Advertising, Promotion, Countermarketing, and Tobacco Use

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Cigarette Advertising and Promotion, 1978-1998

(millions of 1998 dollars)

Direct Effects of Tobacco Advertising and Promotion

- Attracts new users to the market (increased initiation)
- Reduces current users’ willingness to leave market (reduced cessation)
- Stimulates use among current users (increased consumption by smokers)
- Induces former users to resume use (increased re-initiation)

Indirect Effects of Tobacco Advertising and Promotion

• Discourages full discussion of the health consequences of tobacco in media dependent on tobacco advertising
• Contributes to an environment where tobacco use is perceived to be more socially acceptable and less hazardous
• Creates political opposition to strong tobacco control policies among institutions receiving tobacco industry marketing dollars
• Increases market segmentation/brand proliferation

Advertising and Tobacco Use

• “Logical Arguments” imply that increased advertising increases tobacco use

• Substantial evidence from survey research and experiments concludes that:
  – cigarette advertising captures attention and is recalled
  – strength of interest is correlated with current or anticipated smoking behavior and initiation

Advertising and Tobacco Use

• Other Empirical Research:
  – Youth who own tobacco company promotional items more likely to become smokers (Pierce, et al. 1998; Biener & Siegel 2000; Sargent et al. 2000)
  – Youth smoking much more responsive to advertising than adult smoking (Pollay, et al. 1996)
  – Econometric studies generally find small or negligible impact of advertising on overall cigarette sales (Chaloupka and Warner 2000; Saffer 2000)
    • Econometric methods poorly suited for detecting impact of advertising on demand
Restrictions on Advertising and Tobacco Use

• Relatively comprehensive restrictions on advertising and promotion significantly reduce cigarette consumption

  – estimate more than a 6 percent reduction in consumption in response to comprehensive ban

Sources: Saffer (2000); Chaloupka and Warner (2000); Saffer and Chaloupka (2000)
Restrictions on Advertising and Tobacco Use

- Limited/partial restrictions on advertising and promotion have little or no impact on cigarette consumption
  - induce substitution to other media and new promotional efforts

Comprehensive advertising bans reduce cigarette consumption

Consumption trends in countries with such bans vs. those with no bans (n=102 countries)

Source: Saffer, 2000, in *Tobacco Control in Developing Countries*
Countermarketing and Tobacco Use

- Evidence from Fairness Doctrine campaign, school and community intervention studies, large state mass media campaigns, and national campaigns in several countries shows that countermarketing reduces youth and adult tobacco use
  - success depends on reach, frequency, and duration of countermarketing campaign

Sources: USDHHS (2000); Saffer (2000); Wakefield and Chaloupka (2000) “Effectiveness of Comprehensive Tobacco Control Programs in Reducing Teenage Smoking in the United States”; and studies cited within
Conclusions

• Tobacco advertising and promotion in the US is substantial and increasing
• Tobacco advertising increases consumption of tobacco products, particularly by youth
• Comprehensive bans on tobacco advertising and promotion would lead to significant reductions in tobacco use
• Countermarketing reduces tobacco use and is an essential component of a comprehensive tobacco control program