

ACRONYMS

SPFs	: Selected packaged foods
FSO	: Food shopping-orientation
CFSO	: Convenience food shopping-orientation
ELFSO	: Experimental-loyal food shopping-orientation
EFSO	: Explorative food shopping-orientation
IFSO	: Impulsive food shopping-orientation
PCFSO	: Price-conscious food shopping-orientation
QCFSO	: Quality-conscious food shopping-orientation
VFMFSO	: Value-for-money food shopping-orientation
LS	: Lifestyle
RES	: Ready-to-eat soups