

8

Convenience Stores

Where Our Wallets Are Always Open

Thinking Ahead

1. Watch the video and write T (true) or F (false) before each of the following statements.

 T (1) Actors who look trustworthy* in an ad help to increase customers' confidence in a product.

 F (2) Buying in bulk helps customers save a great deal of money.

 T (3) Customers may buy more things on impulse when they have to look for items in different areas of a store.



Scan and Watch



Mini-Challenge

Task 1: Checking If You Are Falling Prey to Marketing Strategies

Task 2: Selling a Product Using Maslow's Hierarchy of Needs

本活動內容請見《素養活動手冊》pp. 44-47

2. Convenience stores today often come with comfortable seats so customers can sit down and rest. Why do you think store owners place these seats in their stores?

I think store owners place these seats in their stores because....

I think the store owners place these seats in their stores because if the customers spend more time in the stores, they are likely to buy more products.



😊 Word Bank trustworthy 值得信任的

Reading Strategy

Identifying Topic Sentences and Supporting Details

A topic sentence gives the main idea of a paragraph, and it is usually followed by other sentences that provide supporting details. These supporting details make the topic sentence more concrete* and convincing*. They may include facts, definitions, or examples to further explain the main idea.

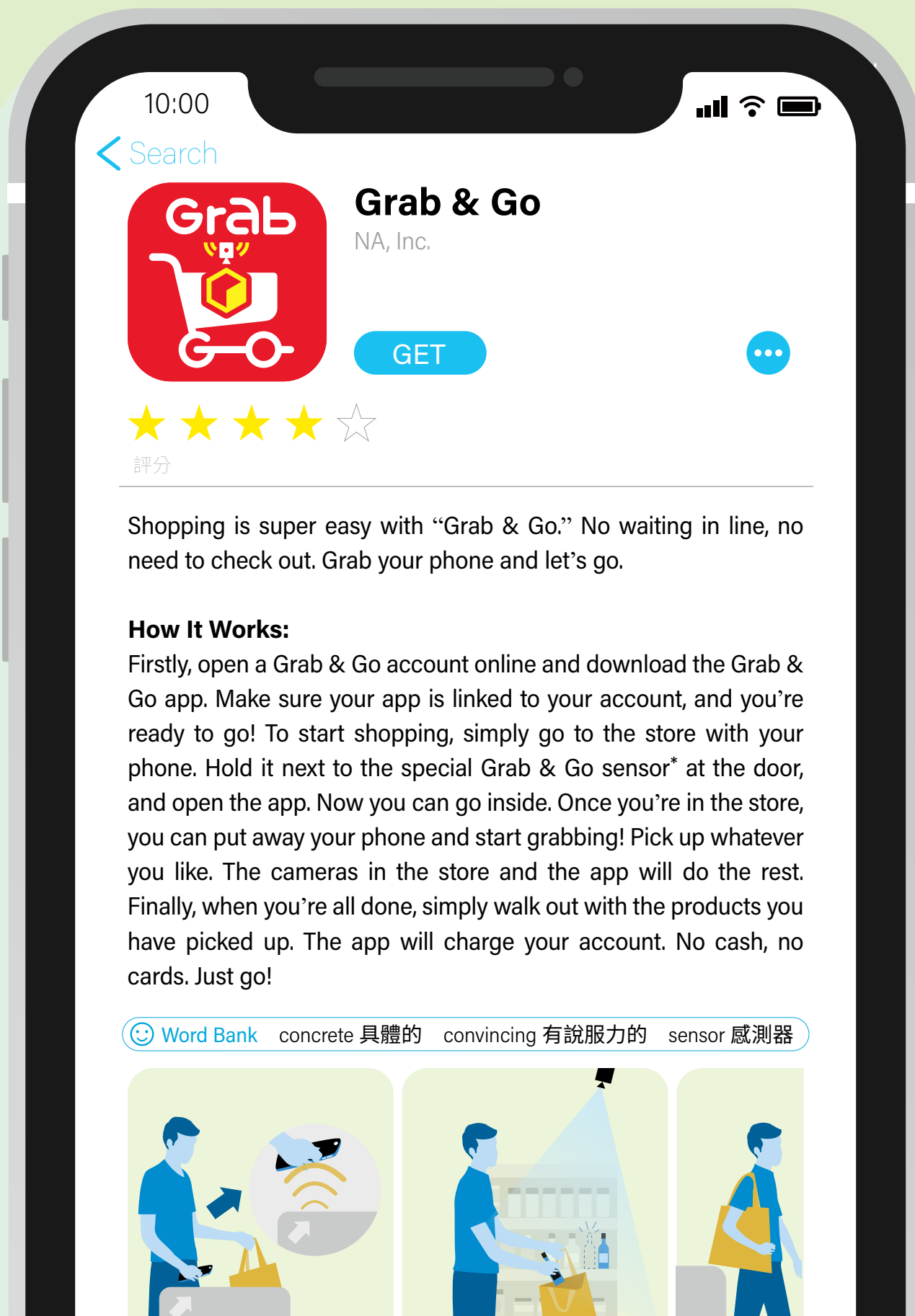
Read the text on the next page and determine whether the following sentences are the topic sentence or supporting details. Label the statement "T" for the topic sentence and "S" for supporting details.

