

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 (備課與教學用)

授課年級：高中一年級 單元：Book 1 Lesson 8 難度：CEFR A2-B1

READING PASSAGE

Convenience Stores: Where Our Wallets Are ★ 紅字標註：核心字彙 / 藍框：常用片語 / 綠底線：關鍵句型

- It has probably happened to you before. The glass doors of the convenience store slide open invitingly, and you hear the **familiar** [adj. 熟悉的] “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!
- There’s no need to feel embarrassed if you have experienced this sudden **urge** [n. 衝動] to shop. Convenience stores use certain **strategies** [n. 策略] 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** [the + 比較級..., the + 比較級...] for shoppers to notice and **purchase** [v. 購買] them. Smart shop owners usually place their most **profitable** [adj. 有利可圖的] and popular items at the average shopper’s eye level. **Similarly** [adv. 同樣地], products for children, like toys, are placed on lower shelves so kids can see them.
- Another strategy is to encourage **impulse** [n. 衝動] buying of small, cheap items like candy bars. These items are **displayed** [v. 陳列] near cash registers and are easy to grab. Special **offers** [n. 特價優惠], like “buy one, get one free,” make these items even more tempting. Since **customers** [n. 顧客] are **lining up to** pay anyway, they often take these items **on impulse**.
- 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** [n. 座位區] 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** [adv. 最終], they purchase even more items.
- To avoid these **traps** [n. 陷阱], try to **be aware of** the **clever** [adj. 巧妙的] strategies used by stores. If you remember these tricks, you can save money!

CLASS NOTES • 備課與教學重點指引 (Teacher Reference)

★ 課堂板書與延伸教學建議

① 核心句型 Focus

- The + 比較級..., the + 比較級... 越...就越...
例：The more visible the products are, the easier it is...
- take advantage of 利用、佔便宜
例：Shops take advantage of this by setting up seating...
- on impulse 一時衝動地
例：they often take these items on impulse.

② 關鍵片語 Collocations

- be aware of 意識到、察覺到
- line up 排隊
- start off with 以...開始
- impulse buying 衝動購物

③ 詞性轉換 Word Families

- profit (n./v.) 利潤 → profitable (adj.) 有利可圖的
- similar (adj.) 相似的 → similarly (adv.) 同樣地
- visible (adj.) 看得見的 → invisible (adj.) 隱形的
- display (v./n.) 陳列、展出

LESSON 8 • CONVENIENCE STORES: WHERE OUR WALLET'S ARE

★ 教師解答解析版 (Answer Key & Explanations)



Structure Map • Reading Practice • Translation

MISSION 1 (Structure Map): 50 / 50

MISSION 2 (Reading Practice): 50 / 50

TOTAL SCORE: 100 / 100

MISSION 1 • READING STRUCTURE MAP

每題 10 分，共 50 分

WORD BANK

strategies⁽¹⁾ | visible⁽²⁾ | impulse⁽³⁾ | seating⁽⁴⁾ | traps⁽⁵⁾

1 EYE LEVEL IS BUY LEVEL

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

【解析】對應第2段 "certain strategies" 與 "more visible the products are"。

2 IMPULSE BUYING AT CASHIER

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

【解析】對應第3段 "encourage impulse buying"。

3 DINING AREAS & LONGER STAYS

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

【解析】對應第4段 "setting up seating or small dining areas"。

4 SMART BUDGETING TIPS

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

【解析】對應第5段 "avoid these traps... save money"。

MISSION 2 • READING PRACTICE

每題 10 分，共 50 分

(A) Q1 Vocabulary

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

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

【考點與解析】visible (adj.) 明顯可見的。干擾排除：(B) 暈眩的；(C) 有毒的；(D) 意外的。

(B) Q2 Vocabulary

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

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

【考點與解析】on impulse (片語) 一時衝動地。干擾排除：(A) 誠實；(C) 策略；(D) 傳統。

(A) Q3 Big Idea

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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.

【考點與解析】主旨題。全文探討便利商店如何透過視線高度、結帳櫃檯特惠與座位區等行銷策略引誘消費者購物，故選 (A)。

(B) Q4 Detail

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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.

【考點與解析】細節題。依第2段 "products for children, like toys, are placed on lower shelves so kids can see them."，故選 (B)。

(A) Q5 Inference

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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.

【考點與解析】推論題。第4段說明顧客停留時間越長購買越多，透過座位區讓顧客坐下進而購買更多微波食品與零食，故選 (A)。

文 TRANSLATION 課文完整中文翻譯參考，自我核對用

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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！