

Supplement 1

Differences Between Conditions on Background Characteristics and Chance of Dropping out at Follow-Ups: Chi-Square Goodness of Fit Tests and Independent Samples T-Tests (N = 233).

<i>Characteristic</i>		<i>Intervention</i>	<i>Control</i>	χ^2 <i>statistic</i>
		<i>(n = 114)</i>	<i>(n = 119)</i>	
		<i>Frequency (Expected count)</i>		
Nationality	Dutch	104 (106.7)	114 (111.3)	$\chi^2(1) = 2.02, p = .187, V = .09$
	Belgian	10 (7.3)	5 (7.7)	
Sex ^a	Male	36 (33.8)	33 (35.2)	$\chi^2(1) = .41, p = .567, V = .52$
	Female	78 (80.2)	86 (83.8)	
SEP ^a	Low	16 (13.2)	11 (13.8)	$\chi^2(2) = 1.33, p = .515, V = .08$
	Middle	60 (63.8)	65 (61.2)	
	High	38 (41.4)	43 (39.6)	
Past quit attempt	No	15 (20.1)	26 (20.9)	$\chi^2(1) = 3.03, p = .088, V = .08$
	Yes	99 (93.9)	93 (98.1)	
Drop-out T2	No	64 (76.8)	93 (80.2)	$\chi^2(1) = 12.83, p < .001^{***}, V = .24$
	Yes	50 (37.2)	26 (38.8)	
Drop-out T3	No	65 (73.4)	85 (76.6)	$\chi^2(1) = 5.27, p = .028^*, V = 0.15$
	Yes	49 (40.6)	34 (42.4)	
		<i>M (SD)</i>		<i>t-statistic</i>
Age ^b		37.63 (18.64)	37.91 (18.49)	$t(230) = .113, p = .910, d = -0.02$
Years smoked ^b		20.34 (18.75)	20.11 (18.12)	$t(230) = -.096, p = .923, d = 0.01$
Age at smoking onset		16.33(2.34)	17.04 (4.63)	$t(231) = 1.46, p = .145, d = -0.19$
Number of cigarettes per day ^b		12.05 (8.83)	12.14 (7.24)	$t(218) = .09, p = .932, d = -0.01$

Notes. Bold-face indicates significant associations. Participants were recruited through previous research participation (n = 64), participation for university course credits (n = 41), social media such as LinkedIn or Facebook (n = 32), direct approach by a researcher (n = 26), radio advertisement (n = 20), snowball sampling (n = 20), health websites (n = 10), newspaper (n = 7), an internet search engine (n = 4) or a flyer at a cigarette vending point (n = 3) (missing, n = 35).

^a Chi-square goodness of fit tests were used.

^b Equal variances not assumed.

* $p < .05$; ** $p < .01$; *** $p < .001$.

Supplement 2

Stepwise Multilevel Models

Model 1	Unconditional means model
Model 2	Model 1, with fixed effect of time added
Model 3	Model 2, with random slopes added
Model 4	Model 3, with fixed effect of condition (2) added
Model 5	Model 4, with interaction effect of time and condition added
Model 6	Model 5, with the main effect of moderator added
Model 7	Model 6, with interaction effect of moderator and condition added
Model 8	Model 6, with the interaction effect of moderator and time added
Model 9	Model 8 with interaction effect of moderator and condition and moderator and time added
Model 10	Model 9 with the three-way interaction of moderator, condition and time added

Supplement 3

Descriptive Statistics of Outcomes at Baseline, Post-Intervention and at Follow-Ups per Experimental Condition and Pearson Correlations between Variables Included in the Multilevel Analyses (N = 87-233).

