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ASSESSMENT OF ANTI-TOBACCO POLICY IMPLEMENTATION IN THE TOBACCO INDUSTRY: EFFECTS AND CHARACTERISTICS OF IMPACT EVALUATION

The public health issues related to tobacco and its economic impacts pose major global challenges. Thorough studies have shown that the growth and use of tobacco is connected with premature mortality through different sicknesses, resulting in higher medical costs and substantial economic burdens. In response, many nations worldwide have implemented policies aimed at managing, overseeing and discouraging the consumption of tobacco items. The objective of these policies is to reduce tobacco use and, consequently, mitigate associated health risks.

This paper discusses the key regulatory measures governing tobacco products and the evaluation of their impacts. It tries to create an environment and point out possible

differences in the methodologies of assessments among different countries. Concrete examples are provided to illustrate instances where similar circumstances lead to varying levels of impact. Additionally, the paper presents the case of the Republic of Armenia, exploring policy findings, stating the level of impact as well as the process or mechanism applied within this context.

Keywords: *tobacco, tobacco product industry, tobacco product demand, legal regulation, economic competition, excise tax, advertising restrictions, anti-tobacco campaigns*

L51, L66

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Introduction: In the RA and worldwide, the prevalence of tobacco use is high increasing the exposure of non-users to secondhand smoke from consumption of tobacco products. In this regard, interventions in tobacco sector of the different countries including the RA are attracting much attention. The aim is to make the reduction of tobacco use possible. Primarily the World Health Organization's (WHO) Framework Convention on Tobacco Control outlines basic parameters for tobacco manufacturing sectors management:

- Raise tobacco taxes to diminish the availability of tobacco products (Article 6).
- Enforce smoking bans in public places to protect individuals from secondhand smoke (Article 8).
- Require health warnings covering at least 50% of cigarette packs (Article 11).
- Implement standardized packaging for tobacco products (Article 11).
- Promote public awareness and enhance anti-tobacco efforts through mass media information campaigns, emphasizing the dangers of tobacco use and control measures (Article 12).
- Enforce a comprehensive prohibition on all tobacco advertising, sales promotion, and sponsorship (Article 13).
- Support initiatives to reduce tobacco dependency and encourage smoking cessation, including training health professionals in brief smoking cessation counseling (Article 14).

The WHO has also developed methodological guidelines in order to enhance the efficacy of these strategies. Normally, their efficacy is gauged by specific numerical indicators and projected estimates indicating what impact would be expected. For instance, WHO declares¹ that significantly raising cigarette prices through taxation can exert enormous influence on public health. For example, if the price of cigarettes increased by approximately 50%, it would result in preventing approximately 27.2 million premature deaths within a span of 50 years. This would, therefore, mean that a 10% price increase will result in a 5%-8% reduction in smoking rates for low- and middle-income countries and approximately 4% for high-income nations. The WHO advocates for a pricing strategy where indirect taxes constitute a minimum of 75% of the tobacco product price.

The tobacco industry tends to flourish in countries characterized by poor socio-economic conditions, and where there is insufficient legislative control over

¹ WHO report on the global tobacco epidemic, 2023:

the sector. Non-price measures encompass interventions beyond taxation. These include health warnings on packages, restrictions on sales promotions and advertising, as well as smoking bans in enclosed public spaces. These non-price measures are considered to be effective instruments towards a reduction in tobacco use.

At first glance, the logic behind these public health strategies and their acceptance by various countries seems simple enough. However, delving into the depth of it raises a series of questions that deserve a more elaborate observation and consideration. While some specific indicators may appear to affirm the effectiveness of WHO approaches, a closer analysis testifies that these measures may be too general. Moreover, the addictive nature of tobacco products containing nicotine as well as the cultural influences of informal factors that are construed on the basis of the given contextual country are not fully explored.

Moreover, major international tobacco manufacturing companies in an effort to circumvent existing regulations are innovating by introducing products that seem to be safer. This strategy aims at attracting new consumers and thus slowing down the decline in tobacco use. Surprisingly, despite these measures indicators from major tobacco manufacturers raise further questions. It is also pertinent to note that, given the aforementioned factors, another study on the diverse implementation aspects of policies in the tobacco product sector will be relevant.

Therefore, this research aims at evaluating the effectiveness of measures taken in the Republic of Armenia considering all these factors.

Literature review: The principles that the WHO Framework Convention advocates are considered fundamental to all the debates concerning tobacco control. These principles have served as a catalyst for the formulation of national regulations and legal frameworks worldwide, specifically addressing tobacco control.

Annual reports of one of the leading American non-governmental organizations dedicated to the anti-tobacco cause, “Campaign for Tobacco-Free Kids”, offer very interesting insights. The focus of these annual reports is primarily on non-price measures that are aimed at reducing tobacco use².

Further, they analyze the potential negative consequences of such policies on particular economic activities. This raises a serious question: if the policy generates huge negative economic effects then its long-run sustainability may be questionable. These insights therefore highlight a balance faced with the need to formulate tobacco control policies whereby health objectives are realized without causing undue disruptions in the economy.

