Learning by watching others. Imitation: Copying the behavior of role models. Modeling: The process by which individuals influence others' behaviors by serving as examples. Reinforcement: Giving reward or punishment of a specific behavior increases or decrease that behavior. Social Context: The surroundings and interaction with people play a crucial role in copying others behavior. Psychosocial Factors Leading to Vaping: Several psychosocial factors influence the initiation and continuation of vaping: Peer Influence: Friends and social groups significantly impact behavior, particularly during adolescence. Family Influence: Behaviors modeled by parents and siblings can strongly affect an individual's choices. Media and Advertising: Portrayals of vaping in media and advertisements can glamorize the behavior. Social Acceptance: The perception of vaping as socially acceptable or desirable can encourage individuals to start vaping. Stress and Coping Mechanisms: Using vaping as a means to cope with stress or negative emotions. Curiosity and Experimentation: A desire to try new experiences, often influenced by social circles.

Literature review

The literature review provided is an overview of pervious research on this topic and is Gathered through published research articles and numerous studies provided evidence about Research. The negative effects of cigarette smoke and associated worst consequences are deeply recognized and studied. Higher standards are needed for the composition of e-liquids because they are easily available for purchase online, and there have been many cases of mislabeling products, which can have a negative impact on customers' health. Besides its uncertain long-term health effects, an increasing variety of appealing flavors appears to be attracting new "never-smokers," which is concerning for adolescents. In fact, nicotine-containing e-cigarettes may reduce the need to smoke, but they are not going to prevent you from smoking regular cigarettes. While some countries, like the United Kingdom, encourage the use of e-cigarettes as a quit smoking tool, others, like Brazil, Uruguay, and India, have banned their sale. What they had not considered in their research was the relationship of the mental health & vaping (Marques et al., 2021).). In 2017, the research was conducted in Karachi (a city of Pakistan) which was the cross-sectional studies that shows many participants were using vape devices without being fully aware of their contents and its harmful effects on health (Shaikh A et al., 2017). The increasing trends in US adolescents' nicotine vaping from 2017 to 2019 came to an end in 2020, along with a decrease in daily vaping. During 2019 and 2020, there were rises in the reported danger of vaping nicotine and decreases in the perceived availability of some vaping devices.6 months later, adolescents who flavored nicotine vape use more puffs as compared to the people who smoke traditionally, mint-, or menthol-flavored, or flavorless e-cigarettes. The study did not explain any Sid effects of vaping on any physiological health or mental health (Herzog et al., 2015). The prevalence of e-cigarette usage has grown to be a rising public health problem since ENDS (electronic nicotine delivery systems) entered the market. The effects of inhaled nicotine and different chemical additions on human health have been contentious, despite their expected toxicity. The pathophysiological mechanisms causing harm to the lung and other organs are yet unknown, though. Several variables, such as the frequency of vaping, the type of e-device, the chemical composition of the e-liquid, age, sex, and underlying medical issues, may be responsible for inconsistent results. Therefore, We should focus on negative health effects of e cigarettes on pathophysiological mechanism of human being the study majorly focused on pathophysiological mechanism but didn't emphasize on mindset of vapers or e-cigarettes users (Park et al., 2022).

Vaping marijuana and nicotine have become popular culture; it has been promoted as a healthy substitute for smoking as well as to help people quit. Based on the available data and the 2019 outbreak of EVALI all medical professionals have a duty to inform patients that vaping is not a safer alternative to smoking. To identify the negative health impacts of vaping on patients, providers need to become more knowledgeable about the risks associated with the practice. It is necessary to have an evidence-based strategy for quitting smoking that is based on statistics and practice patterns. The study didn't overlooked the mental health side effects as well as mentality of vaping (Laucks et al., 2020). It is believed that a complex network of temporal patterns, such bidirectional etiologic and the impact of mental illness on the onset and persistence of nicotine use, would lead to the relationship between items containing nicotine and poor mental health. Regarding the rapid increase in vaping as a nicotine delivery method, more e-cigarette cessation trials seem likely. Random trails should be done to examine the participants mental health after leaving substance use. The idea that giving up vaping can improve mental health is a logical one. The evidence that is currently available does not support the belief that vaping is less harmful to mental health than smoking. In the past, the gradual awareness of smoking as a significant factor influencing mental health has led to a lack of caution and a lack of study on the effects of vaping on mental health, particularly in young adults and adolescents.

