

Supplemental material 2 – Factor analysis and Cronbach's alpha of the CIRF-Thai version

(n=120)

Item	Factor 1 – Consumer utility rating scale	Factor 2 – Consumer design quality rating scale	Factor 3 – Consumer comprehensibility rating scale	Communality
Precaution	0.836	0.092	0.179	0.739
Direction	0.825	0.241	0.155	0.763
Storage	0.759	0.230	0.100	0.638
Benefit	0.755	0.099	0.255	0.645
Contraindication	0.719	0.017	0.147	0.539
Side effects	0.693	0.197	0.179	0.551
Attractiveness	0.186	0.833	0.112	0.741
Spacing	0.185	0.792	0.106	0.672
Tone	0.180	0.772	0.185	0.662
Organization	0.032	0.731	0.218	0.582
Print size	0.080	0.726	0.307	0.627
Helpfulness	0.160	0.723	0.062	0.552
Keep	0.136	0.142	0.858	0.775
locate	0.127	0.162	0.808	0.695
Remember	0.258	0.142	0.799	0.725
Read	0.193	0.315	0.761	0.716
Understand	0.302	0.176	0.740	0.669
Eigenvalues	6.974	2.376	1.943	
% of variance	41.024	13.976	11.431	
% Cumulative variance	41.024	55.000	66.431	Total = 66.431
Cronbach's α	0.884	0.880	0.896	0.904