In their informative article, entitled “Effects of Tobacco Taxation and Pricing on Smoking Behavior in High-Risk Groups”, P. Bader, D. Boisclair, and R. Ference describe how indirect tobacco taxation affects people who belong to

² 25 Years of Fighting for Change, 2022 Annual Report, April 2021-March 2022, https://assets.tobaccofreekids.org/content/who_we_are/annual_report/AnnualReport2022.pdf

various demographics³. Their analysis goes beyond mere age categorizations, encompassing various strata of the population differentiated by income levels, educational attainment, and other socioeconomic factors. The paper sheds light on the close link between smoking, social status, and economic position, pointing to a resultant “health inequality” among diverse societal groups. Notably, in high-income countries, the highest smoking rates are observed among individuals with lower education levels and in the lower socioeconomic brackets.

Similarly, the comparative study titled “Distributive Implications of Tobacco Taxation” by Al. Fuchs, F.G. Icaza, and D. Paz underscores the variable nature of cigarette demand elasticity in relation to socioeconomic status. This study reveals that the response to cigarette price changes varies significantly among different population segments, indicating that the effects of tobacco taxation are not uniform across all societal groups⁴.

Various studies indicate that the socio-economically disadvantaged groups are more responsive to fluctuations in cigarette prices, primarily due to their limited financial resources. This sensitivity highlights the impact of pricing as a tool in tobacco control, especially among lower-income populations. Furthermore, analyses have shown that when individuals in lower-income brackets experience an increase in income, there tends to be a notable rise in tobacco consumption. This trend contrasts with the behavior observed in higher-income groups, where increased income does not significantly affect tobacco use⁵.

In addition to these analyses, the annual financial reports of major tobacco companies, such as Philip Morris International, significantly contribute to illuminating these dynamics⁶. These reports provide critical insights into the economic aspects of the tobacco industry and help clarify some of the issues related to tobacco consumption patterns across different income groups.

Research Methodology: The study aims to explore the logic behind both price and non-price measures in regulating tobacco product sector in the RA. This research will also make a parallel by assessing the effect produced by them with the international practices.

The comprehensive analysis draws upon a rich array of sources from both local and international researchers, thereby establishing a robust theoretical and informational foundation for the study. This extensive compilation encompasses a diverse range of materials, including, but not limited to, scientific publications,

³ **Bader P., Boisclair D. and Ferrence R.**, Effects of Tobacco Taxation and Pricing on Smoking Behavior in High Risk Populations: A Knowledge Synthesis, Published online 2011 Oct 26. doi: 10.3390/ijerph8114118, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3228562/#b1-ijerph-08-04118>

⁴ **A. Fuchs, F. G. Icaza, D. Paz**, Distributional Effects of Tobacco Taxation, A Comparative analysis, World Bank Group, April 2019, <https://documents1.worldbank.org/curated/en/358341554831537700/pdf/Distributional-Effects-of-Tobacco-Taxation-A-Comparative-Analysis.pdf>

⁵ Dragan Gligorić, Dragana Preradović Kulovac, Ljubiša Mičić, Anđela Pepić, Price and income elasticity of cigarette demand in Bosnia and Herzegovina by different socioeconomic groups:

⁶ Philip Morris International Reports & filings, <https://www.pmi.com/investor-relations/reports-filings>

working documents, and financial reports from the tobacco industry. The deliberate inclusion and synthesis of these varied sources serve to mutually complement one another, fostering a holistic and nuanced understanding of the subject matter. By interweaving insights from scientific literature, official working documents, and the financial landscape of the tobacco industry, the study achieves a multifaceted exploration that enriches the breadth and depth of its analytical framework.

Methodological framework of this study lays upon a set of analytical techniques. The author should mention the technique of comparative statistic data grouping, systematic and dynamic analysis, generalization, graphical methods. Through the use and integration of these methods, the research aptly describes the structure and the new challenges in the tobacco product sector. It also covers thorough analysis of the various kinds of indicators in recent years, for detailed understanding of current trends and impacts of tobacco regulation in the RA.

Analysis: The WHO Framework Convention on Tobacco Control is a primary document prescribing key strategies to counteract tobacco use. This document has influenced the establishment of numerous national legal frameworks, including legislation of the RA, the first CIS state to ratify the Convention on November 29, 2004. After the ratification by the RA, this country became an example promoting the legislative processes towards anti-tobacco measures.

One of the key objectives of the Convention is to protect both present and future generations from devastating health, social, environmental, and economic impacts arising from tobacco consumption. The Convention imposes an obligation by establishing a framework of comprehensive control over national, regional and international bodies to ensure a significant and sustainable reduction in both the use and exposure to tobacco.

Each party to the Convention is committed to developing, implementing, periodically updating and reviewing comprehensive multisectoral national tobacco control strategies and plans. Such integration includes the establishment and financial support of national tobacco control coordination mechanisms made up of a variety of legislative, executive, and administrative powers. Besides, the Convention indicates that price and tax measures were very crucial in reducing tobacco consumption – especially among the young populations.

A key strategy employed by the RA to decrease tobacco usage is the application of an excise tax on tobacco products. This fiscal measure has been structured to escalate over time. Initially, as of January 1, 2023, the tax rate for every 1,000 cigarettes was set at AMD 14,640⁷. This rate is scheduled to increase to AMD 16,100 starting from January 1, 2024. Subsequently, on January 1, 2025, the excise tax rate will experience a further increase, reaching AMD 17,700⁸.

⁷ RA Tax Code, Article 88

⁸ “Law of the Republic of Armenia on Amendments to the Tax Code of the Republic of Armenia”, June 26, 2023, HO-200-N.

