



**ANALYSIS OF THE GENERAL OVERVIEW OF CIGARETTE CONSUMPTION IN
AHOME, SINALOA: A COMPARATIVE STUDY FROM 2016 TO 2022**
**ANÁLISIS DEL PANORAMA GENERAL DEL CONSUMO DEL CIGARRO EN
AHOME, SINALOA: COMPARTIVO 2016-2022**

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Abstract

The objective of the research is to analyze the general overview of cigarette consumption in Los Mochis and its implications, in order to identify the characteristics shared by cigarette consumers and to determine if the measures implemented by the government to reduce consumption have been effective. This is a descriptive study with a quantitative approach, based on data from official





publications (ENIGH 2016-2020) and data collected from a survey applied to the population of Los Mochis, using STATA for the analysis. The most significant results indicate that price does have an effect on cigarette consumption, while internal advertising in businesses has no effect on users of this product.

Key words: Consumption, Cigarettes, Ahome.

Resumen

El objetivo de la investigación es analizar el panorama general del consumo del cigarro en Los Mochis y sus implicaciones, para así identificar las características que comparten los consumidores de cigarro y determinar si las medidas implementadas por el gobierno para reducir su consumo han funcionado especialmente el precio y la publicidad. Es un estudio de carácter descriptivo, con un enfoque cuantitativo, basado en datos de publicaciones oficiales (ENIGH 2016-2020) además de la recolección de datos generados de un instrumento (encuesta) aplicada a la población de Los Mochis, Sinaloa utilizando el STATA 13 para su análisis. Los resultados más significativos es que el precio si tienen un efecto significativo en el consumo de cigarro, así como que la publicidad interna en los negocios no tiene ningún efecto en los usuarios de este producto.

Palabras clave: Consumo, cigarros, Ahome.

Introduction

Cigarette smoking is a global public health problem and clearly has its implications, since the addiction to this substance wreaks havoc on the health of the individual who consumes it as well as for those who are exposed to second-hand smoke. According to the World Health Organization (2023), in the year 2020, 22.3% of the world's population consumed tobacco and every year, more than 8 million people die from tobacco. More than 7 million of these deaths are due to direct tobacco use and about 1.2 million are due to exposure of non-smokers to second-hand smoke. Tobacco is one of the main preventable causes of disease and death in the world, besides being an





addictive substance, socially accepted and of legal consumption, currently the consumption has become more socially accepted being practically part of the culture of several regions of the country, incorporating these substances in the daily life, despite the fact that the damage caused by cigarette consumption is known, smoking continues to rise more in underdeveloped countries.

According to Zinzer (2014), during the last hundred years smoking has caused more deaths than all wars during the same period, it is the epidemic with the highest mortality, and this will increase in the coming years, mainly in developing countries.

Cigarette consumption in Mexico.

The problem of cigarette smoking in Mexico and its health and economic implications have been a matter of concern for decades. Despite efforts to reduce smoking, the country still faces significant challenges in this area.

Cigarette smoking remains a major public health challenge, according to the latest 2016 National Survey on Drug, Tobacco and Alcohol Consumption (ENCODAT). According to this study, it reported that 17.6% (14.9 million) were current smokers, with 6.4% (about 5.5 million) smokers who smoke daily, and 11.1% (about 9.4 million) who smoke occasionally. In addition, 15.4% (about 13.0 million) of the population had quit smoking for at least one month, with these prevalences being higher among men than among women, where adult daily smokers smoke an average of 7.4 cigarettes, while adolescent daily smokers smoke an average of 5.6 cigarettes. (These data reveal the persistence of smoking and the need to address its implications for the health and well-being of the population.

Cigarette consumption in Mexico has experienced a change in trend in recent years, as confirmed by the results of the 2018 National Health and Nutrition Survey (ENSANUT). According to these data, the smoking population increased from 16.4 million in 2002 to 17.3 million in 2011 and decreased to 16.1 million people in 2018. Smoking prevalence in 2018 was at





17.9% among the 14.8 million adults and 5.7% among the 1.3 million adolescents, totaling 16.1 million smokers (ENDOCAT, 2017).

