**Supplementary 3: Instruction for the task to manipulate the shopping**

**motivation**

A: hedonic motivation

“You have now been able to practice in the virtual supermarket. Before getting started with the actual task, we want to ask you to read the next text and describe a situation.

*Can you remember the last time you were shopping with a relaxed feeling: you were not in a hurry and not specifically looking for something. You were browsing at ease and open to new experiences.*

*Can you describe this situation? What type of store was this? What did you see in this store? How did you feel? Which emotions did you have? Please try to describe the situation in as much detail as possible*.”

B: utilitarian motivation

*“*You have now been able to practice in the virtual supermarket. Before getting started with the actual task, we want to ask you to read the next text and describe a situation.

*Can you remember the last time you were shopping with something specific in mind: you had a clear shopping goal and were trying to finish shopping as fast as possible. You were for instance busy or tired and not willing to spend time browsing around.*

*Can you describe this situation? What type of store was this? What did you see in this store? How did you feel? Which emotions did you have? Please try to describe the situation in as much detail as possible.”*