Beyond pricing and taxation strategies, non-price measures also play a crucial role in reducing tobacco usage. Each participating country is dedicated to the adoption and enforcement of effective legislative, executive, administrative, or other measures designed to protect the public from secondhand smoke exposure. This protection is intended to cover various environments, including workplaces, indoor spaces, public transport, and other public areas. In line with this approach, the Republic of Armenia enacted the “Law on the Reduction and Prevention of Health Damage Caused by the Use of Tobacco Products and their Substitutes” on February 13, 2020, which was implemented starting March 21. As per this legislation, smoking in enclosed public spaces has been banned since 2022. Additionally, Armenia has plans to introduce standardized packaging for tobacco products beginning in 2024⁹.

England has enforced a ban on smoking in enclosed public spaces since 2007, a policy similarly adopted by Georgia in 2018 and Russia in mid-2014. Initially, there was apprehension that these regulations might adversely affect the revenue of public eateries, potentially leading to economic downturns. However, subsequent studies have shown that the income of restaurant businesses remained stable. In the United States, most states have implemented smoking bans in public places since the 1990s. Addressing concerns about the economic impact of these smoking bans, the program director of the American NGO “Campaign for Tobacco-Free Kids” highlighted an important perspective. They argued that if such regulations were significantly detrimental to the economy, their widespread adoption across numerous countries would be unlikely. This observation suggests that any economic impacts are either minimal or mostly borne by tobacco manufacturers, which is a reasonable consequence given the harmful nature of their products¹⁰.

Importantly, the primary intent behind prohibiting smoking in enclosed public spaces is to safeguard people from the hazards of secondhand smoke. Additionally, as part of the non-price measures targeting tobacco consumption reduction, every signatory to the WHO Convention is obligated to take decisive steps to ensure that tobacco product packaging and labeling do not encourage sales. This includes the mandate to prominently display health hazard warnings on both the packaging and the boxes of tobacco products¹¹.

Global observations reveal that the tobacco industry tends to prosper in countries facing socio-economic difficulties and where regulatory frameworks for the sector are not fully developed. A significant statistic in this context is that around 80% of the world's 1.3 billion smokers are found in low- or middle-

⁹ "Law of the Republic of Armenia on the reduction and prevention of harm to health caused by the use of tobacco products and their substitutes",
<https://www.arlis.am/DocumentView.aspx?docid=148983>

¹⁰ 25 Years of Fighting for Change, 2022 Annual Report, April 2021-March 2022,
https://assets.tobaccofreekids.org/content/who_we_are/annual_report/AnnualReport2022.pdf

¹¹ Enforcing tobacco advertising, promotion & sponsorship bans, World Health Organization,
<https://www.who.int/activities/enforcing-tobacco-advertising-promotion-sponsorship-bans?fbclid=IwAR3MrovT7RlrRrAW0Kxl7oUrOxXkpZp2C7RIIE3KddPAYd30dJV4FgvP0vg>

income countries. This underscores the relationship between the tobacco industry's growth and the socio-economic and regulatory landscape of a nation¹².

Therefore, increasing indirect taxes on tobacco products leads to a significant rise in their prices, a strategy that aligns with the WHO Convention's recommended approach for reducing tobacco use. The WHO urges all its member countries to implement best practices in tobacco taxation policies. This is aimed not only at achieving public health goals but also at addressing broader objectives related to income generation and promoting equity¹³.

Despite the demonstrated effectiveness of increased taxation as a tobacco control strategy, the implementation of tobacco tax increases is still one of the least adopted policies globally in the realm of effective tobacco control measures¹⁴.

In recent times, a range of regulatory and control measures have been implemented worldwide to reduce tobacco consumption. However, studies show that major tobacco companies are finding ways to circumvent these regulations, leading to a more gradual decrease in tobacco use than anticipated. This trend is understandable, as it stems from the industry's objective to maintain its market presence and mitigate the effects of these policies, with the ultimate goal of preserving high profit levels.

A review of the financial statements from leading tobacco companies reveals a consistent increase in their profits. This is primarily due to the high-profit margins associated with tobacco products. For instance, data from 2018 indicate that the profit margin in the tobacco industry was around 46%, significantly higher than the average margin of 15% seen in other sectors¹⁵.

The substantial profitability of tobacco companies can be attributed to several key factors. Among these, the relatively low production costs of cigarettes and their persistent high demand play a significant role. This combination enables these companies to reduce their costs per unit through economies of scale. However, it is important to recognize the challenges that come with operating in this industry, mainly due to the strict legislative regulations. These regulations, including restrictions and, in some cases, outright bans on tobacco advertising, make it increasingly difficult for new entrants to establish a foothold in the market.

Additionally, the price elasticity of demand for tobacco products is notably low, which means that tax increases do not significantly deter tobacco consumption. This assertion is supported by various studies. For example, a World Bank analysis indicates that a 10% increase in tobacco prices leads to only

¹² RA Ministry of Health National Center for Disease Control and Prevention, <https://shorturl.at/mtEGK>

¹³ Raising taxes on tobacco, World Health Organization, <https://www.who.int/activities/raising-taxes-on-tobacco>

¹⁴ See *ibid*.

¹⁵ J. Robert Branston, Industry profits continue to drive the tobacco epidemic: A new endgame for tobacco control? Tobacco Prevention & Cessation, 2021, <http://www.tobaccopreventioncessation.com/pdf-138232-65532?filename=Industry%20profits%20continue.pdf>

a 4% decrease in demand in developed countries, and an 8% decrease in developing countries¹⁶.

