

**Supplementary Materials**

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## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

### Study 1

#### Method

##### *Exploratory Variables*

All exploratory variables in Studies 1, 2, and 3 were measured with the aim to give us additional insights into how participants perceived their shopping choices, into psychological states and processes that were associated with the shopping choices, and into other factors that might have shaped the postural effects. These variables were treated as exploratory because making concrete predictions about them would be difficult for several reasons. First, given that bodily manipulations such as leaning versus reclining are subtle and may operate outside of awareness (Strack & Deutsch, 2004), predicting whether and when the psychological processes and states they may evoke would be reflected in self-reports that by default require participants' awareness is not straightforward. Second, in some cases previous theoretical knowledge was insufficient for making clear predictions. Despite this, we expected that testing the exploratory variables and reporting which significant results they yielded in exploratory analyses (see pages 7, 11, and 20 in this document) as well as the correlations between these and other variables (see pages 6, 10, and 18) may be useful and informative to other researchers who are planning to test similar constructs in their studies.

More specifically, in the present study we tested several exploratory measures. First, we wanted to probe whether leaning versus reclining, in interaction with BAS components, impacted participants' *insights concerning what determined their shopping choices*. Participants therefore answered the following question using a slider from "0=Not at all" to "10=A great degree": "To what extent did the following factors determine your shopping choices: 1. Desire to eat the foods; 2. Tastiness of the foods; 3. Deliciousness of the foods; 4. Health; 5. Price; 6. Planning for

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the week.” Moreover, we wanted to see whether the interactions between the sitting posture and BAS components impacted participants’ overall *appeal of the shopping basket* (“Overall, how much do you desire the foods in your shopping basket?”) and *perceived basket healthiness* (“Overall, how healthy do you find the foods in your shopping basket?”), using a scale from “1=Very slightly or not at all” to “5=Extremely”. We were also planning to correlate *perceived basket healthiness* with the dependent variable—the amount of money spent on rewarding foods—to probe whether the traffic light system (Department of Health, 2016) we used to classify foods as rewarding corresponded to participants’ own perception of healthiness. Finally, because we administered the entire Behavioral Inhibition (BIS) and Activation (BAS) Systems scale (Carver & White, 1994) to participants to assess their BAS components, we also had their BIS scores. This subscale measures people’s responsiveness to negative experiences (e.g. “I worry about making mistakes.”) so we did not think it would be relevant in the present research (see Van den Bergh et al., 2008), but for informative reasons we decided to explore whether it would moderate the effect of posture on purchases of rewarding foods, which would warrant further examination of its role in motivated food consumption.

## Results

### *Confound Testing*

To ensure that the significant effects obtained under the main hypothesis testing—the interactive influence of posture and BAS drive, and of posture and BAS reward responsiveness on the amount of money spent on rewarding foods—were robust, we conducted the same statistical analyses as reported in the article while controlling for all the potential confounds. The interaction between posture and BAS drive (*Multiple R*<sup>2</sup> = 0.31) remained significant,  $t(182) = 3.01$ ,  $b = 6.11$ , 95% CI [2.10, 10.12],  $p = .003$ , *Cohen’s f*<sup>2</sup> = 0.050: leaning (vs. reclining) made

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people spend £6.74 more on rewarding foods when BAS Drive was high,  $t(182) = 4.29$ ,  $b = 6.74$ , 95% CI [3.64, 9.84],  $p < .001$ , *Cohen's  $f^2$*  = 0.101, but not when it was low,  $t(182) = 0.13$ ,  $b = 0.20$ , 95% CI [-2.86, 3.26],  $p = .899$ , *Cohen's  $f^2$*  < 0.001. Also, the interaction between posture and BAS reward responsiveness (*Multiple  $R^2$*  = 0.30) remained significant,  $t(182) = 2.35$ ,  $b = 6.83$ , 95% CI [1.09, 12.56],  $p = .020$ , *Cohen's  $f^2$*  = 0.030: leaning (vs. reclining) made people spend £5.93 more on rewarding foods when BAS Drive was high,  $t(182) = 3.83$ ,  $b = 5.93$ , 95% CI [2.87, 8.99],  $p < .001$ , *Cohen's  $f^2$*  = 0.080, but not when it was low,  $t(182) = 0.50$ ,  $b = 0.80$ , 95% CI [-2.34, 3.94],  $p = .615$ , *Cohen's  $f^2$*  = 0.001.

Moreover, to ensure that the main effect of leaning versus reclining reported in the article was robust, we conducted a multiple regression with posture as the independent variable and potential confounds as covariates. The main effect remained significant  $t(184) = 2.98$ ,  $b = 3.40$ , 95% CI [1.15, 5.66],  $p = .003$ , *Cohen's  $f^2$*  = 0.048.

*Correlations Between the Food Purchases, Main and Alternative Moderators, Potential Confounds, and Exploratory Measures Tested in Study 1*

The tables below contain the Pearson correlation coefficients between the variables comprising food purchases (money spent on rewarding, intermediate, and healthy foods) and all the main and alternative moderators, potential confounds, and exploratory measures tested in Study 1 separately for approach and avoidance conditions. All variables are expressed as numbers for formatting purposes. *The variables to which the numbers correspond are as follows:* 1 – Money spent on rewarding foods; 2 – Money spent on healthy foods; 3 – Money spent on intermediate foods; 4 – BAS drive; 5 – BAS reward responsiveness; 6 – BAS fun seeking; 7 – Prudent impulsiveness; 8 – Hedonic impulsiveness; 9 – Gender; 10 – Tendency to share the foods purchased in the study; 11 – Vegetarian/vegan; 12 – Body Mass Index (BMI); 13 – Awake-tiredness; 14 – Pleasure-displeasure; 15 – Tension-relaxation; 16 – Taste preference for spicy foods; 17 – Taste preference for sweet foods; 18 – Taste preference for fatty foods; 19 – Taste preference for salty foods; 20 – Taste preference for sour foods; 21 – Cooking frequency; 22 – Hunger; 23 – Total value of the shopping basket; 24 – Desire as a determinant of participants’ shopping choices; 25 – Tastiness as a determinant of participants’ shopping choices; 26 – Deliciousness as a determinant of participants’ shopping choices; 27 – Health as a determinant of participants’ shopping choices; 28 – Price as a determinant of participants’ shopping choices; 29 – Planning as a determinant of participants’ shopping choices; 30 – Appeal of the shopping basket; 31 – Perceived shopping basket healthiness; 32 – Behavioral Inhibition System (BIS). **Note:** In both tables, raw p-values (uncorrected for multiple correlation analyses) are reported and should therefore be interpreted with caution considering the large number of correlations.

**Table 1:** *Pearson Correlations Between the Food Purchases, Main and Alternative Moderators, Potential Confounds, and Exploratory Measures in the Approach Condition (Study 1)*

