

# Cigarette pack design: an eye-tracking experiment in Colombia

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## Research question

Do larger health warnings and standardised packaging increase visual attention to warnings among Colombian smokers and non-smokers?

## Methods

### Participants

- 62 daily-smokers
- 56 weekly smokers
- 54 non-smokers

### Eye-tracking task

Viewing images of cigarette packs on screen that varied in:

- Branding
  - ✓ Branded
  - ✓ Standardised
- Warning
  - ✓ 30% [text next to pictorial]
  - ✓ 30% [text above pictorial]
  - ✓ 50%
  - ✓ 70%

### Analysis

- We calculated the bias in the number of fixations to the health warning versus the branding for each pack type.

Standardised packaging but  
especially larger warnings  
increase attention to warnings



Although Colombian daily smokers attend warnings less than non-smokers and weekly smokers, attention can be increased by increasing warning size

*Go to poster PS5-074 to see how standardised packaging negatively impacts perception of taste, harm and intentions to try*



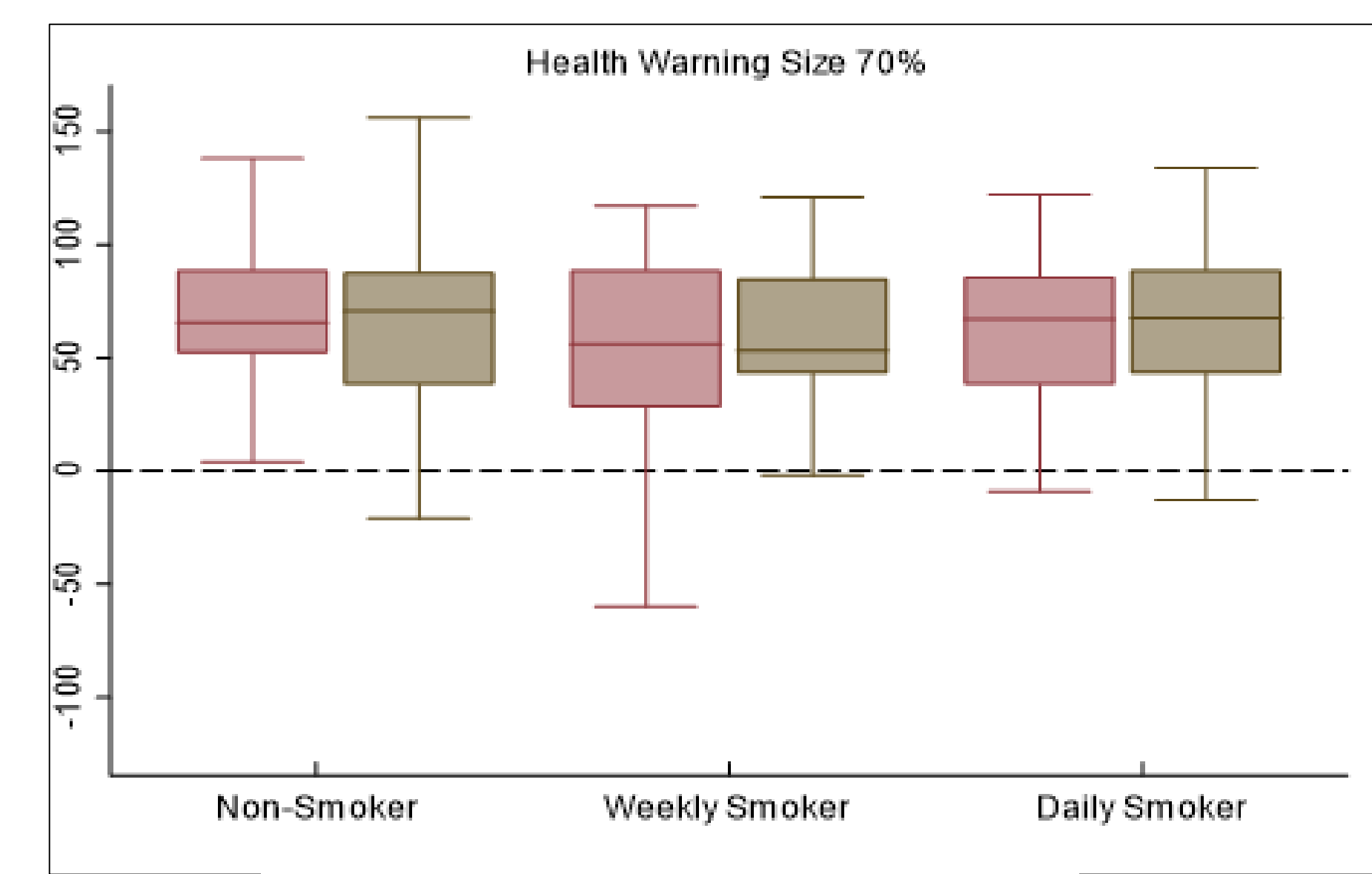
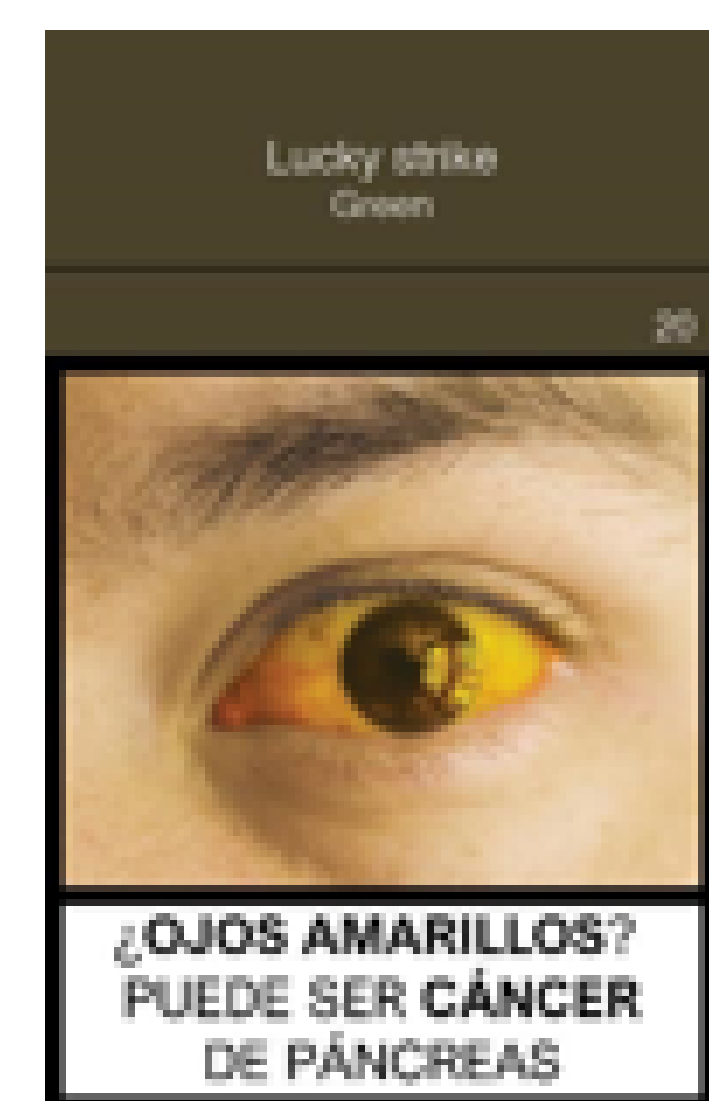
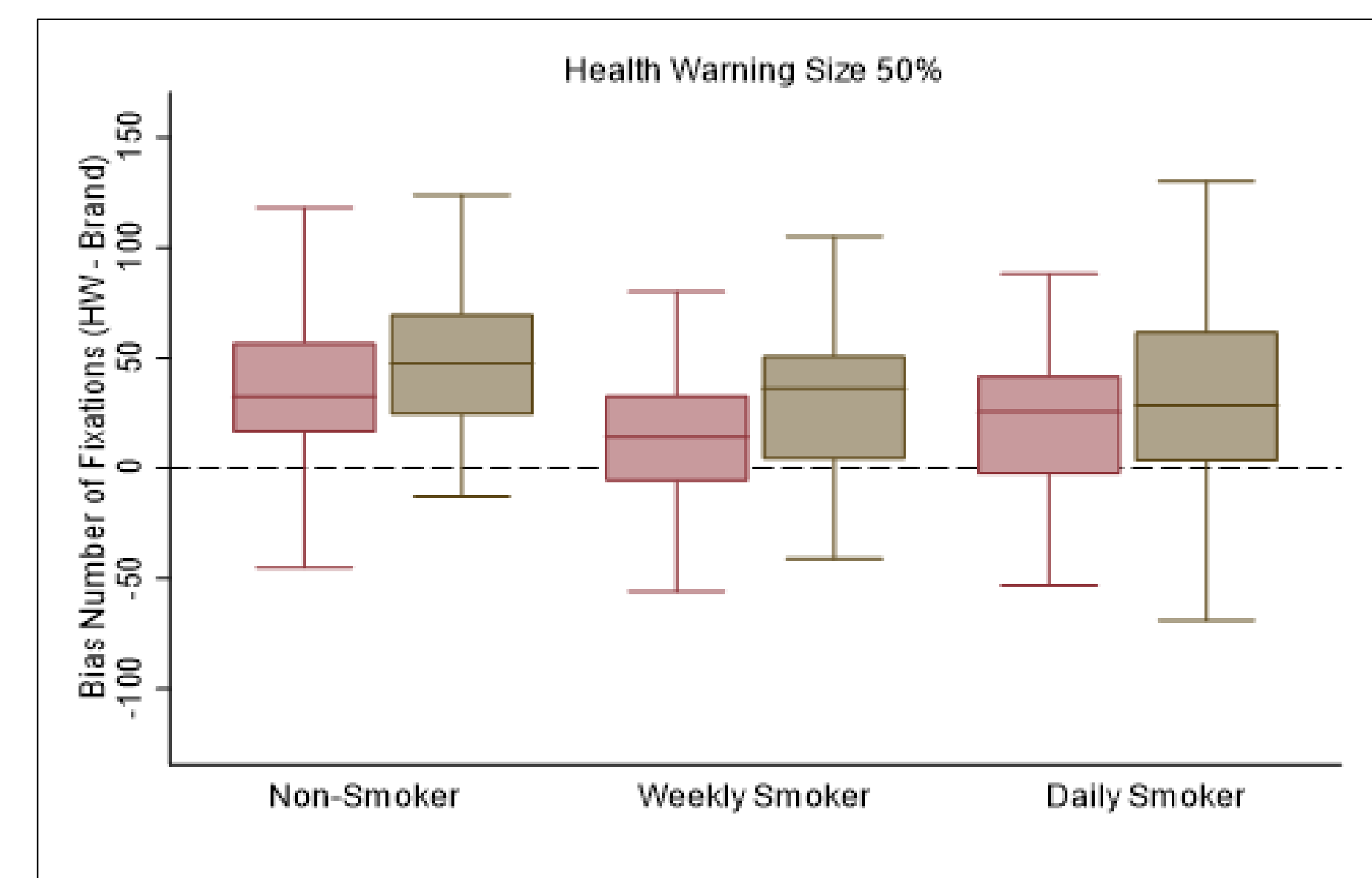
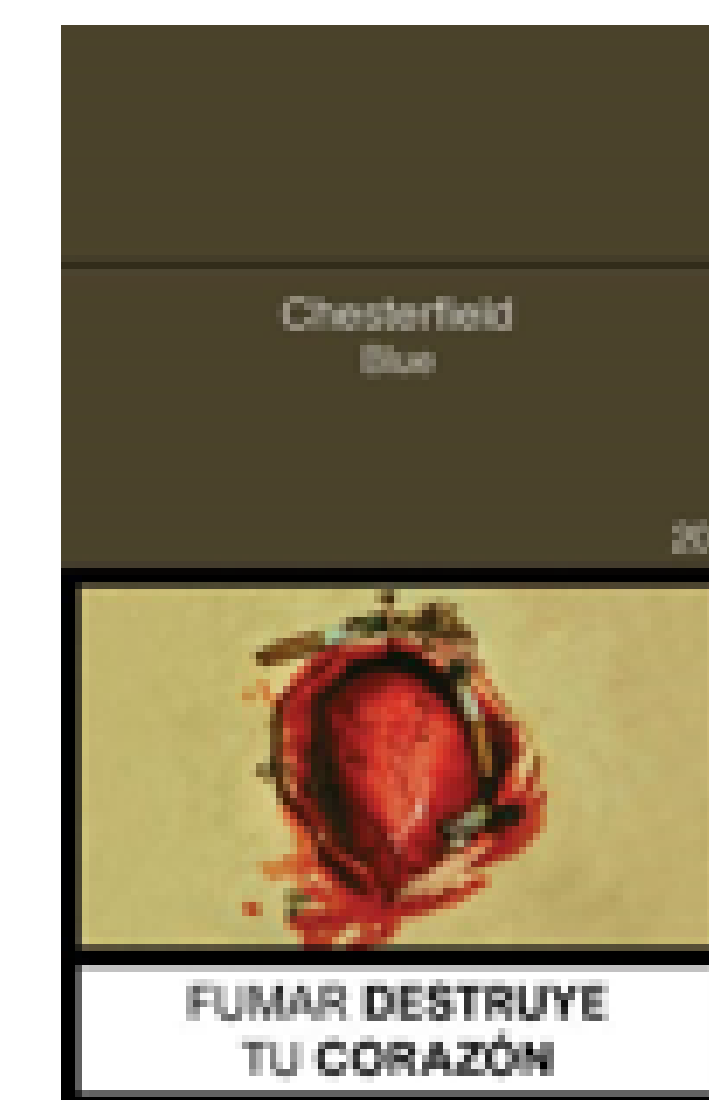
