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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

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* $R^2 = 0.31$) remained significant, *t*(182) = 3.01, *b* = 6.11, 95% CI [2.10, 10.12], *p* = .003, *Cohen's* $f^2 = 0.050$: leaning (vs. reclining) made

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 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; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness 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; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness 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; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 27 – Deliciousness as a determinant of participants' shopping choices; 27 – Deliciousness as a determinant of participants' shopping choices; 26 – Deliciousness as a determinant of participants' shopping choices; 27 – Deliciousness as a determinant of participants' shoppin choices; 28 – Price as a determinant of participants' shopping choices; 29 – Planning as a determinant of participants' shopping basket; 31 – Perceived shopping basket; 32 – Behavioral Inhibition System (BIS). Note: In both tables, raw pvalues (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	0.548***	_																														
3 -0	0.535***	-0.092	_																													
4 0	0.303**	-0.121	-0.114	_																												
5 0	0.082	-0.076	-0.003	0.365***	_																											
6 0	0.090	0.035	-0.048	0.306**	0.262**	_																										
7 0	0.106	-0.109	0.053	0.113	0.003	-0.346***	_																									
8 -0	0.022	0.000	0.139	0.203*	0.051	0.451***	-0.364***	_																								
9 -0	0.172	-0.021	0.143	-0.104	0.214*	0.062	-0.289**	0.040	_																							
10 0	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	0.174	0.058	-0.145	0.099	-0.011	0.016	0.042	0.104	-0.134	0.142	0.031	_																				
13 -0	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	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	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	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																	
1/ 0	J.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	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	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	0.420**	0.204**													
20 -0	0.024	0.004	0.097	0.142	-0.035	0.032	0.159	0.120	-0.063	-0.004	0.101	0.100	0.022	0.032	0.001	0.243	0.100	0.269	0.294	0 101												
21 -0) 144	-0.054	-0.091	0.133	-0.003	0.043	-0.195*	0.033	0.027	-0.038	0.041	-0.059	0.207	0.301	0.042	0.037	-0.001	0.020	-0.053	0.101	-0.015	_										
23 0) 314**	0 177	0.244*	0.240	0.039	0.127	0.106	0.100	-0.126	0.124	0.075	0 172	-0 131	0.065	-0.048	0.177	-0.007	0.050	-0.003	0.174	0.198*	0 138	_									
24 0	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	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	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	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	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	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	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	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	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 3	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	0.095	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	-0.088	0.128	-0.179	-0.350***	-0.609***	_																	
16	0.092	-0.003	-0.105	0.144	0.056	0.111	0.055	-0.043	-0.167	0.065	-0.057	0.222*	0.156	0.199*	-0.207*	_																
17	0.155	0.042	-0.139	-0.092	0.024	0.049	-0.047	0.149	0.181	-0.040	0.044	-0.030	-0.217*	-0.150	0.136	-0.034	—															
18	0.334***	0.013	-0.245*	-0.142	-0.092	-0.072	0.009	0.173	-0.143	0.143	0.196*	0.210*	-0.117	-0.135	0.062	0.103	0.450***	—														
19	0.134	0.022	-0.125	-0.029	0.016	0.027	0.048	0.150	0.154	-0.087	0.057	0.083	-0.102	-0.274**	0.265**	0.048	0.357***	0.462***	_													
20	0.176	-0.049	-0.275**	0.059	-0.029	0.180	0.055	0.116	-0.073	0.087	-0.096	0.081	-0.027	-0.209*	0.165	0.392***	0.236*	0.286**	0.466***	_												
21	-0.062	0.181	-0.078	-0.022	-0.108	-0.010	-0.079	0.062	0.036	-0.127	0.027	-0.152	-0.036	-0.049	0.056	-0.023	-0.083	-0.098	0.102	-0.021												
22	-0.057	-0.160	0.069	0.170	0.158	0.085	0.139	-0.007	0.063	0.021	0.028	-0.078	-0.067	0.051	0.057	0.002	-0.052	-0.084	-0.112	-0.037	-0.042											
23	0.411^^^	0.288**	0.503***	-0.082	-0.120	-0.178	-0.087	-0.018	0.029	0.145	0.231	0.058	0.044	0.086	-0.178	-0.006	0.059	0.111	0.036	-0.107	0.025	-0.121										
24	-0.059	-0.057	0.148	0.059	0.290**	0.080	0.234	0.083	0.105	-0.027	0.164	0.171	0.066	0.100	-0.073	-0.050	0.045	0.037	0.184	-0.064	-0.059	0.150	0.023	0.000***								
25	0.052	-0.033	-0.023	0.071	0.240**	0.231	0.136	0.078	0.245	0.058	0.061	0.142	0.126	0.021	-0.025	0.143	0.101	0.122	0.192	0.075	0.031	0.060	0.002	0.600***	0.002***							
20	0.038	-0.077	0.031	0.122	0.300	0.276	0.176	0.120	0.219	0.100	-0.027	0.135	0.081	0.038	-0.036	0.181	0.145	0.176	0.255	0.174	0.013	0.167	-0.001	0.605	0.863	0.042						
27	-0.340	0.175	0.155	0.151	0.188	0.041	0.047	-0.175	0.180	-0.049	-0.142	-0.086	0.204	0.003	-0.036	0.115	-0.222	-0.401	-0.122	-0.090	0.145	-0.028	-0.042	-0.077	0.056	0.042	0.126					
20	0.041	0.001	-0.063	-0.104	-0.014	-0.200	-0.002	-0.154	0.015	0.093	0.054	-0.090	0.122	0.101	-0.019	0.051	0.002	-0.020	-0.034	0.059	-0.000	0.037	0.033	-0.132	-0.140	-0.224	0.120	0.410***				
29	0.018	0.004	-0.040	-0.070	0.002	-0.047	0.137	-0.049	-0.003	-0.031	0.102	-0.197	0.168	0.130	-0.040	0.003	0.020	0.009	0.010	0.032	0.033	-0.043	0.022	0.011	0.003	-0.054	0.243	0.410	0.034			
31	-0 555***	0.004	0.033	0.250*	0.214	0.200	0.013	-0.040	0.202	-0.031	-0.166	-0.118	0.100	-0.041	0.169	0.068	-0.229*	-0.427***	-0.063	-0.065	0.031	0.033	-0.151	0.028	-0.006	0.433	0.044	-0.061	0.034	0.071	_	
32	0.154	-0.183	-0.108	-0.185	0.126	-0.072	0.114	0.112	0.000	-0.004	0.137	-0.059	-0.236*	-0.136	0.281**	-0.126	0.323***	0.169	0.263**	0.005	-0.088	0.030	-0.094	0.020	0.002	0.026	-0.151	0.044	0.012	-0.069	-0.231*	_
52	0.104	0.100	-0.100	-0.100	0.120	0.012	0.114	0.112	0.222	0.004	0.107	0.000	0.200	0.100	0.201	0.120	0.020	0.100	0.200	0.040	0.000	0.140	0.007	0.102	0.002	0.020	0.101	5.011	0.012	0.000	0.201	

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

Exploratory Analyses

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

First, sitting posture interacted with BAS drive (*Multiple* $R^2 = 0.09$) in influencing perceived shopping basket healthiness, t(204) = -3.00, b = -0.72, 95% CI [-1.20, -0.25], p =.003, *Cohen's* $f^2 = 0.044$: 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* $f^2 = 0.092$, but not when it was low, t(204) = -0.09, b =-0.02, 95% CI [-0.38, 0.34], p = .931, *Cohen's* $f^2 < 0.001$. 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 of rewarding foods, r = -.59, p < .001, and had a medium positive correlation with the amount of money spend 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.

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

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* $R^2 = 0.30$) remained significant, t(251) = 2.87, b = 4.53, 95% CI [1.42, 7.64], p = .004, *Cohen's* $f^2 = 0.033$: 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* $f^2 = 0.034$, but not when it was low, t(251) = -1.10, b = -1.23, 95% CI [-3.42, 0.96], p = .271, *Cohen's* $f^2 = 0.005$.

