

Code Number	Code Description	Representative Sentence
C1	Peer Influence Initiation	"I just started when I used to sit with my friends. Everybody was using it."
C2	Curiosity Initiation	"I started using it when I saw my friends use it. They seemed to like it, so I decided to give it a try."
C3	Health Risk Awareness	"Yes, it damages your teeth and cause cancer."
C4	Lack of Quitting Attempts	"No, I haven't tried quitting yet, but I have thought about it."
C5	Social Settings Usage	"I just started when I used to sit with my friends. Everybody was using it."
C6	Economic Influence on Usage	"It has become so expensive. Sometimes I find it difficult to satisfy my family's needs but it's difficult to stop."
C7	Difficulty in Quitting	"I have tried many times but it's very difficult. I'm too addicted to it now. I don't think I can quit."
C8	Self-Reliance in Quitting	"I don't need any support. I can quit by myself."
C9	Desire for External Help	"I can't do it myself but if the doctor could give me something for my addiction, I might be able to quit."
C10	Minimization of Substance Harm	"It causes cancer if you leave it in your mouth and go to sleep. So, I make sure my mouth is clean from gutka before I go to bed."
C11	Effects of Regulatory Actions	"Yes. If the government puts a ban on it then everybody will have to quit using it, including me."
C12	Substance as Coping Mechanism	"I tried 5 months ago because it's too expensive to use now. But there were problems in my life that made me go back to using it."
C13	Reduction in Usage	"I eat 15-20 chalia per day. Yes, it has decreased now a lot."
C14	Duration of Usage	"I have been using it for 10 years."

C15	Daily Consumption	"I use 3 to 4 packets daily."
C16	Consideration to Quit	"Just yesterday to be honest."
C17	Immediate Relapse	"I stop using it for the entire day but by evening I find myself using it again."
C18	Delayed Quitting Plan	"I said I will have it for a few more days and then I won't ever touch it again."
C19	Need for Support in Quitting	"Yes, it would be easier [to quit with help]."
C20	Preferred Support Method	"I would prefer if no one used Gutka in front of me."
C21	Seeking Guidance for Quitting	"You could advise me on how to quit."
C22	Understanding Cancer Risk	"It happens when they sleep with Gutka in their mouths similar to how skin softens if immersed in water for hours."
C23	Initiation of Use	"I started by taking a little bit from friends and got addicted."
C24	Quantity of Use	"One packet per day."
C25	Acknowledgment of Risk	"Yes I am aware but I still use it."
C26	Continued Usage Despite Risk	"Even those who don't use it can get sick."
C27	Withdrawal Symptoms	"If I don't use it for 4-5 days my head starts spinning."
C28	Current Efforts to Quit	"Yes I am [trying to quit]."
C29	Process of Quitting	"I stop using it for the entire day but by evening I find myself using it again."
C30	Seeking Help	"Yes, I would be grateful for any help."
C31	Perceived Effective Help	"Doctors must have better knowledge about addiction."
C32	Faith and Recovery	"Having faith in God is also important for it to work."

C33	Frequency of Use	"I bring 1 puri and use it little throughout the day."
C34	Knowledge of Specific Risks	"It causes cancer."
C35	Acknowledgement of Addiction	"Yes it's an addiction."
C36	Physical Dependence Symptoms	"If I don't take it for 5 hours I get dizzy."
C37	Willingness to Accept Help	"Yes."
C38	Misconception at Initiation	"I thought it was chalia (betel quid) so I asked my friend to give me some to chew after my meal. I didn't know it contained tobacco."
C39	Social Influence	"All the people take it."
C40	Negative Health Impact	"No all my teeth are stained and it's all dirty."
C41	Financial Impact	"I spend so much on Gutka that I have hardly any money left for groceries."