

Supplemental Table 2. Final codebook applied to all 28 transcripts.

Code Name	Description	How to Use	Example
PERCEIVED ATTRACTIVENESS			
Pack shape	Discussion of how the actual pack shape (e.g., round, rectangular, sachet, cylindrical/cannister shape) contributes to OR detracts from the perceived attractiveness or appeal of the product	Apply only to discussion of the pack shape in relation to <u>attractiveness</u> . Can apply to both direct and implied comments (e.g., flappiness) about the pack shape and include words/phrases indicating positive or negative impact of pack shape on attractiveness.	"The shape of this one is a bit flappy"
Pack material	Discussion of how the material used (e.g., tin, plastic, etc.) contributes to OR detracts from the perceived attractiveness or appeal of the product	Apply only to discussion of the pack material in relation to <u>attractiveness</u> . Can apply to both direct (materials used) and implied comments (e.g., "packaging of the container") about the pack material and include words/phrases indicating positive or negative impact of pack material on attractiveness.	"The plastic lid of the container looks ugly." "The quality of the packet is cheap. And the packaging of this packet doesn't look good."
Pack size	Discussion of how the size of the pack (e.g., smaller, larger, wider) contributes to OR detract from the perceived attractiveness or appeal of the product	Apply only to discussion of the pack size in relation to <u>attractiveness</u> . Can apply to both direct and implied comments (e.g., can be transported easily) about the pack size and include words/phrases indicating positive or negative impact of pack size on attractiveness. Do not code for pack size if participants/moderator is describing the pack size to distinguish the larger zorda packs from the smaller gul packs. Only use this code if pack size is substantively discussed in terms of making the pack more or less attractive.	"The sizes of the containers look very bad to me." "This one is bigger than the others and it is very durable." "The pack can be transported easily."
Imagery	Discussion of how the content or style of the pictorial images included on the pack contribute to OR detract from the perceived attractiveness or appeal of the product.	Apply only to discussion of content/style of pictorial images on the product pack and their relationship to <u>attractiveness</u> . Can apply to both direct and implied comments about pack imagery (e.g. it catches/hits the eyes quickly, the pack is bright (meaning sharp)) and include words/phrases indicating positive or negative impact on attractiveness. Can apply to pictorial images on the graphic warning label.	"There is a picture of a man and that also doesn't look good." "There is a picture of a mosque. So it is a bit less liking to me." "It can be recognized though it is blurry. However, it is not that much eye catching."
Color	Discussion of how the colors used on the pack contribute to OR detract from the perceived attractiveness or appeal of the product.	Apply only to discussion of the colors (e.g. "bright colors") used on the pack and their relationship to <u>attractiveness</u> . Can apply to both direct and implied comments about the colors and include words/phrases indicating positive or negative impact on attractiveness. Can apply to colors on the graphic warning label.	"The color on this one is very good." "I like the pack's red rose" <i>(note: counts as both color and imagery)</i>
Price	Discussion of the how the price of the product contributes to OR detracts from the perceived attractiveness or appeal of the product.	Apply only to discussion of the product price and its relationship with perceived <u>attractiveness</u> . Can apply to both direct and implied comments (e.g., the product looks cheap) about product price.	