Running head: APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

Correlations Between the Food Purchases, Main and Alternative Moderators, Potential Confounds, and Exploratory Measures Tested in Study 2

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 2 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 - Eating restraint; 8 - Gender; 9 - Tendency to share the foods purchased in the study; 10 - Vegetarian/vegan; 11 - Body Mass Index (BMI); 12 - Comfortable sitting; 13 - Taste preference for sweet foods; 14 - Taste preference for fatty foods; 15 – Taste preference for salty foods; 16 – Frequency of eating sugary foods; 17 – Frequency of eating fatty foods; 18 – Frequency of eating salty foods; 19 – Frequency of eating salty foods; 19 – Frequency of eating salty foods; 10 posture in their shopping choices; 23 – Perceived hunger influence; 24 – Total value of the shopping basket; 25 – Perceived successful avoidance of rewarding foods; 26 – Self-control; 27 – Desire toward rewarding foods; 28 – Pre-established choice intentions; 29 – Enactment of preestablished choice intentions; 30 – Current dieting; 31 – Desire as a determinant of participants' shopping choices; 32 – Tastiness as a determinant of participants' shopping choices; 33 – Deliciousness as a determinant of participants' shopping choices; 34 – Health as a determinant of participants' shopping choices; 35 - Price as a determinant of participants' shopping choices; 36 - Planning as a determinant of participants' shopping basket; 38 - Perceived shopping basket healthiness; 39 - Behavioral Inhibition System (BIS); 40 -Cognitive reflection test. 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 3: Pearson Correlations Between the Food Purchases, Main and Alternative Moderators, Potential Confounds, and Exploratory Measures in the Approach Condition (Study 2)

	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	33	34	35	36	37	38	39	40
1 2 - 3 3 - 4 5 - 6 7 - 8 9 - 10 11 - 12 13 14 15 16 17 18 19 20 - 21 13 14 15 16 17 18 19 20 - 22 23 24 25 - 22 23 24 25 - 22 23 24 25 - 3 31 32 33 34 - 3 36 - 3 7 38 - 9 - 9 					0.340*** -0.009 0.136 0.073 0.238** 0.018 0.097 0.041 0.074 0.098 -0.004 0.029 0.024 -0.114 0.131 0.171* 0.158 0.069 -0.185* 0.215* -0.028 -0.067 -0.028 -0.067 -0.028 -0.067 -0.028 -0.220** 0.215* -0.028 -0.055 0.117 -0.126 -0.126	-0.022 0.121 0.122 0.077 0.037 0.017 -0.041 -0.036 0.040 0.044 0.141 0.013 -0.029 -0.070 0.088 0.109 -0.024 0.033 -0.095 0.022 0.089 -0.022 0.014 -0.026 0.090 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.194* 0.044 -0.030 0.220** 0.044 -0.030 0.044 -0.026 0.022 0.044 -0.026 0.022 0.017 0.022 0.022 0.022 0.019 -0.024 0.022 0.025 0.022 0.025 0.022 0.044 -0.026 0.022 0.044 -0.026 0.022 0.044 -0.026 0.022 0.044 0.025 -0.022 0.044 0.025 -0.025 0.022 0.044 0.026 0.022 0.044 0.026 0.022 0.044 0.026 0.022 0.044 0.026 0.022 0.044 0.026 0.027 0.026 0.027 0.026 0.027 0.027 0.026 0.027 0.026 0.027 0.026 0.027 0.044 0.026 0.026 0.027 0.044 0.026 0.027 0.044 0.026 0.026 0.027 0.027 0.026 0.027								0.369**** 0.286**** 0.391**** 0.47 0.287**** 0.059 0.142 -0.016 0.109 0.014 -0.189* -0.010 0.378**** -0.108 -0.059 0.178* 0.061 0.146 0.141 -0.268*** 0.078 0.127 0.080 -0.213* 0.059 0.069			0.291*** 0.536*** 0.046 -0.028 -0.151 0.081 -0.056 -0.088 -0.147 0.037 0.105 0.124 0.050 0.107 -0.129 0.039 0.113 0.029 -0.074 0.050 0.105 Explor	0.292*** -0.033 0.059 -0.200* 0.064 0.038 -0.038 0.021 0.042 0.009 0.022 0.033 0.025 -0.027 -0.027 -0.017 -0.071 -0.053 -0.123 -0.076 0.220** -0.220**				0.194* 0.001 -0.075 0.063 0.039 -0.169* -0.114 -0.019 -0.096 -0.141 -0.019 -0.096 -0.141 -0.018 -0.008 -0.071 -0.018		-0.184* -0.184* -0.149 0.075 -0.084 -0.050 0.132 0.122 0.160 -0.261** -0.056 -0.201* -0.056 -0.201* -0.056 -0.201* -0.056 -0.201* -0.056 -0.201* -0.056 -0.201* -0.056 -0.201* -0.056 -0.050 -0.056 -0.050 -0.056 -0	0.375*** 0.572*** 0.199* 0.228** 0.050 -0.065 -0.203* -0.198* 0.656*** -0.154 0.061 0.140 0.652*** -0.111 -0.088	-0.025 0.075 -0.054 0.092 0.055 0.090 0.108 0.418*** 0.325*** 0.112 -0.161	-0.109 -0.190* 0.019 0.293*** 0.293*** 0.203* 0.042 0.063 -0.509*** 0.134 -0.041				0.543*** 0.491*** 0.002 0.091 0.216* 0.312*** 0.039 0.078 -0.079		-0.045 0.051 0.113 0.216* -0.193* 0.007 -0.129		0.270** 0.093 -0.052 0.059 0.074	0.168 0.109 -0.066 0.177*		-0.076 0.048	0.022	
	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	33	34	35	36	37	38	39	40
1		-0.295*** -0.014 -0.013 0.027 0.179* -0.078 0.119 0.107	0.217* 0.097 0.013 0.059 0.101 -0.147 -0.243**			-0.037 -0.069 0.089 -0.016		0.006 -0.101	-0.096	_																														

