

Associations Between Tobacco Marketing and Use Among Urban Youth in India

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Objectives: To study if receptivity and exposure to tobacco marketing are correlated with tobacco use and psychosocial risk factors for tobacco use among a sample of urban Indian youth. **Methods:** Analysis of cross-sectional survey data from Project MYTRI, a group randomized intervention trial, in Delhi and Chennai, India, collected from sixth and eighth graders (n=11,642), in 32 schools in 2004. **Results:** Exposure to tobacco advertisements and receptivity to

tobacco marketing were significantly related to increased tobacco use among students. **Conclusion:** This association suggests the need to strengthen policy and program-based interventions in India to reduce the influence of such exposures.

Key words: tobacco use, youth, schools, receptivity to tobacco marketing, exposure to tobacco advertising

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