Excluded: all people met inclusion criteria

Assessed for eligibility (n = 197)

Randomized (n = 197)

Allocated to intervention group (n = 107)

Allocated to control group (n = 90)

Completed experiment (n = 77)
• Discontinued intervention due to technical problems, time concerns or holiday (n = 30)

Completed experiment (n = 64)
• Discontinued intervention due to technical problems, time concerns or holiday (n = 26)

Analyzed (n = 63)
• Excluded from analysis based on grocery responsibility and appreciation of the Virtual Supermarket (n = 14)

Analyzed (n = 52)
• Excluded from analysis based on grocery responsibility and appreciation of the Virtual Supermarket (n = 12)