Code Name	Description	How to Use	Example
PERCEIVED ATTRACTIVENESS			
Descriptors: appearance	Discussion of the how the appearance or presentation of the textual elements included on the pack contribute to OR detract from the perceived attractiveness or appeal of the product.	Apply only to discussion of the appearance of the words/text (e.g. size, language characters Urdu, clarity/blurriness) included on the product pack and its relationship with perceived <u>attractiveness</u> . Can apply to both direct and implied comments about appearance of the text on the pack. Can apply to text on the graphic warning label.	“This one is written in Urdu. It cannot be tolerated that Bangladeshi products are introduced in Urdu” “The font here used to write the messages here are very small.”
Descriptors: meaning	Discussion of the how the meaning of the text on the pack contribute to OR detract from the perceived attractiveness or appeal of the product.	Apply only to discussion of the meaning or understanding of meaning the words/text included on the product pack and its relationship with perceived <u>attractiveness</u> (e.g. “low tar”; injuries discussed in HWL text). Can apply to both direct and implied comments about the meaning of the text on the pack. Can apply to comments about the products weight or price as written on the pack. Can apply when say message is “clear” or “understood” when discussing comprehension of the meaning of the text. Can apply to text on the graphic warning label.	“Made in Bangladesh is written here. It seems very bad to me...” “It is specifically noted that it is not a food item. The directions for consumption are written here.” “We have also observed the date of expiry on the package.”
Finish/feel	Discussion of how the overall structural components of the pack design (e.g. print quality, sealing, lid fit) contribute to OR detract from the perceived attractiveness or appeal of the product.	Apply only to discussion of the product’s overall finish/quality/feel/durability and its relationship with perceived <u>attractiveness</u> . Can apply to both direct and implied comments about finish/feel. Can include general, overall opinions of the product look. For example, “ <u>Although the container looks good</u> , however feeling bad about the images” or “ <u>...all components of the pack look good to the eye</u> ” or “ <u>Considering all packs features it looks better than that item</u> ” or “ <u>I like all aspects</u> ” would count under this rule.	“We have given such score as the lid of the container is not properly sealed.” “I liked the finishing at the top of the container, the color, and the written messages”

Code Name	Description	How to Use	Example
HWL NOTICEABILITY			
HWL Color	Discussion of how the color of the HWL alone and in combination with the other colors on the pack enhances OR limits one's ability to notice the HWL.	Apply only to discussion of the HWL color or combination of the HWL color/other pack colors in relation to the <u>visibility or noticeability of the HWL</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of color on HWL visibility.	"And the warning placement is given at the bottom of the container. Due to the color of this container it cannot be easily understood [seen]."
HWL Image	Discussion of how the HWL image itself or the print quality of the HWL graphic enhances OR limits one's ability to notice the HWL, including lack of HWL image.	Apply only to discussion of the HWL image type (e.g. baby on a respirator) or image quality (e.g. bright/sharp, blurry, stretched, faded, tinted) in relation to the <u>visibility or noticeability of the HWL</u> . Respondents may use the phrases "eye-catching" or "catches the eyes" to discuss noticing the HWL Image. Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of HWL image quality on HWL visibility.	"The [HWL] picture is comparatively fade[d] away making it hard to understand [see]"
HWL Text	Discussion of how the HWL text enhances OR limits harm one's ability to notice the HWL, including lack of text.	Apply only to discussion of the HWL text in relation to the <u>visibility or noticeability</u> of the HWL. Can apply to both direct and implied comments and include phrases indicating positive or negative impact of HWL text on HWL noticeability.	
HWL size	Discussion of how the size of the HLW text, HWL image, or the whole HWL on the pack enhances or limits one's ability to notice the HWL.	Apply only to discussion of the HWL size in relation to the <u>visibility or noticeability of the HWL</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of the HWL size on HWL visibility. If participants discuss HWL size in relation to the size of the pack container when talking about being able to see or notice the HWL, use the HWL size code. See the example to the right.	"The container is big and the picture is also big so it is clearly visible" " Moderator: Why do you want to give the score four for this one. Respondent: Color of this HWL is unclear, and it looks less good compare to that one. So I have given such score."
HWL placement	Discussion of how the placement (e.g., top, bottom, around, broken, multiple images) of the HWL on the pack enhances OR limits one's ability to notice the HWL	Apply only to discussion of the HWL placement in relation to the <u>visibility or noticeability of the HWL</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of the HWL placement on HWL visibility.	"The warning messages is given all around this container. It can be visible from all the sides..."

