

# The Global Reach of Tobacco Marketing Among Children

## INDIA Fact Sheet

Pro-smoking messages, delivered through marketing and the media, can reach very young children and influence smoking-related attitudes and behaviors. This study examined the reach of tobacco marketing among 5 and 6 year olds in six low- and middle-income countries, including India.

Researchers worked one-on-one with 5 and 6 year olds in Brazil, China, India, Nigeria, Pakistan, and Russia (N = 2423 overall). In India, 444 5 and 6 year olds were recruited from New Delhi and the rural areas surrounding the National Capital Region (NCR). The children were asked to match logos with pictures of products, including eight logos for cigarette brands. Analyses examined, overall and by country, awareness of cigarette logos and whether gender, age, location, household use of tobacco, knowledge of media characters, and intentions to smoke were associated with awareness of cigarette brand logos.

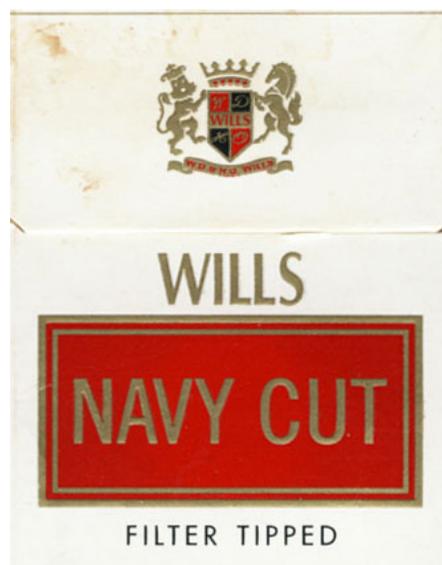
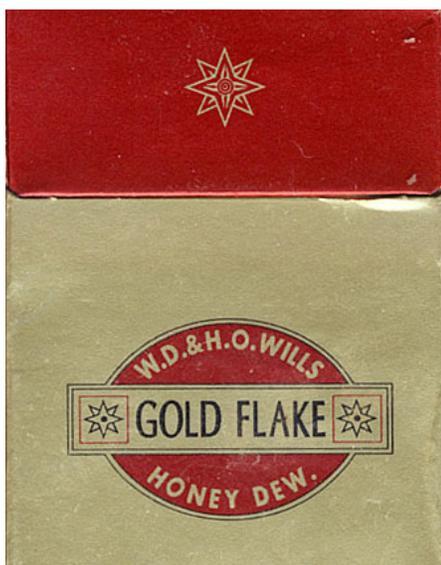


Photo Credit: D.L.G. Borzekowski

Overall, 68 percent of 5 and 6 year olds could identify at least one cigarette brand logo, ranging from 50 percent in Russia to 86 percent in China. In India, 76 percent of the children could identify at least one cigarette brand, with Indian children recognizing on average 1.6 brands (out of a total of 8). The top three brands most recognized were: Gold Flakes (33%), Wills Navy Cut (25%), and More (25%). Fifteen percent recognized the Marlboro brand. In India, rural residents were more likely to be able to identify at least one cigarette brand.

The majority of young children from low- and middle-income countries are familiar with cigarette brands. This study's findings suggest that more effective measures are needed to restrict the reach of tobacco marketing.

Borzekowski DLG, Cohen JE. International Reach of Tobacco Marketing Among Young Children. *Pediatrics* 2013; DOI: 10.1542/peds.2013  
<http://pediatrics.aappublications.org/content/early/2013/09/24/peds.2013-1150.abstract>



## Characteristics of Respondents and Awareness of Cigarette Brands

| India   | n (%)                     |
|---|---------------------------|
| Gender  |                           |
| Male  | 260 (59%)                 |
| Female  | 184 (41%)                 |
| Age   |                           |
| 5 years   | 224 (51%)                 |
| 6 years   | 220 (50%)                 |
| Location  |                           |
| Urban   | 222 (50%)                 |
| Rural   | 222 (50%)                 |
| Someone in children's household uses tobacco                              | 87 (20%)                  |
| Parent uses tobacco   | 54 (12%)                  |
| Intention to smoke  | 134 (30%)                 |
| Identify any cigarette brand  | 337 (76%)                 |
| Can identify Marlboro   | 68 (15%)                  |
|   | Mean (Standard deviation) |
| Knowledge of media characters<br>Number of known characters (range: 0-10) | 5.8 (1.9)                 |
| Knowledge of cigarette brands<br>Number of known brands (range: 0-10)     | 1.6 (1.4)                 |