	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	33	34	35	36	37	38	39 40
1																																							
2	-0 407***	_																																					
3	-0.450***	-0 295***	_																																				
4	-0.101	-0.014	0.217*	_																																			
5	-0.083	-0.013	0.097	0.333***	_																																		
6	0.062	0.027	0.013	0.129	0.190*	_																																	
7	-0.275**	0.179*	0.059	0.213*	0.313***	-0.037	_																																
8	-0.199*	-0.078	0.101	-0.014	0.299***	-0.069	0.209*	_																															
9	0.163	0.119	-0.147	-0.098	0.043	0.089	-0.017	0.006	_																														
10	0.105	0.107	-0.243**	-0.078	-0.119	-0.016	0.026	-0.101	-0.096	_																													
11	-0.038	0.092	-0.014	-0.050	-0.046	0.036	0.177*	-0.187*	-0.041	0.085	_																												
12	-0.018	-0.000	-0.081	0.033	0.076	0.146	0.096	-0.048	-0.028	0.024	-0.028	_																											
13	0.000	-0.108	0.109	0.046	0.079	0.093	0.108	0.221**	0.105	-0.090	0.136	0.005	_																										
14	0.166	0.028	-0.097	-0.096	-0.059	0.023	-0.056	-0.135	0.086	0.094	0.199*	-0.063	0.319***	_																									
15	0.010	0.181*	-0.159	-0.013	-0.017	0.002	-0.014	-0.003	0.023	0.085	0.025	0.110	0.200*	0.464***	_																								
16	0.185*	-0.246**	0.058	0.031	-0.012	0.043	-0.241**	-0.011	0.049	-0.041	0.138	-0.058	0.426***	0.208*	0.070	_																							
17	0.208*	-0.081	-0.155	-0.134	-0.115	-0.084	-0.134	-0.032	0.049	0.018	0.027	-0.092	0.121	0.383***	0.197*	0.532***	_																						
18	0.207*	-0.063	-0.122	-0.137	-0.063	-0.014	-0.325***	-0.091	0.045	0.046	-0.089	-0.059	-0.011	0.141	0.417***	0.377***	0.524***	_																					
19	0.317***	-0.262**	-0.048	-0.097	-0.162	0.049	-0.313***	-0.063	0.120	-0.045	0.055	-0.077	0.175*	0.262**	0.063	0.591***	0.568***	0.514***	_																				
20	-0.085	0.315***	-0.291***	-0.047	0.071	0.050	-0.022	0.118	-0.069	-0.090	-0.172*	0.020	-0.117	-0.219*	-0.016	-0.082	-0.068	-0.014	-0.138	_																			
21	0.200*	-0.143	-0.094	0.123	0.136	0.018	0.012	-0.053	0.096	0.084	-0.004	-0.024	-0.016	-0.056	0.058	0.038	-0.128	0.001	-0.005	0.022	_																		
22	0.091	-0.004	-0.031	-0.022	-0.125	-0.090	-0.011	-0.063	0.012	-0.133	-0.028	0.063	-0.087	-0.102	-0.023	-0.108	-0.124	-0.153	-0.109	-0.003	0.030																		
23	0.181*	-0.048	-0.070	0.054	0.081	0.148	0.008	0.004	0.100	0.017	0.094	0.001	0.153	0.114	0.077	0.065	-0.095	-0.049	0.021	0.062	0.164	0.319***	_																
24	0.244**	0.264**	0.321***	0.121	-0.001	0.124	-0.070	-0.216*	0.162	-0.044	0.040	-0.123	0.011	0.122	0.024	0.023	-0.021	0.040	0.041	-0.105	-0.028	0.072	0.088																
25	-0.453***	0.250**	0.283***	0.144	0.255**	-0.007	0.176*	0.032	-0.183*	-0.085	-0.020	0.010	-0.089	-0.177*	-0.073	-0.129	-0.171-	-0.186*	-0.189*	0.078	0.012	-0.164	-0.120	0.061	- 400*														
20	-0.206"	-0.029	0.121	0.075	0.179	-0.114	0.124	-0.038	-0.104	0.027	-0.018	0.140	-0.147	-0.054	-0.013	-0.090	-0.050	-0.016	-0.101	-0.019	0.226	0.010	0.037	-0.144	0.190*	0.079													
27	0.443	-0.357	-0.164	-0.061	-0.006	0.000	-0.118	-0.106	0.089	0.104	0.051	0.059	0.134	0.260	0.077	0.157	0.152	0.174	0.179	-0.156	0.224	0.130	0.252	-0.050	-0.448	0.078	0.027												
20	-0.032	-0.000	0.107	0.030	0.147	-0.029	0.100	-0.112	-0.058	0.050	0.082	0.090	-0.067	-0.130	-0.144	0.001	-0.129	-0.049	-0.035	-0.075	0.107	0.155	0.038	0.021	0.080	0.241	-0.037	0.750***											
30	-0.044	0.158	-0.040	0.228**	0.084	0.022	0.487***	-0.004	0.167	0.030	0.076	0.005	0.181*	0.073	-0.020	-0.102	-0.083	-0.271**	-0.032	-0.200*	0.032	0.023	0.044	0.000	-0.013	-0.046	0.022	0.184*	0 133	_									
31	-0.022	0.009	0.024	0.048	0.174*	0.022	0.151	0.210*	0.040	0.003	0.097	0.050	0.185*	-0 177*	-0.029	0.129	-0.024	0.007	0.039	-0.053	0.301***	0.008	0.084	0.011	-0.032	-0.048	-0.049	0.104	0.097	0.077	_								
32	0.082	0.061	-0.083	0.017	0.262**	0.089	0 112	0.183*	0.049	0 103	0.162	0.001	0.152	-0.026	-0.095	0.159	0.007	-0.045	0.077	-0.070	0.211*	-0.060	0.046	0.072	-0.050	-0.064	-0.037	0.177*	0.100	0.054	0 710***	_							
33	0.147	0.001	-0.077	0.099	0.114	0.114	0.059	0.141	0.006	0.076	0.106	0.022	0.170*	-0.057	0.002	0.199*	0.024	0.010	0.110	-0.131	0.208*	0.058	0.102	0.092	-0.149	-0.086	0.038	0.106	-0.007	0.084	0.726***	0.843***	_						
34	-0.461***	0.210*	0.301***	0.111	0.164	0.025	0.321***	0.042	-0.191*	-0.152	0.023	0.063	-0.048	-0.392***	-0.188*	-0.210*	-0.322***	-0.251**	-0.379***	0.074	0.064	-0.014	-0.021	0.028	0.437***	0.201*	-0.436***	0.166	0.198*	0.080	0.210*	0.098	0.086	_					
35	0.013	0.010	0.049	-0.086	-0.032	-0.160	-0.125	-0.100	-0.055	0.130	0.180*	-0.032	-0.101	-0.082	-0.137	-0.066	-0.045	-0.061	-0.112	0.055	0.204*	0.069	0.035	0.087	0.089	0.254**	0.111	0.196*	0.225**	-0.144	0.038	0.031	-0.047	0.154	_				
36	-0.165	-0.000	0.109	-0.077	0.139	0.081	0.053	0.091	-0.009	-0.050	0.221**	0.038	0.184*	0.066	-0.010	0.014	-0.032	-0.080	-0.020	-0.001	0.096	-0.127	-0.033	-0.074	0.143	0.099	-0.008	0.035	0.124	-0.188*	0.122	0.066	-0.034	0.184*	0.292***	_			
37	-0.062	0.085	-0.087	0.040	0.185*	0.055	0.032	0.043	0.043	-0.095	0.050	0.089	0.032	-0.148	-0.008	0.069	-0.032	0.028	-0.001	0.217*	0.217*	-0.050	0.153	-0.087	0.095	0.148	-0.011	0.084	-0.077	0.021	0.348***	0.261**	0.259**	0.101	0.056	-0.012	_		
38	-0.403***	0.214*	0.199*	0.142	0.200*	0.020	0.131	0.012	-0.031	-0.177*	-0.161	0.112	-0.134	-0.285***	-0.082	-0.113	-0.166	-0.111	-0.211*	0.194*	0.002	-0.047	-0.061	-0.020	0.485***	0.067	-0.393***	0.056	0.016	-0.071	0.080	-0.014	-0.077	0.474***	-0.069	-0.052	0.382***	_	
39	-0.073	-0.084	0.147	-0.154	0.189*	-0.110	0.107	0.260**	-0.007	-0.112	0.034	-0.088	0.178*	0.109	0.150	0.094	0.181*	0.020	-0.023	0.058	-0.048	-0.002	0.083	-0.008	0.026	-0.080	0.109	0.074	0.064	0.089	0.094	-0.004	-0.054	-0.049	0.028	0.204*	-0.098	-0.079	_
40	0.080	0.018	-0.095	-0.146	-0.168*	0.127	-0.225**	-0.294***	-0.045	-0.118	0.076	0.070	-0.043	0.124	-0.135	0.156	0.145	0.089	0.142	-0.005	0.041	0.030	-0.091	0.004	0.025	0.005	0.015	-0.080	0.010	-0.120	-0.080	-0.001	-0.059	0.048	0.063	-0.058	0.053	0.128	-0.146 —
*																																							

Exploratory Analyses

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

First, sitting posture interacted with BAS drive (*Multiple* $R^2 = 0.06$) 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 $f^2 = 0.032$: 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* $f^2 = 0.057$, but not if they were low, t(270) = 0.21, b = 0.04, 95% CI [-0.32, 0.39], p = 0.04.834, Cohen's $f^2 < 0.001$. In addition, sitting posture interacted with BAS reward responsiveness (*Multiple* $R^2 = 0.07$) 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 $f^2 = 0.049$: 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 $f^2 = 0.074$, 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 $f^2 = 0.002$. 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*² = 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 $f^2 = 0.023$: 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 $f^2 = 0.026$; but not low BAS drive, t(270) =-0.87, b = -0.18, 95% CI [-0.58, 0.22], $p = .385, Cohen's f^2 = 0.003$.

Exploratory analyses for Study 2 also yielded significant effects concerning intermediate and healthy foods. Namely, BAS drive interacted with posture (*Multiple* $R^2 = 0.04$) 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* $f^2 = 0.037$: 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* $f^2 = 0.025$, but not low BAS drive, t(270) = 1.88, b = 2.04, 95% CI [-0.10, 4.18], p =.062, *Cohen's* $f^2 = 0.013$. 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.

<u>Column A</u> 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". <u>Column B</u> 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).

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	В
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

2	I wasn't very conscious about what I picked. I basically just followed	0	0
	my "instinct" without thinking too much about it, since I was in a		
	pretty laid back state.		
2	made me feel relaxed as if I didn't really care about the type of food	0	0
	I would buy		
2	more laid back = more likely to indulge	1	0
2	go quicker than I usually would because it's uncomfortable. I was not	0	0
	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		
2	Think better being more comfortable - I was worried to get out of	0	0
	the position		
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	1	0
	foods		
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	0	0
	choices		
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	0	0
	drawers are empty		

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 α = .92). All items were assessed on a scale from "1=Very

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 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* $R^2 = 0.27$) remained significant, t(272) = -2.95, b = -4.42, 95% CI [-7.37, -1.47], p = .003, *Cohen's* $f^2 = 0.032$: 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* $f^2 = 0.085$, but not under HCL, t(272) = 0.67, b = 0.70, 95% CI [-1.36, 2.76], p = .506, *Cohen's* $f^2 = 0.002$. 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* $f^2 = 0.053$.