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32					
1	—																																				
2	-0.548***	—																																			
3	-0.535***	-0.092	—																																		
4	0.303**	-0.121	—	—																																	
5	0.082	-0.076	-0.003	0.365***	—																																
6	0.090	0.035	-0.048	0.306**	0.262**	—																															
7	0.106	-0.109	0.053	0.113	0.003	-0.346***	—																														
8	-0.022	0.000	0.139	0.203*	0.051	0.451***	-0.364***	—																													
9	-0.172	-0.021	0.143	-0.104	0.214*	0.062	-0.289**	0.040	—																												
10	0.054	-0.056	0.086	0.006	0.030	0.040	-0.176	0.244*	0.166	—																											
11	0.229*	0.063	-0.301**	0.121	0.058	-0.001	-0.052	0.088	0.069	-0.115	—																										
12	0.174	0.058	-0.145	0.099	-0.011	0.016	0.042	0.104	-0.134	0.142	0.031	—																									
13	-0.129	0.109	-0.043	-0.030	-0.101	0.013	-0.059	-0.097	0.100	-0.130	-0.099	-0.041	—																								
14	-0.155	0.095	-0.168	0.138	0.227*	0.082	-0.159	0.051	0.358***	0.121	-0.166	-0.026	0.403***	—																							
15	0.085	-0.067	-0.088	-0.081	-0.166	-0.049	-0.026	-0.005	-0.102	0.017	0.149	-0.210*	-0.368***	-0.529***	—																						
16	0.002	0.079	0.069	0.093	-0.041	-0.043	-0.002	0.031	-0.111	0.005	0.018	0.151	-0.076	-0.007	0.084	—																					
17	0.151	0.001	-0.207*	0.010	0.059	0.201*	-0.068	0.084	0.173	0.100	0.159	-0.153	-0.123	-0.010	0.191	0.089	—																				
18	0.247*	-0.070	-0.218*	0.090	0.004	0.057	0.041	0.112	0.057	0.081	0.161	-0.036	0.046	0.017	0.028	0.061	0.464***	—																			
19	0.011	0.120	-0.133	0.059	0.070	0.094	-0.058	0.070	0.133	-0.015	0.208*	-0.077	0.144	0.092	0.095	-0.031	0.380***	0.426***	—																		
20	-0.024	0.084	0.097	0.142	-0.035	0.032	0.159	0.126	-0.063	-0.064	0.161	0.100	0.022	0.032	0.001	0.243*	0.289**	0.294**	—																		
21	-0.072	0.363***	-0.091	0.153	-0.003	0.049	0.002	0.033	0.027	-0.038	0.041	0.185	0.207*	0.301**	-0.348***	0.037	-0.061	0.026	0.153	0.101	—																
22	0.144	-0.054	-0.025	0.248*	0.094	0.093	-0.195*	0.160	0.055	0.061	0.177	-0.059	0.033	0.169	0.042	0.147	0.078	0.151	-0.053	0.010	-0.015	—															
23	0.314**	0.177	0.244*	0.204*	0.039	0.127	0.106	0.133	-0.126	0.124	0.075	0.172	-0.131	0.065	-0.048	0.177	-0.007	0.050	-0.004	0.174	0.198*	0.138	—														
24	0.034	-0.020	-0.103	0.096	-0.010	0.146	-0.008	0.082	-0.116	0.024	-0.043	-0.026	-0.038	0.117	0.001	0.169	0.147	0.128	-0.053	0.241*	-0.101	0.152	0.154	—													
25	0.142	-0.173	0.097	0.063	0.229*	0.206*	0.021	0.029	0.022	0.056	0.004	-0.150	-0.081	0.180	-0.008	0.172	0.384***	0.253**	0.174	0.144	-0.093	0.187	0.142	0.661***	—												
26	0.181	-0.152	0.063	0.138	0.265**	0.222*	0.073	-0.000	-0.011	0.049	-0.033	-0.137	-0.127	0.098	0.049	0.244*	0.399***	0.202*	0.119	0.145	-0.070	0.196*	0.189	0.599***	0.896***	—											
27	-0.518***	0.306**	0.302**	-0.054	-0.036	-0.030	0.035	-0.043	0.043	-0.143	-0.158	-0.083	0.083	0.200*	0.004	0.151	-0.276**	-0.329***	-0.157	0.107	-0.001	-0.041	-0.106	0.138	-0.006	-0.048	—										
28	-0.000	0.077	0.050	0.050	-0.094	0.109	-0.044	-0.002	-0.107	0.076	-0.003	0.082	0.128	0.093	-0.009	0.251*	0.080	-0.003	0.018	0.157	0.095	0.147	0.149	0.154	0.173	0.190	0.190	—									
29	-0.229*	0.139	0.105	0.021	-0.004	0.106	0.048	0.059	-0.030	-0.144	-0.011	0.061	-0.048	0.185	0.129	0.029	0.092	0.026	0.108	0.166	0.120	0.111	-0.077	-0.006	0.000	0.021	0.317**	0.245*	—								
30	-0.051	0.118	0.104	0.171	0.047	0.134	-0.143	0.044	-0.029	-0.176	-0.009	0.001	0.237*	0.325***	-0.152	0.198*	0.103	-0.015	0.030	0.146	0.158	0.281**	0.181	0.365***	0.305**	0.287**	0.119	0.140	0.093	—							
31	-0.584***	0.431***	0.332***	-0.164	-0.081	0.090	-0.083	0.059	0.011	-0.135	-0.152	-0.079	0.213*	0.245*	-0.064	0.030	-0.298**	-0.336***	-0.063	0.121	0.081	0.002	-0.030	0.097	-0.072	-0.098	0.658***	0.134	0.319**	0.226*	—						
32	-0.026	0.016	-0.068	-0.364***	-0.023	-0.201*	-0.097	0.013	0.333***	0.114	0.123	-0.066	-0.084	-0.234*	0.235*	-0.274**	0.181	0.215*	0.180	-0.164	-0.143	-0.064	-0.104	-0.089	0.012	-0.067	-0.198*	-0.268**	-0.088	-0.215*	-0.112	—					

\* p < .05, \*\* p < .01, \*\*\* p < .001

**Table 2:** *Pearson Correlations Between the Food Purchases, Main and Alternative Moderators, Potential Confounds, and Exploratory Measures in the Avoidance Condition (Study 1)*

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32					
1	—																																				
2	-0.412***	—																																			
3	-0.199*	-0.162	—																																		
4	-0.205*	0.106	0.022	—																																	
5	-0.344***	0.064	0.170	0.515***	—																																
6	-0.133	-0.065	-0.010	0.524***	0.442***	—																															
7	-0.042	-0.003	-0.058	0.063	0.150	-0.095	—																														
8	0.031	-0.106	0.047	0.124	0.205*	0.446***	-0.307**	—																													
9	-0.104	0.009	0.143	0.168	0.292**	0.079	-0.046	-0.091	—																												
10	0.073	0.006	0.094	0.089	0.068	-0.001	-0.003	-0.095	-0.059	—																											
11	0.099	0.186	-0.005	0.066	0.079	-0.224*	0.130	-0.156	0.141	0.156	—																										
12	0.111	-0.129	0.076	0.157	0.104	0.084	-0.040	-0.021	-0.025	0.285**	0.080	—																									
13	-0.074	0.024	0.113	0.123	0.181	0.279**	0.090	-0.169	-0.021	0.106	0.015	0.178	—																								
14	-0.014	-0.084	0.204*	0.012	0.205*	0.167	-0.045	0.049	-0.017	0.098	0.060	0.004	0.486***	—																							
15	-0.049	0.022	-0.188	0.110	-0.020	-0.064	-0.015	0.063	0.116	-0.0																											

*Exploratory Analyses*

To ensure that any exploratory analyses are not due to chance, we used a strict significance criterion ( $p \leq .01$ ). Here we report only the exploratory analyses that yielded significant effects beyond chance levels.

First, sitting posture interacted with BAS drive (*Multiple R*<sup>2</sup> = 0.09) in influencing perceived shopping basket healthiness,  $t(204) = -3.00$ ,  $b = -0.72$ , 95% CI [-1.20, -0.25],  $p = .003$ , *Cohen's f*<sup>2</sup> = 0.044: leaning (vs. reclining) made people perceive their shopping basket as less healthy by 0.79 points of the scale when BAS Drive was high,  $t(204) = -4.34$ ,  $b = -0.79$ , 95% CI [-1.15, -0.43],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.092, but not when it was low,  $t(204) = -0.09$ ,  $b = -0.02$ , 95% CI [-0.38, 0.34],  $p = .931$ , *Cohen's f*<sup>2</sup> < 0.001. Posture also had a main effect on perceived shopping basket healthiness: a t-test showed that leaning ( $M = 3.31$ ,  $SD = 0.95$ ) overall made people perceive their shopping baskets as less healthy compared to reclining ( $M = 3.71$ ,  $SD = 0.94$ ),  $t(206) = 3.08$ ,  $p = .002$ ,  $d = 0.43$ . Importantly, a correlation analysis showed that perceived shopping basket healthiness was strongly negatively correlated with the amount of money spent on rewarding foods,  $r = -.59$ ,  $p < .001$ , and had a medium positive correlation with the amount of money spent on intermediate,  $r = .25$ ,  $p < 0.001$ , and healthy foods,  $r = .38$ ,  $p < .001$ . Therefore, the traffic light classification system was linked to participants' own view of healthiness.

No other exploratory analyses were beyond chance levels, including those that probed the main effect of posture or the interactive effect of posture and BAS components on intermediate and healthy foods.

