

The Smell of Healthy Choices: Cross-Modal Sensory Compensation Effects of Ambient Scent on Food Purchases

WEB APPENDIX A: STUDY 1B PRETEST AND MAIN STUDY FILLER TASK

Pretest. Since Study 1b was conducted in a lab, we conducted a pretest ($n = 61$) to ensure that participants would associate the ambient scents (cookie and strawberry) with foods. The pretest was a between-subjects study with strawberry versus cookie ambient scents. The scents were obtained from the *Nature's Garden* company and the specific scents used were “*Fresh Strawberry*” and “*Chocolate Chip Cookies*”. The same scents were used in the pretest as well as in the main study. In the pretest, participants were asked through an open-ended question: “What words would you use to describe the ambient scent?” There were thirty-one participants in the cookie scent and all these participants used words associated with unhealthy foods to describe the ambient scent (e.g., typical words used were “cookies,” “chocolate,” “caramel,” “brownie”). None of the participants used any words related to healthy foods or words related to non-food items to describe the ambient scent. There were thirty participants in the strawberry scent condition and twenty-eight of these participants used fruit-related words to describe this scent (e.g., typical words used were “strawberry,” “watermelon,” “fruity,” “tropical fruits”). One participant wrote that it “smells like the dentist” and another wrote “Lip Smackers chapstick.”

Filler Task. Participants were given a filler task with a set of questions (e.g., what their intended major was, whether they lived on or off campus, and what their average commute time to campus was) to ensure that they were exposed to the ambient scent for an extended period of time.

WEB APPENDIX B:

PICTURES OF STRAWBERRY AND COOKIE OPTIONS PROVIDED IN STUDY 1B



WEB APPENDIX C: PRODUCT CATEGORY CODINGS FOR STUDY 3A

Items Coded as “ Healthy ”	Items Coded as “ Unhealthy ”
<ul style="list-style-type: none">- Fruits- Grilled chicken- Low calorie crackers- Milk- Salad- Vegetables- Water	<ul style="list-style-type: none">- Chips- Fried Chicken- Fries- Fruit Cobbler- Gatorade- <i>Rice Krispy</i> treats