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 $f^2 = 0.039$.

Running head: APPROACH AND AVOIDANCE EFFECTS ON BEHAVIOR

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 high construal level (HCL), and avoidance and high construal level (HCL), 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 salty 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 nearting 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; 28 - Health as a determinant of participants' shopping choices; 29 - Price 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; 28 - Health as a determinant of participants' shopping choices; 29 - Price as a determinant of 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)

	1	2	0	4	F	6	7	0	0	10	44	10	10	14	45	10	47	10	10	20	01	20	02	04	05	00	07	20	20	20	24	20	22	24	25	26	27	
$\begin{matrix} 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 6 \\ 7 \\ 8 \\ 9 \\ 10 \\ 11 \\ 12 \\ 13 \\ 14 \\ 15 \\ 16 \\ 17 \\ 18 \\ 19 \\ 20 \\ 21 \\ 22 \\ 23 \\ 24 \\ 25 \\ 26 \\ 27 \\ 28 \\ 29 \\ 30 \\ 31 \\ 32 \\ 33 \\ 34 \\ 35 \\ 36 \\ 37 \end{matrix}$	1 	2 -0.235* -0.019 0.069 -0.174 0.015 -0.174 -0.107 -0.139 -0.149 -0.090 0.146 -0.132 0.060 -0.165 0.172 0.263* 0.001 -0.393**** 0.221** 0.295* -0.219 -0.075 -0.040 -0.051 -0.121 0.237* 0.285* 0.142 0.060 0.513**** 0.247* -0.247* -0.247* -0.347* -0.169	3 -0.106 0.099 -0.004 0.161 -0.007 0.100 -0.009 -0.134 0.067 -0.044 0.066 0.015 -0.057 0.204 0.081 0.072 -0.245* 0.139 0.100 0.028 -0.065 0.063 -0.092 -0.174 0.194 -0.132 -0.037 -0.025 0.105 0.199 -0.031 -0.001 0.014 -0.077	4 -0.018 0.132 0.094 0.092 -0.135 -0.089 -0.047 -0.109 0.040 0.163 -0.205 0.099 0.061 -0.076 0.100 0.195 -0.164 -0.072 0.010 0.034 0.135 0.233 0.315** -0.022 0.034 -0.077 -0.277* -0.006 0.071 0.152 0.364**	5 	6 -0.062 -0.029 -0.102 -0.030 0.010 -0.159 -0.270* 0.203 0.022 0.190 -0.014 -0.177 -0.057 0.115 -0.045 -0.035 0.156 0.183 -0.243* 0.015 0.079 -0.035 0.156 0.183 -0.243* 0.015 0.079 -0.035 0.122 -0.313** -0.137 0.090 0.065 -0.134 0.186	7 0.037 -0.039 -0.171 -0.002 0.010 -0.174 -0.012 0.014 0.041 0.041 0.041 0.157 0.229 -0.186 0.008 0.026 -0.030 -0.011 -0.078 -0.072 -0.110 0.124 0.105 -0.013 -0.037 0.198 -0.047 0.130 -0.058	8 	9 0.268* 0.323** 0.138 -0.011 0.118 -0.107 0.190 -0.142 0.005 0.051 -0.057 0.130 0.172 -0.105 0.046 0.024 0.094 0.188 -0.001 -0.035 -0.025 0.185 -0.073 0.131 0.152 0.046	10 0.490**** 0.331** -0.161 0.087 0.029 0.010 -0.038 0.232 -0.149 -0.190 0.331** 0.164 0.299* 0.221 0.158 -0.072 -0.155 -0.039 -0.155 -0.331** -0.155 0.331** -0.132	11 0.522*** -0.155 0.063 0.061 0.030 0.076 -0.291* -0.152 0.327** -0.266* -0.141 0.273* 0.188 0.024 0.022 0.026 -0.232 0.139 -0.024 -0.281* -0.217 -0.151 -0.024 -0.281* -0.221* -0.232 0.139 -0.024 -0.221* -0.055 0.426*** -0.355 -0.037	12 0.075 0.092 0.010 -0.079 0.163 -0.080 -0.069 0.063 -0.020 -0.120 0.111 0.033 0.273* 0.119 0.123 -0.015 0.214 0.106 -0.114 0.071 0.062 0.006 0.212 0.006 0.254* -0.032		14 0.082 0.342** -0.082 0.342** -0.080 0.305* -0.168 -0.186 0.171 0.120 -0.048 -0.033 -0.066 0.093 -0.048 0.235 0.002 -0.092 -0.065 0.141 0.219 0.082 0.336**	15 0.109 0.083 0.015 -0.081 0.085 0.121 0.070 0.133 -0.110 -0.102 -0.064 -0.003 0.041 0.239* 0.029 0.178 0.123 0.213 0.213 0.213 0.213 0.215					-0.467*** -0.467*** -0.462*** 0.533*** -0.085 -0.081 -0.278* -0.252* -0.166 -0.075 -0.603*** -0.456*** -0.125 0.648*** 0.252* 0.252* 0.294*	21 0.612*** -0.213 -0.171 -0.012 -0.025 -0.055 0.512*** 0.518*** 0.648*** 0.268* -0.433*** -0.433***		23 0.494*** -0.070 -0.044 -0.033 -0.165 -0.213 0.008 0.121 -0.342** -0.196 -0.123 0.500*** 0.192 0.291*		25 0.644*** 0.542*** -0.077 -0.135 -0.124 0.191 0.098 -0.002 0.056 -0.000 0.104		27 -0.201 0.003 -0.134 0.200 -0.032 -0.217 0.147 -0.217 0.142	28 0.183 0.194 0.007 0.376** 0.581*** 0.229 -0.295* 0.071 0.008	29 0.349** -0.173 0.297* 0.178 0.211 -0.244* -0.000 -0.176	30 0.091 0.207 0.216 0.164 -0.107 0.000 0.211	 0.055 0.135 0.148 -0.148 -0.146 0.347**	 0.499*** 0.182 -0.488*** -0.164 -0.184			35 0.315** 0.185	0.054		8
³⁸ *p<.05, [able	** p < .01, * 7: <i>Pea</i>	-0.231 ** p < .001 rson Co	orrelatio	ons Betv	veen the	e Food H	Purchas	ses, Pot	tential C	Confound	ds, Mani	pulation	Check	, and Ex	xplorato	ory Mea	sures in	the App	proach a	nd HCL	Conditio	on (Stud	by 3)	0.174	0.166	0.131	0.092	-0.169	-0.123	0.082	0.137	-0.197	-0.230	0.049	0.324	-0.094	.392	
	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	33	34	35	36	37 3	8
1 2 3 4 5 6 7	-0.485*** -0.257* -0.017 -0.313** -0.035 0.040	-0.290* 0.066 0.003 0.000 0.204	0.048 0.222 -0.055 -0.430***	-0.073 -0.098 -0.073	 0.150 -0.049	-0.015		_																														