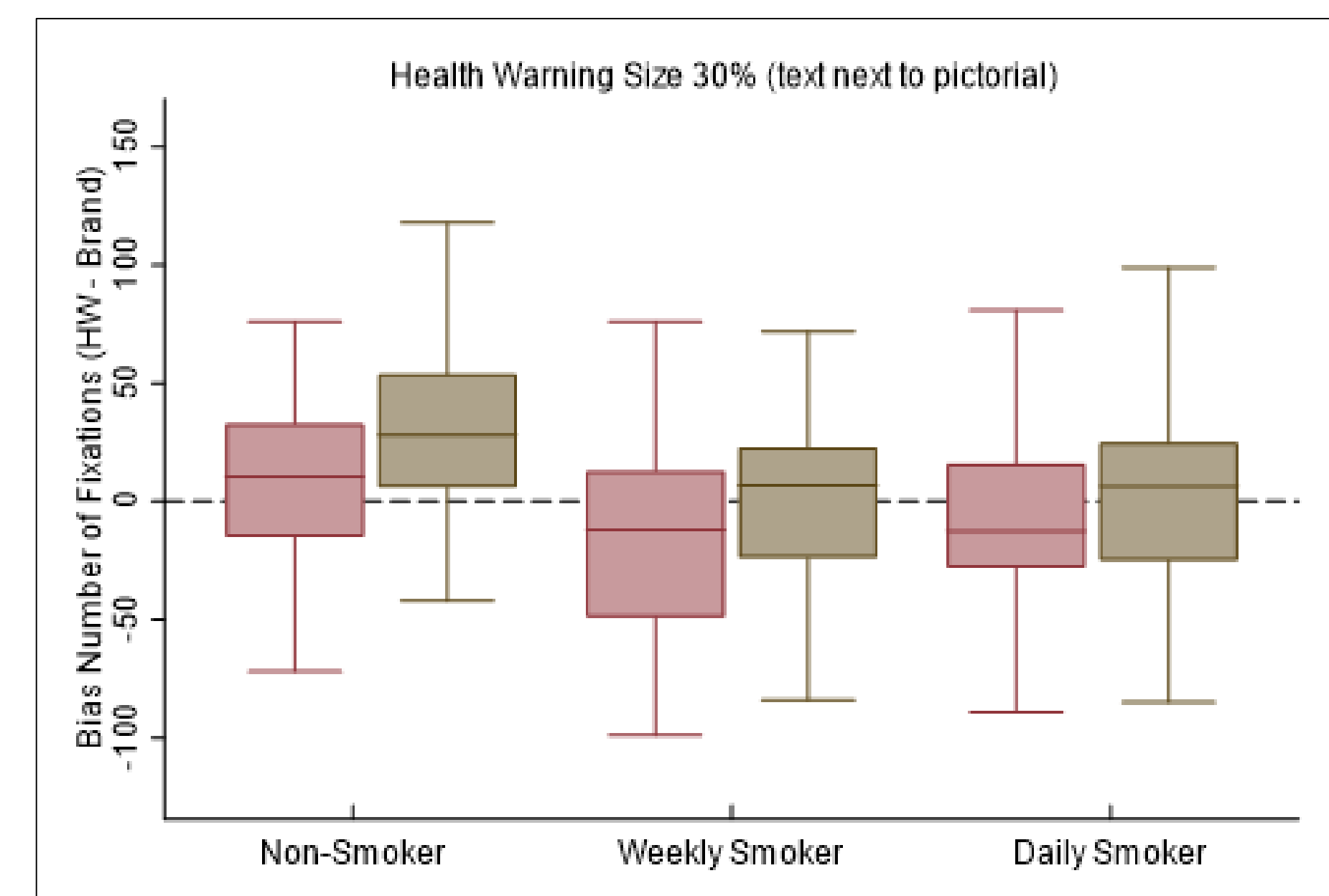
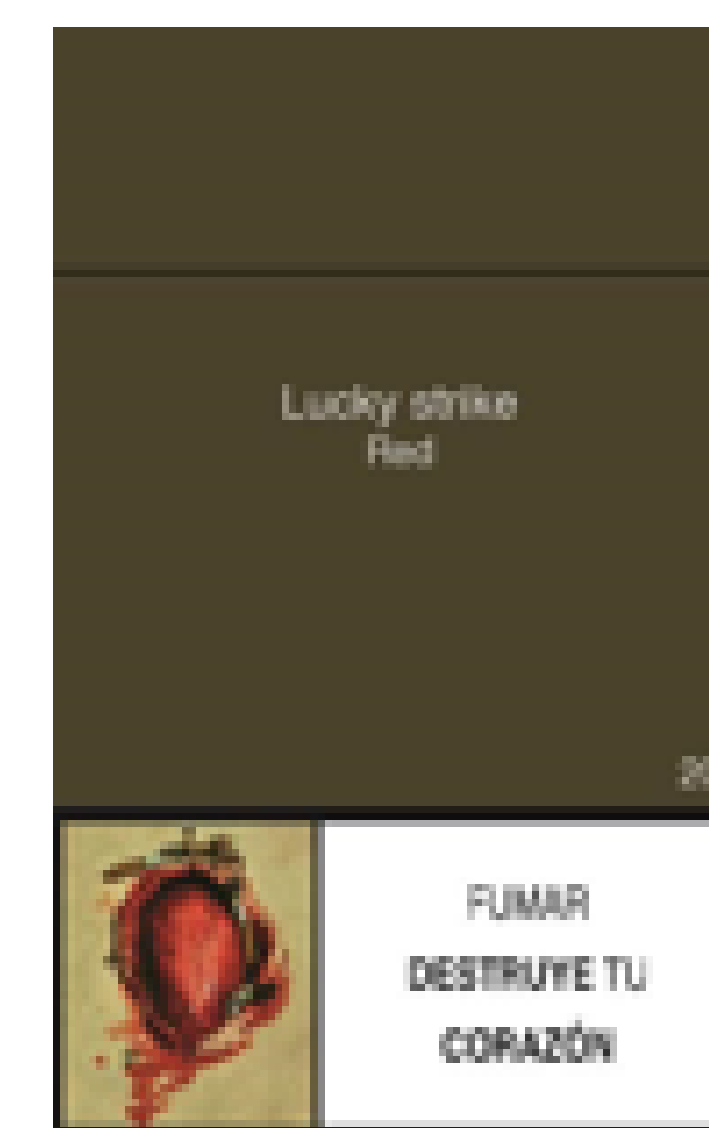
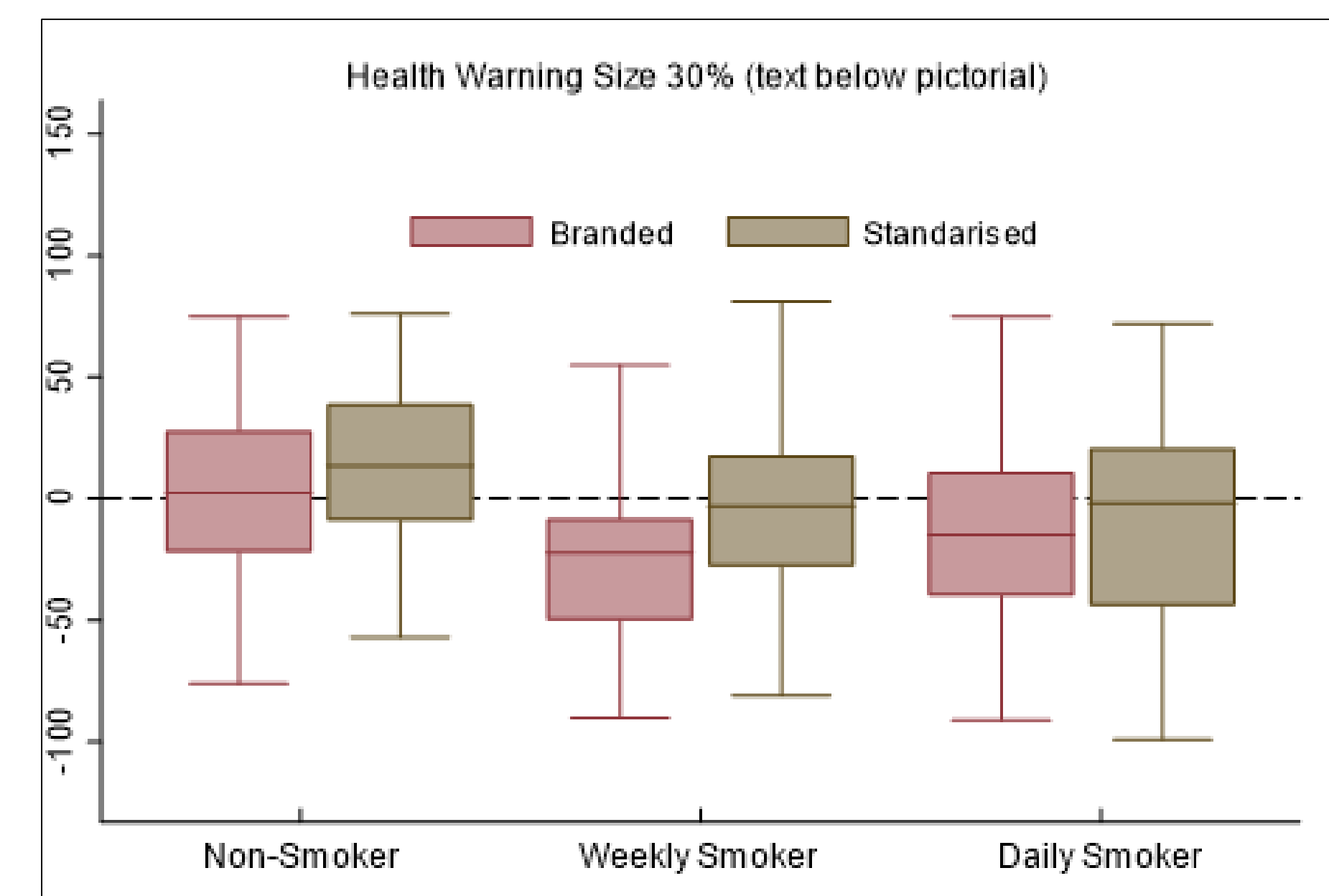
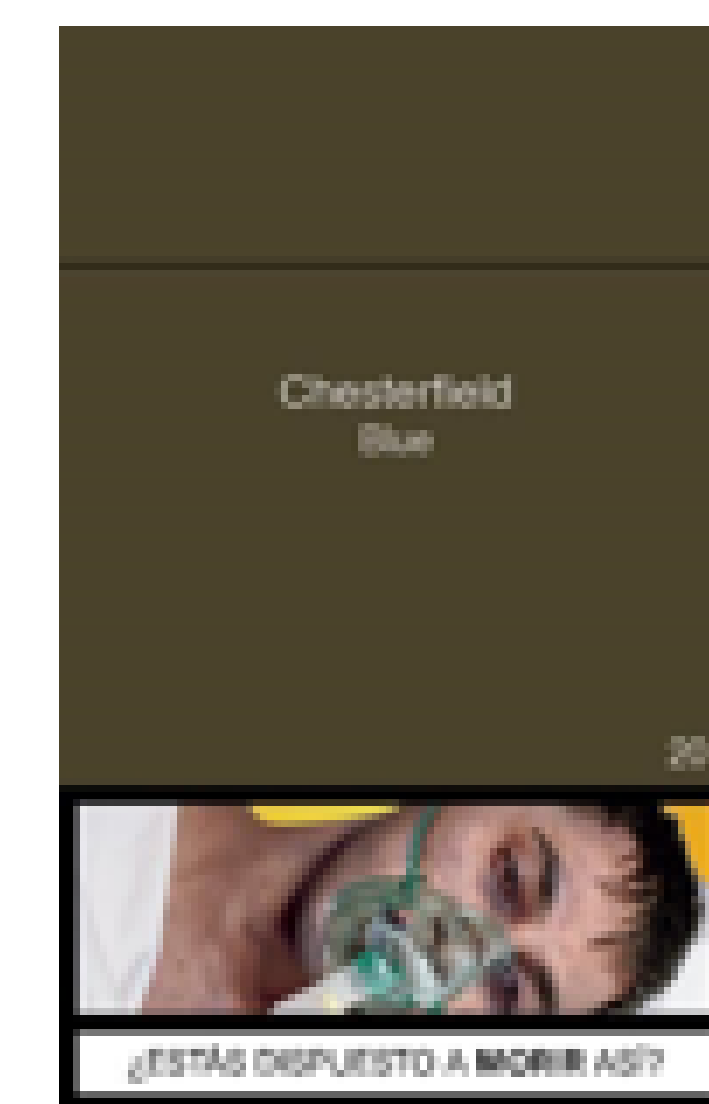
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## Results