According to Mendoza González & Villagra Piña (2021), these results show a slight decrease in the number of people smoking compared to previous years. In addition, it is estimated that the smoking population would be 15.9 million people in 2020, which represents a reduction of approximately 250,000 people compared to the figures observed in the 2018 ENSANUT. Although prevalence decreased, monthly pack consumption per person smoker increased from 7.5 in 2011 to 14.2 in 2018, implying an 89% increase in just seven years. Specifically, this accelerated growth in cigarette consumption is observed from 2015 onwards.

These data highlight that, although tobacco use persists, there has been a reduction in average household spending on tobacco products over the past few years. This decline could be indicative of increased awareness of the health risks associated with smoking, as well as efforts by authorities and organizations to implement tobacco control policies. Increasing tobacco prices through taxation is the most effective measure for controlling the epidemic linked to smoking (Prabhat & Chaloupka, 2000). To reduce cigarette consumption, it is mentioned that the best economic mechanism is taxation, which consists of increasing the price of cigarettes by applying taxes (Mendoza Gonzalez & Villagra Piña, 2021). Based on Guerrero López, Muños Hernández, Saenz De Miera Juárez, & Reinales Shigematsu (2013), currently, the average cigar consumption per adult in Mexico is around 16 packs per year. In recent years, a sustained reduction in consumption has been observed, which coincides with the increase in cigarette prices. These price increases are directly related to the increase in the excise tax applied to these products, known as the Special Tax on Production and Services (STPS). Evidence suggests that cigarette price increases have been effective in reducing consumption, as an increase in price deters some smokers and prevents others from taking up the habit. The STPS has been used as a strategy to discourage tobacco consumption and combat the negative effects of smoking on public health.





In order to reduce cigarette consumption throughout history, legal, moral and even religious measures have been used to prevent or curb tobacco consumption. According to (Reynales , Thrasher, Lazcano, & Hernández (2013), the general law, aims to protect the health of the population from the harmful effects of tobacco. It regulates the orientation, education, prevention, production, distribution, commercialization, importation, consumption, advertising, promotion, sponsorship, sampling, verification and, where appropriate, the application of safety measures and sanctions related to tobacco products. In the recent year 2023, new measures were taken to prevent cigarette consumption, which new regulations contemplate the prohibition of all forms of tobacco advertising, promotion and sponsorship, through any means of communication and dissemination, including the direct and indirect display of tobacco products at points of sale (Salud S. d., 2022). The objective is to implement measures to restrict tobacco consumption in the population, in order to protect health and promote smoke-free environments.

Cigarette consumption in Sinaloa.

A study on tobacco use among young male university students in Los Mochis, Sinaloa, showed that 29.4% of the participants in this study reported being current users of tobacco, a figure that is below the national average in the population aged 18 to 65 years, where a prevalence of 34.6% was obtained in men. A prevalence of consumption is shown where the age of onset of tobacco consumption coincided with the period when they were entering university, and they referred that their onset was due to the influence of friends, immersion to a different environment where they felt embarrassed to refuse the invitation to smoke, other students reported that they smoked to demonstrate their masculinity and to stay awake (Ochoa Chavez, Valdez Montero, Ahumada Cortez, & Gámez Medina, 2017).

The objective of the research is to analyze the general panorama of cigarette consumption in Los Mochis and its implications, seeking to contribute to the reasoning and understanding of the





seriousness of effects that consuming it can have in terms of health parameters but above all in the economy of those who buy them.

The hypothesis of the present document is to analyze the general panorama and the implications of cigarette consumption, with a descriptive research that will be carried out through quantitative methods, which includes surveys to collect information.

Methodology

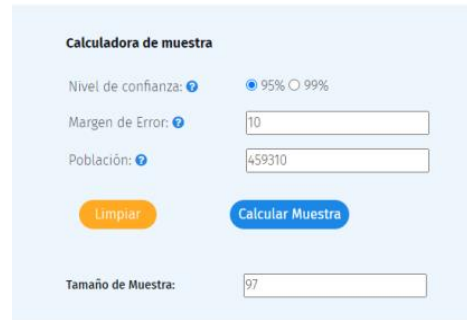
In this research, we employed a quantitative approach, which according to Hernández Sampieri, Fernández & Baptista (2014), quantitative research considers that knowledge should be objective, through numerical medication and previously formulated hypotheses are tested. This quantitative approach allows us to obtain a more complete and deeper understanding of the phenomenon under study, which is an analysis of consumption in the localities of Ahome, specifically in Los Mochis, Sinaloa.