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**Study 2****Method***Exploratory Variables*

In addition to exploratory variables adopted from Study 1, we measured *pre-established choice intentions* (“When I came to this study, I already had my plans regarding which types of food I was going to buy”) and *enactment of pre-established choice intentions* (“I made my shopping choices based on intentions I formed before coming to the study”) on a scale from “1=Strongly disagree” to “4=Strongly agree” to explore whether the interactive influence of posture and relevant BAS components occurs only for people who did not form their purchasing intentions prior to the study. We also assessed *current dieting* (“Are you currently dieting?”) using a dichotomous (no vs. yes) scale to probe whether the influence of posture on rewarding food purchases as moderated by relevant BAS components would occur only for people who are not currently dieting. Moreover, we assessed *perceived successful avoidance of rewarding foods* (“To what extent were you successful in avoiding to buy tasty but unhealthy foods?”) on a scale from “1=Very slightly or not at all” to “5=Extremely”. In addition, we measured *self-control*, which we operationalized as the attempt to resist the enactment of problematic desires (“To what extent did you attempt to control this desire [referring to the desire to buy rewarding foods] and avoid buying tasty but unhealthy foods?”) in line with Hofmann, Baumeister, Förster, & Vohs (2012), on a scale from “1=Very slightly or not at all” to “5=Extremely”. Finally, we assessed participants’ *desire toward rewarding foods* (“While shopping for groceries, did you experience the desire to buy tasty but unhealthy foods?”) on a scale from “1=Very slightly or not at all” to “5=Extremely”. We also asked participants to complete the *cognitive reflection test* (Frederick, 2005) to gain insights for unrelated future research (we wanted to see whether leaning versus



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reclining influence participants' scores on this test), and we administered an *implicit associations test* (IAT; Greenwald, Nosek, & Banaji, 2003) involving rewarding and unhealthy foods. The IAT contained technical errors so the data could not be used.

### Results

#### *Confound Testing*

To ensure that the significant effect obtained under the main hypothesis testing—the interactive influence of posture and BAS drive—was robust, we conducted the same statistical analysis as reported in the article while controlling for all the potential confounds. The interaction (*Multiple R*<sup>2</sup> = 0.30) remained significant,  $t(251) = 2.87$ ,  $b = 4.53$ , 95% CI [1.42, 7.64],  $p = .004$ , *Cohen's f*<sup>2</sup> = 0.033: leaning (vs. reclining) made people spend £3.26 more on rewarding foods when BAS Drive was high,  $t(251) = 2.93$ ,  $b = 3.26$ , 95% CI [1.07, 5.46],  $p = .004$ , *Cohen's f*<sup>2</sup> = 0.034, but not when it was low,  $t(251) = -1.10$ ,  $b = -1.23$ , 95% CI [-3.42, 0.96],  $p = .271$ , *Cohen's f*<sup>2</sup> = 0.005.



*Exploratory Analyses*

For all exploratory analyses, we again used a strict significance criterion ( $p \leq .01$ ). Here we report only the analyses that yielded significant effects beyond chance levels.

First, sitting posture interacted with BAS drive (*Multiple R*<sup>2</sup> = 0.06) in influencing perceived successful avoidance of rewarding foods,  $t(270) = -2.92$ ,  $b = -0.75$ , 95% CI [-1.26, -0.24],  $p = .004$ , *Cohen's f*<sup>2</sup> = 0.032: participants in the leaning condition reported being less successful in avoiding to buy rewarding foods compared to those in the reclining condition if they were high in BAS drive,  $t(270) = -3.93$ ,  $b = -0.71$ , 95% CI [-1.06, -0.35],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.057, but not if they were low,  $t(270) = 0.21$ ,  $b = 0.04$ , 95% CI [-0.32, 0.39],  $p = .834$ , *Cohen's f*<sup>2</sup> < 0.001. In addition, sitting posture interacted with BAS reward responsiveness (*Multiple R*<sup>2</sup> = 0.07) in influencing perceived successful avoidance of rewarding foods,  $t(270) = -3.63$ ,  $b = -1.23$ , 95% CI [-1.89, -0.56],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.049: only participants high in BAS reward responsiveness reported being less successful in avoiding to buy rewarding foods when in the leaning compared to the reclining condition,  $t(270) = -4.46$ ,  $b = -0.80$ , 95% CI [-1.15, -0.45],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.074, whereas the effect did not occur for participants low in this trait,  $t(270) = 0.69$ ,  $b = 0.12$ , 95% CI [-0.23, 0.48],  $p = .492$ , *Cohen's f*<sup>2</sup> = 0.002. A t-test also showed that leaning ( $M = 3.20$ ,  $SD = 1.15$ ), relative to reclining ( $M = 3.53$ ,  $SD = 0.97$ ), exerted a main effect on perceived successful avoidance of rewarding foods,  $t(272) = 2.61$ ,  $p = .009$ ,  $d = 0.32$ . Moreover, sitting posture interacted with BAS drive (*Multiple R*<sup>2</sup> = 0.04) in influencing desire toward rewarding products,  $t(270) = 2.47$ ,  $b = 0.72$ , 95% CI [0.15, 1.29],  $p = .014$ , *Cohen's f*<sup>2</sup> = 0.023: leaning (vs. reclining) increased this desire under high,  $t(270) = 2.63$ ,  $b = 0.54$ , 95% CI [0.13, 0.94],  $p = .009$ , *Cohen's f*<sup>2</sup> = 0.026; but not low BAS drive,  $t(270) = -0.87$ ,  $b = -0.18$ , 95% CI [-0.58, 0.22],  $p = .385$ , *Cohen's f*<sup>2</sup> = 0.003.

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Exploratory analyses for Study 2 also yielded significant effects concerning intermediate and healthy foods. Namely, BAS drive interacted with posture (*Multiple R*<sup>2</sup> = 0.04) in influencing the amount of money spent on intermediate foods,  $t(270) = -3.17$ ,  $b = -4.93$ , 95% CI [-8.00, -1.87],  $p = .002$ , *Cohen's f*<sup>2</sup> = 0.037: leaning (vs. reclining) made people spend £2.85 less on these foods under high,  $t(270) = -2.62$ ,  $b = -2.85$ , 95% CI [-4.99, -0.71],  $p = .009$ , *Cohen's f*<sup>2</sup> = 0.025, but not low BAS drive,  $t(270) = 1.88$ ,  $b = 2.04$ , 95% CI [-0.10, 4.18],  $p = .062$ , *Cohen's f*<sup>2</sup> = 0.013. Moreover, a t-test showed a significant main effect of posture on the amount of money spent on healthy foods: leaning ( $M = 10.30$ ,  $SD = 9.69$ ) made people spend less on these foods versus reclining ( $M = 12.06$ ,  $SD = 6.03$ ),  $t(272) = 2.50$ ,  $p = .013$ ,  $d = 0.30$ .

Importantly, as in exploratory analyses for Study 1, a correlation analysis showed that perceived shopping basket healthiness had a strong negative correlation with the amount of money spent on rewarding foods,  $r = -.49$ ,  $p < .001$ , and a medium sized positive correlation with the amount of money spent on healthy foods,  $r = .37$ ,  $p < .001$ . The correlation between shopping basket healthiness and the amount of money spent on intermediate foods was weak and marginally significant,  $r = .15$ ,  $p = .015$ . Overall, these analyses indicate that the traffic light classification system was linked to participants' own view of healthiness. No other exploratory analyses were beyond chance levels.

### *Rationale behind the role of posture in participants' shopping choices*

The table below contains participants' rationale behind the role of posture in their shopping choices, which they provided by answering to the following question: "Do you think the sitting position influenced your shopping choices? If yes, in what way?"

**Table 5:** *Verbal clarification behind the impact of posture on shopping choices for each participant who indicated s/he thinks the sitting position influenced their shopping choices.*

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Column A denotes whether a participant's response refers to a psychological and/or behavioral effect linked to the themes at the core of research (e.g. desire toward foods, health, attraction to rewarding foods, etc.): "0 = No" and "1 = Yes". Column B indicates whether the psychological and/or behavioral effects that participants evoked correspond to the predictions we had regarding the postures they assumed (e.g. that leaning increased their desire toward rewarding foods or made them purchase more rewarding foods).

