

# Quit intention induced by Pictorial Health Warnings (PHWS) on manufactured cigarettes packages: A mixed methods study among Johor Bahru adult smokers

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## ABSTRACT

Pictorial health warnings (PHWs) are labelled on cigarette packages to display actual gruesome images of smoking hazards. The objectives of this study were to determine the correlation between sociodemographic and smoking characteristics, negative affective reaction, and quit intention, as well as to seek for probable enhancement on the future of the PHWs in Malaysia. This is a mixed-method study commenced with the quantitative component and followed by the qualitative component. A multistage sampling was utilised to recruit respondents for the quantitative component. For the qualitative component, participants who had low negative affective reaction and low quit intention were recruited amongst those who participated in the quantitative component via convenient sampling for a focus group discussion. The overall negative affective reaction was 4.44 points which was considered low as compared to the median (4.67 points). The overall quit intention was 14.62 points which was also considered low as compared to the median (15 points). Marital status was the only sociodemographic variable that had a statistically significant negative correlation with quit intention. The overall negative affective reaction was very poorly positively correlated with overall quit intention. Participants were experiencing worn-out effect, difficulty in associating and understanding, language barrier, and selectivity and avoidance towards the current PHWs. The PHWs in Malaysia have not been successful in deterring smoking and inducing quit intention or quit attempt. Suggestions included to refresh the PHWs periodically, provide quitting knowledge, increase visibility, create relatable message, and create tobacco products with different levels of toxicity.

Keywords: Pictorial Health Warning, Cigarettes, Packages, Smoking