	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	33	34	35	36	37 38
1	_																																				
2	-0.485***	_																																			
3	-0.257*	-0.290*	_																																		
4	-0.017	0.066	0.048	_																																	
5	-0.313**	0.003	0.222	-0.073	_																																
6	-0.035	0.000	-0.055	-0.098	0.150	_																															
7	0.040	0.204	-0.430***	-0.073	-0.049	-0.015	_																														
8	-0.091	-0.086	0.252*	-0.131	-0.244*	0.013	-0.108	_																													
9	0.045	0.065	0.107	0.121	-0.102	0.105	-0.194	0.020	_																												
10	0.291*	-0.299*	-0.129	-0.206	0.058	-0.012	0.263*	-0.031	-0.184	_																											
11	0.155	-0.306**	-0.007	-0.154	0.108	-0.076	0.015	0.114	-0.032	0.289*	_																										
12	0.038	-0.065	-0.029	-0.252*	0.088	-0.018	0.139	0.012	-0.023	0.370**	0.442***	_																									
13	-0.085	0.346**	-0.142	0.120	-0.046	-0.169	-0.077	0.030	0.287*	0.042	0.016	-0.029	—																								
14	0.295*	-0.267*	-0.098	0.067	-0.003	0.073	0.277*	-0.028	-0.103	0.086	0.171	-0.048	-0.026	—																							
15	0.105	-0.041	-0.036	0.089	-0.424***	0.084	0.032	0.270*	-0.097	0.049	0.011	-0.102	-0.054	-0.027	_																						
16	0.141	-0.053	-0.073	0.065	-0.062	-0.055	0.108	-0.186	-0.082	0.182	0.124	-0.038	-0.153	0.176	0.141																						
17	0.344**	0.234*	0.383***	0.097	-0.126	-0.092	-0.159	0.054	0.223	-0.118	-0.157	-0.054	0.133	-0.051	0.037	0.029	_																				
18	-0.450***	0.388***	0.052	0.209	0.053	0.110	-0.142	0.039	0.099	-0.327**	-0.344**	-0.226	0.233*	-0.228	-0.002	-0.065	-0.039	_																			
19	-0.389***	0.175	0.236*	0.158	-0.013	0.180	-0.120	0.198	-0.040	-0.276*	-0.198	-0.204	0.087	0.110	0.120	-0.076	-0.016	0.431***																			
20	0.494***	-0.356^^	-0.157	-0.098	-0.140	-0.034	0.112	0.069	0.005	0.287*	0.324**	0.232	-0.213	0.248	0.006	0.091	0.018	-0.620	-0.235*	-																	
21 .	-0.267	0.207	0.146	0.205	0.068	-0.019	-0.192	-0.106	0.045	-0.249	-0.397	-0.270	0.036	-0.133	-0.047	-0.084	0.065	0.448	0.275	-0.418	0.445***																
22 .	-0.494	0.376	0.135	0.193	0.132	-0.019	-0.100	-0.018	0.159	-0.316	-0.191	-0.107	0.200	0.046	-0.110	-0.144	-0.019	0.551	0.459	-0.512	0.445	0.295*															
23	0.256*	-0.237	-0.029	-0.003	-0.085	-0.020	-0.055	-0.088	-0.038	0.043	0.301	0.250	-0.210	0.234	-0.016	0.008	-0.004	-0.407	-0.033	0.585***	-0.395***	-0.203	0.560***	_													
25	-0.014	0.045	-0.020	-0.132	0.117	0.020	-0.035	0.058	-0.020	0.133	0.052	0.134	0.064	-0.082	0.069	0.000	-0.056	0.033	-0.227	0.007	-0.091	-0.080	-0 193	0.056	_												
26	0.222	-0.013	-0.188	0.088	0.057	0.034	0.120	-0.057	-0.132	0.162	0.121	-0.025	-0.018	0.158	0.134	0.287*	0.049	-0.174	-0.286*	0.152	-0.076	-0.302**	0.095	0.051	0.608***	_											
27	0.111	-0.017	-0.236*	0.112	0.033	0.090	0.113	-0.105	-0.184	0.111	0.045	-0.005	-0.010	0.101	0.163	0.247*	-0.125	-0.077	-0.206	0.088	-0.061	-0.258*	-0.013	-0.013	0.584***	0.855***	_										
28	-0.452***	0.372**	0.110	0.155	0.052	-0.007	-0.154	0.012	0.120	-0.322**	-0.246*	-0.106	0.174	-0.158	0.054	-0.074	-0.001	0.644***	0.297*	-0.596***	0.556***	0.654***	-0.535***	-0.319**	0.063	-0.156	-0.073	_									
29	0.088	0.132	0.027	0.038	-0.092	-0.067	0.061	0.085	0.207	-0.008	0.082	-0.085	0.081	0.261*	-0.172	0.005	0.262*	0.039	-0.096	0.050	0.044	0.125	-0.053	-0.007	0.034	0.045	-0.024	0.230	_								
30	-0.146	0.144	-0.008	0.023	0.156	-0.098	0.007	-0.060	0.047	0.089	-0.027	0.007	0.173	-0.151	-0.187	-0.138	-0.017	0.135	-0.066	-0.253*	0.185	0.061	-0.209	-0.255*	-0.152	-0.124	-0.151	0.113	0.175	_							
31	0.084	0.043	-0.073	-0.027	0.248*	0.102	0.003	0.055	-0.018	0.126	0.017	-0.043	0.053	0.170	-0.108	0.329**	0.067	-0.108	-0.079	0.286*	-0.077	-0.171	0.106	0.129	0.374**	0.331**	0.209	-0.126	0.093	-0.150	_						
32	-0.448***	0.390***	-0.078	0.135	0.149	0.111	-0.108	0.045	0.099	-0.279*	-0.326**	-0.167	0.249*	-0.106	0.028	-0.033	-0.161	0.707***	0.320**	-0.495***	0.468***	0.543***	-0.426***	-0.309**	0.154	-0.023	0.018	0.657***	0.016	0.090	0.174	_					
33	-0.421***	0.346**	0.095	0.202	0.092	-0.075	-0.228	0.117	0.088	-0.272*	-0.141	-0.180	0.307**	-0.048	-0.163	-0.121	-0.008	0.595***	0.379**	-0.479***	0.497***	0.730***	-0.383***	-0.236*	0.141	-0.067	-0.078	0.690***	0.158	0.213	0.036	0.623***	_				
34	-0.123	0.150	0.082	0.298*	0.008	0.013	-0.136	-0.071	0.054	-0.378**	-0.060	-0.224	0.065	0.066	0.031	-0.022	0.101	0.319**	0.314**	-0.190	0.500***	0.456***	0.049	-0.091	-0.332**	-0.187	-0.158	0.357**	0.203	0.114	-0.073	0.221	0.371**	_			
35	0.263*	-0.316**	-0.050	-0.153	0.025	0.033	0.101	-0.120	-0.008	0.207	0.481***	0.337**	-0.223	0.100	-0.019	0.017	-0.090	-0.497***	-0.315**	0.629***	-0.485***	-0.440***	0.528***	0.658***	-0.035	0.069	0.006	-0.519***	-0.069	-0.216	0.031	-0.520***	-0.480***	-0.163	—		
36	0.161	-0.166	0.157	-0.088	-0.212	-0.011	-0.097	0.158	0.262*	0.118	0.230	0.247*	0.027	-0.062	-0.053	-0.098	0.156	-0.097	-0.096	0.241*	-0.231	-0.179	0.183	0.423***	-0.129	-0.151	-0.199	-0.182	0.075	-0.004	-0.046	-0.195	-0.036	-0.032	0.352**	_	
37	-0.084	0.039	0.026	0.035	0.058	0.056	-0.167	0.011	0.035	0.009	-0.146	-0.080	0.029	-0.050	0.018	0.112	-0.027	0.291*	0.158	-0.152	0.194	0.158	-0.206	0.076	-0.013	0.046	0.114	0.129	-0.004	0.184	-0.024	0.257*	0.210	0.218	-0.145	0.245*	_
38	0.176	-0.176	-0.101	0.321**	-0.249*	-0.232*	-0.009	0.043	-0.205	-0.058	0.017	-0.187	-0.083	0.292*	0.249*	0.297*	-0.089	-0.006	0.097	0.220	0.116	0.003	0.096	0.077	-0.084	0.105	0.197	-0.058	-0.134	-0.165	0.189	0.096	0.100	0.229	0.011	0.014	0.254* —

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

 Table 8: Pearson Correlations Between the Food Purchases, Potential Confounds, Manipulation Check, and Exploratory Measures in the Avoidance and LCL Condition (Study 3)