Condition (1=leaning; 2=reclining)	Response to the question "Do you think the sitting position influenced your shopping choices? If yes, in what way?"	A	B
1	too close to the screen making it more difficult to choose	0	0
1	I felt more inclined to purchase more food	0	0
1	yes maybe as I'm hunched down, my stomach is all squeezed up, if I were sitting up right maybe it would help my digestion and I would want to eat less or more	0	0
1	I think I made quicker decisions	0	0
1	zoned in on the screen, 'locked in'	0	0
1	when sitting closer to the screen, fast-food becomes more appealing.	1	1
1	stomach was constrained	0	0
1	to focus on the foods	0	0
1	More comfortable to look through sortiment	0	0
1	Made me more focused	0	0
1	Bending towards the computer causes back pain for myself thus I tend to get nervous	0	0
1	I was focused	0	0
1	maybe decreased my hunger	0	0
1	concentrated more on the items i was buying	0	0
1	Made me more focused on all items on the stage; it helped me to be more attentive of all my options.	0	0
1	It was uncomfortable, it made choose quicker	0	0
1	Made me more competitive/ hungry	0	0
1	Uncomfortable: wished to be finished quickly	0	0
1	Made it less likely to read the small print	0	0
2	it makes you relax and take your time to shop, possibly purchasing more food than usual	0	0
2	Made me upset. Torturing position, shopped Quicker	0	0
2	I made me feel more relaxed	0	0
2	More relaxed	0	0

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2	I wasn't very conscious about what I picked. I basically just followed my "instinct" without thinking too much about it, since I was in a pretty laid back state.	0	0
2	made me feel relaxed as if I didn't really care about the type of food I would buy	0	0
2	more laid back = more likely to indulge	1	0
2	go quicker than I usually would because it's uncomfortable. I was not in the mood to really invest a lot of time in thinking about what exactly would be the best choices. I just wanted to get done with it	0	0
2	Think better being more comfortable - I was worried to get out of the position	0	0
2	Uncomfortable so want to get over with	0	0
2	more relaxed, more willing to buy unhealthy food	1	0
2	i like interacting with food so I would probably buy less online	0	0
2	I think it made me feel lazier, more likely to choose sugary/snack foods	1	0
2	I am uncomfortable, it affected me in a negative way	0	0
2	I was more relaxed and likely not to think as carefully about my choices	0	0
2	Buying more sweets	1	0
2	more relaxed while choosing	0	0
2	More inclined to buy high-sugar foods	1	0
2	felt lazy	0	0
2	I feel like home in my sofa. Lazy, ready to eat and to shop when my drawers are empty	0	0

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**Study 3****Method***Exploratory Variables*

Exploratory variables were taken from Study 2, excluding the following ones that were omitted due to time constraints: *cognitive reflection test*, *IAT*, *pre-established choice intentions*, *enactment of pre-established choice intentions*, and *current dieting*. Instead, we tested additional exploratory variables to potentially gain deeper insights into the interactive influence of posture and construal level on purchases of rewarding foods. *The aim to buy healthy foods* (“While shopping for groceries, was your aim to buy healthy foods?”) and *paying attention to the products’ nutritional information* (“While shopping for groceries, to what extent were you paying attention to their nutritional information?”) were assessed on a scale from “1=Very slightly or not at all” to “5=Extremely”. Moreover, *appeal of unhealthy versus healthy products* (“While shopping for groceries, I found unhealthy products more appealing than healthy products”) and *rational choice versus desire concerning healthy foods* (“While shopping for groceries, adding healthy foods to the basket was driven by my rational choice rather than by desire to eat these foods”) were assessed on a scale from “1=Strongly disagree” to “7=Strongly agree”.

As in Study 2, we assessed participants’ *desire toward rewarding foods*, but this time we used a more comprehensive approach and combined three items containing the word *desire* or its synonyms (“While shopping for groceries, to what extent did you experience the desire to buy unhealthy foods?”; “While shopping for groceries, how motivated did you feel to buy unhealthy foods?”; and “While shopping for groceries, to what extent did unhealthy foods appeal to you?”) into a composite score (Cronbach’s  $\alpha = .92$ ). All items were assessed on a scale from “1=Very

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slightly or not at all” to “5=Extremely”. We also measured the opposite construct—*desire toward healthy foods*—using three items (“While shopping for groceries, to what extent did you experience the desire to buy healthy foods?”; “While shopping for groceries, how motivated did you feel to buy healthy foods?”; and “While shopping for groceries, to what extent did healthy foods appeal to you?”) on a scale from “1=Very slightly or not at all” to “5=Extremely”. The items were combined into a composite score (Cronbach’s  $\alpha = .80$ ).

Moreover, given that in the present study we assessed *self-control*, similar to Study 2 (using the item “While shopping for groceries, did you attempt to avoid buying unhealthy foods?”), we also measured the following variables that play an important role in self-control theory (Kotabe & Hofmann, 2015) using the same response scale from “1=Very slightly or not at all” to “5=Extremely”: *control motivation* (“While shopping for groceries, how motivated were you to avoid buying unhealthy foods and to buy healthy foods instead?”) and *control difficulty* (“Did you find it difficult to avoid buying unhealthy foods?”). Furthermore, *control conflict* (“While shopping for groceries, I experienced a conflict between aiming to buy healthy products but feeling the desire to buy unhealthy products.”) was assessed on a scale from “1=Strongly disagree” to “7=Strongly agree”.

Given that previous research found that embodied manipulations impact judgment and behavior only for individuals high in *sensitivity to their bodily states* (e.g. Schnall, Haidt, Clore, & Jordan, 2008), we assessed two variables that measure this construct to explore whether they would interact with posture and construal level in influencing purchases of rewarding foods. *Private body consciousness* was measured using the private body consciousness subscale of the body consciousness questionnaire by Miller, Murphy, and Buss (1981), and *bodily sensitivity* (“While shopping for groceries, to what extent did you experience bodily sensations arising from



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the way you were sitting in the chair?") was assessed on scale from "1=Very slightly or not at all" to "5=Extremely".

### Results

#### *Confound Testing*

To ensure that the significant effect obtained under the main hypothesis testing—the interactive influence of posture and construal level on rewarding foods purchases—was robust, we conducted the same statistical analysis as reported in the article while controlling for all the potential confounds. The interaction (*Multiple R*<sup>2</sup> = 0.27) remained significant,  $t(272) = -2.95$ ,  $b = -4.42$ , 95% CI [-7.37, -1.47],  $p = .003$ , *Cohen's f*<sup>2</sup> = 0.032: leaning (vs. reclining) made people spend £5.12 more on rewarding foods under LCL,  $t(272) = 4.81$ ,  $b = 5.12$ , 95% CI [3.02, 7.21],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.085, but not under HCL,  $t(272) = 0.67$ ,  $b = 0.70$ , 95% CI [-1.36, 2.76],  $p = .506$ , *Cohen's f*<sup>2</sup> = 0.002. Moreover, to ensure that the main effect of posture reported in the article was robust, we conducted a multiple regression with posture as the independent variable and potential confounds as covariates. The main effect remained significant,  $t(274) = 3.81$ ,  $b = 2.87$ , 95% CI [1.39, 4.36],  $p < .001$ , *Cohen's f*<sup>2</sup> = 0.053.

To probe the robustness of the manipulation check, we also conducted a multiple regression with construal level as the independent variable and potential confounds as covariates. The impact of construal level on BAS drive scores remained significant, thus showing no confounding effects,  $t(274) = 3.26$ ,  $b = 0.20$ , 95% CI [0.08, 0.33],  $p = .001$ , *Cohen's f*<sup>2</sup> = 0.039.

