

Read the text and choose the correct answers.

SUPERMARKET MIND GAMES



We all know it too well, we go to a supermarket and we often end buying more than we planned. Having a shopping list in your hand doesn't always help because supermarkets use all kinds of psychological tricks aimed at making us up our trolleys.

It all starts in the car park where potential customers see red signs advertising discounts and bargains. As soon as they see this colour inside, they will automatically associate it with low prices some red labels will only be used to confuse them. Then it's the usual: background music will get shoppers in the right frame of mind and so will the artificial smell of baked bread. Shelves with basic products, such as meat, bread and butter, are situated far away from each other so that you have to walk through many aisles and, on the way, be tempted to get items you don't need.

And just when you think it's over, there are so-called golden zones, displays with all kinds of sweets located near checkouts that encourage customers and their children to think that they deserve a reward while they to pay for their shopping