The predictions made by the WHO are in agreement with the data provided by the World Bank regarding tobacco pricing and demand. According to the WHO's assessment, an average price increase of 10% on tobacco products is likely to result in a decrease in consumption. This reduction is estimated to be between 5% to 8% in low- and middle-income countries, and around 4% in high-income countries¹⁷.

Data from 2019 indicate that a higher proportion of the population in developing countries consists of smokers, compared to other regions.

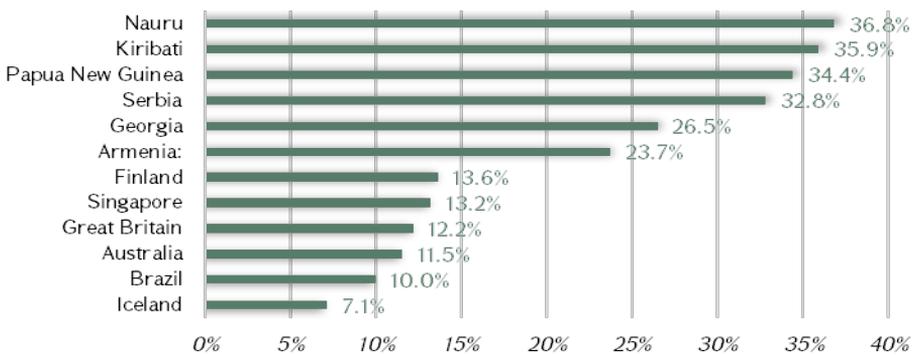


Figure 1: Proportions of smokers in developing and developed countries, 2021¹⁸

Various analyses predict an increase in tobacco usage in low- and middle-income countries, despite a global downtrend in consumption. This disparity underscores that tobacco use trends differ markedly from one country to another. Consequently, the application of uniform anti-tobacco policies might not always be effective. In some instances, such policies could even lead to unintended consequences, potentially reversing the desired trends in tobacco consumption.

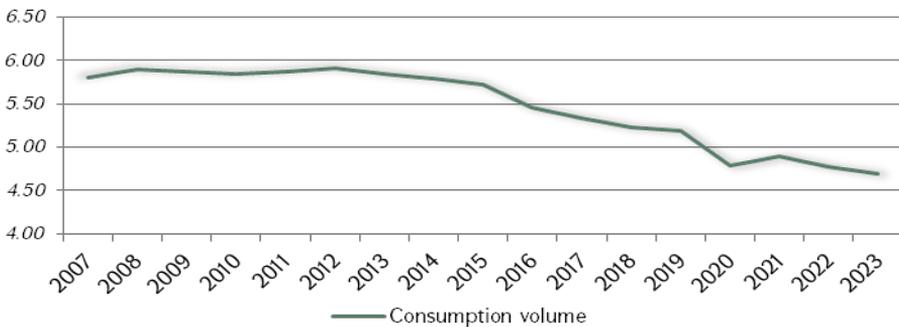


Figure 2: The Trends in Global Tobacco Consumption: Millions of Pieces (2007-2023)¹⁹

¹⁶ See *ibid.*

¹⁷ Source: WHO report on the global tobacco epidemic, 2023:

¹⁸ Prevalence, Vital Strategies and Tobaccconomics, <https://tobaccoatlas.org/challenges/prevalence/>

¹⁹ Product sales, The Tobacco Atlas <https://tobaccoatlas.org/challenges/product-sales/>

Analyzing the variations in tobacco consumption across different regions is fascinating, as it allows for the identification of trends linked to the varying development stages of countries. Notably, China exhibits the highest levels of tobacco consumption, a fact that can largely be attributed to its substantial population.

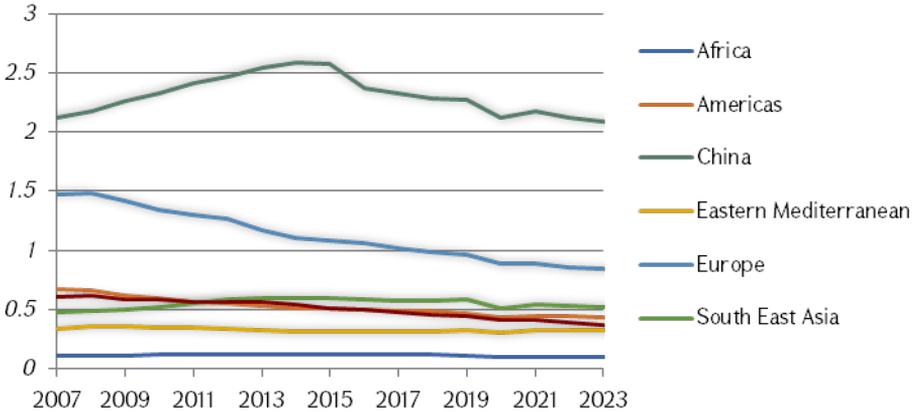


Figure 3: Trends in Tobacco Consumption by Region: Millions of Pieces (2007-2023)²⁰

When we scrutinize the shifts in tobacco consumption volumes, a consistent trend emerges across various regions, particularly post-2019. A striking feature of this period is the sharp decrease in consumption observed in 2020 across all regions. This downturn was then followed by a notable rebound and eventual stabilization at a specific level in the following year. These fluctuations are predominantly linked to the complications introduced by the coronavirus pandemic, which affected both the organization of production and logistics.

