

**CODICE ANONIMO:** \_\_\_\_\_

Of our five senses, vision, hearing, touch, taste and smell, the sense of vision plays a continuous and important role in daily experience. The world around us is perceived as being both in motion and coloured. From waking, throughout the day until sleep, we rely on our eyes, whether consciously or otherwise, to provide information for the many routine decisions confronting us. Our response to the myriad of visual signals causes us to accept or reject the consequences of this information on the basis of their importance and immediacy of action demanded. For example, recognition of people, choice of apparel to wear, warnings from traffic lights, interpretation of the weather, aesthetic pleasure in viewing art, and the selection of our daily food. The purchase of food and the processes of cooking and consumption, for most people, require decisions and actions leading to acceptance or rejection on aspects of the food's perceived quality. The appearance of the food is paramount in this process of human choice for selection and eating.

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Our choice of food is governed by many factors, the principal of these being availability. In affluent societies, where there is abundant supply and variety of food items, the choice presented in the modern supermarket is immense. Supermarkets are likely, at any time, to stock several thousand items. Many of these will be different in type but others will be of a similar nature although supplied by a variety of manufacturers. Perusal of any supermarket shelf or refrigerated or frozen display cabinet will present the consumer with a decision process of what to purchase and for what purpose.

The mechanism of human behaviour in this process of selection and purchase is the subject of several recent books. [...]

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