

Table S1. Variables used in the models and their description.

Variable	Description	Definition
OL	Visual appearance liking	Continuous variable
PI	Purchase intent	Continuous variable
FEMALE	Female participants	Dummy variable: 1 = female 0 = otherwise
SHOP-SUPER	Participants who buy food at supermarkets	Dummy variable: 1 = shop at supermarket 0 = otherwise
AGE55	Participants who have 55 years and older	Dummy variable: 1 = older than 55 years 0 = otherwise
LOWINCOME	Participants who belong to a low level of household monthly income	Dummy variable: 1 = income below 1,500€ 0 = otherwise



Figure S1. Visual inspection and evaluation of potato packages