**Supplementary File 1: Instruction on how to maneuver in the virtual store**

Before visiting the “real” virtual store for your shopping task, we would like to introduce the virtual store program to you through a training shop.

You will therefore receive 1) an instruction on how to control and maneuver in the virtual store (this page), and 2) an instruction for the practice session (on a separate sheet). The training shop in the practice session is almost empty because it is only made with the intention to introduce you to the program.

**Navigation instructions**

***Walking through the supermarket***

Walking can be done by using the '3D SpaceNavigator' and the mouse. The 3D SpaceNavigator works similarly to a joystick, which you can move in any direction.

***Changing the level of your eye view***

By pressing down or pulling up the 3D SpaceNavigator, you can change the level of your eye view. There are three levels (*i.e.,* high (an average eye level of the Dutch population), middle and low level) of eye view where you can look at the products.

***Viewing and selecting the product***

You can select the product to see its details and purchase it by using the mouse to move the red-circle-visor to the product you are interested in. Then double-click on the product (by left mouse button) to view it closer. To do this you must stand near the product.

After the product is shown, you can use the mouse to rotate the object (3D products only) and the scroll wheel to zoom in or zoom out. You can decide (at the bottom of the pop-up window) to buy or to return the product. By pressing the + and / or – button, you can indicate the number of products you want to buy.

***Choosing the walking direction***

When you approach an intersection, you will see arrows on the screen. The arrows point to a specific direction that you can take.

You can select your walking direction by moving the mouse to a specific arrow (green arrow = active direction, red arrow = inactive direction) and left-mouse-clicking on the green arrow pointing to your desired direction. After selecting the direction, you can use the 3D SpaceNavigator to continue walking.