The present research was carried out on the general panorama of cigarette consumption in Los Mochis and its implications. To meet the objective, the consumption dimension was established mainly to measure different aspects that allowed us to collect the necessary information and describe the most relevant aspects.

A quantitative approach was used, that is, we designed a survey to collect quantifiable data and based on that perform statistical analysis to derive the conclusions of the research, taking as reference that, in 2020 the population in Ahome was 459,310 inhabitants (49.1% men and 50.9% women) (Data Mexico , 2020). The sample size was calculated to obtain the number of surveys to be applied in order to subsequently apply simple random sampling in the population.



Figure 1. *Sample calculation of the population of Ahome.*



Calculadora de muestra

Nivel de confianza: 95% 99%

Margen de Error:

Población:

Tamaño de Muestra:

Source: Own elaboration.

FORMS is a google forms tool in which we can create surveys or questionnaires directly in the web browser or mobile without having to use any specialized software, it allows us to see the results at the time they are sent and organized into graphs for easy reference, through this tool we design the survey where after structuring it we share the link via WhatsApp to the type of consumers we are targeting.

We also calculated the cigarette consumption of the Sinaloense households based on the National Household Income and Expenditure Surveys (ENIGH) for the period 2016 to 2020 through the STATA 13 program to make the comparison.

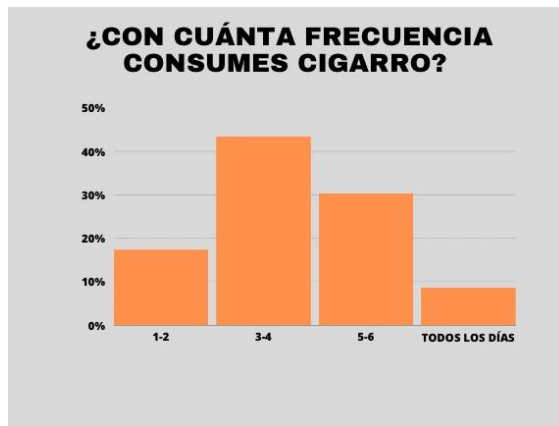
Results and discussions

After the application of the instrument (survey), the results are presented:

Generally within the respondents 50% are represented by young people (16-25 years), mostly male (56.9%) and who like to consume cigarettes (66.7%) either by habit, taste/smell or craving (21.4%).

More results are shown in the following figures:

Figure 2. Frequency of consumption.

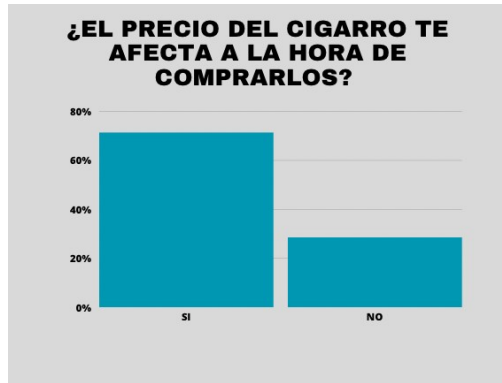


Source: Own elaboration.

Of the persons surveyed, at least one part claimed to smoke cigarettes daily (8.7%), while the majority smoked 3 to 4 days a week, only 17.4% smoked 1 to 2 days a week, and 30.4% smoked almost all week (5 to 6 days a week).

In the category of smoker in the last year we found that at the national level men cover 31.4%, while for the state of Sinaloa 23.8%; women at the national level are 10.9% while at the state level they are 5.4%, obtaining a total of 20.8% at the national level and 14.5% at the state level (ENDOCAT, 2017).

Figure 3. Price and its consideration in users' cigarette consumption.