# Cigarette pack design: a discrete choice experiment in Colombia

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## Research question

Do standardised packaging and larger health warnings reduce positive perceptions of the taste and harmfulness of tobacco products and reduce likelihood of trying them, among Colombian smokers and non-smokers?

## Methods

### Participants

- 62 daily-smokers
- 56 weekly smokers
- 54 non-smokers

### Discrete choice experiment (DCE)

- Two DCEs (forced and non-forced)
- Participants chose the option that:
  - they would rather try (Try)
  - would taste better (Taste)
  - would be less harmful (Harm)
- Pack options differed in:
  - Branding (branded vs standardised)
  - Warning size (30% vs 70%)
  - Brand (Marlboro vs Lucky Strike)

Larger warnings but especially  
standardised packaging  
negatively impacts intentions  
to try tobacco products and  
perceptions of taste and harm

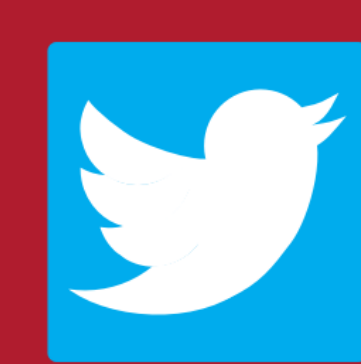


This is the first research in  
Colombia examining the impact  
of tobacco packaging using the  
DCE methodology.

*Go to poster PS5-054 to see how warning size  
increases attention to warnings*



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## Results