- T Shopping is super easy with "Grab & Go."
- S Firstly, open a Grab & Go account online and download the Grab & Go app.
- S Finally, when you're all done, simply walk out with the products you picked up.

Reading Comprehension

- C According to the text, how does the app "Grab & Go" make shopping easy?
 - (A) Customers do not need to enter the store because they can shop on their phones.
 - (B) Customers do not have to carry their phones when they go to the store.
 - (C) Customers do not have to wait in long lines after they are done shopping.





10:00


[< Search](#)


Grab & Go

NA, Inc.

GET



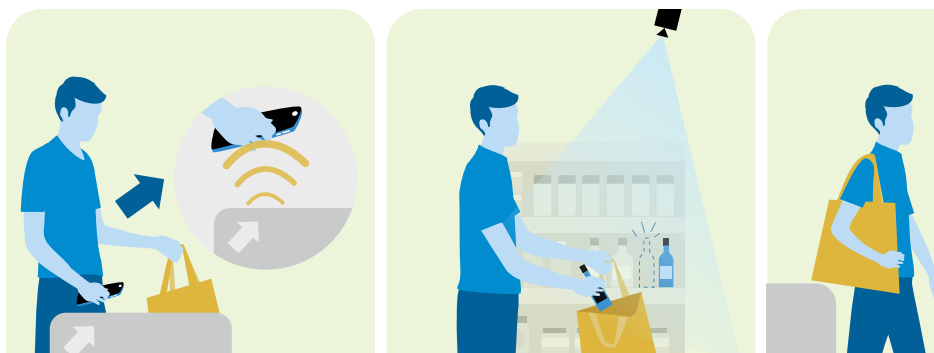
評分

Shopping is super easy with “Grab & Go.” No waiting in line, no need to check out. Grab your phone and let’s go.

How It Works:

Firstly, open a Grab & Go account online and download the Grab & Go app. Make sure your app is linked to your account, and you’re ready to go! To start shopping, simply go to the store with your phone. Hold it next to the special Grab & Go sensor* at the door, and open the app. Now you can go inside. Once you’re in the store, you can put away your phone and start grabbing! Pick up whatever you like. The cameras in the store and the app will do the rest. Finally, when you’re all done, simply walk out with the products you have picked up. The app will charge your account. No cash, no cards. Just go!

Word Bank concrete 具體的 convincing 有說服力的 sensor 感測器



Reading Selection



Normal 126~130
Slow 131~135



課文動畫
課文朗讀

Track 126, 131

01

Language Highlight

The passage mentions three marketing strategies of convenience stores. Find out the three marketing strategies, and mark words that are used to introduce each marketing strategy. For example, the first marketing strategy is introduced by "One of these strategies is to" (in line 9).

答案請見課文鋪黃底處

1 **I**t has probably happened to you before. The glass doors ² of the convenience store slide open **invitingly***; you hear the **familiar**¹ "Welcome!" and enter just to pick up one ³ item. A few minutes later, you walk out with a whole bag ⁵ full of drinks, snacks, and other **goodies*** you never even thought of buying!