This research doesn't fully support the relationship between nicotine & poor mental health but given that idea of quitting the vaping can lead to stable mental health, but our research is about the perspective the leads to vaping (Psychiatry, 2021). We found 40 current papers examining the connection between AYA (Adults, Young adulthood) and EC (e-cigarette) use regarding mental health. The consumption of EC is associated with several of AYA mental health issue domains. Regarding the specific use patterns of adolescents at high risk and the long-term neuropsychiatric effects of EC use throughout AYA development, there has yet more to learn. More study is still necessary because AYA with mental health issues use EC at higher rates than other AYA. The study has found the association between the high rates of e-cigarette & mental health issues in young adult but haven't gone through the mentality of young adults or adolescent towards vaping (Becker et al., 2021).

Frequent use vape devices leads them to associate with mental health problems and curious them about different kinds of substances use. Professionals should be aware that people who use e-cigarettes are struggling with psychiatric problems. Should provide awareness that smoking is harmful even in the form of vape, the research Shakobe long term and spread awareness about severe effects of nicotine on both mental and physical health. The study was based on the association between mental health & drug use problem and majorly focused on chronic nicotine consumption but hetad overlooked the psychosocial factors of young adults towards vaping. This study examine that teenagers inclined toward substance use because of their suicidal thoughts. These problems are made worsened by using both traditional and electronic cigarettes. Further, vaping has a greater negative impact on mental health in women. The research likely found that the more usage of e-cigarette leads to suicidality and depression. It's also have a great negative impact on women too but didn't check the study of factors (psychosocial) that can also provoke to e-cigarette, smoking or vaping products. The results demonstrate a strong positive association among a health related mental imagery and apparently somking or vaping in demographic, as well as a importantly high level of cigeratte and vaping among individuals with an HMI compared to those lacking. Moreover, they raise the possibility that women learner may be more at danger for psychological disorder, which is stable with the results of another research. Further study is needed to fully understand the connection between vaping and mental illness, though. The study purpose was to conduct the comparison of higher level of vaping & smoking with HMI and without HMI. Also mentioned the higher risk for women regarding vaping. But the research didn't consider studying the mentality that leads towards vaping (Wamamili et al., 2021).

Most of the literature has emphasize on demographics of participants that predicts use of e cigarettes in youngsters but the cognitive component that predicts utilize of smoke devices , like psychiatric standard and personality factors, are not as simple as it should be .so the researchers , examine the mental or population

characteristics in the identical group, to develop insight the indicators of youth Electronic Nicotine Delivery System use. This study inquiries into the cognitive and demographic factors that indicates that the vulnerability of young adults of using electronic cigarettes. Important predictors of ENDS use consist of male/female nationality college attendance and financial status. This research finds that young males are probably to utilize vape than young women (Choi et al., 2013., Littlefield et al., 2015; Saddles on et al., Temple et al., 2017., Mirbololouk et al., 2018). People with no specific gender also falls in usage of high level of vape (Mirbolouk et al., 2018). Higher use of ENDS among latino and caucasian individuals (Temple et al., 2017), Hispanic utilize more e- cigarettes and other students from different background or no cultural diversity (Littlefield et al., 2013). University students are most commonly inclined toward this (sutfin et al., 2015;), but relationship among university involvement of electronic devices are unknown because this study is only done in student population. Socioeconomic status is also a predicted of vape. People with low socioeconomic status have high risk of doing vape (Barnett et al., 2009; Hisock et al., 2012), and cigarette also leads to e-cigarettes in youngsters (saddleson et al., 2015). Moreover, people who have high socioeconomic status are well aware of e- cigarettes because of their social gatherings (Adkison et al., 2013; Glover et al., 2018). The part of socioeconomic status in vape uptake and utilize is crucial to determine, given the initial investment cost of Electronic Nicotine Delivery System devices and decrease expenses costs compared to smoking (Cheng, 2014). Research has shown healthy actions can decrease from advance to minimal status people's step by step (Pampel et al., 2005). It is essential to explore whether socioeconomic status act a unique part in Ends utilize in cigarette and to distinguish between child and adult status in indicating vape utilize.

