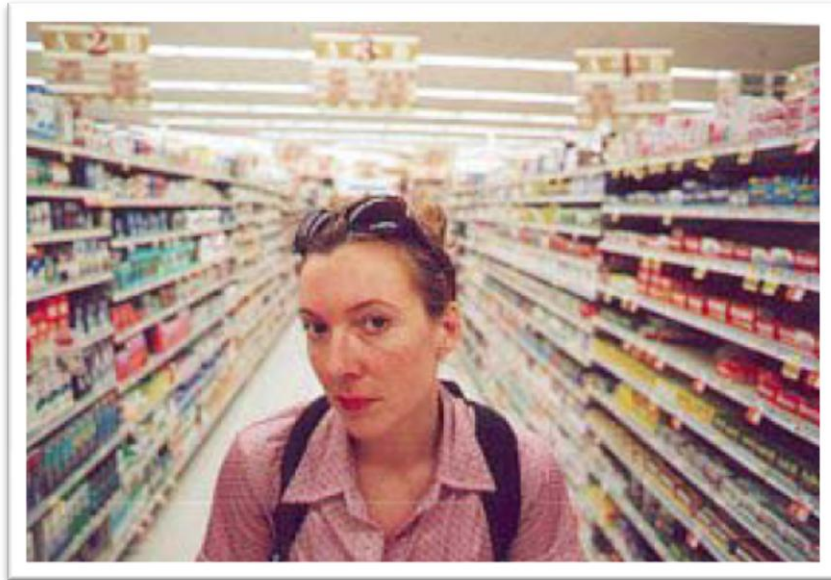


beginners' weekly

Supermarkets

Eamonn Doherty



Did you know that supermarkets are designed to make you buy more? It is called "Impulse Buying". The colours and the shelves are all carefully studied to have maximum impact on you.

Red items make you shop fast. Blue and green items make you shop slowly. So when the marketing men want to tempt you, they slow you down with relaxing colours!

When you are waiting to pay, there are always chocolates near. That is to tempt children who are bored waiting in the queue.