Track 127, 132 ¹ (本段中譯及¹~²的解析請見T-177)

02

There's no need to be embarrassed if you've experienced ² this sudden **urge**² to shop. Convenience stores use certain

Convenience Stores in Taiwan

Store Density

the **2nd** highest in the world:
one store for every **2,065**
people

Shopping Frequency

The average customer shops about
130 times a year, spending
NT\$82.6 each time.



strategies³ to make you feel this way. One of these
 10 strategies is to follow the “eye level* is buy level” rule. The
 more **visible**⁴ the products are, the easier it is for shoppers
 to notice and **purchase**⁵ them. Therefore, smart shop
 owners usually place their most **profitable**⁶ and popular
 items at the average shopper’s eye level to make sure that
 15 those items **are** most **likely to** be seen. **Similarly**⁷, products
 that are **aimed**⁸ at children, such as toys, are placed on lower
 shelves so that younger shoppers will surely see them.

(此處解析請見T-176.3)

Reading Strategy**Identifying Topic****Sentences and****Supporting Details**

- After you finish reading this passage, underline the topic sentence in paragraphs two, three, and four.

答案請見課文劃底線處

Note the Details

1. Shoppers experience sudden urges to shop because convenience stores use certain strategies to make them feel that way.
2. The more visible the products are, the easier it is for shoppers to notice and buy them.

1. Why do shoppers experience sudden urges to shop in convenience stores?
2. What do toys for children and small items like candy bars have in common, according to the passage?

Main Customers

15-34-
year-olds

Top 3 Popular Items

1. tobacco
2. beverages
3. hot food and sandwiches

8



Track 128, 133 ¹

03 Another **eye-catching*** convenience store strategy is to promote **impulse**⁹ purchases of small, cheap items like **candy bars**. These are **displayed**¹⁰ near **cash registers*** and are thus easily noticed and **within** quick **reach**². Special **offers**¹¹, like “buy one, get one free,” make such little “extras” even more attractive. Since **customers**¹² are **lining up** at cash registers to pay for their things anyway, these items can easily be grabbed and added to their shopping baskets on impulse.

Track 129, 134

04 A third strategy is to make customers spend more time in stores so that they will spend more money, too. Studies have shown that the longer people stay inside, the more products they buy. Shops **take advantage**¹³ of this by **setting up** bar-style **seating*** or dining areas. Here, people

3. Why do shop owners want to make customers spend more time in their stores?

3. Studies have shown that the longer people stay inside the stores, the more products they buy.

“

A third strategy is to make customers spend more time in stores. ”



can read the paper, hold a meeting, or just hang out.

Although these customers might **start off** with just a **beverage***, they often grow hungry over time. **Eventually**¹⁴,

they end up purchasing more things like microwave dinners and fruit packs.

Track 130, 135

05 To avoid falling into any of the **traps**¹⁵ above, try to be more **aware**¹⁶ of the **clever**¹⁷ strategies convenience stores use to get deeper into your pocket. If you can always remember the tricks that shop owners use, you won't have to worry about spending too much!

—Written by André Louw

Reading Comprehension

C If the following sentences were to be added to the passage as supporting details, which paragraph should they go in?

To keep customers around longer, convenience stores all over the world are expanding and redesigning their floor space. In this way, convenience stores are becoming popular places for everyone. Businesspeople have meetings there, students use Wi-Fi to watch soap operas after school, and night owls go there to chat with friends.

(A) Paragraph 2. (B) Paragraph 3. (C) Paragraph 4. (D) Paragraph 5.

Graphic Organizer

An informative text provides readers with a better understanding of a topic by presenting correct information. Use the graphic organizer to review the three marketing strategies of convenience stores. Complete the graphic organizer by matching the following statements from the passage.

Statements:

- (A) When customers are standing at cash registers, they may notice and buy these items on impulse.
- (B) The stores display small and cheap items near cash registers, sometimes with special offers.
- (C) The longer people stay inside, the more products they buy.
- (D) Some shops set up bar-style seating or dining areas.
- (E) The more visible the products are, the easier it is for shoppers to notice and purchase them.
- (F) Smart shop owners place products at the average shopper's eye level.

