

# Assessing Responses to Price and Cigarette Packaging Changes in the Philippines Among People Who Smoke

## Background

Raising taxes, restricting flavors, and increasing health warning label (HWL) size are important policy levers to impact smoking behavior. We conducted a discrete choice experiment (DCE) among 886 Filipino adults who smoke to assess how they would respond to such changes.

## Methods

- Data were collected online in November 2023. Packs varied on excise tax [60, 70, 80, 90 pesos (PHP)], packaging (domestic packs: 50% HWL branded, 50% HWL plain, 85% HWL branded, 85% HWL plain; foreign pack: no HWL), and flavor (menthol, non-menthol)
- Participants were randomized to see one choice set and select which pack out of 3 (a) they would choose and (b) would make them most consider quitting. They viewed 10 choice sets
- Analyses were conducted using Stata's choice-models package

## Results

- Participants had lower odds of choosing packs with higher excise taxes
- For quitting, participants had higher odds of selecting packs with the highest tax rate options and 85% HWL coverage

# Higher taxation and/or larger warning labels could encourage cessation among Filipino adults who smoke

90 PHP taxation

85% health warning label



Access additional resources related to this study

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The work being presented has received funding or other means of support from any of the following sources:

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	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
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	Choose	Quit
	aOR (95% CI)	aOR (95% CI)
<b>Excise tax</b>		
60 PHP	Ref.	Ref.
70 PHP	0.58 (0.45, 0.74)***	0.86 (0.66, 1.13)
80 PHP	0.33 (0.25, 0.43)***	1.53 (1.18, 1.99)*
90 PHP	0.24 (0.18, 0.33)***	1.94 (1.50, 2.51)***
<b>Packaging</b>		
50% HWL, branded	Ref.	Ref.
50% HWL, plain	0.97 (0.73, 1.27)	0.97 (0.69, 1.36)
85% HWL, branded	0.79 (0.57, 1.09)	3.40 (2.58, 4.46)***
85% HWL, plain	0.85 (0.61, 1.19)	3.30 (2.42, 4.49)***
No HWL, branded	4.02 (2.86, 5.66)***	0.68 (0.47, 0.99)*
<b>Flavor</b>		
Non-menthol	Ref.	Ref.
Menthol	0.96 (0.79, 1.17)	0.84 (0.70, 1.00)

aOR=adjusted Odds Ratio; 95% CI = 95% Confidence Interval; Ref.=reference group \*p<0.05, \*\*\*p<0.001

## Conclusions

Participants who smoke indicated that packs with ≥ 70 PHP tax were less preferred and packs with 85% HWLs were more likely to make them think about quitting. Policies that increase excise tax and HWLs may encourage cessation.

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