

Online Appendix. Semi-structured Interview Guide (Theme based) for consumer

Instructions for the Interviewer (IR)

- 1) *The Participant Information Sheet (PIS) should be given to the respondent and the consent form read out and signed/verbally agreed. Seek permission to record the interview after the PIS and signing/agreeing of the consent form.*
- 2) *Seek interviewee's (IE's) opinion as much as possible, do not prompt responses/avoid asking leading questions.*
- 3) *This interview guide is only for reference; the interviewer can modify sequence of questions or ask additional questions depending upon the situation.*
- 4) *It is advisable that not to use the abbreviations like Over the Counter (OTC), and Antimicrobial Resistance (AMR) during the course of Interview.*
- 5) *Please note carefully the names of medicine -either brands or generic compounds as told by the interviewee/respondent. Ask for the exact spelling if not clear.*

NOTE: *Approach the respondent (Respondent- R, Interviewer - I) in a non-intimidating way. Initiate casual conversation with courtesy by introducing yourself and asking the same to make the respondent feel at ease. Once you feel that the respondent is comfortable, explain the purpose of your visit and ask if s/he is willing to participate in the study using participant information sheet (PIS) and consent form (CF). Once you are done with the PIS and CF, start the interview by collecting the following basic information:*

A. Introductory questions:

(After taking few minutes to build rapport, start the interview and give brief project details)

Explore the socio-cultural background of the consumer/respondent.

Probe: Educational qualification, occupation, place of residence or any other question with which respondent is comfortable?

B. Practice and behavior towards buying medicines for common ailments

1. When you fall sick with common ailments like cold, flu-like symptoms etc. what is your first point of treatment? (depending on the response, probe to get deeper understanding of why they opt for that treatment).

Probe:

- (a) *What measures do you take?*
- (b) *Whom do you consult? If consult a doctor, do you always visit the same doctor?*

2. What kind of medication(s) do you prefer to take? Probe why?
3. Have you ever directly purchase medicines from pharmacists without seeing a doctor?

Probe:

- (a) *For which common ailments you or your family, or friends take medicines without seeing a doctor?*
- (b) *What are the common medicines that you take without seeing a doctor?*

4. When do you directly seek medicines from pharmacists and when do you visit a doctor? How often have you done either?

Probe:

When they visit pharmacies-

- (a) *What are the usual symptoms/ailments when you directly seek advice from a pharmacist?*
- (b) *What kind of medicines do pharmacists give?*
- (c) *Why do you buy medicines/antibiotics directly from a pharmacist? Probe for self-medication.*

When they visit a doctor-

- (d) *When do you decide the need to visit a doctor and not a pharmacy?*
- (e) *Do you remember what does the doctor generally prescribe and for what duration?*
- (f) *Do you notice any major changes from the medicine given by the pharmacist?*

(g) *Do you reuse the doctor's previous prescription for the same ailment again or do you re-visit the doctor?*

5. Do you know there are certain medicines that should not be available without doctor's written prescription? If yes, do you know any such drugs? Can you namesome?

C. Knowledge about antibiotics and Practice towards buying antibiotics with or without prescription

6. Have you heard the term antibiotics?

Probe:

(a) *Do you know what antibiotics are?*

(b) *Can you name some antibiotics which you have used recently or in the past six months to within one year?*

(c) *If yes, whether it was taken with the doctor's written prescription or directly from a pharmacist or taken on your own?*

(d) *If you take antibiotics with a doctor's prescription? Do you take it for the suggested duration?*

7. Do you think antibiotics can be taken like any other medicine? How should they be taken?
8. What do you do with leftover (not expired) or expired antibiotics? How do you discard them?

Probe: Ask about the method of disposal

(a) *Have you ever given leftover antibiotics available with you to your friends/relatives/family members?*

(b) *Have you received a few antibiotics or left over antibiotics from friends/relatives? Can you recall the incident and why you did so?*

D. Knowledge about Antimicrobial resistance (AMR) and Antibiotic Resistance

9. Have you heard the term antimicrobial resistance (AMR) or Antibiotic Resistance?

Probe:

(a) *What do you think it means? How does it develop?*

10. What is your opinion about using antibiotics frequently? Do you think there are consequences of misuse/overuse of antibiotics?

Probe for overuse and misuse- Do you take antibiotics when you want? Do you always take the full course of antibiotics as prescribed by doctor or given by pharmacists? How often you buy antibiotics from a pharmacist using an old prescription?

11. Do you think newer antibiotics are being developed and becoming available in the market?

Probe:

(a) *If yes, please name some newly available antibiotics.*

(b) *Why do you think there is a need for newer antibiotics?*

E. Knowledge and perception about current antibiotic regulation

12. Are you aware of any government regulations for sale or purchase of antibiotics at pharmacies?

Probe: Explore the respondent's knowledge about existing laws, regulations, for purchasing antibiotics?

13. Have you seen any sort of different packaging of antibiotics?

Probe:

(a) *Have you seen any red line or box in some medicines? Do you know what it signifies?*

(b) *Do you think there should be any special design or color to differentiate antibiotics? If yes, what it can be?*