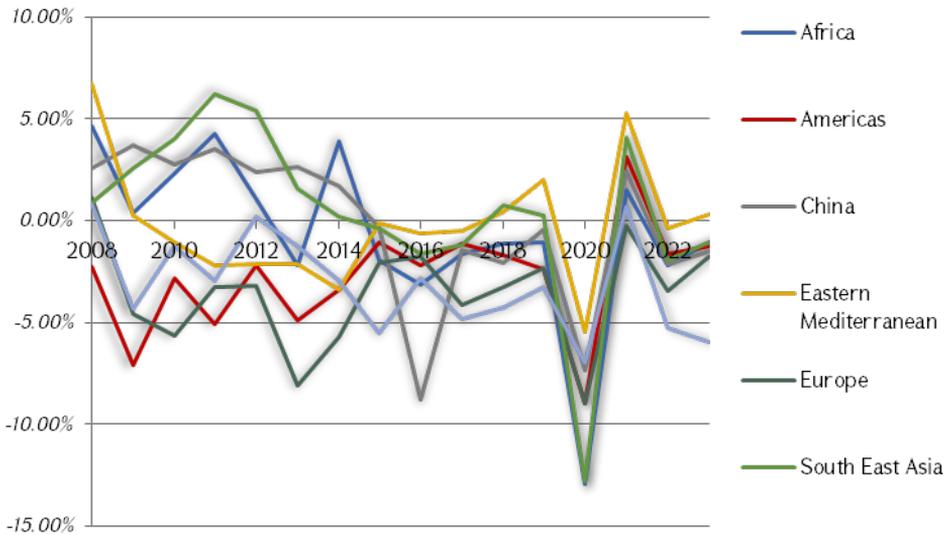


Figure 4: Trends in Tobacco Consumption by Region (%), (2007-2023)²¹

²⁰ See ibid.

Analyzing the data on volumes of daily consumed tobacco in countries concerning their stage of development allows identifying striking disparity: up to 75% of men-smokers live in medium- and highly developed countries, but a share of up to 53% of women-smokers is concentrated in countries at a very high stage of development. Moreover, as shown in Figure 5 below, recent trends indicate an increase in the smoking population in certain regions. This implies that the above-mentioned increase underscores the complexity assessing the efficiency of anti-tobacco measures solely based on formal indicators.

In certain contexts, therefore, the generic tobacco control policy may not universally serve all regions equally well, because informal dynamics play a great role here.

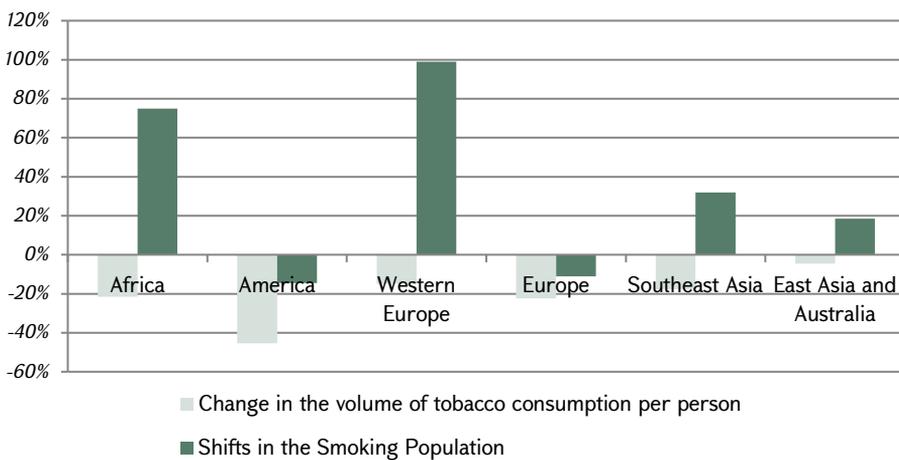


Figure 5: Changes in Annual Per Capita Cigarette Consumption and Smoker Numbers by Region, 2019 Compared to 2018²²

The study of the financial performance analysis of Philip Morris, one of the largest tobacco companies globally, indicates a consistent increase in profits. One contributing factor to this growth is the observed reduction in company costs, as evidenced in their financial reports (Figure 6). However, a discerning observer will note the proportionate relationship among company revenue, gross profit and indirect taxes, as depicted in Figure 6. While the correlation between revenue and gross profit appears straightforward, the relationship involving indirect tax introduces a more complex scenario. Traditionally, an increase in the level of indirect taxes should denote a decrease in demand with a resultant negative impact on sales and ultimately affect revenue and gross profit. The company's profit margin indicates significant fluctuation during this period, and the indicated trend may not be readily interpretable in certain contexts.

²¹ The chart was built by the author based on the data of the website. <https://tobaccoatlas.org/challenges/product-sales/>

²² Prevalence, Vital Strategies and Tobaccconomics, <https://tobaccoatlas.org/challenges/prevalence/>