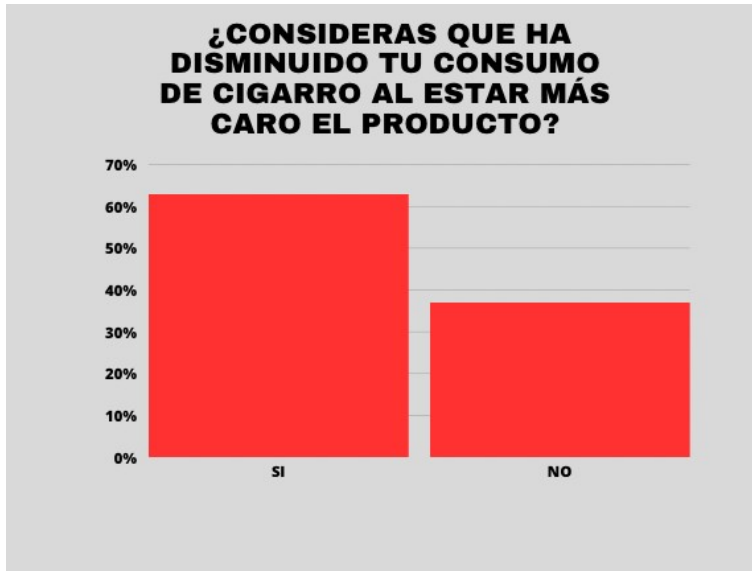


Source: Own elaboration.

Only 28.6% of the population is not affected by the price at the time of purchase, while the rest, which represents the majority of the surveyed population that responded to this question, is affected.

This is in line with studies conducted by the World Bank that have estimated that a 10% increase in prices reduces tobacco consumption by 4% in high-income countries and by 8% in middle- and low-income countries (Salud O. P., 2022).

Figure 4. Importance of "price increase" on respondents' cigarette consumption.

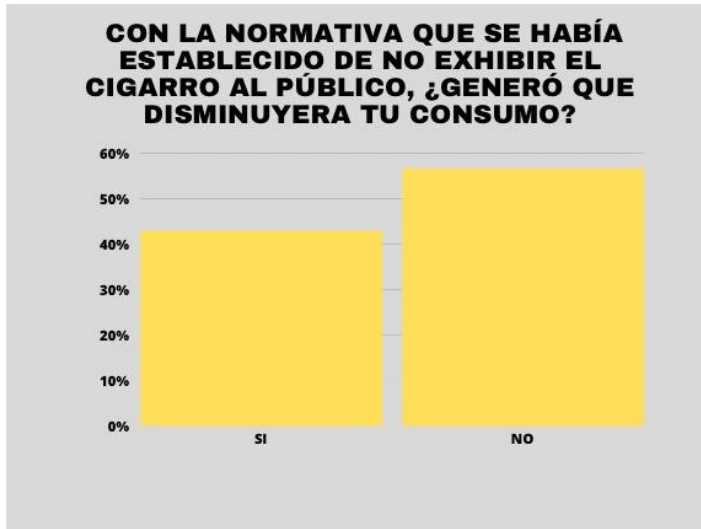


Source: Own elaboration.

This item reinforces the hypothesis that with the increase in cigarette prices, 63% of the respondents' consumption has decreased, and for the remaining percentage (37%) no decrease has been considered.

In the scientific community, it is commonly accepted that, in developed countries, a 10% increase in the price of tobacco leads to a 4% decrease in the demand for the product. This means that if in a country each smoker consumes 100 packs of cigarettes per year and the average price is 5 euros, an increase of 50 euro cents will cause each smoker to consume 4 fewer packs per year (Martín Álvarez, 2022).

Figure 5. Impact of reduced consumption with the no cigarette display regulation.

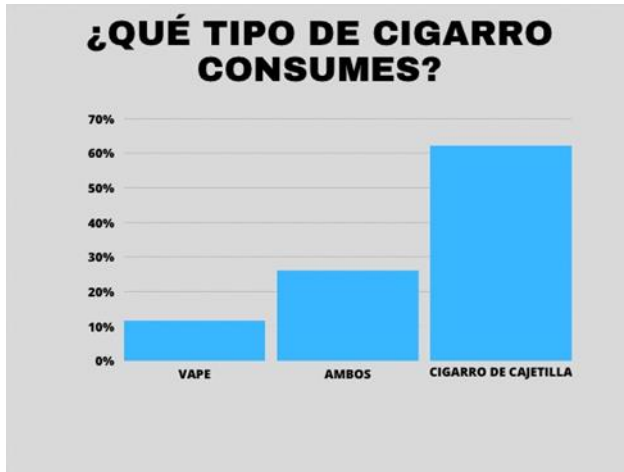


Source: Own elaboration.

