

Review of: "Does Tobacco Make Consumers Happy? Evidence From Cameroon"

Baronese Peters¹

¹ Sahmyook University

Potential competing interests: No potential competing interests to declare.

1. **Article Title:** "Does Tobacco Make Consumers Happy? Evidence from Cameroon" is concise, clear, and informative. However, the title can be changed to catch the attention of the reader.
2. **Abstract Accuracy:** The abstract gives a clear and concise summary of the study's objectives, methodology, data source, and main findings. However, the term "quit gender-sensitive strategies" is unclear and might need clarification. The abstract should accurately reflect the article's content, and any contradictions with the findings discussed in the body must be resolved to maintain accuracy.
3. **Significance:** The study's significance is inherent in its exploration of the relationship between tobacco consumption/addiction and happiness, which has implications for public health and economic policy, particularly in the context of a developing country like Cameroon.
4. **Aim:** The aim of the study is clearly stated—to investigate the effects of tobacco consumption and addiction on happiness in Cameroon. This aim is relevant and fills a gap in the existing literature, particularly in the context of a developing country.
5. **Research Methods:** The paper utilizes a robust methodology by employing data from the 2014 Multiple Indicator Cluster Survey and conducting both Ordinary Least Squares and two-stage least square analyses to establish the relationship between tobacco use and happiness levels.
6. **Statistical Analysis:** The use of MCA for measuring happiness, along with OLS and 2SLS for examining the data, indicates a comprehensive approach to understanding the effects of tobacco use. The mention of addressing endogeneity and conducting sensitivity analyses demonstrates a thorough and robust statistical treatment.
7. **Interpretations/Conclusions:** The interpretations and conclusions drawn—that tobacco consumption and addiction are negatively correlated with happiness and more so for women—align with the stated aims and seem to be supported by the data.
8. **Importance and Originality:** The study seems both important and original, particularly in its focus on Cameroon—a context not commonly addressed in the literature on this topic. The gender-sensitive analysis adds further originality and importance, as it suggests that the impact of tobacco consumption on happiness is different across the sexes. The study also addresses an original topic by looking at the mental health implications of tobacco use in Cameroon. It is important due to its potential influence on health policy and the broader understanding of tobacco's impacts.
9. **Recommendations:** The paper is publishable, but some clarifications and improvements could be made:
 - The term "quit gender-sensitive strategies" needs to be clarified or rephrased for better understanding.

- A more specific and engaging title could help in attracting more readers.
- The authors might consider exploring and discussing potential policy implications of their findings in the context of Cameroon.