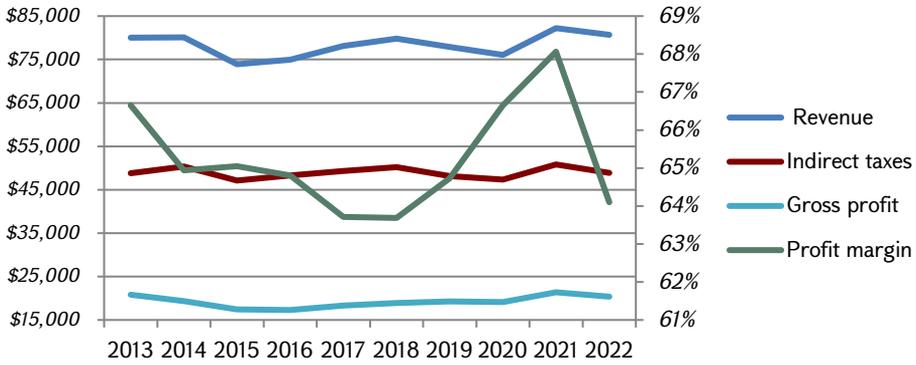


Figure 6: Philip Morris International's Financial Performance (2011-2022), in Million USD (Revenue, Indirect Taxes, and Gross Profit - Left Axis) and Percentage Terms (Profit Margin - Right Axis)²³

It is important to recognize that the financial indicators of the company in question encompass more than just one type of product. The performance of individual products within their portfolio varies greatly. Large firms, equipped with considerable financial and scientific resources, have been developing and marketing products that are presented as safer alternatives to traditional cigarettes. A review of corporate reports reveals a downward trend in traditional tobacco consumption, in stark contrast to the marked increase in these alternative products. This shift towards alternative products is playing a role in sustaining or even boosting the profit margins of major tobacco companies. The chart below clearly depicts the year-on-year growth in the consumption of heated tobacco products, a key category among these alternatives.

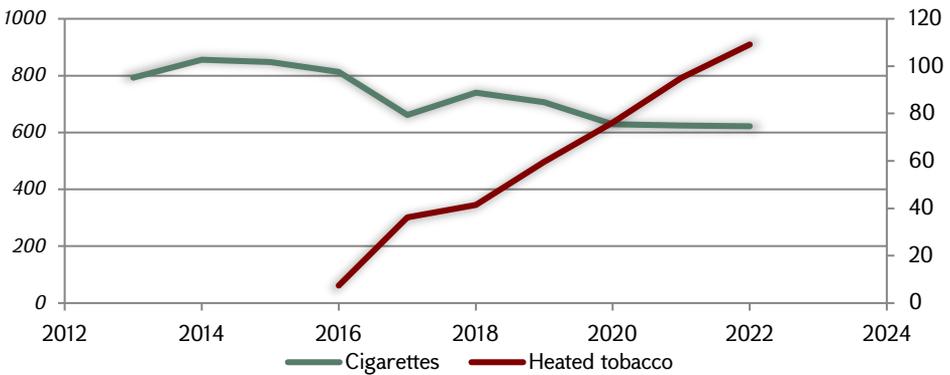


Figure 7: Philip Morris International's Supply Volumes of Cigarettes and Heated Rollers (2013-2022), Billion Pieces, Cigarette Lighter (Left Axis), Heated tobacco rollers (Right Axis)²⁴

The pattern of tobacco consumption shifts significantly when analyzed on a regional basis. While consumption of tobacco generally reduced in various

²³ The chart was built by the author based on Philip Morris International 2011-2022 Annual Reports.

²⁴ The chart was built by the author based on Philip Morris International 2011-2022 Annual Reports.

regions of the world, others like Africa and Middle East recorded an increase in use between 2020 and 2022.

This gives a general picture that while some parts reduced significantly after the implementation of several control measures, other parts of the world are recording an increase despite efforts to reduce consumption.

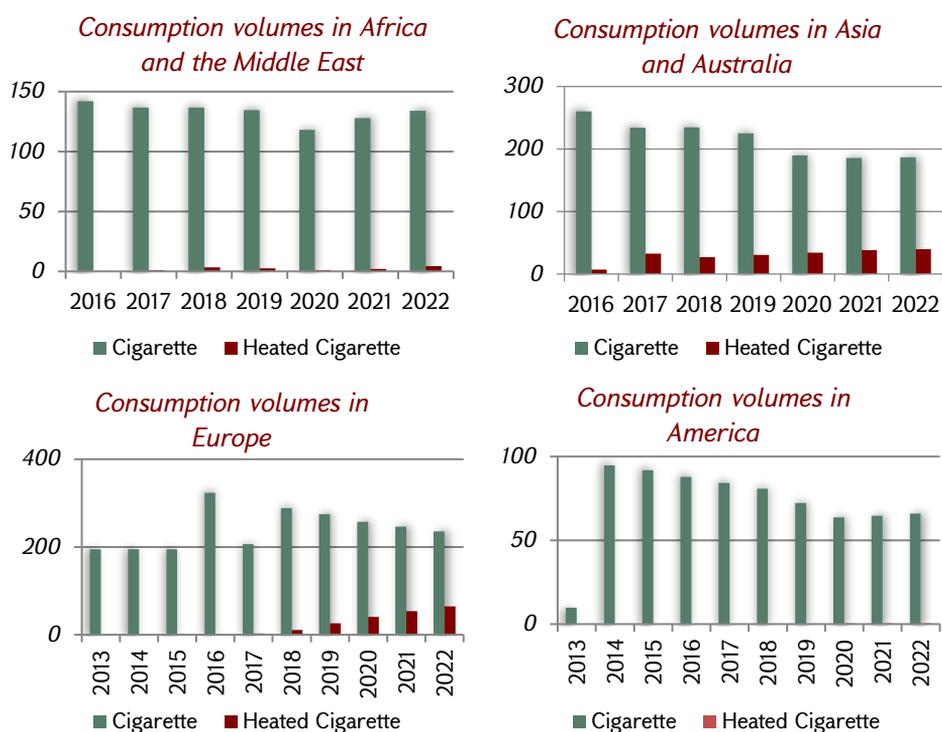


Figure 8: Supply Volumes of Cigarettes and Heated Rollers by Philip Morris International, by Regions (2013-2022), Billion Pieces²⁵

Assessing the effectiveness of the measures implemented in the RA at this time poses a significant challenge.