	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	33	34	35	36	37 38
1 2 -(3 -(4 -(0.269* 0.280* 0.130	 -0.394*** 0.022		_																																	
5 -0	0.375**	0.196	0.064	0.147	_																																
6 -0	0.013	-0.111	0.122	0.159	0.172	_																															
7 -0	0.073	0.279*	-0.120	0.132	0.034	-0.010	_																														
8 (0.400***	-0.116	-0.063	-0.069	-0.339**	-0.064	0.091	_																													
9 (0.197	-0.267*	0.035	0.029	-0.178	0.061	-0.148	0.161	_																												
10 (0.007	-0.026	-0.039	-0.178	0.238*	-0.108	-0.243*	-0.034	0.126	_																											
11 (0.056	0.031	-0.113	-0.137	-0.008	-0.085	-0.017	0.188	0.205	0.241*	_																										
12 (0.058	-0.089	-0.155	-0.162	0.106	-0.033	0.043	0.035	0.072	0.283*	0.631***	_																									
13 -0	0.046	0.263*	-0.026	-0.268*	0.033	-0.211	-0.069	0.314**	-0.117	0.027	-0.086	-0.183	_																								
14 -(0.089	-0.154	0.090	0.024	-0.181	0.069	-0.133	0.065	0.094	0.124	-0.015	0.018	0.049	_																							
15 (0.102	0.055	-0.071	-0.113	0.027	-0.096	-0.080	-0.028	-0.078	0.108	-0.070	-0.068	0.221	-0.017	_																						
16 (0.137	-0.135	0.004	-0.019	0.026	-0.164	-0.078	0.003	0.039	0.043	0.150	0.123	-0.034	0.416***	0.052	_																					
17 (0.435***	0.177	0.429***	-0.094	-0.125	0.020	0.041	0.218	-0.000	-0.055	-0.036	-0.178	0.149	-0.121	0.069	0.021	_																				
18 -0	0.138	0.420***	-0.037	0.078	0.038	-0.148	-0.013	-0.032	-0.269*	-0.022	-0.022	-0.108	0.199	0.106	-0.193	-0.173	0.183	_																			
19 -0	0.035	0.188	-0.203	0.023	-0.060	-0.142	0.089	-0.150	-0.105	-0.130	-0.216	-0.127	-0.005	0.042	-0.140	-0.068	-0.083	0.317**	_																		
20 0	0.354**	-0.271*	0.038	-0.340**	0.022	-0.122	-0.071	0.164	0.286*	0.227	0.220	0.291*	-0.065	-0.024	0.123	0.377***	0.148	-0.415***	-0.131	—																	
21 -0	0.193	0.195	-0.107	-0.074	0.149	-0.079	-0.247*	-0.167	0.051	0.016	-0.236*	-0.152	0.267*	0.049	0.026	-0.234*	-0.129	0.289*	0.373**	-0.255*	—																
22 -0	0.402***	0.195	0.069	-0.004	0.142	-0.332**	0.232*	-0.195	-0.282*	-0.122	-0.220	-0.028	0.265*	-0.105	-0.180	-0.170	-0.147	0.299**	0.454***	-0.153	0.334**																
23 (0.126	-0.240*	-0.031	-0.075	0.039	-0.087	0.075	0.129	0.209	0.176	0.060	0.088	-0.142	-0.015	0.035	0.234*	-0.113	-0.413***	-0.105	0.520***	-0.306**	-0.147															
24 (0.080	-0.165	0.003	-0.003	0.085	0.076	0.151	0.193	0.132	0.190	0.269*	0.351**	-0.190	0.054	-0.005	0.403***	-0.059	-0.399***	-0.033	0.577***	-0.341**	-0.190	0.542***	_													
25 -0	0.067	0.246*	-0.053	0.118	0.103	0.130	0.008	0.053	0.025	-0.041	-0.104	-0.114	0.045	0.184	-0.064	0.149	0.088	0.059	0.021	-0.051	0.109	0.054	0.003	-0.043													
26 0	0.156	0.059	-0.061	0.061	0.170	-0.091	-0.112	0.037	-0.046	-0.003	-0.066	-0.057	-0.089	0.193	-0.149	0.300**	0.134	0.140	0.064	0.196	0.064	-0.046	0.092	0.053	0.465***												
27 (0.150	0.046	-0.028	0.066	0.088	-0.141	-0.145	-0.105	-0.021	-0.055	-0.075	-0.024	-0.129	0.163	-0.157	0.231*	0.151	0.210	0.180	0.164	0.203	-0.012	-0.007	-0.032	0.370**	0.887											
28 -0	0.307	0.234	0.154	0.010	0.257	-0.085	-0.064	-0.121	-0.204	-0.016	-0.381	-0.296	0.243	-0.002	-0.053	-0.282	0.062	0.266	0.328	-0.326	0.614	0.486	-0.220	-0.351	0.062	0.051	0.120	0.001									
29 -0	0.192	0.119	-0.055	-0.141	0.057	0.333	0.090	0.027	-0.213	0.076	0.181	0.347	0.001	0.036	0.038	-0.085	-0.139	-0.134	-0.037	-0.049	-0.157	-0.020	0.106	0.211	0.137	-0.197	-0.199	-0.201	0 202								
30 -0	0.070	-0.015	-0.066	0.123	0.325	0.189	0.015	0.030	-0.020	0.107	-0.052	0.040	0.078	0.012	0.093	0.029	-0.153	-0.033	-0.000	-0.069	0.190	-0.045	0.031	0.045	0.200	0.056	0.000	0.059	0.202	0.205							
31 -0	0.104	0.004	0.135	0.242	0.200	-0.091	-0.075	-0.077	0.003	0.024	-0.221	-0.232	-0.076	0.140	-0.110	0.074	-0.014	0.130	0.154	-0.077	0.099	0.200	0.120	-0.111	0.207	0.440	0.339	0.159	-0.093	0.205	0.252*						
33 -(0.313	0.225	0.175	-0.043	0.024	-0.082	-0.069	-0.137	-0.210	-0.140	-0.295	-0.342	0.168	0.246	-0.249	-0.144	0.009	0.347**	0.227	-0.447	0.203	0.305	-0.205	-0.330	0.033	0.137	0.231	0.401	-0.094	0.037	0.232	0.503***	_				
34 -(0.209	0.110	0.109	-0.043	0.211	0.177	-0.009	-0.125	-0.139	-0.100	-0.411	-0.372	0.105	0.215	-0.211	-0.000	0.239*	0.347	0.423	-0.161	0.904*	0.400	-0.095	-0.220	0.230	0.180	0.232	0.363**	-0.027	0.087	0.247	0.303	0.387***				
35 (0 179	-0.190	0.028	0.015	0.027	0.188	0.232*	0 154	0.221	0.054	0.059	0.084	-0.206	0.054	0.025	0.311**	0.091	-0.340**	-0.150	0.585***	-0.410***	-0 214	0.503***	0.665***	0.091	0.134	-0.018	-0.319**	0.067	0.025	-0.013	-0 274*	-0.181	-0.357**	_		
36 (0.023	-0.164	-0.008	0.159	-0.036	0.294*	0.265*	0.007	-0.084	0.046	0.088	0.231*	-0.382***	0.083	-0.346**	0.068	-0.123	0.029	0.006	0.125	-0.332**	0.056	0.238*	0.367**	-0.068	-0 119	-0.144	-0.186	0.273*	0.023	-0.097	0.059	0.176	-0.139	0.337**	_	
37 -0	0 223	0.010	0.185	0.155	0.211	-0 194	-0.125	0.024	0.148	0.018	0.058	-0.121	0.159	0.000	0.170	0.123	-0.013	-0.048	-0.180	0.072	0.106	-0.091	-0.080	-0.069	0.051	0.180	0.222	0.256*	-0.284*	0.046	0.098	0.052	-0.115	0.190	-0.065	-0.392***	_
38 (0.135	0.170	-0.084	-0.047	0.119	0.058	-0.074	0.022	-0.179	0.019	-0.061	-0.120	0.103	-0.080	0.112	0.002	0.185	0.124	-0.107	0.158	0.041	-0.161	0.144	0.006	0.075	0.216	0.187	0.088	-0.113	0.124	0.133	0.084	0.082	-0.190	0.085	-0.034	0.054 —
* p < .05, *	'* p < .01, '	*** p < .001	2.501	2.011		2.300	0.011			0.010							0.100							2.000	2.310	0.210		2.300						0.100	0.000	0.001	

Table 9: Pearson Correlations Between the Food Purchases, Potential Confounds, Manipulation Check, and Exploratory Measures in the Avoidance and HCL Condition (St