Correlations Between the Food Purchases, Potential Confounds, Manipulation Check, and Exploratory Measures Tested in Study 3

The tables below contain the Pearson correlation coefficients between the variables comprising food purchases (money spent on rewarding, intermediate, and healthy foods) and all the potential confounds, exploratory measures, and the manipulation check (BAS drive) tested in Study 3 separately for the approach and low construal level (LCL), approach and high construal level (HCL), avoidance and low construal level (LCL), and avoidance and high construal level (HCL) conditions. All variables are expressed as numbers for formatting purposes. The variables to which the numbers correspond are as follows: 1 – Money spent on rewarding foods; 2 – Money spent on healthy foods; 3 – Money spent on intermediate foods; 4 – Manipulation check (BAS drive); 5 – Gender; 6 – Tendency to share the foods purchased in the study; 7 – Vegetarian/vegan; 8 – Body Mass Index (BMI); 9 – Comfortable sitting; 10 – Taste preference for sweet foods; 11 – Taste preference for fatty foods; 12 – Taste preference for salty foods; 13 – Cooking frequency; 14 – Hunger; 15 – Awareness of the role of posture in their shopping choices; 16 – Perceived hunger influence; 17 – Total value of the shopping basket; 18 – Perceived successful avoidance of rewarding foods; 19 – Self-control; 20 – Desire toward rewarding foods; 21 – Desire toward healthy foods; 22 – Control motivation; 23 – Control difficulty; 24 – Control conflict; 25 – Desire as a determinant of participants' shopping choices; 26 – Tastiness as a determinant of participants' shopping choices; 27 – Deliciousness as a determinant of participants' shopping choices; 28 – Health as a determinant of participants' shopping choices; 29 – Price as a determinant of participants' shopping choices; 30 – Planning as a determinant of participants' shopping choices; 31 – Appeal of the shopping basket; 32 – Perceived shopping basket healthiness; 33 – The aim to buy healthy foods; 34 – Paying attention to the products' nutritional information; 35 – Appeal of unhealthy versus healthy products; 36 – Rational choice versus desire concerning healthy foods; 37 – Private body consciousness; 38 – Bodily sensitivity. Note: In all tables, raw p-values (uncorrected for multiple correlation analyses) are reported and should therefore be interpreted with caution considering the large number of correlations.

Table 6: Pearson Correlations Between the Food Purchases, Potential Confounds, Manipulation Check, and Exploratory Measures in the Approach and LCL Condition (Study 3)

Table with 38 columns and 38 rows of Pearson correlation coefficients for the Approach and LCL Condition. Values range from -0.394\*\*\* to 0.494\*\*\*.

\* p < .05, \*\* p < .01, \*\*\* p < .001

Table 7: Pearson Correlations Between the Food Purchases, Potential Confounds, Manipulation Check, and Exploratory Measures in the Approach and HCL Condition (Study 3)

Table with 38 columns and 38 rows of Pearson correlation coefficients for the Approach and HCL Condition. Values range from -0.452\*\*\* to 0.542\*\*\*.

\* p < .05, \*\* p < .01, \*\*\* p < .001



*Exploratory Analyses*

For all exploratory analyses, we again used a strict significance criterion ( $p \leq .01$ ). Here we report only the analyses that yielded significant effects beyond chance levels.

First, similar to Study 2, sitting posture interacted with construal level (*Multiple*  $R^2 = 0.07$ ) in influencing desire toward rewarding products,  $t(288) = -3.51$ ,  $b = -0.90$ , 95% CI  $[-1.40, -0.39]$ ,  $p = .001$ , *Cohen's*  $f^2 = 0.043$ : leaning (vs. reclining) increased this desire under LCL,  $t(288) = 4.53$ ,  $b = 0.82$ ,  $p < .001$ , 95% CI  $[0.47, 1.18]$ , *Cohen's*  $f^2 = 0.071$ , but not under HCL,  $t(288) = -0.41$ ,  $b = -0.07$ , 95% CI  $[-0.43, 0.28]$ ,  $p = .682$ , *Cohen's*  $f^2 = 0.001$ . A t-test also showed that leaning ( $M = 2.80$ ,  $SD = 1.15$ ), relative to reclining ( $M = 2.43$ ,  $SD = 1.08$ ), exerted a main effect on the desire toward rewarding foods,  $t(290) = -2.84$ ,  $p = .005$ ,  $d = 0.33$ .

Second, sitting posture interacted with construal level (*Multiple*  $R^2 = 0.06$ ) in influencing desire toward healthy foods,  $t(288) = 3.70$ ,  $b = 0.66$ , 95% CI  $[0.31, 1.00]$ ,  $p < .001$ , *Cohen's*  $f^2 = 0.047$ : participants in the leaning (vs. reclining) condition experienced weaker desire toward healthy foods if they were in the state of LCL,  $t(288) = -3.91$ ,  $b = -0.49$ , 95% CI  $[-0.74, -0.25]$ ,  $p < .001$ , *Cohen's*  $f^2 = 0.053$ , but not HCL,  $t(288) = 1.31$ ,  $b = 0.16$ , 95% CI  $[-0.08, 0.41]$ ,  $p = .194$ , *Cohen's*  $f^2 = 0.006$ . Leaning (vs. reclining) therefore not only made people desire unhealthy items more under LCL, but it also made healthy foods less appealing.

Moreover, as in exploratory analyses for Studies 1 and 2, a correlation showed that perceived shopping basket healthiness had a strong negative correlation with the amount of money spent on rewarding foods,  $r = -.50$ ,  $p < .001$ , and a medium sized positive correlation with the amount of money spent on healthy foods,  $r = .38$ ,  $p < .001$ . The correlation between shopping basket healthiness and the amount of money spent on intermediate foods was weak and did not exceed the significance level we used for exploratory analyses ( $p \leq .01$ ),  $r = .13$ ,  $p = .026$ .

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Overall, these analyses show that the traffic light classification system was linked to participants' own view of healthiness. No other exploratory analyses were beyond chance levels, including those that probed the main effect of posture or the interactive effect of posture and construal level on intermediate and healthy foods.

### *Rationale behind the role of posture in participants' shopping choices*

The table below contains participants' rationale behind the role of posture in their shopping choices, which they provided by answering to the following question: "Do you think the sitting position influenced your shopping choices? If yes, in what way?"

**Table 10:** *Verbal clarification behind the impact of posture on shopping choices for each participant who indicated s/he thinks the sitting position influenced their shopping choices.*

*Column A* denotes whether a participant's response refers to a psychological and/or behavioral effect linked to the themes at the core of research (e.g. desire toward foods, health, attraction to rewarding foods, etc.): "0 = No" and "1 = Yes". *Column B* indicates whether the psychological and/or behavioral effects that participants evoked correspond to the predictions we had regarding the postures they assumed (e.g. that leaning increased their desire toward rewarding foods or made them purchase more rewarding foods).

Condition (1=leaning; 2=reclining)	Question: Do you think the sitting position influenced your shopping choices? If yes, in what way?	A	B
1	MAKING ME STARING THOSE MEATS CRYSTAL CLEARLY	0	0
1	my body feels tired especially my head. so i dont feel like eating a lot of stuff	0	0
1	made my choices more impulsive	1	1
1	Made me more attentive and critical	0	0
1	made me want to proceed faster, thus decreasing the time spent on choosing	0	0
1	Perhaps a bit more rushed to complete my shopping	0	0
1	Shop faster	0	0
1	Made me feel closer to the food	0	0
1	quick choices to leave the position earlier	0	0

