

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

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**Potential competing interests:** No potential competing interests to declare.

In this paper authors explored level of happiness in tobacco smokers and non-smokers from Cameroon. The study uses data from the 2014 Multiple Indicator Cluster Survey (MICS), the sample consists of information from 14,712 respondents, which is a numerous and most probably representative number of cases for this analysis. A few minor revisions may be beneficial for the paper.

I would advise to consider observed effects rather as the correlation than the causation, e.g. parts „It appears that **smoking has both physical costs and mental health consequences** on tobacco consumers. For instance, female consumers **are more hurt by tobacco**.”, „Our findings clearly show that tobacco consumption **has a negative impact** on consumer happiness.” and the **article title** itself suggest this study performed an analysis of health status of the subjects prior to and after using tobacco. Numerous longitudinal studies show the negative effect of tobacco use on health, however in this case authors can observe only co-occurrence not an impact.

The part „(...) it is known as the Global Adult Tobacco Survey (GATS) **for individuals aged 15 years** in Cameroon.” to my understanding suggests only respondents aged 15 answered GATS. Is that correct? If so, please explain why that was the case.

„The internal reliability measured using Cronbach's alpha of the items-questions of each dimension was satisfactory.” Please clarify what was the exact value of Cronbach's alpha in this case.

„Employment makes people happy (...)” in case of this statement I would also advise to consider employment and level of happiness in this study rather as a correlation than an impact.

„Being married and divorced with respect to single individuals (...)” what about people in relationships that were not formalized?

„Male individuals feel happy due to the fact that they are mostly stress up with family problems, work tensions etc. and consume tobacco to relief from stress.” please provide some references to this statement.

„It could be because, as Mathiews et al. (2017) explain, tobacco consumers in rural areas are unaware.” please clarify what are tobacco consumers in rural areas unaware of?

„One possible explanation is that regular nicotine doses cause changes in the brain, which then cause nicotine

withdrawal symptoms when the supply of nicotine decreases.” maybe the authors would like to explore if people with lower levels of happiness tend to use substances like nicotine more frequently than those with higher happiness levels.

Please make sure that phrases such as e.g. „Addiction proxy” are uniformly written in uppercase or lowercase letters throughout the text.

The authors may want to consider using more up to date references, as not many of those used are more recently published papers.

Perhaps the paper would benefit from correcting minor language errors e.g. „Nevertheless, both forms**are concerned about** (...)”, „(...) tobacco **help to relief** from stress (...)”, „This **be perceived** (...)”, „**Afterward**, according to the findings (...)”, „(...) **the happier and satisfied** males are (...)”.

Overall, the study uses a large national sample, adequate methodology and provides useful insights into the relationship between tobacco use and happiness.