Prior studies have associated youngsters smoking to problematic childhood class (Patrick et al., 2012), but the impact of adulthood financial condition on ENDS use is unknown Psychological predictors of electronic nicotine use, such as exploration and event-chasing /impulsiveness-pursuing (Hampson et al., 2015; Trumbo and Kim et al., 2015), and personality traits like The Big Five Factors (Goldberg et al., 1999), require further exploration. Research has linked personality traits like extraversion and neuroticism to smoking (Munafò et al., 2007; Malouff et Al., 2006)), but their association with electronic nicotine use is unclear. Psychological factors also need investigation in association to e – cigarettes utilize. Tobacco Users have great chances to experience mental distress and perceived stress (Ng and Jeffery et al., 2003), and vape-using young adults report higher levels of anxiety, stress, and depression (Conway et al., 2018; King et al., 2018). More studies is necessary to perceive the link between psychological health and ENDS vulnerability. Whereas, this study used a correlational design to discover both characteristics and mental health factors in association to youngsters E-cigarettes utilize and vulnerability. We have done a questionnaire on use of electronic devices, currently usage of it and it's vulnerability in young adults which includes some demographics also and mental health relevant to psychological factors and personality. Used a questionnaire to measure temperament and individual to examine both traits and aspect for clear outcomes. Culture, socioeconomic status family background are the factors which influence an individual and change their beliefs and perception about things. they are connected. Several public elements add to avail of e-cigarettes between youngsters.

Key factors include friend's circle: peer influence have a profound effects on population. The wish to gel in friend circle leads them to vape. Apparently, peer pressure is an important indicator of vaping behavior among youth (Perikleous et al., 2018). The vaping landscape among young adults is influenced by several factors, including social media and marketing efforts by vaping companies, which often portray vaping as trendy and socially acceptable through attractive advertisements and influencer endorsements (Huang et al., 2019). Many young adults perceive vaping as a safer alternative to traditional smoking, a perception reinforced by marketing messages and misinformation spread through social networks (Amrock et al., 2016). Additionally, young adulthood is a period of experimentation, and the variety of vaping products and novel flavors can entice young people to try vaping out of curiosity (Bold et al., 2016). Some young adults also turn

to vaping as a coping mechanism for stress, anxiety, or other negative emotions, seeking the quick nicotine hit that provides temporary relief (Soneji et al., 2019).

Rationale

The rationale behind this qualitative research is to find the psychosocial factors that lead to vaping in young adults. We want to understand the perspective of adults that motivates them to vape. We also want to know that what are the Psychosocial factors influence that to start vaping.

Objective

1. To explore the psychosocial Factors that leads to vape in young adults.

Resreach question

What are the psychosocial Factors that leads to vape in young adults?

Interview questions

1. How do you start vaping?
2. Why did you start vaping?
3. What do you feel after vaping ?
4. Who made you curious about vaping ?
5. What do you feel when you skip vape for a day ?
6. In which mood you use vape the most?

Methodology

Research Design: Qualitative method was used in this research.

Data Collection Method: One on one interview was done by using Semi structured interviews.

Sampling Technique: Purposive sampling was used in this research.

Population: Population of young adults was used in this research.

Sample Size: Sample size was of 6 males of between 15-25 age who vape.

Demographics Information Sheet: A demographic information sheet was attached with other questionnaires. It was containing information for age, education, family status, family size, family system, no. of siblings, family background, father's education, father's occupation, mother's education, mother's occupation, socio-economic status and residential area. The participants were responding to these closed-ended questions.

Inclusion criteria

- Only Males was included.
- Age range was 15- 25 years.
- Unmarried participants are included in this research.

Exclusion criteria

- People having physical and mental illness are excluded.
- People with low socio- economic status are excluded.
- People who just smoke and not using vape are excluded.

Measure: We have done one on one interview of 6 participants. The interview time was 60-90 minutes.