The Marketing Strategies of Convenience Stores

Strategy 1

Eye level is buy level— (F)

Reason: E

Strategy 2

Promoting impulse purchases— B

Reason: A

Strategy 3

Making customers spend more time in stores— D

Reason: C



Comprehension Practice

C 1. What is the main idea of the passage?

General Understanding

- (A) It is easier for convenience store shoppers to buy goods on impulse.
- (B) “Eye level is buy level” is the golden rule for convenience store owners.
- (C) Convenience stores use clever strategies to attract shoppers to buy more.
- (D) It is important to avoid spending too much money in convenience stores.

B 2. Which of the following situations is LEAST likely to be seen in a convenience store?

Key Details

- (A) “Buy 1, get 1 free” is used to promote candy bars.
- (B) Toys are hung from the ceiling to attract children.
- (C) Customers sit down, relax, and chat.
- (D) Students dine on microwave dinners.

D 3. What is implied in the passage?

Inference

- (A) Shop owners are cleverer than shoppers.
- (B) Popular items sold in the stores are mostly useless.
- (C) Children are more likely to buy things on impulse.
- (D) Shoppers often spend more than they expected.

Think and Reflect

(此處的作答說明請見T-179~T-180)

1. Do you agree with the author's advice in the last sentence of the passage?

I agree with it because....

I disagree with it because....

2. Compare a convenience store with a supermarket you know. Do you notice any similarities and differences between their strategies?

I notice that....

Vocabulary & Phrases



字彙朗讀

Words for Production Track 136~137

1. familiar

[fəˈmɪljə]

▶ **adj. 熟悉的** well-known to someone, usually because that thing or person has often been seen or heard

- Japanese cartoon characters such as Doraemon, Pikachu, and Totoro are familiar to kids all over the world.

日本卡通人物，像是多啦A夢、皮卡丘和龍貓，全世界的小孩子都熟悉。

2. urge

[ɜːdʒ]

▶ **n. [C] 衝動** a strong desire to do something

- Jason had an urge to change his daily routine, so he went swimming after work instead of going straight home.

Jason有一股衝動想改變他的每天例行公事，所以他下班後去游泳，而沒有直接回家。

urge

[ɜːdʒ]

▶ **vt. 催促**

- Many people were urging the country's leaders to do a better job of helping the homeless.

許多人催促著這個國家的領導者，在幫助無家可歸的人這方面做得更好。

3. strategy

[ˈstrætədʒɪ]

▶ **n. [C] 策略** a plan or method used to achieve a certain aim

- The salesman's strategy for closing a deal is to describe the features that make his products better than other companies'.

這個業務達成買賣的策略是，描述比其他公司好的產品特色。

4. visible

[ˈvɪzəbəl]

▶ **adj. 看得見的** able to be seen

- In the sky there are 9,096 stars that are visible to the naked eye.

天空中有 9,096 顆星星是肉眼可以看見的。

5. purchase

[ˈpɜːtʃəs]

▶ **vt. 購買** to buy

- Many people like to purchase goods inside international airports, where they don't need to pay taxes.

許多人喜歡在國際機場內購買商品，在那裡他們不需付稅金。

purchase

[ˈpɜːtʃəs]

▶ **n. [C] 購買**

- It is the café's policy that each customer must make a purchase of at least one food or drink item.

這家咖啡廳規定每位顧客至少要購買一樣食品或飲料。

6. **profitable**

[ˈprɒfɪtəbəl]

▶ **adj. 有利潤的** (used for a product or business activity) able to make money

- The locals that live near this harbor have opened several highly profitable seafood restaurants. 住在這個港口附近的當地人已經開了幾家高利潤的海產餐廳。

profit

[ˈprɒfɪt]

▶ **vi. 獲得好處**

- The students really profited from the teacher's story because they had a good laugh and learned something new.

profit

[ˈprɒfɪt]

▶ **n. [C] 利潤**

學生們真的從老師的故事中獲得好處，因為他們笑得很開心，而且學到了新東西。

- The couple hope to make a profit by selling their house for much more than they paid for it last year. 這對夫妻希望能夠以高於去年買屋的房價來賣屋，以獲取利潤。

7. **similarly**

[ˈsɪmələli]

▶ **adv. 同樣地** used to indicate that two or more facts, actions, statements, etc. are almost the same

- Many Arctic birds fly south when winter approaches. Similarly, monarch butterflies fly to warmer places during the cold season.

similar

[ˈsɪmələ]

▶ **adj. 相似的**

許多極地地區的鳥在冬天來臨時飛往南方。同樣地，帝王斑蝶會在寒冷的季節期間，飛到比較溫暖的地方。

- These two kinds of fish are similar in appearance but taste quite different. 這兩種魚在外表看起來很相似，但吃起來相當不一樣。

similarity

[ˌsɪməˈlærəti]

▶ **n. [U, C] 相似性；相似處**

- When Blake traveled to foreign countries, he noticed the similarity of all people rather than what made them different.

