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A qualitative study to explain the determinants of naswār consumption from the point of view of its consumers

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Abstract:

BACKGROUND: One of the health problems related to tobacco that is increasing in society is the consumption of naswār. This study aimed to investigate the determinants of naswār consumption from the point of view of its consumers.

MATERIALS AND METHODS: In this qualitative study, 47 men with an age range of 23- 54 years who consumed naswār from the southern cities of Fars province in Iran were selected and interviewed. These participants were selected using purposive and snowball sampling methods, and data was collected using semi-structured interviews. Data analysis was done using the conventional approach of qualitative content analysis.

RESULTS: Three main categories were extracted: (1) Individual factors and beliefs related to naswār consumption (Non-addictive, similar and replacement with smoking, Not causing confusion, Being relaxing and enjoyable, increasing the effect of using other substances, reducing fatigue, causing body aches due to lack of use, having long effect, not causing physical problems, not causing weakness, having fast effect, increasing energy to work), (2) Environmental factors (being available, Having the low price, being consumed anywhere, being easy to store and carry, Not understanding others), and (3) Social factors (as a hobby, lack of entertainment, relatives and friends of the consumer, lack of ban on the consumption of naswār, lack of family opposition).

CONCLUSION: As the results showed, there are many reasons for consuming naswār based on individual, environmental, and social factors. Formulation of laws, health policies, and education can be effective in adopting strategies to prevent and control the consumption of naswār.

Keywords:

Iran, naswār, qualitative content analysis, smokeless tobacco

Introduction

Drug and tobacco use has been one of the health and social crises in recent decades. Today, one of the types of tobacco consumption is the use of smokeless tobacco (SLT).^[1] About 356 million people worldwide use smokeless tobacco. Of these, nearly 82% located beside in Southeast Asia. This problem is common among men and women and is particularly pronounced for young people.^[2]

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Smokeless tobacco exists in the form of traditional and industrial products and is used in different packaging and flavors. One of these products is naswār, a smokeless tobacco containing tobacco powder. Naswār is a green substance obtained from dried tobacco leaves; after pounding, producers mix it with a chemical such as lime and spread it. Naswār is used by sniffing with the nose or placing it under the tongue or cheek. This product has a high pH and contains nicotine and carcinogens which harm oral and dental health.^[3]

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study was approved by the Ethics Committee of Gerash University of Medical Sciences (IR.GERUMS.REC.1401.009). The authors would also like to thank Shiraz University of Medical Sciences, Shiraz, Iran, and also Center for Development of Clinical Research of Nemazee Hospital and Dr. Nasrin Shokrpour for editorial assistance.

Ethics consideration

In this research, to regard ethical considerations, the researchers tried to keep the information collected from the participants confidential, the participants had the right to withdraw from the study at every stage of the research, and the final results were available to the participants. Also, this study has an ethics code (IR.GERUMS.REC.1401.009) from the Gerash University of Medical Sciences.

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Conflicts of interests

There are no conflicts of interest.

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