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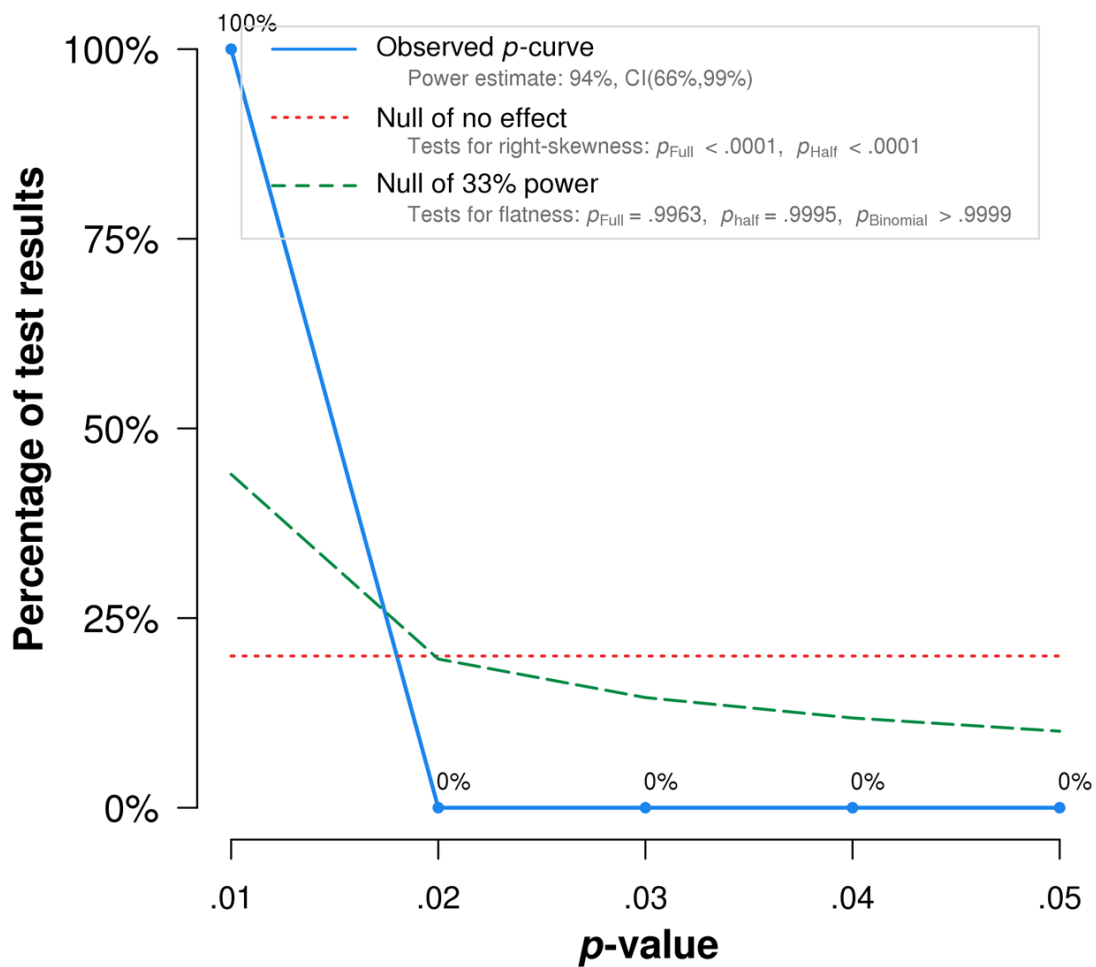
1	shopped faster because I was uncomfortable	0	0
1	Made me think more Rationally	0	0
1	I feel eagerness to checkout as soon as possible.	0	0
1	More focused while looking at the products	0	0
1	I was bit more hunched and focused on the screen, so was trying to do it quickly so i could finish quickly	0	0
1	Made me to decide my food choices quicker as i felt more active	0	0
1	maybe more eager to buy	0	0
1	MORE EYE APPEALING	0	0
2	Feel slouched/relaxed, more inclined/attracted to healthy foods.	1	1
2	It's a relaxed posture, it may have stimulated my body to feel more desire for food. Plus it's a particular perspective towards the computer screen, maybe looking at the screen from "down" have influenced my perception of hunger.	1	0
2	Relaxing	0	0
2	more lazy, so hungry	0	0
2	Chose the products faster	0	0
2	Made me feel lazy, which tends to lead to a desire for unhealthy comfort foods	1	0
2	Uncomfortable, wanted to get it over with	0	0
2	made me go faster	0	0
2	Perhaps I felt more relaxed	0	0
2	wasn't comfortable so made me want to complete the shopping as soon as I can	0	0
2	fatty foods	1	0
2	I wanted to have a closer look but I couldn't	0	0
2	I think the discomfort interfered with my ability to feel hunger like I usually do while online shopping	0	0
2	It is an uncomfortable position so I wanted this to be done quickly	0	0
2	I would wanted to buy quickly without looking at the description	0	0
2	I was comfortable and, therefore, I was in no hurry so I bought more "unnecessary" food than when I go to the supermarket or I don't have a lot of time.	0	0
2	it's uncomfortable makes me thinking about my health	1	0
2	It made me want to choose more unhealthy products.	1	0

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**General Discussion***P-curve Analysis of the Interaction Effects*

To test whether the hypothesized interaction effects between leaning versus reclining and the moderators—BAS drive (Studies 1 and 2) and construal level (Study 3)—had strong evidential value, we conducted a p-curve analysis (Simonsohn, Nelson, & Simmons, 2014; Simonsohn, Simmons, & Nelson, 2015) using the online app 4.06 (<http://www.p-curve.com/app4/>). The following parameters were included in the analysis: Study 1:  $F(1,204) = 15.063$ ; Study 2:  $F(1,270) = 11.821$ ; and Study 3:  $F(1,288) = 12.424$ . The observed p-curve for these parameters is depicted in Figure 1 (see next page). The analysis showed that the tests for right skew (Full p-curve:  $Z = -4.22, p < .001$ ; Half p-curve:  $Z = -3.76, p < .001$ ) were highly significant, and that the studies were powered at 94% (90% CI [66%, 99%]) to detect the interactions (Figure 1; see next page). Overall, these findings indicate that the p-curve analysis confirmed the strong evidential value of the hypothesized interaction effects across Studies 1-3.

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Note: The observed  $p$ -curve includes 3 statistically significant ( $p < .05$ ) results, of which 3 are  $p < .025$ . There were no non-significant results entered.

*Figure 1.* The observed  $p$ -curve for the interaction effects between leaning versus reclining and the moderators from Studies 1 and 2 (BAS drive) and Study 3 (Construal Level).



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**Complete Inventory of Products Used in Studies 1, 2, and 3**

**Note:** Figures for fats, saturates, sugars, and salt refer to the number of grams per 100g of product (for foods) or to the number of milliliters per 100ml of product (for drinks). Class refers to whether products are classified as rewarding (3), intermediate (2) or healthy (1).

<b>Product</b>	<b>Product Category</b>	<b>Price (£)</b>	<b>Fats</b>	<b>Saturates</b>	<b>Sugars</b>	<b>Salt</b>	<b>Class</b>
Skittles Fruits	CHOCOLATE	0.97	4.2	1.5	89.8	0.02	3
Smarties (Pack of 4 Tubes)	CHOCOLATE	1.50	18.4	10.5	63.4	0.15	3
Celebrations	CHOCOLATE	3.00	25	14.6	54.7	0.39	3
Maltesers Box	CHOCOLATE	1.50	24.8	15.2	51.9	0.41	3
Cadbury Dairy Milk Jelly Popping Candy Chocolate	CHOCOLATE	2.00	26.5	16	58.5	0.23	3
Lindt White Chocolate with Vanilla	CHOCOLATE	1.89	36	22	57	0	3
Nutella Chocolate Spread	CHOCOLATE	2.50	31.6	11	56.8	0.11	3

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Cadbury Dairy Milk Chocolate	CHOCOLATE	2.00	30.5	18.5	56	0.23	3
Lindt Orange Intense Dark Chocolate	CHOCOLATE	1.89	41	24	29	0.1	3
No Added Sugar Milk Chocolate	CHOCOLATE	1.20	36.2	22.9	20.9	0.62	3
Vanilla Chocolate Balls Yogurt	CHOCOLATE	0.68	5.2	3.2	17.7	0.13	2
Lindt Dark Chocolate	CHOCOLATE	1.89	41	24	29	0.1	3
Choco Leibniz Milk Chocolate	COOKIES	1.49	25	16	41	0.64	3
White Chocolate and Honeycomb Cookies (Pack of 4)	COOKIES	1.50	18.4	11.3	46	0.4	3
Mini Flapjack Bites	COOKIES	1.60	21.9	9.6	37	0.4	3
Stroopwafels	COOKIES	2.00	21	12	34	0.6	3
Chocolate Cake	COOKIES	2.65	22.3	6.4	38.4	0.4	3

