

Table S1. Order of Grocery Shopping Experiment Tasks

Task	Sub-Task
1. Obtain informed consent	
2. Review session instructions	
3. Practice tasks:	<ul style="list-style-type: none"> i. Food shopping practice ii. 7-Digit number memorization and recall practice¹ iii. Arithmetic practice
4. View all products in grocery display	
5. Food shopping tasks ²	<ul style="list-style-type: none"> i. Food Shopping Section (2 tasks):³ <ul style="list-style-type: none"> a. Shop 1 of 2 grocery displays under cognitive load condition b. 5-minute break c. Shop same grocery display, under different cognitive load condition
6. 5-Minute break	
7. Eight arithmetic tasks ⁴ :	<ul style="list-style-type: none"> i. Section A (4 tasks)⁵: Multiply $m_1 \times m_2$, where integer $m_1 \sim U(13...19)$ and integer $m_2 \sim U(5...9)$ ii. 5-minute break iii. Section B (4 tasks)⁶: Multiply $m_1 \times m_2$, where integer $m_1 \sim U(13...19)$ and integer $m_2 \sim U(5...9)$ concurrently with a memorization task (7-digit number recall at the end of each task)
8. Post-experiment questionnaire	
9. Receive study incentives:	<ul style="list-style-type: none"> i. \$5 USDs show-up payment ii. Receive food shopping task items (valued at \$10 USDs) 1 of 2 tasks randomly selected iii. Memorization task payment (\$0-\$5 USDs) 1 of 7 tasks randomly selected; receive additional \$5 USDs if correctly recalled 7-digit number, else receive additional \$0 USDs iv. Arithmetic Task payment (\$0-\$3 USDs)

1 of 8 tasks randomly selected; receive additional \$3 USDs if correctly answered problem, else receive additional \$0 USDs

¹Memorization tasks served to induce high cognitive load

²Participants randomized to 1 of 2 grocery displays upon arrival and completed 2 shopping tasks: once under No Load and once under High Load; treatments can be viewed in TABLE 1.

³Presentation order of cognitive load conditions randomized within section

⁴Arithmetic performance serves as a manipulation check for high cognitive load, following Deck and Jahedi [22].

⁵Order of tasks randomized within section

⁶Half of participants randomly selected to complete Section B first; the 7-digit numbers employed were 4319162; 8568379; 5862413; 2856979