	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	33	34	35	36	37 38
1	_																																				
2	-0.444***	_																																			
3	-0.481***	-0.406***	_																																		
4	0.144	-0.123	0.071	_																																	
5	-0.238*	0.104	0.093	0.113	_																																
6	0.153	0.007	-0.084	-0.008	0.011	—																															
7	0.095	0.054	-0.115	-0.096	-0.166	0.092	_																														
8	-0.030	-0.007	0.081	-0.037	0.078	-0.009	0.056	_																													
9	0.011	0.059	0.029	-0.055	-0.046	-0.092	0.081	0.185	_																												
10	0.161	-0.261*	0.023	0.043	-0.050	0.080	-0.026	0.103	-0.178	_																											
11	0.457***	-0.286*	-0.131	0.334**	-0.279*	0.135	0.121	0.164	0.080	0.359**																											
12	0.221	-0.202	0.088	0.213	-0.113	0.107	0.035	0.132	0.132	0.158	0.566***																										
13	-0.074	0.263	-0.165	-0.004	0.135	-0.200	0.069	0.050	0.108	-0.127	-0.157	-0.080	0.026																								
14	-0.128	0.115	0.100	0.128	-0.133	0.175	0.131	-0.056	0.052	0.064	0.208	0.294	0.026	0 112																							
16	-0.158	0.059	0.130	-0.018	-0.006	-0.100	0.035	-0.030	-0.060	0.137	-0.104	-0.080	0.262	0.113	0.260*																						
17	0.176	0.000	0.071	0.145	-0.040	0.173	0.062	0.075	0.007	-0.120	0.093	0.196	0.100	0.155	0.203	0 111	_																				
18	-0 444***	0.213	0.056	0.005	0.086	-0.139	-0.026	0.055	0.088	-0.260*	-0.369**	-0.340**	0.349**	0.008	0.033	0.149	0.025	_																			
19	-0.364**	0.316**	0.143	-0.032	0.054	-0.280*	-0.087	-0.136	-0.080	-0.203	-0.342**	-0.114	0.378***	0.092	0.158	0.193	0.144	0.497***	_																		
20	0.520***	-0.386***	-0.164	-0.017	-0.140	0.001	0.117	-0.114	-0.074	0.402***	0.438***	0.170	-0.183	0.186	0.055	0.272*	-0.024	-0.499***	-0.384***	_																	
21	-0.443***	0.368**	0.181	-0.008	0.213	-0.128	-0.197	0.062	0.050	-0.273*	-0.314**	-0.053	0.294**	0.061	-0.058	0.147	0.158	0.420***	0.373***	-0.467***	_																
22	-0.497***	0.337**	0.251*	-0.002	0.137	-0.146	-0.268*	0.126	-0.165	-0.205	-0.324**	-0.171	0.255*	0.035	0.184	0.147	0.131	0.451***	0.581***	-0.493***	0.647***	_															
23	0.444***	-0.159	-0.281*	-0.077	-0.150	-0.001	0.135	-0.013	-0.151	0.102	0.280*	0.108	-0.068	0.012	0.028	0.226*	0.027	-0.347**	-0.083	0.513***	-0.278*	-0.138	_														
24	0.314**	-0.167	-0.149	0.225	-0.102	-0.101	0.035	-0.099	-0.181	0.235*	0.483***	0.195	0.015	0.351**	0.053	0.436***	0.013	-0.204	-0.052	0.490***	-0.171	-0.093	0.632***	_													
25	-0.048	-0.196	0.257*	0.042	-0.047	0.036	-0.073	-0.063	-0.174	0.292*	-0.033	-0.033	-0.017	0.025	0.073	-0.034	0.025	-0.119	0.135	0.027	0.103	0.114	-0.060	-0.063	_												
26	0.084	-0.236*	0.132	-0.004	-0.014	0.016	-0.084	-0.068	-0.248*	0.289*	0.023	-0.054	0.098	-0.057	0.060	0.019	-0.024	-0.121	0.009	0.125	0.019	0.017	0.021	-0.011	0.736***	_											
27	0.013	-0.151	0.116	0.045	0.000	-0.012	-0.063	0.008	-0.294*	0.243*	0.046	-0.157	0.073	-0.007	0.005	0.045	-0.034	-0.227*	-0.064	0.135	-0.079	-0.002	0.158	0.150	0.571***	0.782***	_										
28	-0.486***	0.382***	0.210	0.004	0.132	-0.181	-0.122	0.028	-0.127	-0.173	-0.317**	-0.140	0.307**	0.011	0.252*	0.134	0.154	0.465***	0.613***	-0.404***	0.536***	0.652***	-0.284*	-0.139	0.323**	0.226*	0.141	—									
29	-0.005	0.255*	-0.069	-0.107	0.014	0.027	0.221	0.025	0.234*	-0.172	-0.115	0.121	0.081	0.232*	0.079	0.168	0.306**	-0.063	0.216	0.022	-0.006	0.042	0.260*	0.109	0.109	0.008	0.034	0.160	_								
30	-0.171	0.079	0.081	-0.106	0.194	0.025	0.145	0.084	0.098	-0.129	-0.081	0.117	0.128	0.024	0.029	-0.084	-0.025	0.073	0.108	-0.161	0.042	0.123	0.019	-0.012	0.109	0.002	-0.074	0.169	0.428***								
31	-0.134	-0.106	0.224	0.078	0.070	-0.010	0.005	-0.279*	-0.195	-0.018	-0.179	0.027	0.062	0.146	0.075	0.156	-0.030	-0.050	0.195	0.048	0.154	0.067	0.009	0.003	0.426***	0.460***	0.407***	0.288*	0.165	0.020							
32	-0.596	0.375***	0.232"	-0.089	0.329***	-0.129	-0.129	0.202	-0.039	-0.251*	-0.309**	-0.078	0.160	0.129	0.063	0.033	-0.012	0.427	0.359	-0.559	0.569***	0.517	-0.331	-0.157	0.084	0.026	0.027	0.511	0.115	0.219	0.217	0.600***					
33	-0.432	0.375	0.145	-0.011	0.264	-0.157	-0.190	0.120	-0.044	-0.253	-0.262	-0.055	0.324	0.058	0.130	0.143	0.127	0.363	0.557	-0.440	0.009	0.000	-0.229	-0.041	0.078	-0.009	-0.020	0.755	0.103	0.215	0.003	0.609	0 202**				
34	0.244	-0.227*	-0.182	0.136	-0.049	0.109	0.084	-0.095	-0.074	0.100	0.137	0.071	-0.079	0.009	0.200	0.132	0.014	-0.392***	-0.263*	-0.211	-0.436***	-0.393***	-0.233	-0.174	-0.125	-0.074	0.038	-0.394	0.066	-0.209	0.241	-0.398***	-0.349**	-0 195	_		
36	0.033	-0.010	-0.095	-0.048	0.090	0.069	-0.040	0.121	0.026	0.013	0.455	0.080	-0.136	0.011	-0.056	0.263*	-0.123	0.007	-0.1203	0.081	-0.099	0.069	0.002	0.242*	-0.211	-0.161	-0.028	-0.049	0.029	0.009	-0.046	0.002	0.022	0.100	0.262*	_	
37	-0.169	-0.100	0.130	0.060	0.196	0.140	-0.083	0.019	-0.089	0.054	0.049	-0.148	-0.020	-0.024	0.106	0.194	-0.245*	0.132	0.186	-0.127	-0.160	0.024	0.031	0.123	0.037	0.054	0.107	-0.018	-0.091	0.007	0.087	0.154	-0.026	-0.002	0.146	0.160	_
38	0.036	-0.054	0.022	0.100	-0.133	-0.060	-0.078	0.056	-0.266*	0.133	0.192	0.087	-0.143	0.043	0.354**	0.134	0.009	-0.134	0.087	0.128	-0.245*	0.132	0.329**	0.216	-0.008	-0.023	0.068	0.018	0.127	-0.097	-0.098	-0.171	-0.065	0.048	0.186	0.195	0.282* —
* p < .05	ō, ** p < .01,	*** p < .001																																			

Stu	ıdy	3)
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Exploratory Analyses

For all exploratory analyses, we again used a strict significance criterion ($p \le .01$). 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 of 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 ($p \le .01$), r = .13, p = .026.

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. <u>Column A</u> 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". <u>Column B</u> 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).

Condition (1=leaning; 2=reclining)	Question: Do you think the sitting position influenced your shopping choices? If yes, in what way?	A	В
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

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	0	0
	do it quickly so i could finish quickly		
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	1	0
	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.	_	
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	0	0
	usually do while online shopping		
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	0	0
	"unnecessary" food than when I go to the supermarket or I don't		
	have a lot of time.		
2	it's uncomfortable makes me thinking about my health	1	0
2	It made me want to choose more unhealthy products.	1	0

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.



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).

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).