The procedure of Data Collection: To initiate the research, permission was asked from the authority of Riphah International University Lahore. The purpose and goals of the research was explained. Before doing interviews permission of the participants was obtained

Ethical considerations

- After obtaining official permission from all sources, data collection was begun. Before collecting data, an informed consent form was presented to the research Participants

- Data collected was used for research purposes only and the identity of the Participants was kept confidential.
- Deception was avoided. Participants can withdraw from research any time.
- Falsification, fabrication, or biasedness in findings also be avoided.

Proposed Analysis: Thematic analysis was used in this research to have a higher quality understanding of what are the psychosocial factors that leads young adults to vape

Results

This section shows the results that were collected from the transcribed interviews of participants who vape. Emergent , subordinate and superordinate are presented in tables are identified in the process of analysis. Themes are given by analyzing each participant. participants spoke about their experiences with vape in an organic and sequential manner.

Theme Obtained from the Participant’s Interview

Table 1

Participant 1

Superordinate Themes	Subordinate theme	Emergent theme
Addiction	Want to fulfill my nicotine needs	<ul style="list-style-type: none"> ▪ Tabaco history(family background) ▪ Inspiration from father due to hukkah addiction ▪ Family background of tobacco addiction. ▪ Vape Smoker
Environmental factor	Compensation	<ul style="list-style-type: none"> ▪ Cigarette Stigmatization in workplace ▪ Acceptance of vape in workplace ▪ Compensating cigarettes to vape

Table 2

Participant 2

Superordinate Themes	Subordinate theme	Emergent theme
Addiction	Consumption of nicotine for energetic work	<ul style="list-style-type: none"> ▪ Relationship breakdown ▪ Depression ▪ Extreme use of smoking ▪ Peer pressure (friend circle)
Health issues	Problematic throat	<ul style="list-style-type: none"> ▪ Sour throat ▪ Irritation in throat ▪ Mucus production ▪ Breathing problems
Substitute of smoking	Compensation	<ul style="list-style-type: none"> ▪ Overcome smoking and started using vape ▪ Irritation of people’s behavior ▪ Smoking cause cancer

Table 3

Participant 3

Superordinate Themes	Subordinate theme	Emergent theme
Curiosity	Interested in doing visual	<ul style="list-style-type: none"> ▪ Social media influence ▪ Smoking attraction ▪ Vape art fascination
Impulsivity	Lack of self-control	<ul style="list-style-type: none"> ▪ Acting impulsive ▪ controlling ones behavior ▪ Availability of vape
Substitute of smoking	Compensation	<ul style="list-style-type: none"> ▪ Trying to Overcome smoking ▪ Extreme use of cigarette ▪ Cigarette cause lungs problems

Health issues	Problematic throat	<ul style="list-style-type: none"> ▪ Salts based vape cause oily texture in throat ▪ Throat hit ▪ Mucus production
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Table 4

Participant 4

Superordinate Themes	Subordinate theme	Emergent theme
Alpha personality	Unique \ annulation	<ul style="list-style-type: none"> ▪ Inspiration from peaky blinders season (main character) ▪ Want to be an alpha male ▪ Want to be a sigma personality
Peer pressure	Due to Surrounding of colleagues (upper class)	<ul style="list-style-type: none"> ▪ Professional (film making) ▪ Socially fit
Health issue	Loss of taste buds	<ul style="list-style-type: none"> ▪ Slow metabolism ▪ Taste bud problem ▪ Oily texture in throat ▪ Throat hit

Table 5

Participant 5

Superordinate Themes	Subordinate theme	Emergent theme
Brain storming	Creativity about work	<ul style="list-style-type: none"> ▪ Used vape for good imagination ▪ Helps to think about designs
Addiction	Dependency on vape	<ul style="list-style-type: none"> ▪ Skipping of vape causes ▪ Anxiousness. ▪ Nicotine satisfaction ▪ Fulfilment of cravings
Health issue	Low basal metabolism rate	<ul style="list-style-type: none"> ▪ Mucus in throat which cause irritation ▪ Throat hit ▪ Oily texture in throat

Table 6

Participant 6

Superordinate Themes	Subordinate theme	Emergent theme
Quit smoking	Smoking cause health issues	<ul style="list-style-type: none"> ▪ Smoking is harmful for health. ▪ Parents pressure
Addiction	Nicotine satisfaction	<ul style="list-style-type: none"> ▪ nicotine needs, ▪ want some new devices replacement of cigarettes found vape ▪ Fulfilment of nicotine cravings
Health issue	Declaration in physical activity	<ul style="list-style-type: none"> ▪ Slowing down physical activity ▪ Laziness ▪ Metabolic problem

Table 7

Showing the Emergent theme, subordinate theme and superordinate theme of all data.

