Online sales: profit without question

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Objectives: To examine the ease with which underage smokers can purchase cigarettes online using money orders and to evaluate the effectiveness of internet filtering programs in blocking access to internet cigarette vendors (ICVs).

Design: Four young people purchased 32 money orders using 32 different names to buy one carton of cigarettes for each named individual. Each money order was subsequently mailed to a different ICV in the USA. No age related information accompanied these online orders. Two internet filtering programs ("Bess" and filtertobacco.org) were tested for their relative efficacy in blocking access to ICV sites.

Results: Of the 32 orders placed, four orders never reached the intended ICV. Of the remaining 28 orders, 20 (71%) were filled despite a lack of age verification. Only four (14%) of the orders received were rejected because they lacked proof of age. "Bess" blocked access to 84% and filtertobacco.org to 94% of the ICV sites.

Conclusions: Although underage smokers can easily purchase cigarettes online using money orders, access to these sites can be largely blocked if appropriate filtering devices are installed.

In 1998, the Master Settlement Agreement established certain restrictions on the advertising and promotion of tobacco products. However, the final version of the agreement did not include the world wide web, and the tobacco industry is thriving in this unregulated online environment. In February 2000 there were approximately 40 websites selling cigarettes. By November of that same year, there were 68 sites—an increase of 70% in a 10 month timespan. Unlike credit cards that carry with them the assumption that the purchaser is of legal age (18 years and older), the internet continues to provide ready access to cheap, untaxed cigarettes with the highest hit rate, and then cross checking those vendors with a list of 159 sites created from earlier research.

Some internet tobacco vendors have argued that the use of a credit card acts as a barrier to underage smokers purchasing tobacco online, in effect shifting the responsibility for providing a minor with cigarettes from the online vendor to the adult credit card holder. But not all online tobacco orders are placed using credit cards. Many internet cigarette vendors (ICVs) provide an option for payment by money orders. In fact, a recent content analysis of ICVs found that 68% of the sites allowed payment by money order or certified cheque. Of those sites that allowed money orders only 81% specified age restrictions. Moreover, of those sites with age warnings, 52% verified a customer’s age only by self report, 15% by typing in a date of birth, 7% by entering driver’s licence information, and 8% by some other method. Unlike credit cards that carry with them the assumption that the purchaser is of legal age (a point frequently made by ICVs), money orders can be easily obtained by any individual with cash on hand regardless of age.

The primary goal of the present study was to test the ease with which underage smokers could purchase cigarettes online using money orders. The secondary goal was to investigate whether existing internet filtering programs can successfully block access to ICVs. Consequently, the present study will also include a comparison of "Bess", currently the most effective blocking program, and the filtertobacco.org filtering program.

DESIGN

The first phase of this study focused on investigating whether an individual can purchase a carton of cigarettes from an ICV using money orders without proving that they are 18 years or older. Thirty two ICVs who accept money orders were identified by entering the terms "cigarette" and "money order" into a Google search to locate those cigarette vendors with the highest hit rate, and then cross checking those vendors with a list of 159 sites created from earlier research.

All but one site contained a statement that a person had to be of legal age (18 years and older) to buy cigarettes, but the location and type of statement varied significantly from site to site. Only seven (22%) claimed on the order form that proof of age via driver’s licence or other government issued documentation was required. Another nine sites (28%) had buyers sign a statement claiming that they are 18 years of age or older.

We then recruited four smokers who agreed to loan their last name and address so that the cigarettes could be sent to an actual residence. Eight variations of each person’s name were created by altering their first name to order to suggest the individual male in four of the identities and female in the other four (Edwin, Edwina, Ed, Edna, etc.).

Finally, an order form was either completed and submitted online (with payment to be mailed before shipping), or printed, completed, and mailed in with the payment. For ethical and legal reasons we could not actually use “underaged” volunteers to buy the money order and buy the cartons; therefore, four youthful looking college students, who are frequently mistaken for minors and “carded”, purchased the money orders at various locations. These individuals were never asked for proof of age when purchasing the blank money orders (the name of the recipient was completed later). The money orders were then sent with the appropriate shipping information to the 32 ICVs without any proof of age.
Cigarettes are readily available online to anyone with a credit card. Online without proof of age, access to online cigarette vendors can be effectively blocked using filtering programs such as Bess and Filtertobacco.org.

What this paper adds

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