

Supplementary Table 1. Domain specific innovativeness (DSI)

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- I buy new food products before most people do.
 - I am the first in my circle to buy new food products.
 - Compared to those around me, I buy more new food products.
 - Even when there are new food products in the shops I don't buy them.
 - I am the last person in my circle to find about new fashions.
 - I would buy a new food product even without having tried it.
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