

**KNOWLEDGE, ATTITUDE AND USAGE  
OF ELECTRONIC-CIGARETTES  
AMONG COMPANY STAFF  
AT SELECTED ENTERPRISES  
IN YANGON REGION**

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## **ABSTRACT**

Electronic cigarettes (E-cigarettes) were invented to serve as an alternative to conventional smoking and have gained significant popularity since their introduction in the US in 2007. However, there is limited information available on their health effects, and concerns exist regarding their potential to become a "new tobacco" with associated issues. E-cigarettes use is increasing globally, particularly in Southeast Asia, where weak regulations contribute to its usage among young people. Current study was to study the knowledge, attitude and usage of electronic cigarette among company staff at two enterprises in the Yangon Region and it was a cross sectional study conducted by face-to-face interviews with 224 company staff. The majority of users was male under 25 years old, single, and had more than three family members. E-cigarettes usage was highest among those with a family income of ten thousand to thirty thousand. Initiation by friends and coworkers was the most common causes of E-cigarettes usage. According to this research, 40.6% of those had good knowledge, 52.2% had favorable attitude, and 59.8% were current e-cig users. The study found that poor knowledge about E-cigarettes usage was prevalent among office staff and supervisor. The participants who were 25 years old and below, use cigarette and E-cigarettes both had unfavorable attitude than others. It was found that age of 25 years and below, male, artist, cigarette and E-cigarettes both users, the participants who had E-cigarettes usage among friends and coworkers were using E-cigarettes currently than others. Interestingly, E-cigarettes users with an unfavorable attitude were more likely to use E-cigarettes than those with a favorable attitude. The research reveals that young, middle-aged, well-educated individuals were mistakenly using E-cigarettes as a socially acceptable alternative to cigarettes. The study suggests that officials should focus on controlling the distribution and sale of E-cigarettes, and use popular figures to spread the message through social media.