Superordinate Themes	Subordinate theme	Emergent theme
Addiction	Nicotine Satisfaction	<ul style="list-style-type: none"> ▪ Father addiction ▪ family background ▪ skipping of vape causes anxiousness ▪ Extreme use of smoking ▪ Nicotine satisfaction ▪ Fulfilment of cravings ▪ Relationship breakdown

Superordinate Themes	Subordinate theme	Emergent theme
Environmental factor	Compensation	<ul style="list-style-type: none"> ▪ Acceptance of vape in workplace ▪ Irritations of people's behavior ▪ Cigarettes Stigmatization
Substitute of smoke	Quit smoking	<ul style="list-style-type: none"> ▪ Overcome smoking ▪ Throat hit ▪ Oily texture in throat ▪ Mucus production ▪ Slowing down in physical activity ▪ Metabolic problems
Curiosity	Exploring personality	<ul style="list-style-type: none"> ▪ Vape art, Skills and actions ▪ Trying new flavors of vape ▪ Influence of social media content
Impulsivity	Lack of self-control	<ul style="list-style-type: none"> ▪ Using vape whenever see it. ▪ Availability of vape ▪ Vape smoker
Brain storming	Brain activity	<ul style="list-style-type: none"> ▪ Help me in creative thinking ▪ Compulsory in working hours to make work more effective
Health issue	Sour throat and declaration in physical activity	<ul style="list-style-type: none"> ▪ Obesity, ▪ physical activity slow down, ▪ problematic metabolism ▪ Throat hit ▪ Mucus production

Explanation of Theme

Addiction:

Nicotine addiction is a powerful force, driving individuals to seek alternatives like vapes to manage cravings and fatigue. Despite the desire to quit smoking due to health concerns, the need for nicotine persists. Vapes may provide temporary satisfaction, but the craving often remains, leaving a sense of something missing. The cycle of addiction is complex, making it challenging to break free from the grip of nicotine.

"(The cigarette would sometimes stop but the vape was unlimited. Vape used to help me to receive my fatigue. An alternative to give me peace. Quitting vape makes me anxious)" (p5)

"(I was addicted to smoke but I want to leave smoking because of health issues but I want to fulfill my nicotine need so I start using vape.)" (P6)

"(Feel satisfy after fulfil of nicotine need. After breakup cigarettes consumption was so high so to overcome this I start using vape to full my nicotine need. When I am working I use vape for 2 hours consistently.)" (P2)

"(The combination of tobacco and nicotine is pure addictive. The availability and allowance of vape is far easier than smoke. I have tried everything which has created smoke a lot likewise tobacco, electronic shisha, hukkah, cigarettes. it depends on my mood but I usually smoke 7 to 8 or 9 cigarettes in a day as a regular smoker. When I get excited, my cigarette packet often finished.

The need is fulfilled but the craving does not get satisfied. The vape works for me as the substitute of smoking. The craving of smoking might get dull but not get satisfaction. It feels like something is missing and there is a need to fulfilled that craving, that particular missing part of the whole day.)" (P1)

Enviormental Factor

To avoid the embarrassment and disturbance caused by smoking, I turned to vaping as a more considerate alternative. As a regular smoker working in indoor offices, I needed a way to manage my nicotine cravings without breaking office rules. Vaping proved to be an acceptable solution, allowed due to its fragrant and non-irritating nature. This convenience and social acceptance led me to switch from smoking to vaping, filling the void and satisfying my nicotine needs.

“(I start vape because smoke cause irritation to people . To avoid this embarrassment or barrier I start using vape.)”