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Bakewell Slices	COOKIES	1.48	17.6	7.9	36.1	0.45	3
Viennese Whirls	COOKIES	1.30	30.2	12.4	28.1	0.59	3
Carrot Cake	COOKIES	3.00	20.9	5.7	28.2	0.8	3
Weight Watchers Chocolate Chip Cookies	COOKIES	1.48	17.6	2.6	17.1	0.5	3
Belvita Breakfast Biscuits	COOKIES	2.59	14.5	1.4	20	0.83	2
Healthy Living Apple and Strawberry Cereal Bars (Pack of 5)	COOKIES	1.19	5	3.6	16.8	0.3	2
Tea Biscuits	COOKIES	1.00	15.5	1.5	20.2	0.8	2
Coco Pops (800g)	CEREALS	3.75	2.5	1	35	0.75	3
Crunchy Nut Chocolate Clusters (450g)	CEREALS	2.79	17	5	31	0.83	3
Crunchy Nut Cornflakes (500g)	CEREALS	2.69	5	0.9	35	0.8	3
Cheerios (565g)	CEREALS	3.19	3.3	0.6	24	0.94	3

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Alpen Original Swiss Recipe (750g)	CEREALS	2.79	5.8	0.8	22	0.25	2
Apple and Blueberry Porridge (390g)	CEREALS	1.45	4.9	0.8	27.4	0.1	3
Frosted Wheats Cereal (500g)	CEREALS	2.69	2	0.6	17	0.03	2
All Bran Flakes (750g)	CEREALS	2.89	2	0.5	20	1	2
Dorset Muesli (850g)	CEREALS	3.49	7.4	1.1	17	0.02	2
Grape Nuts (580g)	CEREALS	2.99	2	0.4	8.9	1.2	2
Original Porridge (594g)	CEREALS	3.99	7.7	1.3	1	0	2
Alpen No Added Sugar Swiss Recipe (560g)	CEREALS	2.79	6.2	0.9	16	0.29	2
Stuffed Crust Cheese Pizza	PIZZA	3.75	12.9	6	4.3	1.5	3
Maple Bacon and Gruyere Quiche	PIZZA	3.00	23	11.9	2.3	0.7	3

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Stuffed Crust Pepperoni Pizza	PIZZA	3.75	13.5	5.8	4.4	1.8	3
Deep Dish Pepperoni Pizzas (Pack of 2)	PIZZA	2.00	13	5.2	1.6	1.2	3
Goats' Cheese and Red Pepper Quiche	PIZZA	3.00	17	8.7	3.3	0.4	3
Meat Feast Pizza	PIZZA	2.00	10.9	4.7	3.9	1.6	3
Margherita	PIZZA	4.50	8.5	4.6	3	0.78	2
Dr. Oetker Ristorante Pizza Pollo	PIZZA	2.50	9	3.1	2.5	1.1	2
Dr. Oetker Ristorante Pizza Funghi	PIZZA	2.50	12	3.3	1.8	1.1	2
Healthy Living Crustless Cheese and Bacon Quiche	PIZZA	1.00	6.9	3.2	2.2	0.4	2
Healthy Living Broccoli and Tomato Quiche	PIZZA	1.00	6.5	2.9	3	0.4	2

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Mighty Vegetable Pizza	PIZZA	2.00	5.6	2.3	3.1	0.8	2
Spanish Chorizo Ring	MEAT	2.50	39.2	15	0.9	3.5	3
Smoked Pork Sausage	MEAT	1.65	29	13	0	2.2	3
Brussels Pate	MEAT	1.00	31.2	12.7	2.8	2	3
Smoked Streaky Bacon (14 Rashers)	MEAT	2.00	23.8	9.1	0	2.8	3
Frankfurter Hot Dogs	MEAT	2.00	25	9.8	2	1.6	3
Beef Burgers with Cheddar (Pack of 4)	MEAT	3.00	19.3	9.4	0.3	0.8	3
German Salami Slices	MEAT	1.00	25	10.3	1	3.8	3
Chicken Kiev (Pack of 2)	MEAT	2.00	21.1	8.5	0.9	0.7	3
Roast Chicken Slices	MEAT	3.00	2	0.6	0.8	0.6	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

British Chicken Breast Fillets (Pack of 2)	MEAT	2.50	1.1	0.3	0	0.2	1
Turkey Breast Steaks (Pack of 4)	MEAT	3.00	1.2	0.6	0	0.3	1
Roast Turkey Breast Slices	MEAT	1.80	0.9	0.3	0.7	1	2
Honey BBQ Beef Jerky	SNACKS	2.99	4.8	1.6	24.8	2.7	3
Dry Roasted Peanuts	SNACKS	1.99	47	7.8	5.1	2	3
Sea Salt and Cider Vinegar Crisps	SNACKS	1.59	28.8	2.4	2.5	2.1	3
Marmite Cashew Nuts	SNACKS	1.59	45.4	7.9	7.2	1.02	3
Salted Pretzels	SNACKS	1.59	4.6	0.5	3.3	2.5	3
Coated Peanuts Jalapeno and Salsa	SNACKS	1.49	38	4.9	6.3	1.8	3
Ritz Crisp & Thin Cream Cheese and Onion	SNACKS	2.19	16	1.8	5.4	1.36	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Sunbites Onion and Rosemary Multigrain Crackers (5 Pack)	SNACKS	1.89	17	1.5	13	1.45	2
Velvet Crunch Cheddar and Spring Onion (6 Pack)	SNACKS	1.59	10	1.1	13	1.5	2
Propercorn Lightly Sea Salted	SNACKS	1.59	14.5	1.2	0.5	0.75	2
Ryvita Minis Sweet Chilli (6 Pack)	SNACKS	1.89	10.5	1	3.8	0.93	2
Walkers Baked Cheese and Onion 70% Less Fat (6 Pack)	SNACKS	1.65	8.3	0.8	7	0.93	2
Garlic Slices (Pack of 9)	BAKERY	1.00	18	12.7	2.4	1	3
Waffles (Pack of 6)	BAKERY	0.80	25.8	7.1	32.4	0.75	3
Peshwari Naan Bread (Pack of 2)	BAKERY	1.50	11.3	7.3	17.3	0.7	3



## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Chunky Cheese Roll (Per piece)	BAKERY	0.25	8.4	5.5	3.4	1.1	3
All Butter Scones (Pack of 4)	BAKERY	1.50	15	9.6	12.6	1.5	3
Four Cheese and Garlic All Butter Flatbread	BAKERY	1.50	9.6	5.6	2.7	1.1	3
Tiger Roll (Per piece)	BAKERY	0.25	1.9	0.2	3	0.9	2
White Baguettes (Pack of 2)	BAKERY	0.45	1.2	0.2	4.5	1.3	2
White Bread	BAKERY	0.89	1.7	0.3	3.5	0.9	2
Wholemeal Pitta Bread (Pack of 6)	BAKERY	0.50	1.2	0.3	2.5	0.5	2
Pitta Bread (Pack of 6)	BAKERY	0.50	0.9	0.2	1.5	0.4	2
Wholemeal Bread	BAKERY	1.00	2.8	0.5	2.4	0.95	2
Macaroni Cheese	READY MEALS	2.30	8	4.3	1.3	0.5	2
Sausage and Mash	READY MEALS	3.50	10.4	4.1	2.3	0.5	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Spinach and Ricotta Cannelloni	READY MEALS	2.30	7.7	4.6	1.9	0.5	2
Beef Lasagne	READY MEALS	2.30	7.5	4.1	2	0.5	2
Chicken Tikka Masala with Pilau Rice	READY MEALS	2.30	6.8	2.2	2.7	0.5	2
Cottage Pie	READY MEALS	2.30	4	1.6	0.7	0.5	2
Beef Lasagne Weight Watchers	READY MEALS	1.25	2.6	1.2	1.2	0.6	2
Vegetarian Cottage Pie	READY MEALS	3.00	2.5	0.8	1.8	0.5	2
Sausage and Mash Healthy Living	READY MEALS	2.30	2.3	0.9	2.2	0.5	2
Chicken Tikka Masala Weight Watchers	READY MEALS	1.50	2.2	0.9	3.3	0.3	1
Cottage Pie Weight Watchers	READY MEALS	1.25	1.4	0.6	1.4	0.6	2
Chicken and Asparagus Risotto Healthy Living	READY MEALS	2.30	1.8	1.1	1.8	0.4	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Ginger Beer (1.5l)	DRINKS	1.15	0	0	15.2	0	3
Lucozade Energy Orange (1l)	DRINKS	1.50	0	0	12	0	3
Cherry Coke (1.75l)	DRINKS	1.84	0	0	11.2	0	2
Coke (1.75l)	DRINKS	1.84	0	0	10.6	0	2
7up (1.5l)	DRINKS	1.79	0	0	11	0.03	2
Cranberry Juice (1l)	DRINKS	1.35	0	0	11	0	2
Diet Lemonade (2l)	DRINKS	1.29	0	0	0	0.03	1
Fanta Orange Zero (2l)	DRINKS	1.85	0	0	0.5	0	1
7up Light (1.5l)	DRINKS	1.79	0	0	0	0.04	1
Diet Coke (1.75l)	DRINKS	1.84	0	0	0	0	1
Coconut Water (1l)	DRINKS	3.49	0	0	2.5	0.1	1
Sparkling Mineral Water (1l)	DRINKS	1.25	0	0	0	0	1
Grated Cheddar	DAIRY	2.50	34.2	21.3	0.1	1.8	3