The changes observed in the RA over the past decade present an interesting scenario. Chart 9 shows a dynamic growth in production volumes in the RA from 2010 to 2019, followed by a downward trend in the subsequent years. During the same period, import volumes exhibited a more balanced trend, making it challenging to provide a unified assessment of the overall trend. However, the trend recorded from 2017 to 2021 aligns with the decline observed in production. Export indicators appear to shed light on the trends noted in production volumes, suggesting that the increase in export volumes has contributed to the rising trend in production. In the period following 2019, there is a noticeable downward trend in almost all indicators, which can be attributed to the situation created during that period, particularly the complications in production processes caused by the coronavirus pandemic, logistical problems, and other factors. The primary changes in the observed data appear to be

²⁵ The chart was built by the author based on Philip Morris International 2011-2022 Annual Reports.

explained by the market processes occurring during the mentioned period. Furthermore, when considering the difference in the above indicators, it becomes evident that it remained positive throughout the observed period. From 2012 to 2019, the difference exhibited a clear growth trend, and the subsequent decline aligns with the decreasing trend observed in other indicators, explained by the same logic. These observations become more intriguing when considering that, throughout almost the entire period under consideration, the average sale price increased. The only exception was a decline observed in 2015-2016.

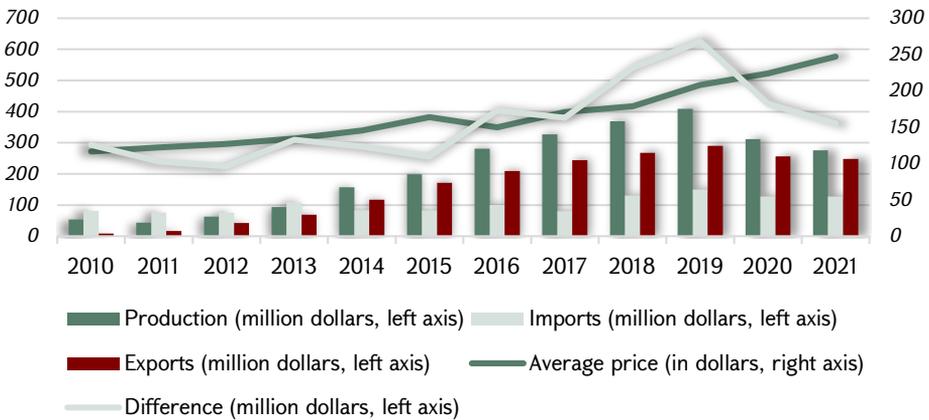


Figure 9: Volumes of cigarette production, import, export, their difference and the average selling prices of 1 pack of cigarettes during 2010-2021, according to the data of the Statistical Committee of the RA

In summary, despite the continuous increase in the sale price of tobacco products throughout the observed period, primarily attributed to the implemented measures, the difference in the presented indicators has remained positive for the entire period. Moreover, it has demonstrated a clear upward trend, suggesting that usage volumes may have increased or, at the very least, been maintained. From a methodological standpoint, it is not possible to definitively attribute the recorded difference to an increase in the volume of tobacco use. The presented indicators do not distinguish between stored volumes, spoilage, volumes used for personal needs, etc. However, the significant nature of the recorded difference indicates that even accounting for and separating the above-mentioned factors may not objectively alter the observed picture.

Conclusion: As emphasized by the WHO Convention, tax measures are the most effective tool for reducing tobacco consumption. However it is crucial to note that WHO approaches are broad-based and may not clearly capture unique features and the impact of informal factors in different regions. While urged consumption behavior is prevalent globally towards tobacco there are some regions and individual countries where consumption is decreasing slowly or even it is increasing.

This is despite looking at consumption by region giving a fluctuated picture with increase in the number of smokers witnessed in some parts of the world

whereas others have been witnessing a decrease. Some of these variations could be attributed to attention placed on informally formed elements, which differ from country to country. Mixed results in related observations associated with the Republic of Armenia highlight the need for more individualistic responses for tobacco control.

Effective tobacco control should encompass comprehensive strategies, including tax measures, while taking into consideration regional specificities and informal factors. This challenge calls for constant monitoring and strategy adjustments to achieve the goals of the WHO Convention.

Indeed, dynamics around smoking differ significantly based on various characteristics underlying each country, including specific informal elements. The complexity emphasizes the need for region-specific approaches in regulating this killer commodity realizing that there is no universally applicable prescription for controlling both the features of tobacco products and consumer behaviors across the regions. This necessity effectively forms the very reasons due to which measures have to be intrinsically sensitive and locally modified in the impressive record of the RA.

Furthermore, major tobacco companies have responded to regulations and curtailments with novel products aiming at substituting cigarettes with lower health risks. This has resulted in reduced consumption of traditional tobacco products and a significant increase in the use of substitute products serving the interests of big tobacco companies.

In such cases, both price and non-price regulatory interventions in the tobacco product sector need to be tailor made in an appropriate manner after systematic assessment of specific factors at play in the region or country where they are implemented. This approach to the issue aligns with the principles of institutional economics, which imply the ability and need to consider every potential consequence when developing a rationally effective plan for tobacco control.