“(I’m a regular smoker and I have to work in indoors offices, those offices don’t allow to smoke in the office area or working hours. So, to fill the void I’ve develop my interest in vape)’ (P2)

“(I’m a regular smoker and I have to work in indoors offices, those offices don’t allow to smoke in the office area or working hours. So, to fill the void I’ve develop my interest in vape.

“(The vape is allowed because of the fragrance which is not as bitter as the smoke cause coughing even if you’re inhaling or breathing near smoke area.)”

“(The availability of vape and acceptable behavior of colleagues in office area made me convinced to do vape. Because its not allowed to do smoke in formal or working areas. So, that’s why I shift myself from smoke to vape.)” (P1)

Substitute of smoking

I turned to vaping as a means to quit smoking and find a healthier alternative, seeking peace and a way to overcome my nicotine addiction. Influenced by friends and a desire to appear more mature, I started vaping to avoid the embarrassment and harm caused by smoking. Vaping became a substitute for smoking, allowing me to manage my cravings while minimizing irritation to others and harm to my health. By choosing vape, I aim to overcome smoking's grip and embrace a healthier habit.

“(Wanted to quit smoking, so I started vape. An alternative to give me peace.)” (P5)

“(To overcome smoking. Start vape because my friends use vape. Feeling of maturity. I start vape because smoke cause irritation to people . To avoid this embarrassment or barrier I start using vape.)” (P2)

“(Smoking is harmful for health That's why I'm using vape as a substitute.)” (P6)

Curiosity

I started vaping to look cool, influenced by social media, and was drawn to vape art, specifically making smoke rings, which I've mastered after 3 months of practice. Now, I use flavored nicotine daily, enjoying the thrill of creating smoke rings while struggling with the habit's grip on me.

“(Social media influences me to do vape , it makes me curious about vape art and making rings)” (P3)

Impulsivity

Although I try to resist by leaving my devices at home, seeing someone else's vape device triggers my craving and I lose control, succumbing to the temptation to vape.

“(I left my devices at home but when I see another persons device, I loose my control.)” (P3)

“(when vape is available, i will do it. I can’t control myself.”) (P1)

Peer Pressure

I learned that true friends wouldn't pressure me into harmful habits, and I must prioritize my health over social acceptance.

“(Start vape because my friends use vape.)” (P2)

“(I start using vape because of my friend circle and I want to be fit between them.)” (P4)

Brain Stroming

As a creative architecture enthusiast and content writer, I've convinced myself that vaping stimulates my mental activity, boosting my creativity and helping me generate innovative ideas for my writing.

“(Its a mental activity because I am an artitecture ,It helps me to think about my creativity)” (P5)

“I am an content writer, it helps my brain activity or helps me to think about my content)” (P1)

(i'm an editor, vape helps me in my working hours, the usage of vape is compulsory in at least 2 hours) (P2)

Discussion

The study performs an analysis of the literature to explore the effects of peer pressure and social media on smoking and vaping practices among adolescent and young adults. Studies shows that these characteristics have significant impact on smoking and vaping behavior. A specific component is the impact of peer pressure and social media on smoking and vaping habits. The research acritical investigates the relationship between peer pressure and social media acceptance in young adults. The research reveals that the marketing of e-cigarettes presents the deceptive nature that portrays the vape products as less harmful than traditional e-cigarettes. Peer pressure is another contributing factor that impacts the vaping behavior among teens and young adults. Individuals who claimed using e-cigarettes more often and have those friends that also use it as regular, perceived the e-cigarettes as beneficial to their social circle. The association is perceived as with increase e-cigarettes use and a higher likelihood of accepting after from a friend. Strategies that target peer influence and enhance the ability to resist can help reduce the effect of peer pressure on vaping behavior (Leshargie et al., 2019) E-cigarettes have become very easy at providing nicotine to new generation. These are the most recurrent form tobacco provided to young adults. These easy forms of cigarettes make inhaling process more frequent and quicker which attractive YouTube. In recent year, nicotine filled electronic devices become the most well-known Tabacco product used, and new generation quickly increasing in this behavior (Stanton et al., 2022). Background of the usage of e-cigarettes among teenagers and young adults has developed significantly in recent years, but limited perspective of young people regarding e-cigarettes addiction. This study explores the factor that is associated with self-reported e-cigarette addiction in this demographic self-perceived addiction was assessed by questioning participant, often regular cigarettes a survey revealed that 41% of respondents perceived themselves as 'somewhat addicted', while 13% admitted to being 'very addicted'. Notably, 46% of participants believed they were 'not at all addicted e-cigarette. Quata sample was used in this research. Those who were reported in higher level of perceived addiction were categorized in more than 1year of using vape. Those people were fall into women, former e-cigarettes, smokers, daily vapers. (lori et al., 2020). Vapes are used as an alternative of cigarettes or Tabacco, because people believe that e-cigarettes are less harmful, and it doesn't cause irritation to surroundings. e-cigarettes are acceptable in workplace and there are socially acceptable.