Variable	(M (SD))		S0	Q0	N0	L0	S1	Q1	N1	S2	Q2	N2	L2	S3	Q3	N3	L3	CFC	FSC	ND1	ND2	ND3	
	Intv	Ctrl																					
T0 SID (S0)	2.63 (0.68)	2.58 (0.73)																					
T0 QID (Q0)	3.40 (0.61)	3.41 (0.62)	-.25**																				
T0 NSID (N0)	3.46 (0.65)	3.52 (0.66)	-.40**	.62**																			
IDLoss (L0)	2.13 (0.86)	2.24 (0.94)	.61**	-.26**	-.35**																		
T1 SID (S1)	2.57 (0.82)		.61**	-.30**	-.36**	.44**																	
T1 QID (Q1)	3.59 (0.89)		-.33**	.54**	.63**	-.26*	-.55**																
T1 NSID (N1)	3.45 (0.81)		-.29**	.53**	.66**	-.29**	-.54**	.81**															
T2 SID (S2)	2.35 (0.69)	2.41 (0.69)	.65**	-.30**	-.47**	.50**	.54**	-.39**	-.52**														
T2 QID (Q2)	3.42 (0.75)	3.40 (0.64)	-.23**	.58**	.60**	-.19*	-.38**	.59**	.58**	-.34**													
T2 NSID (N2)	3.43 (0.74)	3.39 (0.74)	-.33**	.58**	.61**	-.21**	-.45**	.63**	.65**	-.47**	.79**												
T2 IDLoss (L2)	2.06 (0.87)	2.17 (0.84)	.48**	-.30**	-.33**	.63**	.45**	-.42**	-.50*	.63**	-.27**	-.35**											
T3 SID (S3)	2.29 (0.73)	2.29 (0.83)	.59**	-.32**	-.46**	.55**	.50**	-.40**	-.44**	.78**	-.38**	-.48**	.68**										
T3 QID (Q3)	3.47 (0.74)	3.42 (0.63)	-.21**	.55**	.58**	-.19*	-.36**	.70**	.62**	-.40**	.90**	.80**	-.30**	-.42**									
T3 NSID (N3)	3.59 (0.74)	3.55 (0.80)	-.37**	.50**	.62**	-.29**	-.33**	.56**	.57**	-.52**	.67**	.77**	-.42**	-.61**	.77**								
T3 IDLoss (L3)	1.97 (0.77)	2.10 (0.95)	.49**	-.26**	-.36**	.64**	.32*	-.20	-.28*	.59**	-.31**	-.41**	.77**	.74**	-.31**	-.48**							
CFC ^a			-.18**	.18**	.19**	-.24**	-.11	.11	.19	-.23**	.12	.09	-.17*	-.19*	.07	.15	.14						
FSC ^a			-.13**	.14*	.13*	-.17**	.06	.05	.09	-.07	.06	.13	-.09	-.09	.06	.14	-.09	.18**					
T0 ND (ND1)			.28**	-.03	-.09	.30**	.19	-.11	-.13	.27**	-.03	-.09	.31**	.20*	-.07	-.15	.29**	-.01	-.08				
T2 ND (ND2)			.24**	-.05	-.05	.40**	.25	-.17	-.24	.32**	-.06	-.11	.42**	.27**	-.13	-.16	.36**	.01	-.04	-.90**			
T3 ND (ND3)			.15	.02	.00	.34**	.19	-.09	-.20	.22*	-.02	.02	.33**	.25**	-.04	-.09	.35**	.05	.05	.83**	.91**		
SEP ^{ab}			-.10	.00	.03	-.10	-.16	.25*	.28**	-.07	.03	-.03	-.09	-.11	.07	-.01	-.11	.09	-.01	.13	.13	.13	

Note. Intv = intervention condition, Ctrl = control condition, SID = smoker self-identity, QID = quitter self-identity, NSID = nonsmoker self-identity, IDLoss = expected identity loss when quitting, CFC = consideration of future consequences, FSC = future-self clarity, SEP = socioeconomic position. Empty fields = not applicable for that measurement.

a. Assessed only at baseline. b. Spearman's correlations were used for correlations involving SEP.

* p < .05 (two-tailed), ** p < .01 (two-tailed).

Supplement 4

Overview of Best Fitted Multilevel Model for Each Combination of Outcome and Moderator using Multiple Dataset Imputations and without Non-Intenders and Non-Compliers (N = 205-233).

