

College Students' Expectancies for Light Cigarettes and Potential Reduced Exposure Products

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Objectives: To determine positive and negative beliefs about light cigarettes and potential reduced exposure products (PREPs) among college student smokers and non-smokers. **Methods:** A web-based survey conducted in October-November 2004 among 424 students rating 5 advertisements for cigarette brands (Marlboro Red, Light, and Ultralight; Quest; Eclipse) on 28 items tapping positive and negative product expectancies. **Results:** Marlboro Light and Ultralight were

rated more positively and less negatively than their Red counterpart. PREPs showed low positive and negative ratings relative to Marlboro Light. Positive expectancies were significantly related to willingness to try each brand. **Conclusions:** Advertising plays a role in influencing how college students view light and PREP cigarette brands.

Key words: smoking, lights, PREPs, advertising, young adults
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