

## Effect of Education and Occupation on Smokeless Tobacco Use: A Study of Male Adults in India

**Authors :** Ramu Rawat

**Abstract :** Background: This paper is an effort to analyze the role of education and occupation as critical determinants in using smokeless tobacco among male adults in India and its selected states. Methodology: Global Adult Tobacco Survey (GATS) India 2009-10 data have been used for this study. Bivariate and Multivariate (Cox proportion hazards model) analyses are carried out to measure the impact of education and occupation on use of smokeless tobacco among male adults in India. Results and Conclusion: The study evidently suggests that, majority of Indian male adults are using Khaini and Gutkha (local names for smokeless tobacco). The analysis also shows that education and occupation are two important critical predictors of use of smokeless tobacco. The males at younger age with no or little education from rural area use smokeless tobacco more than their counterpart group from urban areas. This distinction can be attributable to their lack of knowledge or ignorance about the consequences of tobacco consumption. Place of residence played significant role for declining use of smokeless tobacco along with the effect of society. Society awareness about harmful effects of smokeless tobacco with local level government may play important role for controlling the use of any type of tobacco or tobacco products in India.

**Keywords :** smokeless tobacco, male, Khaini, education, occupation

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