Parameters	Multiple data imputations (n = 233)				Non-intenders removed (n = 13)				Non-compliers removed (n = 28)			
	Smoker self-identity	Quitter self-identity	Nonsmoker self-identity	Identity loss	Smoker self-identity	Quitter self-identity	Nonsmoker self-identity	Identity loss	Smoker self-identity	Quitter self-identity	Nonsmoker self-identity	Identity loss
	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)	b (se)
Intercept	2.68 (0.15)***	3.44 (0.04)***	3.68 (0.21)***	2.55 (0.18)***	2.40 (0.04)***	3.49 (0.04)***	4.12 (0.24)***	2.10 (0.05)***	2.43 (0.04)***	3.45 (0.04)***	3.52 (0.04)***	2.12 (0.06)***
Time (linear)	-4.14 (1.13)***		4.08 (2.59)	-2.05 (1.31)	-4.24 (0.72)***		9.64 (3.19)**	-1.93 (0.74)**	-4.18 (0.69)***	0.08 (0.57)	1.72 (0.67)*	-1.89 (0.77)*
Time (quadratic)	1.05 (0.67)		0.93 (0.69)	0.01 (0.79)	1.65 (0.60)**		1.09 (0.57)+	0.12 (0.69)	1.37 (0.56)*	0.18 (0.54)	1.31 (0.59)*	0.13 (0.71)
Condition	0.03 (0.09)		-0.53 (0.27)+	-0.10 (0.11)			-7.88 (0.30)*					
Time×Condition	0.00 (0.001)		-0.00 (0.001)	-0.00 (0.001)			-0.00 (0.001)*					
SEP	-0.11 (0.06)+		-0.04 (0.09)	-0.17 – 0.07*			-0.14 (0.10)					
SEP×Time			-0.00 (0.001)				0.00 (0.001)					
SEP×Condition			0.23 (0.12)*				0.34 (0.13)**					
Time×Condition×SEP							-0.00 (0.001)*					
Intercept	2.24 (0.08)***	3.44 (0.04)***	3.50 (0.04)***	1.88 (0.09)***	2.20 (0.08)***	3.49 (0.04)***	3.57 (0.04)***	1.86 (0.10)***	2.28 (0.08)***	3.45 (0.04)***	3.52 (0.04)***	1.89 (0.10)***
Time (linear)	-3.52 (1.12)***			-1.13 (1.30)	-1.63 (1.05)		1.84 (0.65)**	0.05 (1.13)	-2.15 (1.12)+	0.08 (0.57)	1.72 (0.67)*	0.21 (1.23)
Time (quadratic)	0.92 (0.66)			0.01 (0.79)	1.46 (0.53)**		1.11 (0.57)+	-0.52 (0.68)	1.24 (0.48)*	0.18 (0.54)	1.31 (0.59)*	-0.56 (0.68)
Condition	0.02 (0.08)			-0.11 (0.10)	0.07 (0.08)			-0.12 (0.11)	0.00 (0.09)			-0.15 (0.12)
Time×Condition	0.00 (0.001)			-0.00 (0.001)	0.00 (0.001)			-0.00 (0.001)	0.00 (0.001)			-0.00 (0.001)
ND	0.07 (0.02)***			0.11 (0.02)***	0.08 (0.02)***			0.11 (0.02)***	0.07 (0.02)***			0.12 (0.02)***
ND×Time												
ND×Condition												
Time×Condition×ND												
Intercept	3.30 (0.26)***	2.81 (0.24)***	2.81 (0.26)***	3.27 (0.31)***	3.04 (0.29)***	3.15 (0.28)***	2.97 (0.28)***	3.14 (0.37)***	3.25 (0.31)***	2.45 (0.43)***	2.83 (0.30)***	3.27 (0.38)***
Time (linear)	-4.14 (1.13)***	-0.07 (1.03)	1.80 (1.13)	-2.05 (1.31)	-3.91 (1.06)***	8.69 (3.56)*	1.79 (0.94)+	-1.15 (1.14)	-3.78 (1.12)***	0.10 (5.70)+	2.00 (1.08)+	-0.97 (1.32)
Time (quadratic)	1.05 (0.67)	0.09 (0.67)	0.93 (0.69)	0.21 (0.81)	1.61 (0.56)**	0.09 (0.55)	1.09 (0.56)+	0.09 (0.68)	1.35 (0.56)*	0.13 (0.54)	1.29 (0.59)*	0.11 (0.69)
Condition	0.03 (0.09)	0.08 (0.08)	-0.02 (0.08)	-0.09 (0.11)	0.04 (0.09)	0.06 (0.08)	-0.03 (0.08)	-0.12 (0.11)	-0.03 (0.09)	1.25 (0.57)*	-0.02 (0.09)	-0.18 (0.12)
Time×Condition	0.00 (0.001)	0.00 (0.001)	0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	0.00 (0.001)	0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)
CFC	-0.27 (0.08)***	0.18 (0.07)*	0.22 (0.08)**	-0.34 (0.09)***	-0.20 (0.09)*	0.17 (0.08)+	-0.18 (0.08)*	-0.30 (0.11)**	-0.24 (0.09)**	-0.37 (0.12)**	0.21 (0.09)*	-0.33 (0.11)**
CFC×Time							-0.00 (0.001)*			-0.00 (0.00)+		
CFC×Condition										-0.36 (0.17)*		