Code Name	Description	How to Use	Example
PERCEIVED HARMFULNESS			
Color	Discussion of how the colors used on the pack increase or decrease perceived harmfulness of the product.	Apply only to discussion of the colors used on the product pack and its relationship with <u>perceived harmfulness</u> . Can apply to both direct and implied comments and words/phrases indicating positive or negative impact of color on harmfulness. Do not apply to HWL colors; use “Harmfulness – HWL image”	
Descriptors	Discussion of the how any of the textual elements (e.g., brand name, low tar) included on the pack increase or decrease perceived harmfulness of the product.	Apply only to discussion of the text (e.g., Arabic religious text) included on the product pack and its relationship with <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include phrases indicating positive or negative impact of text on harmfulness. Do not apply to HLW text; use “Harmfulness – HWL text”	
Imagery	Discussion of how the images included on the pack increase OR decrease the perceived harmfulness of the product.	Apply only to discussion of the images and their relationship to <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of imagery on harmfulness. Can include general, overall opinions on the look of the product (e.g., “watching over the packet I thought it was less harmful”). Do not apply to HWL imagery; use “Harmfulness – HWL image”	Brand logo, nature imagery, environmental/recycle imagery, image of a person (male, female, child), religious imagery
Product flavor	Discussion of how the flavor, taste, or aromatic smell of the product (e.g., herbal, fruit, etc.) influences harm perceptions.	Apply only to discussion of flavor, including taste and smell, in relation to <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of product flavor on harmfulness.	
Product type	Discussion of how the brand of product (e.g., Brand 1 zordha, Brand 2 zordha, etc.) or the type of product (e.g., zordha, gul, etc.) influences harm perceptions.	Apply only to discussion of tobacco product type in relation to <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of product type on harmfulness.	
HWL image	Discussion of how the HWL color and imagery increases OR decreases harm perceptions, including a lack of HWL image.	Apply only to discussion of the HWL color/imagery in relation <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of HWL image on harmfulness.	“Seeing the [HWL] picture and the wounds, it can be understood that it is very harmful to our health. It can be easily sensed by looking at picture that this type of diseases can be occurred if it is consumed. It can be understood from the picture that this is very bad. So that you cannot think of consuming this.”
HWL text	Discussion of how the HWL text increases OR decreases harm perceptions, including a lack of HWL text.	Apply only to discussion of the HWL text in relation <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include phrases indicating positive or negative impact of HWL text on harmfulness. Implied discussion about HWL text and harmfulness can include statements on how the HWL image is better than the HWL text. Only code in this case if it is clear that the speaker is implying that without the HWL picture, just the HWL text would not be enough to convey a harm messages. See example quote.	“The [HWL] written messages are there but not all people could be able to read. Excepting this [means that] no hints is given here that people could [understand the product] is harmful.” “Seeing the picture of the child it seems that it is very harmful. We would not have understood that the Zarda is very harmful, if the picture of the child was not given on it.”

Code Name	Description	How to Use	Example
PERCIEVED HARMFULNESS			
HWL size	Discussion of how the size of the HLW text, HWL image, or the whole HWL on the pack influences harm perceptions.	Apply only to discussion of the HWL size in relation to <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of the HWL size on harmfulness. If participants discuss HWL size in relation to the size of the container use the HWL size code.	"This container is big. So the [HWL] picture is given large. Due to this the harmful pictures get to the eyes easily. The picture of harmfulness is given in the large format and the corresponding messages also written under it."
HWL placement	Discussion of how the placement of the HWL (e.g., top, bottom, one side only, around, broken, multiple images) on the pack increases OR decreases harm perceptions.	Apply only to discussion of the HWL placement in relation <u>perceived harmfulness</u> . Can apply to both direct and implied comments and include words/phrases indicating positive or negative impact of HWL placement on harmfulness.	"The harmful aspects [via the HWL] are given in only one side of the packet and this is the reason for giving less score."
ADMINISTRATIVE CODE			
Standard pack	Administrative code that will flag any discussion about the standard SLT pack.	Should be double coded with one or more of the "Attractiveness"; "Noticeability"; "Harmfulness"; "Behavioral Intention" codes.	