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ԿԱՐԻՆԵ ՄԻՔԱՅԵԼՅԱՆ

ՀՊՏՀ ֆինանսների ամբիոնի դասախոս,
 տնտեսագիտության թեկնածու, դոցենտ

ՄԱՐԻԱՆԱ ԽՉԵՅԱՆ

ՀՊՏՀ տնտեսամաթեմատիկական մեթոդների ամբիոնի դասախոս

ՀՈՎՀԱՆՆԵՍ ԿԱՐԱՊԵՏՅԱՆ

ՀՊՏՀ տնտեսամաթեմատիկական մեթոդների ամբիոնի դասախոս,
 տնտեսագիտության թեկնածու

ՕՖԵԼՅԱ ԿԱՐԱԽԱՆՅԱՆ

ՀՊՏՀ ինֆորմատիկայի և վիճակագրության ամբիոնի ուսանող

Ծխախոտի արտադրանքի ոլորտում իրականացվող հակածխախոտային քաղաքականությունը, դրա արդյունավետությունը և ազդեցության գնահատման առանձնահատկությունները.– Ծխախոտի օգտագործումը հանրային առողջապահության հիմնական խնդիրներից է, ինչը նաև խոչընդոտում է կայուն տնտեսական զարգացումը: Տարբեր հետազոտություններ վկայում են, որ ծխախոտի արտադրությունը և սպառումը հանգեցնում են վաղ մահվան և տարատեսակ հիվանդությունների զարգացման, ինչն էլ ուղեկցվում է առողջապահական մեծ ծախսերով և տնտեսական այլ կորուստներով: Վերջին տարիներին աշխարհի բազմաթիվ երկրներում կիրառվում են ծխախոտային արտադրանքի ոլորտի կարգավորման, հսկողության և կանխարգելման տարբեր միջոցառումներ, որոնք առավելապես միտված են ծխախոտի օգտագործման ծավալների նվազեցմանը և մարդու առողջության բարելավմանը:

Սույն հոդվածում ներկայացված են ծխախոտային արտադրանքի ոլորտում իրականացվող հիմնական միջոցառումները, դրանց ազդեցությունը, այդ ազդեցության գնահատման տրամաբանությունը: Անդրադարձ է կատարվել գործադրվող միջոցառումների ազդեցության գնահատման հնարավոր առանձնահատկություններին տարբեր երկրներում, ինչպես նաև, մասնավոր այլ դեպքերում, ազդեցության մակարդակի տարբերություններին: Միաժամանակ, վերոգրյալ գործողությունները համադրվել են ՀՀ-ում իրականացվող միջոցառումների և դրանց ազդեցության մակարդակի հետ՝ վերջնարդյունքում փորձելով բացահայտել ՀՀ-ում կիրառվող միջոցառումների ազդեցության մակարդակը և արդյունավետությունը:

Սույն հոդվածում ներկայացված են ծխախոտային արտադրանքի ոլորտում իրականացվող հիմնական միջոցառումները, դրանց ազդեցությունը, այդ ազդեցության գնահատման տրամաբանությունը: Անդրադարձ է կատարվել գործադրվող միջոցառումների ազդեցության գնահատման հնարավոր առանձնահատկություններին տարբեր երկրներում, ինչպես նաև, մասնավոր այլ դեպքերում, ազդեցության մակարդակի տարբերություններին: Միաժամանակ, վերոգրյալ գործողությունները համադրվել են ՀՀ-ում իրականացվող միջոցառումների և դրանց ազդեցության մակարդակի հետ՝ վերջնարդյունքում փորձելով բացահայտել ՀՀ-ում կիրառվող միջոցառումների ազդեցության մակարդակը և արդյունավետությունը:

Հիմնաբառեր. *ծխախոտ, ծխախոտի արտադրանքի ոլորտ, ծխախոտային արտադրանքի պահանջարկ, իրավական կարգավորում, տնտեսական մրցակցություն, ակցիզային հարկ, գովազդի սահմանափակում, ծխախոտի դեմ պայքար*

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ОФЕЛЯ КАРАХАНИЯН

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Антитабачная политика в табачной промышленности, ее эффективность и особенности оценки воздействия. – Проблемы общественного здравоохранения, вызванные употреблением табака и его экономическими последствиями, представляют серьезные вызовы во всем мире. Различные исследования показывают, что производство и потребление табака приводят к ранней смертности и развитию различных заболеваний, которые сопровождаются высокими затратами в области здравоохранения и другими видами экономических потерь. В последние годы во многих странах мира применяются различные меры регулирования, контроля и профилактики в сфере табачной продукции, которые в основном направлены на снижение объемов употребления табака и вреда, причиняемого здоровью человека.

В данной статье представлены основные меры, реализуемые в сфере табачной продукции, влияние и логика оценки этого воздействия. Рассмотрены особенности оценки воздействия реализованных мер среди разных стран, а также различия в уровне воздействия в некоторых частных случаях. При этом, данное исследование было проведено путем сравнения мер реализованными в РА и их уровнем воздействия с мировыми показателями, пытаясь в конечном итоге определить эффективность реализованных мер в РА.

Ключевые слова: табак, табачная промышленность, спрос на табачные изделия, правовое регулирование, экономическая конкуренция, акцизный налог, ограничения рекламы, антитабачные кампании.

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