

Supplementary Material

1 List of survey questions

Behaviors and preferences regarding OTC medicine purchase	
Part 1: Behavior of accessing OTC medicine	<p>(i) How do you usually purchase OTC medicines?</p> <ul style="list-style-type: none"> - Purchase at pharmacies or drug stores - Purchase on the Internet - Other (e.g., convenience stores) - I have not purchased OTC medicines <p>(ii) Multiple choice questions about the reasons for the specific approach above (linked to question (i)).</p> <ul style="list-style-type: none"> - Safety - Privacy - Reliability - Anonymity - Communication with pharmacist - Guidance for intake - 24-hour availability - Wide-spread availability - Convenience - Others <p>(iii) How do you choose OTC medicines? Respondents were asked to rate each given of response from “very often” = 4 to “never” = 0</p> <ul style="list-style-type: none"> - Choose based on my own experiences - Choose based on the advice of a pharmacist - Choose by consulting my family doctor - Choose after searching for information on the Internet - Choose based on advice from family and friends <p>(iv) In-store, which do you think is a better way to select OTC medicine: directly from the shelves or by searching on the screen of a computer or tablet device?” Respondents were asked to provide details in a text box.</p>
Part 2: Preferred mode of receiving medical guidance	<p>(i) What is the best way to communicate with a pharmacist to get guidance on medicine?</p> <ul style="list-style-type: none"> - In-person at a pharmacy - Online - Either

	(ii) What is your reason? Respondents were asked to provide details in a text box.
Part 3: Obtaining information on OTC medicine	<p>(i) How often do you get information about OTC medicine from the sources below? Respondents were asked to rate each given of response from “very often” = 4 to “never” = 0.</p> <ul style="list-style-type: none"> - TV advertisement - Newspaper advertisement - Magazine advertisement - Internet advertisement - Website of a pharmaceutical manufacturer - Internet search engines (e.g., Yahoo! and Google) - Side effect database of the Pharmaceuticals and Medical Devices Agency (PDMA) - Academic societies (e.g., Japan Pharmaceutical Association) - Private sector (e-pharma) - Pharmacists - Doctors - Friends - Family <p>(ii) Have you ever used a smartphone to collect information when purchasing OTC medicine at stores such as local pharmacies and drug stores? Respondents were asked to rate each given of response from “very often” = 4 to “never” = 0.</p>
eHealth literacy	
Japanese version of the eHealth Literacy Scale (J-eHEALS)	
Demographic questions	
Age and Gender	