Product	Product	Price	Fats	Saturates	Sugars	Salt	Class
	Category	(£)					
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

Cadbury Dairy	CHOCOLATE	2.00	30.5	18.5	56	0.23	3
Milk Chocolate							
Lindt Orange	CHOCOLATE	1.89	41	24	29	0.1	3
Intense Dark							
Chocolate							
No Added Sugar	CHOCOLATE	1.20	36.2	22.9	20.9	0.62	3
Milk Chocolate							
Vanilla Chocolate	CHOCOLATE	0.68	5.2	3.2	17.7	0.13	2
Balls Yogurt							
Lindt Dark	CHOCOLATE	1.89	41	24	29	0.1	3
Chocolate							
Choco Leibniz	COOKIES	1.49	25	16	41	0.64	3
Milk Chocolate							
White Chocolate	COOKIES	1.50	18.4	11.3	46	0.4	3
and Honeycomb							
Cookies (Pack of							
4)							
Mini Flapjack	COOKIES	1.60	21.9	9.6	37	0.4	3
Bites							
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	COOKIES	1.48	17.6	2.6	17.1	0.5	3
Chocolate Chip							
Cookies							
Belvita Breakfast	COOKIES	2.59	14.5	1.4	20	0.83	2
Biscuits							
Healthy Living	COOKIES	1.19	5	3.6	16.8	0.3	2
Apple and							
Strawberry Cereal							
Bars (Pack of 5)							
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	CEREALS	2.79	17	5	31	0.83	3
Chocolate							
Clusters (450g)							
Crunchy Nut	CEREALS	2.69	5	0.9	35	0.8	3
Cornflakes (500g)							
Cheerios (565g)	CEREALS	3.19	3.3	0.6	24	0.94	3

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

Stuffed Crust	PIZZA	3.75	13.5	5.8	4.4	1.8	3
Pepperoni Pizza							
Deep Dish	PIZZA	2.00	13	5.2	1.6	1.2	3
Pepperoni Pizzas							
(Pack of 2)							
Goats' Cheese and	PIZZA	3.00	17	8.7	3.3	0.4	3
Red Pepper							
Quiche							
Meat Feast Pizza	PIZZA	2.00	10.9	4.7	3.9	1.6	3
Margherita	ΡΙΖΖΑ	4 50	8.5	4.6	3	0.78	2
Wargherita		4.50	0.5	4.0	5	0.78	2
Dr. Oetker	PIZZA	2.50	9	3.1	2.5	1.1	2
Ristorante Pizza							
Pollo							
Dr. Oetker	PIZZA	2.50	12	3.3	1.8	1.1	2
Ristorante Pizza							
Funghi							
Healthy Living	PIZZA	1.00	6.9	3.2	2.2	0.4	2
Crustless Cheese							
and Bacon Quiche							
Healthy Living	PIZZA	1.00	6.5	2.9	3	0.4	2
Broccoli and							
Tomato Quiche							

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

British Chicken	MEAT	2.50	1.1	0.3	0	0.2	1
Breast Fillets							
(Pack of 2)							
(1 ack 01 2)							
Turkey Breast	MEAT	3.00	1.2	0.6	0	0.3	1
Steaks (Pack of 4)							
Roast Turkey	MEAT	1.80	0.9	0.3	0.7	1	2
Breast Slices							
Honey BBQ Beef	SNACKS	2.99	4.8	1.6	24.8	2.7	3
Jerky							
Dry Roasted	SNACKS	1.99	47	7.8	5.1	2	3
Peanuts							
Sea Salt and Cider	SNACKS	1.59	28.8	2.4	2.5	2.1	3
Vinegar Crisps							
Marmite Cashew	SNACKS	1.59	45.4	7.9	7.2	1.02	3
Nuts							
Salted Pretzels	SNACKS	1.59	4.6	0.5	3.3	2.5	3
Costo d Deservato		1.40	29	4.0	6.2	1.0	2
Coated Peanuts	SNACKS	1.49	38	4.9	0.3	1.8	3
Jalapeno and Salsa							
Ritz Crisp & Thin	SNACKS	2.19	16	1.8	5.4	1.36	2
Cream Cheese and							
Onion							

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

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

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

Ginger Beer (1.51)	DRINKS	1.15	0	0	15.2	0	3
Lucozade Energy Orange (11)	DRINKS	1.50	0	0	12	0	3
Cherry Coke	DRINKS	1.84	0	0	11.2	0	2
(1.751)							
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 (11)	DRINKS	1.35	0	0	11	0	2
Diet Lemonade (21)	DRINKS	1.29	0	0	0	0.03	1
Fanta Orange Zero (21)	DRINKS	1.85	0	0	0.5	0	1
7up Light (1.5l)	DRINKS	1.79	0	0	0	0.04	1
Diet Coke (1.751)	DRINKS	1.84	0	0	0	0	1
Coconut Water (11)	DRINKS	3.49	0	0	2.5	0.1	1
Sparkling Mineral Water (11)	DRINKS	1.25	0	0	0	0	1
Grated Cheddar	DAIRY	2.50	34.2	21.3	0.1	1.8	3

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	DAIRY	1.80	32	20.8	0.1	1.8	3
Mature Cheddar							
Philadelphia	DAIRY	1.85	21.5	14.5	4	0.75	3
Original Soft							
Cheese							
Medium Free	DAIRY	1.60	9	2.5	0.1	0.385	2
Range Eggs (Pack							
of 6)							
Whole Milk (2	DAIRY	0.75	3.6	2.3	4.7	0.1	2
Pints)							
Lactofree Whole	DAIRY	1.35	3.5	2.2	2.8	0.1	2
Milk (11)							
Lactofree	DAIRY	1.35	0.4	0.3	2.6	0.1	2
Skimmed Milk							
(11)							
Fat Free Cottage	DAIRY	1.20	0.2	0.2	4.7	0.5	2
Cheese							
Skimmed Milk (2	DAIRY	0.75	0.1	0	5	0.1	2
Pints)							

Fat Free Greek	DAIRY	1.00	0.4	0.3	5.3	0.2	2
Yogurt							
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	SAUCES	2.29	0.1	0	22.8	1.8	3
Sauce							
Korma Cooking	SAUCES	1.75	11.5	6.7	6.8	0.72	3
Sauce							
Sweet Chilli and	SAUCES	0.65	0.5	0.1	33.3	0.97	3
Garlic Stir Fry							
Sauce							
Chinese Stir Fry	SAUCES	1.00	1.7	0.1	12	1.4	2
Sauce							
Mayonnaise	SAUCES	1.00	5.3	0.6	6.8	1.5	2
Healthy Living							
Tikka Masala	SAUCES	0.85	2.5	1.1	5.1	0.5	2
Cooking Sauce							
Healthy Living							

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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	PICE	1 25	23	0.3	0.3	0.1	1
Lgg Noodles	RICL	1.23	2.3	0.5	0.5	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)							

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

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

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	FRUIT	1.50	0.1	0	9	0	2
of 4)							
Easy Peelers	FRUIT	1.25	0.1	0	8.7	0	2
(Pack of 6)							
Grapefruit (Per	FRUIT	0.50	0.1	0	6.8	0	2
piece)							
Lemons (Pack of	FRUIT	1.50	0.3	0.1	3.2	0.1	1
5)							
Strawberries	FRUIT	2.00	0.1	0	6	0.1	2
(400g)							
Carrots (1kg)	VEGETABLES	0.60	0.3	0.1	7.4	0.1	2
Avocado Ripe and	VEGETABLES	1.00	19.5	4.1	0.5	0.1	3
Ready (Per piece)							
Brown Onions	VEGETABLES	0.59	0.2	0	5.6	0	2
(Pack of 3)							
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 A	VOIDANCE EFFECTS	ON BEHAVIOR
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Celery Sticks	VEGETABLES	0.80	0.2	0	0.9	0.2	1
(350g)							
Peeled Brussels	VEGETABLES	0.89	1.4	0.3	3.1	0	1
Sprouts (250g)							
Mixed Peppers	VEGETABLES	0.99	0.3	0.1	4.5	0	1
(pack of 3)							
Cucumber (Per	VEGETABLES	0.42	0.1	0	1.4	0	1
piece)							
Tomatoes (Pack of	VEGETABLES	0.69	0.3	0.1	3.1	0.1	1
6)							
Iceberg Lettuce	VEGETABLES	0.43	0.3	0	1.9	0	1
(Per piece)							
Broccoli (Per	VEGETABLES	0.39	0.9	0.2	1.5	0.1	1
piece)							