56.8% of the population surveyed was not influenced by the regulations established for not displaying cigarettes, while 43.2% was influenced by the regulations.

For the first semester of this year (2023), the Treasury expected a collection of 27,397 million pesos for this STPS, however, what was reported amounts to 25,429 million; that is, almost 2,000 million less than what was programmed. Last year, in the same period, collection was higher than expected by 220 million pesos, and in 2021 it was 803 million pesos, according to figures from the Ministry of Finance and Public Credit (SHCP) (Patiño, 2023).

Figure 6. Types of cigarettes consumed.



Source: Own elaboration.

The highest percentage of people surveyed (represented by 62.3%) stated that they consume pack cigarettes, while 11.6% only consume vapes and the remaining 26.1% consume both.

There has been an increase in the use of vapes, the issue is particularly serious since 975 thousand people between 12 and 65 years of age in Mexico use vapes or electronic cigarettes and five million have used them at some time, according to a survey by the National Commission against Addictions (2022) (Romero Mireles, 2022).

To complement the analysis, a data sweep of smokers in Sinaloa by household was conducted using the 2016-2022 ENIGH to this effect and to have more information regarding the phenomenon studied.

Table 1. Household consumption of cigarettes per month by Quintiles.

Quintiles	2016	2018	2020	2022	Total
1	279.79	239.38	338.26	312.06	290.31
2	270.57	321.67	299.64	276.28	295.58
3	184.50	265.98	546.99	221.26	283.99
4	463.93	321.89	254.39	230.24	322.77
5	248.96	333.80	416.13	315.34	326.32
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

The year 2020 shows a considerable increase in the consumption of cigarettes per month per household with a total of 354.52 on average by quintiles, unlike the year 2022 where the lowest consumption is shown with the total amount of 268.82, while the years 2016 and 2018 hovered around the same amounts, 294.69 and 301.61 respectively. In the article "El consumo de tabaco en los hogares en México: resultados de la Encuesta de Ingresos y Gastos de los Hogares, 1984-2000" a relevant fact is that, on average, for all years, the lowest income households spent between 9 and 22% of their income on tobacco. At the opposite extreme, in the highest income households, the average expenditure on tobacco represented 1% of their income. This means that the average percentage of spending on tobacco decreases as the household income level increases (Vázquez Segovia, Sesma Vázquez, & Hernández Avila, 2002).

Tabla 2. *Consumo de Hogares de cigarrillos al mes por sexo del Jefe de Familia en Sinaloa.*

Sexo	2016	2018	2020	2022	Total
Hombre	299.82	299.90	295.60	225.71	285.45
Mujer	282.05	307.46	557.49	406.36	371.97
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

The table shows that in most of the exposed years when the woman in Sinaloa is the head of household she consumes a greater amount of cigarettes, with the exception of the year 2016 where it can be seen that consumption by men is higher. It differs from the article "El consumo de tabaco en los hogares en México: resultados de la encuesta de ingresos y gastos de los hogares, 1984-2000", it is observed that when the position of head of household was occupied by a man, the percentage of tobacco consumption per household was higher than when a woman occupied it (Vázquez Segovia, Sesma Vázquez, & Hernández Avila, 2002).

As for the educational level of the head of household, this had a significant relationship in the first period, in households in which the head of household had a high school level of education (Vázquez Segovia, Sesma Vázquez, & Hernández Avila, 2002).

Table 3. Household Consumption of Cigarettes per Month by Age Group in Sinaloa.

Edad	2016	2018	2020	2022	Total
15 a 20 años	568.27			626.31	589.51
21 a 40 años	178.07	266.24	284.56	230.92	241.47
41 a 65 años	323.63	290.90	380.52	283.46	319.82
66 y mas años	311.21	381.07	360.92	215.43	331.29
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

Of the surveyed population within the age range of 15 to 20 years are those who smoke the most and also from 2016 to 2022 an increase of 9.26% in cigarette consumption per month was obtained.

Evidence shows that in Mexico more than 60% of smokers started smoking before the age of 16, and more than 90% of smokers started before the age of 20, which leads to the assumption that the most important preventive window is located at early ages, since the onset of this addiction is rarely reported at adult ages (Hernández Avila, Hernández, & Urquieta, 2006).