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Mature Cheddar	DAIRY	3.50	34.9	21.7	0.1	1.8	3
Greek Yogurt	DAIRY	1.00	9.5	6.3	5.4	0.1	3
Lactose Free Mature Cheddar	DAIRY	1.80	32	20.8	0.1	1.8	3
Philadelphia Original Soft Cheese	DAIRY	1.85	21.5	14.5	4	0.75	3
Medium Free Range Eggs (Pack of 6)	DAIRY	1.60	9	2.5	0.1	0.385	2
Whole Milk (2 Pints)	DAIRY	0.75	3.6	2.3	4.7	0.1	2
Lactofree Whole Milk (1l)	DAIRY	1.35	3.5	2.2	2.8	0.1	2
Lactofree Skimmed Milk (1l)	DAIRY	1.35	0.4	0.3	2.6	0.1	2
Fat Free Cottage Cheese	DAIRY	1.20	0.2	0.2	4.7	0.5	2
Skimmed Milk (2 Pints)	DAIRY	0.75	0.1	0	5	0.1	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Fat Free Greek Yogurt	DAIRY	1.00	0.4	0.3	5.3	0.2	2
Italian Dressing	SAUCES	1.49	53.8	6.24	0.3	2.24	3
Basil Pesto	SAUCES	2.30	44.6	6.4	3.5	3.3	3
Mayonnaise	SAUCES	2.49	73.2	6.1	1.2	1.5	3
Mustard	SAUCES	1.00	12	0.7	13	8.5	3
Tomato Ketchup Sauce	SAUCES	2.29	0.1	0	22.8	1.8	3
Korma Cooking Sauce	SAUCES	1.75	11.5	6.7	6.8	0.72	3
Sweet Chilli and Garlic Stir Fry Sauce	SAUCES	0.65	0.5	0.1	33.3	0.97	3
Chinese Stir Fry Sauce	SAUCES	1.00	1.7	0.1	12	1.4	2
Mayonnaise Healthy Living	SAUCES	1.00	5.3	0.6	6.8	1.5	2
Tikka Masala Cooking Sauce Healthy Living	SAUCES	0.85	2.5	1.1	5.1	0.5	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Caesar Dressing	SAUCES	0.99	1.6	0.6	4.8	1	2
Healthy Living							
Tomato and Basil	SAUCES	2.79	3.4	0.4	4.8	0.83	2
Pasta Sauce							
Super Noodles	RICE	0.81	7.9	3.9	1.1	0.43	2
Chicken							
Ham and Cheese	RICE	2.00	6.4	3.1	1.2	0.8	2
Tortelloni							
Cherry Tomato	RICE	3.00	5.6	2.2	3	1.1	2
and Buffalo							
Mozzarella							
Ravioli							
Egg Fried Rice	RICE	1.69	3.3	0.5	0.8	0.45	2
(250g)							
Fusilli (500g)	RICE	0.59	1.4	0.3	2.4	0.1	1
Penne (500g)	RICE	0.59	1.4	0.3	2.4	0.1	1
Egg Noodles	RICE	1.25	2.3	0.3	0.3	0.1	1
(300g)							
Rice Noodles	RICE	1.79	0.5	0	2.6	0.1	1
(300g)							
Basmati Rice	RICE	1.79	1	0.2	0.2	0	1
(1kg)							

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Wholegrain Rice (250g)	RICE	1.69	2.6	0.5	0.2	0.2	1
Wholewheat Fusilli (500g)	RICE	0.59	2.5	0.2	2.1	0.1	1
Wholewheat Penne (500g)	RICE	0.59	2.5	0.2	2.1	0.1	1
Smoked Mackerel with Crushed Peppercorns (Pack of 3)	FISH	3.09	24.5	6.1	0.5	2.2	3
Smoked Mackerel	FISH	2.69	27.8	6.7	0.5	2.2	3
Jumbo Tempura King Prawns	FISH	3.00	15.4	6.4	0.1	1	3
Calamari (250g)	FISH	3.00	13.7	1.6	0.4	1.9	3
Smoked Haddock Fishcakes (Pack of 2)	FISH	2.50	6.2	2.7	1.1	1.4	2
Salmon and Hollandaise Fishcake (Pack of 2)	FISH	2.50	8.5	2	1.1	0.7	2

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Seafood Selection (350g)	FISH	3.50	0.7	0.3	0.1	0.8	2
Cooked and Peeled King Prawns (160g)	FISH	3.50	0.9	0.4	0.1	1.1	2
Tuna Chunks in Brine (4 x 160g)	FISH	5.00	0.5	0.2	0	1	2
Tuna Steaks (Pack of 4)	FISH	3.50	1.3	0.4	0.1	0.1	1
Boneless Cod Fillets (Pack of 3)	FISH	5.53	0.9	0.2	0	0.3	1
Skinless Wild Alaskan Salmon Fillets (Pack of 4)	FISH	3.50	1.6	0.5	0.1	0.2	1
Red Seedless Grapes (500g)	FRUIT	2.00	0.1	0	15.4	0	2
Bananas (Pack of 5)	FRUIT	0.80	0.3	0.1	20.9	0	2
Mango (Per piece)	FRUIT	1.25	0.2	0.1	13.8	0	2
Royal Gala Apples (Pack of 5)	FRUIT	1.50	0.1	0	11.8	0	2
Figs (Pack of 4)	FRUIT	2.00	0.3	0	9.5	0	2



## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Blueberries (200g)	FRUIT	2.00	0.3	0	10	0	2
Kiwi (Per piece)	FRUIT	0.25	0.5	0.2	10.3	0	2
Nectarines (Pack of 4)	FRUIT	1.50	0.1	0	9	0	2
Easy Peelers (Pack of 6)	FRUIT	1.25	0.1	0	8.7	0	2
Grapefruit (Per piece)	FRUIT	0.50	0.1	0	6.8	0	2
Lemons (Pack of 5)	FRUIT	1.50	0.3	0.1	3.2	0.1	1
Strawberries (400g)	FRUIT	2.00	0.1	0	6	0.1	2
Carrots (1kg)	VEGETABLES	0.60	0.3	0.1	7.4	0.1	2
Avocado Ripe and Ready (Per piece)	VEGETABLES	1.00	19.5	4.1	0.5	0.1	3
Brown Onions (Pack of 3)	VEGETABLES	0.59	0.2	0	5.6	0	2
Potatoes (1kg)	VEGETABLES	1.00	0.3	0.1	1.3	0	1
Asparagus (110g)	VEGETABLES	1.60	0.6	0.1	1.9	0.3	1

## APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Celery Sticks (350g)	VEGETABLES	0.80	0.2	0	0.9	0.2	1
Peeled Brussels Sprouts (250g)	VEGETABLES	0.89	1.4	0.3	3.1	0	1
Mixed Peppers (pack of 3)	VEGETABLES	0.99	0.3	0.1	4.5	0	1
Cucumber (Per piece)	VEGETABLES	0.42	0.1	0	1.4	0	1
Tomatoes (Pack of 6)	VEGETABLES	0.69	0.3	0.1	3.1	0.1	1
Iceberg Lettuce (Per piece)	VEGETABLES	0.43	0.3	0	1.9	0	1
Broccoli (Per piece)	VEGETABLES	0.39	0.9	0.2	1.5	0.1	1