Logic model for SHOP@RIC study

**Intervention**
- Price discount
- Price discount and in-store nutrition education

**Mediators**
- Outcome expectations: perceived cost and affordability of promoted products
- Outcome expectations: perceived health benefits
- Self-efficacy: for increasing consumption of promoted products
- Behavioural capability: knowledge and skills
- Reinforcements: positive response to a behaviour

**Contextual factors**

**Outcomes**
- Increased fruit and vegetable purchasing
- Cost benefit to remote Australian Indigenous population
- Increased consumption of promoted food and beverages (self-report)