Vapes can be done stealthily. E-cigarettes cannot be recognizable easily because of design. vapes do not have pronounced odor. pod-based devices also produce lass vaper than other devices, so it is for new generation to hide it. (Alexa et al., 2021) the impact of vaping ended eventually in a result of sore throat and other side effects regarding health risk. vaporization manipulate the liquid (vaping juice) into vapor, aerosol which is led by battery-powered heat. the ingredients of e-cigarette or vape includes nicotine, flavorings and other chemicals in the liquid are inhaled by an individual that uses vape, which goes through your throat into lungs, that many cause throat irritation.

"Throat hit", it is an effect that you feel when the nicotine is inhaled. the quality of nicotine as well as the temperature of the individual who uses vape., can impact the affect you may feel when you inhale. It can be a more problematic, if you're not a regular smoker because the throat hit may result in sore throat. elements that lead to a sore throat after the use of vaping includes nicotine, propylene glycol, organic compounds and withdrawal from nicotine. if you inhale with the absence of vaping juice, the consequences of this action ended in "dry hit" which you experience. The burning sensation occurs a result which is very uncomfortable and will temporarily cause sore throat. (Kristan et al., 2023)

Limitation

In this study, we included both males and females, but encountered challanges with the female participant, who tended to provide manipulated information. During the interviews, it became clear that many

participants lacked insight into their health issues. Due to the qualitative nature of our research, conducting interviews and reaching out to participants was resource-intensive. Furthermore, collecting information from vape shops was difficult, particularly when female participants visited these shops.

Policy Implications and Recommendations

Policy Implications

The findings of this study highlight those psychosocial factors such as peer pressure, curiosity, social media influence, stress, and the perception that vaping is less harmful than smoking play an important role in the initiation of vaping among young adults. These results have several implications for public health policies and preventive strategies.

First, there is a need for **stronger regulations on the marketing and advertisement of vaping products**, particularly on social media platforms. Many young adults become curious about vaping due to online content, influencers, and appealing advertisements that portray vaping as trendy and harmless.

Second, **educational institutions should implement awareness programs** that focus on the psychological and social factors related to vaping. Schools and universities can play an important role in educating young people about the health risks and addictive nature of nicotine-based products.

Third, **workplace policies should be improved to regulate vaping behavior** in indoor environments. Since many participants reported switching to vaping because smoking was restricted in workplaces, organizations should include vaping in smoke-free policies to prevent normalization of vape use.

Fourth, **mental health support services should be strengthened for young adults**. Since stress, depression, and emotional distress were reported as triggers for vaping, counseling services and stress-management programs can help reduce reliance on substances like nicotine. Finally, **government and public health authorities should promote strict regulations on the accessibility of vape devices**, particularly among young people. Age restrictions, controlled sales, and proper labeling of vape products can reduce their misuse.

Conclusion

After Analysing the research we concluded that people thought that vaping is less harmful than cigarettes, so they use it as an alternative to fulfil their nicotine satisfaction. they use vape to fulfill their cravings with any help problems. we have also concluded that young adult started vaping because of curiosity of this new thing, influence by vape, art and social media advertisements. vaping was seen helpful for work and increasing their creativity. young adults started vaping because of their friend circle and wants to be socially fit. vaping also lead to negative effects like sour throat, increase mucus production, damage taste buds, reduce physical activity and decrease appetite.

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