**Supplementary 4: Instruction for the shopping task and the shopping list used in the main test.**

This instruction consists of two parts: a situation in which you will do grocery shopping and a list of needed supplies. After reading both parts you can start doing the groceries in the virtual supermarket.

*A: Instruction of a shopping task with a hedonic motivation:*

The instruction below describes the situation in which you enter the virtual store. Please read it carefully and try to imagine yourself shopping in this situation.

You are going to shop for dinner, additionally you want to buy some other products. You are having a wonderful day and are looking forward to doing grocery shopping. You have time to browse around. You are open for experiencing new and nice things.

*B: Instruction of a shopping task with a utilitarian motivation:*

The instruction below describes the situation in which you enter the virtual store. Please read it carefully and try to imagine yourself shopping in this situation.

You have to do grocery shopping for dinner, additionally you need some other groceries. You have had a busy day and are not looking forward to going for groceries. Sadly, you have to because now is the last chance to go grocery shopping today. You have a clear goal and you want to shop as functional and efficiently as possible.

Note: Participant should be assigned and read only one of the shopping motivation situations.

**Shopping list.**

Youhave made a list for your grocery shopping:

* 1 Bag of potato crisps
* 1 pack of biscuits
* 1 type of (sweet & nonperishable) spreads
* 1 pack of tea
* Meal (for 2 persons):
  + 1 Dessert
  + 1 type of meat / fish / meat substitute
  + 1 Sauce
  + Vegetables for this meal
* Fruit for the whole week (as many as you think you will need)

You can start your visit to the virtual store by **calling the researcher**.

When you're done shopping in the store, you can press ESC, and you can call one of the researchers for the last part of this study, a questionnaire.