

**Supplementary Table 1: Purchasing behaviors of mothers (n=80) in the study**

<b>Purchasing Behaviors and Perceptions of Mothers</b>	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither agree/ Disagree</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
It is easy to buy fresh fruits and vegetables in my neighborhood.	16 (20.0)	9 (11.3)	14 (17.5)	16 (20.0)	25 (31.3)
The fresh produce in my neighborhood is of high quality.	4 (5.0)	3 (3.8)	23 (28.7)	18 (22.5)	32 (40.0)
There is a large selection of fresh fruits and vegetables in my neighborhood.	27 (33.8)	15 (18.8)	5 (6.2)	16 (20.0)	17 (21.3)
The store needs to be near my home	17 (21.3)	10 (12.5)	19 (23.8)	17 (21.3)	17 (21.3)
I tend to buy from the stores where my relatives/friends shop	41 (51.2)	10 (12.5)	12 (15)	7 (8.8)	10 (12.5)
While purchasing food items, how important are the following attributes for you and your family?					
<b>Determinants of Food Purchase Preferences</b>	<b>Not important</b>	<b>A little important</b>	<b>Neutral</b>	<b>Somewhat important</b>	<b>Very important</b>
Wide selection of foods	21 (26.2)	17 (21.3)	19 (23.8)	8 (10.0)	15 (18.8)
Quality of foods	11 (13.8)	16 (20.0)	21 (26.3)	14 (17.5)	18 (22.5)
Prices of foods	0 (0.0)	0 (0.0)	5 (6.3)	17 (21.3)	58 (72.5)
Access to public transportation	28 (35.0)	9 (11.3)	19 (23.8)	10 (12.5)	14 (17.5)
Nutrition value or healthfulness	34 (42.5)	23 (28.7)	12 (15.0)	6 (7.5)	5 (6.3)
<b>How often do you shop for grocery items?</b>	<b>Once a month</b>	<b>1-2 times/ month</b>	<b>Once a week</b>	<b>2-3 times/ week</b>	<b>Everyday</b>
	2 (2.5)	4 (5.0)	13 (16.3)	45 (56.2)	16 (20.0)
<b>Type of stores/markets from where grocery items are most commonly purchased?</b>	Supermarkets	Wholesale stores	Small grocery stores	Ration Shops/ PDS	Others/ Online
	3 (3.8)	2 (2.5)	54 (67.5)	21 (26.2)	0 (0.0)
<b>Type of stores/ markets from where fresh food items are most commonly purchased?</b>	Supermarkets	Wholesale markets	Stationary Stalls/ Vendors	Mobile stalls/ vendors	Others/ Online
	2 (2.5)	6 (7.5)	34 (42.5)	38 (47.5)	0 (0.0)

PDS, Public Distribution System through Fair Price Shops