In this work, we propose a mathematical model to analyze the effect of e-cigarettes for smoking cessation. The stability and the bifurcation of the model have been discussed. The parameter estimations from the observed data are drawn and using the parameters a reasonable smoking model has been designed. Moreover, by considering the sensitivity results depending on the basic reproduction number $R_0$, the effective strategies that reduce the smokers are investigated. Numerical simulations of the model show that e-cigarettes may somewhat diminish the numbers of smokers but it does not reduce the number of quitters ultimately.

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