

**Supplementary Table 1.** Questionnaire configuration

Component contents	Survey contents	Number of questions	Cronbach's $\alpha$	
Pre-questionnaire				
Social norm	Knowledge	· Smoking cigarettes in public areas are illegal. · People can suffer from my act of smoking.	2	.614
	Belief	· Do you think people who smoke cigarettes have more friends? · Do you think smoking cigarettes makes people look cool or fit in? · If one of your friends offered you a cigarette, would you smoke it? · Does smoking cigarettes make you feel more intimate with friends?	4	.671
Health consequences	Knowledge	· You can stay healthy if you do not smoke. · You can prevent smoking-related diseases if you do not smoke.	2	.664
	Belief	· Do you think it is safe to smoke for only a year or two years as long as you quit after that? · Do you think smoking on only some occasion harms your health?	2	.771
Pre-smoking attitude	· Preference · Smoking behavior · Usefulness	3	.916	
Involvement	· Concern degree · Relevance · Importance	3	.858	
Smoking status	· Smoking or not · Cigarette consumption in the past · Daily cigarette consumption · Smoking beginning age	4		
Smoking consciousness	· University student smoking awareness	1		
Post-questionnaire				
Knowledge, beliefs	· Same as pre-questionnaire	10		
Post-smoking attitude	· Dislike-like · Negative-positive change · Unfavorable-favorable change	3	.970	
	Advertising content evaluation	· Comprehensive · Amount of information · Reliability · Concern degree · Quality of ads.	5	.837
Advertising manipulation verification	· Unpleasant-pleasant · Negative-positive image · Dark-light atmosphere	3	.949	
	Demographic characteristic	· Gender · Age · Grade · Religion · Residence type · Living together type · Monthly pocket money	7	
Total		49		