

Review of: "Attribution of Use Characteristics to Electronic Cigarette Brands in the National Youth Tobacco Survey"

Jingfen Zhu

Potential competing interests: No potential competing interests to declare.

The paper compared the characteristics of adolescent JULL brand e-cigarette use with other brands, such as addiction and frequency of use, and adjusted the original analysis method to find the effect of brand use on adolescent e-cigarette use more effectively. However, the current method still needs further improvement. Some suggestions are as follows.

- 1.This analysis treats the adolescence who do not know what brands they used as missing, but this group of teenagers has 303 people, accounting for 35% of NON-JULL users. Whether it can be considered as a separate category of users it may better reflect the impact of the brand effect of e-cigarette on the use of e-cigarette in teenagers.
- 2.Secondly, the paper divides the use of e-cigarette brands into usual users and exclusive users, but only analyzes the differences between JULL users and non-JULL users. Due to the different brand characteristics of e-cigarettes, it may be more valuable and meaningful to further compare the effect among different brands on adolescent e-cigarette use, rather than simply classifying other brands into non-JULL users.
- 3.In addition, it is also suggested to analyze and compare the difference in e-cigarette use between preferred and non-preferred brands, so as to better reflect the impact of e-cigarette brand preference on the e-cigarette use of teenagers.
- 4.Finally, although the current analysis concluded that JULL brand use in usual users and exclusive users had protective effect on the frequency of e-cigarettes use compared with NON-JULL users, contrary to previous research. It is also suggested that the possible reasons should be explored in depth, perhaps related to the setting of the reference group, and whether different conclusions may be drawn if analyzed in Recommendation 2.