Table 4. Household Consumption of Cigarettes per Month by Educational Level in Sinaloa.

Educación	2016	2018	2020	2022	Total
Sin instrucción	330.98	417.25	237.51	180.26	310.28
Primaria completa	319.83	342.49	341.24	251.75	319.15
Preparatoria completa	266.80	266.22	377.36	321.38	308.22
Profesional y postgrado	262.59	248.57	358.68	212.49	269.56
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

Table 4 shows that there is a greater tendency to consume cigarettes among people who have no education, while it decreases among people who have completed high school and again there is an increase in the level of education.

In the adolescent population, current (14.5%) and previous tobacco use (8.6%) was higher in those with no schooling compared to adolescents with an educational level corresponding to their age (1.3 and 1.7%, respectively). In adolescents, the prevalence of tobacco use in urban areas was higher than in those residing in rural areas: 6.5 and 2.3%, respectively. (Barrera Nuñez, Lopez Olmedo, Zavala Arciniega, Barrientos Gutiérrez, & Reynales Shigematsu, 2022).

Table 5. Household Consumption of Cigarettes per Month Urban Rural Populations in Sinaloa.

rural	2016	2018	2020	2022	Total
Urbana	315.50	279.94	396.60	306.97	322.54
Rural	238.91	354.67	261.03	176.54	267.94
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

The table shows that there is higher consumption in the urban area of Sinaloa. This contrast between areas suggests a possible influence of socioeconomic and cultural factors on tobacco consumption habits. These findings are consistent with previous research by Martínez Visto & López Durán (2018), who highlighted the importance of considering not only individual factors, such as education and access to health care, but also social and community contexts when analyzing tobacco consumption habits.

Table 6. Household consumption of cigarettes per month by household size in Sinaloa.

Integrantes	2016	2018	2020	2022	Total
De 1 persona	396.79	352.85	422.68	322.98	382.11
De 2 a 4 personas	229.12	279.03	327.68	291.26	277.39
De 5 en adelante	369.14	325.23	334.16	187.38	315.28
Total	294.69	301.61	354.52	268.82	306.70

Source: Own elaboration based on ENIGH's for the period 2016 to 2022.

Table 6 shows that in households where the number of people per household is lower, that is, 1 person, the amount of cigarette consumption is quite higher in the average per year evaluated (382.11) as opposed to households with a higher number of members. The ENIGH does not include information on the number of people who consume tobacco within each surveyed household, nor does it capture the possibility of "addictions" among households, but rather the level of spending and consumption made by families on a satisfactory item that is included in their consumption basket, so it is not possible to distinguish that not all spending on tobacco implies cigarette consumption, and conversely, all consumption of cigarettes does not necessarily imply spending (Sesma Vázquez, et al., 2001).

Conclusions

The study made it possible to analyze the different implications of cigarette consumption in its different modalities (traditional and electronic), for which the following observations can be made. First of all, it shows that in developing countries and particularly in Los Mochis, the price increase does imply a decrease in cigarette consumption, since, as could be observed through 63% of the population, the price increase has had an impact.

It can also be pointed out that the consumption of electronic cigarettes has increased considerably, especially in the youth sector, due to trends and new consumption habits. According



to the above information, it was observed that despite the implementation of tobacco control measures, such as the decree that prohibits the import and export of new and emerging nicotine and tobacco products, as well as the health warnings on the packaging and labeling of tobacco products that inform about the associated risk of smoking and serious illnesses, this is not an impediment or has not influenced tobacco consumers as much.

The product is so well known over time that they no longer need advertising as such, since it causes an addiction and advertising as such is no longer necessary, according to some responses advertising does not influence because they continue to consume it whether or not advertising is involved.

On a second level and to contrast the results of Los Mochis, an assessment was made by family in Sinaloa using data from the ENIGH 2016-2020 where it could be observed that there is a decrease in cigarette consumption, however, it is relevant to establish that the head of household when it is a woman is more inclined to smoke than the man, The results of this study are relevant for the design of public health policies aimed at reducing the prevalence of cigarette smoking in the rural areas of Sinaloa.

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