Time×Condition×CFC												
Intercept	2.90 (0.20)***	2.88 (0.19)***	2.85 (0.20)***	2.55 (0.18)***	2.92 (0.20)***	2.91 (0.19)***	2.94 (0.20)***	2.62 (0.20)***	2.80 (0.16)***	2.82 (0.20)***	2.81 (0.21)***	2.75 (0.20)***
Time (linear)	-4.14 (1.13)***	-0.07 (1.03)	1.80 (1.13)	-2.05 (1.31)	-3.91 (1.06)***	-0.63 (0.82)	3.07 (2.41)	-1.11 (1.14)	-3.75 (1.12)**	0.49 (2.07)	1.57 (2.49)	-0.91 (1.29)
Time (quadratic)	1.05 (0.67)	0.09 (0.67)	0.93 (0.69)	0.21 (0.81)	1.62 (0.56)**	0.07 (0.55)	1.08 (0.57)+	0.09 (0.68)	1.35 (0.57)*	0.11 (0.54)	1.27 (0.59)*	0.12 (0.71)
Condition	-0.52 (0.27)	0.72 (0.25)**	0.72 (0.27)**	-0.10 (0.11)	-0.54 (0.29)+	0.54 (0.27)*	0.60 (0.28)*	-0.13 (0.11)	-0.05 (0.09)	0.69 (0.29)*	0.79 (0.30)**	-0.21 (0.12)+
Time×Condition	0.00 (0.001)	0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	0.00 (0.001)	0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)	0.00 (0.001)	-0.00 (0.001)	-0.00 (0.001)
FSC	-0.17 (0.07)**	0.19 (0.06)**	0.24 (0.06)***	-0.13 (0.06)*	-0.19 (0.07)**	0.18 (0.06)**	0.24 (0.07)***	-0.16 (0.06)*	-0.12 (0.05)*	0.21 (0.07)**	0.25 (0.07)***	-0.19 (0.07)**
FSC×Time					0.20 (0.10)*	-0.16 (0.09)+	-0.00 (0.001)			-0.00 (0.001)	0.00 (0.001)	
FSC×Condition	0.19 (0.09)*	-0.23 (0.08)**	-0.26 (0.09)**				-0.22 (0.09)*			-0.22 (0.10)*	-0.29 (0.10)**	
Time×Condition×FSC												

Notes. Bold-face indicates significant associations after Bonferroni correction. Dependent variables are listed under model description. Time: 1 = baseline, 2 = post-intervention, 3 = one-month follow-up, 4 = three-months follow-up. Condition: 0 = control, 1 = intervention. Socioeconomic position (SEP), Nicotine dependence (ND), Consideration of future consequences (CFC), Future-self clarity (FSC): 1 = low, 2 = middle/average, 3 = high. Empty fields = not applicable, variable was not included in the model.

+ $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$.