

CONVENIENCE STORES: WHERE OUR WALLETS ARE

便利商店：我們的荷包失守之地

B1 • L8 Reading Worksheet | 課文閱讀與素養導向學習單

班級 _____ 座號 _____ 姓名 _____



READING PASSAGE *Convenience Stores: Where Our Wallets Are*

課文精讀與重點標註

- 1 It has probably happened to you before. The glass doors of the convenience store slide open invitingly, and you hear the familiar “Welcome!” You enter just to pick up one item. But a few minutes later, you walk out with a whole bag full of drinks, snacks, and other goodies you never planned to buy!
- 2 There’s no need to feel embarrassed if you have experienced this sudden urge to shop. Convenience stores use certain strategies to make you feel this way. One trick is the “eye level is buy level” rule. The more visible the products are, the easier it is for shoppers to notice and purchase them. Smart shop owners usually place their most profitable and popular items at the average shopper’s eye level. Similarly, products for children, like toys, are placed on lower shelves so kids can see them.
- 3 Another strategy is to encourage impulse buying of small, cheap items like candy bars. These items are displayed near cash registers and are easy to grab. Special offers, like “buy one, get one free,” make these items even more tempting. Since customers are lining up to pay anyway, they often take these items on impulse.
- 4 A third strategy is to make customers spend more time in stores. Studies show that the longer people stay, the more products they buy. Shops take advantage of this by setting up seating or small dining areas. People can read, hold a meeting, or just hang out. Even if they start off with a drink, they may get hungry and buy more, like microwave dinners or fruit packs. Eventually, they purchase even more items.
- 5 To avoid these traps, try to be aware of the clever strategies used by stores. If you remember these tricks, you can save money!

CLASS NOTES *Teacher's Notes • Grammar • Useful Expressions*

LESSON 8 • CONVENIENCE STORES: WHERE OUR WALLETS ARE

Structure Map • Reading Practice • Translation



MISSION 1 (Structure Map) _____ / 50 MISSION 2 (Reading Practice) _____ / 50 TOTAL SCORE _____ / 100

MISSION 1 • READING STRUCTURE MAP

每題 10 分，共 50 分

WORD BANK

strategies

visible

impulse

seating

traps

1 EYE LEVEL IS BUY LEVEL

- Convenience stores use marketing (1) _____.
- Profitable goods are made (2) _____ at eye level.

2 IMPULSE BUYING AT CASHIER

- Small candy bars displayed near registers.
- Buy-1-get-1 deals trigger (3) _____ purchases.

3 DINING AREAS & LONGER STAYS

- Shops set up comfy (4) _____ & dining areas.
- Staying longer leads to buying hot meals & snacks.

4 SMART BUDGETING TIPS

- Learn to spot subtle marketing (5) _____.
- Stick to your shopping list to save money.

MISSION 2 • READING PRACTICE

每題 10 分，共 50 分

() Q1 Vocabulary



The bright neon sign on the roof makes the convenience store very _____ at night.

- (A) visible (C) poisonous
(B) dizzy (D) accidental

() Q2 Vocabulary



She bought that expensive designer bag on _____ without checking her budget first.

- (A) honesty (C) strategy
(B) impulse (D) tradition

() Q3 Big Idea



What is the main purpose of this passage about convenience stores?

- (A) To explain how store layout tricks encourage spending. (C) To analyze nutritional value of microwave meals.
(B) To teach readers how to invest in 24-hr stores. (D) To criticize cashiers for encouraging snacking.

() Q4 Detail



Why do convenience store owners place children's toys on lower shelves?

- (A) Lower shelves are more difficult for adults to reach. (C) Toy boxes are too heavy to store on top shelves.
(B) Children can easily notice and reach products at eye level. (D) Shop owners want to keep toys away from cashiers.

() Q5 Inference



What can we infer about why shops provide seating and dining spaces?

- (A) Longer stays naturally lead to more food purchases. (C) They hope customers read books instead of buying snacks.
(B) They are legally required to host community meetings. (D) They want to decrease shoppers during peak hours.

文 TRANSLATION 課文完整中文翻譯參考，自我核對用



1 你很可能曾有過這種經驗：便利商店門迎面滑開傳來「歡迎光臨！」你原本只想買一樣東西，幾分鐘後卻提著滿袋飲料零食出來！

2 若有購物衝動無須尷尬。店家利用「視線水平即購買水平」法則，將最賺錢暢銷商品放視線高度，童玩則置於低層貨架。

3 另一策略是促成收銀台旁便宜小物的衝動購買。搭配「買一送一」特惠，排隊結帳的顧客往往會一時衝動隨手放進購物籃。

4 第三種策略是讓顧客停留更久。店家設置座位區，顧客在此閱讀或聚會，買了飲料後可能肚子餓又加購微波便當等商品。

5 要避免掉入這些陷阱，請試著察覺店家巧妙策略。只要牢記這些訣竅，就能守住荷包省下金錢！