

Specialists in marketing have studied how to make people buy more food in a supermarket. They do all kinds of things that you do not even notice. For example, the simple, ordinary food that everybody must buy, like bread, milk, flour, and vegetable oil, is spread all over the store. You have to walk by all the more interesting and more expensive things in order to find what you need. The more expensive food is in packages with brightly-colored pictures. This food is placed at eye level so that you see it and want to buy it right away. One study showed that when a supermarket moved four products from floor to eye level, it sold 78 percent more.