

APPENDIX A

Here we report post-hoc crosstabs analyses for each of the variables reported in the body of the paper.

Package Style					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in package style	101.06	3	< .0001		
Use of slide and shell packages	66.69	1	< .0001	62.2%	40.5%
Use of flip-top packages	61.00	1	< .0001	36.4%	57.1%
Use of soft packaging	6.96	1	= .0083	1.4%	0%
Use of slim design or lady lighter packaging	29.83	1	< .0001	0%	2.5%

Table 1

Package Size					
	<i>t</i>	df	<i>p</i> -value	Mean _{T1}	Mean _{T2}
Number of cigarettes	3.03	18	= .002	25.16	22.21

Table 2

Focal Hue					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in focal hue	672	10	< .0001		
Blue	145.54	1	< .0001	29.4%	2.7%
Red	102.01	1	< .0001	22.5%	2.3%
Grey/silver	35.16	1	< .0001	14.8%	4.5%
White	13.96	1	=.0002	8.7%	14.8%
Black	336.66	1	< .0001	8.7%	48.3%
Yellow	139.85	1	< .0001	5.3%	25.3%
Gold	14.69	1	=.0001	3.4%	0.2%
Orange	0.09	1	=.7697	1.4%	1.2%
Purple	0.44	1	=.5085	0.1%	0.2%
Pink	0.41	1	=.5243	0.1%	0%
Green	21.87	1	<.0001	5.7%	0.6%

Table 3

Secondary Hue					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in use of secondary hues	569.63	11	< .0001		
Blue	129.97	1	< .0001	12.3%	36.4%
Red	87.94	1	< .0001	3.3%	16.3%
Grey/silver	1.80	1	= .1797	9.9%	12.1%
White	204.70	1	< .0001	42%	6.2%
Black	104.15	1	< .0001	27.5%	5.1%
Yellow	36.62	1	< .0001	0.5%	4.7%
Gold	49.37	1	< .0001	1.6%	8.6%
Green	60.26	1	< .0001	1.1%	8.4%
Orange	12.83	1	= .0003	0.2%	1.6%
Purple	1.63	1	= .2017	0.3%	0%
Rose Gold	0.81	1	= .3681	0.2%	0%
Multicolored	2.10	1	= .1473	1.2%	0.4%

Table 4

Variant Labels					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in use of variant labels	126.68	6	< .0001		
Use of flavor variant labels	23.53	1	< .0001	43.1%	30.3%
Use of light/mild variant labels	46.07	1	< .0001	9.0%	0.0%
Use of color variant labels	65.16	1	< .0001	12.8%	29.4%
Use of uniqueness variant labels	0.79	1	= .3741	19.4%	17.5%
Use of variant labels relating to filtration	0.38	1	= .5376	1.7%	1.3%
Use of plain variant labels	6.86	1	= .0088	1.0%	2.7%
Packages with no variant label	9.18	1	= .0024	13.0%	18.8%

Table 5

Iconography					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in use of logos and images	218.30	5	< .0001		

Use of male figures	205.69	1	< .0001	35.1%	1.4%
Use of female figures	4.85	1	= .0276	7.8%	11.2%
Use of crests	35.18	1	< .0001	29.0%	44.1%
Use of animals	0.86	1	= .3537	6.8%	5.6%
Use of objects	7.23	1	= .0072	2.6%	5.2%
Packages with no logo or iconography	37.88	1	< .0001	18.6%	32.5%

Table 6

Focal Color Saturation					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in the use of color saturation for focal colors	429.17	2	< .0001		
Use of low saturation	67.24	1	< .0001	16.5%	2.1%
Use of medium saturation	256	1	< .0001	47.8%	6.6%
Use of high saturation	428.49	1	< .0001	35.8%	91.4%

Table 7

Secondary Color Saturation					
	χ^2	df	<i>p</i> -value	Prop _{T1}	Prop _{T2}
Omnibus change in the use of color saturation for secondary colors	336.76	2	< .0001		
Use of low saturation	4.03	1	= 0.0447	3%	4.9%
Use of medium saturation	317.73	1	< .0001	18.6%	63.3%
Use of high saturation	328.90	1	< .0001	78.4%	31.8%

Table 8

APPENDIX B

The coding was carried out by two independent coders. All of the coded variables are listed in detail below. Agreements between the coders were initially high and disagreements were resolved via discussion. The final analyses are based on the final ratings that were agreed upon by the coders.

<p>A) Basic package style</p> <p>1 = flip-top</p> <p>2 = slide-and-shell packaging</p> <p>3 = soft pack (essentially a pack of paper construction which offers less protection to the cigarette but is less costly to produce)</p> <p>4 = slim design packaging, such as the lady lighter</p>
<p>B) Package Size:</p> <p>Operationalized as the number of cigarettes contained in the package</p>
<p>C) Focal Hue and Secondary Hue</p> <p><u>Focal Hue</u> refers to package colour that took up the majority of the surface area of the package (excluding the health warning label).</p> <p><u>Secondary Hue</u> refers to the color that took up the second most amount of space on the package (excluding the health warning label)</p> <p>1 = Blue</p> <p>2 = Red</p> <p>3 = Green</p> <p>4 = Black</p> <p>5 = Gold</p> <p>6 = Grey/Silver</p> <p>7 = White</p>

8 = Orange

9 = Purple

10 = Pink

11 = Yellow

12 = Rose Gold

13 = Multiple

D) Variant Labels

0 = No variant

1 = Light or Mild

2 = Taste

3 = Colour

4 = Plain

5 = Special, Genuine, Classic, Deluxe, Distinct

6 = Filter

E) Iconography

0 = None

1 = Animal

2 = Crest

3 = Person (Male)

4 = Person (Female)

5 = Object

F) Color Saturation

1 = Low

2 = Medium
3 = High
G) Cigarette Size
1 = Regular
2 = King Size
3 = Slim
4 = King and Slim
H) Brand Name
I) Date of Package

Table 9