當Blake到外國旅行時，他注意到所有人的相似處；而非什麼使他們相異。

- One of the similarities between Austria and Germany is that the official language of both countries is German.

奧地利和德國之間的相似處之一，就是這兩個國家的官方語言都是德語。

8. **aim**

[em]

▶ **vt. 針對；對象是** to direct something, such as information, a product, or some action, at a certain person or group of people

- It only makes sense that TV channels aim the commercials during cartoons at children. 電視頻道把卡通期間的廣告對象針對兒童，才有道理。

aim

[em]

▶ **n. [C] 目的；目標**

- The actress likes to watch videos of her performances with the aim of improving her acting skills.

這位女演員喜歡觀看她自己演出的影片，目的是改進她的演技。

9. impulse

[ˈɪmpʌls]

n. [U, C] 衝動 a sudden urge to do something, usually without thinking about the possible results

- Kate bought an expensive pair of shoes on impulse but later realized she didn't need them. Kate在衝動之下買了一雙很貴的鞋，但後來了解到她並不需要它們。
- The boy had an impulse to start laughing in the middle of the teacher's lesson, but he managed to control it. 這男孩有一股衝動想在老師的課堂中發笑，但他總算控制住沒笑。

10. display

[dɪˈspleɪ]

display

[dɪˈspleɪ]

vt. 展示；陳列 to put something somewhere so people can easily see it

- The scooter shop displays some of its most popular models on the front sidewalk to attract potential buyers.

n. [U, C] 展覽；陳列 這間機車行在店前的人行道上展示一些最受歡迎的機車車種，以吸引可能的買家。

- Some of Picasso's less famous works will be on display at the Museum of Modern Art this spring. 今年春天，畢卡索有一些較不知名的作品將會在現代藝術博物館展出。
- A trade fair allows a company to present a public display of the products it hopes to sell. 一個貿易展讓一家公司能夠公開展出其所希望販賣的產品。

11. offer

[ˈɒfə]

offer

[ˈɒfə]

n. [C] 特價 a discounted price for something, usually for a short period of time

- The buy-two-get-one-free offer on all baked items at this bakery will only last until October 31. 在這間麵包店裡，所有烘焙產品買二送一的特價，將只持續到十月三十一日。

vt. 提供

- The coach offered the best words of encouragement he could think of to each member of the team. 這位教練提供了他所能想得到最佳的鼓勵話語給隊上的每位成員。

12. customer

[ˈkʌstəmə]

n. [C] 顧客；客戶 a person or company that buys goods or services from a shop or business

- Mrs. Stewart is used to dealing with angry people because she handles all the customer complaints for a large store. Stewart太太習慣應付生氣的人，因為她為一間大商店處理所有的客訴。

13. **advantage**

[ədˈvæntɪdʒ]

n. [U, C] 優勢；有利條件 something that helps one be better or more successful than others

- It would be to the company's advantage to promote their new product because the public is not familiar with it.

宣傳他們的新產品會對這家公司有利，因為大眾對它還不熟悉。

- Jason's height gave him an advantage in the high jump competition.

Jason的身高讓他在跳高比賽上有優勢。

14. **eventually**

[ɪˈventʃʊəli]

adv. 最後 in the end, usually after a long period of time or many difficulties

- Raymond failed the GEPT the first time, but he tried again and eventually got an excellent score.

Raymond第一次全民英檢沒考過，但他再次嘗試，最後得到很棒的成績。

eventual

[ɪˈventʃʊəl]

adj. 最後的

- Good training and a positive attitude led to Nicole's eventual success as a designer.

良好的訓練和正向的態度讓Nicole最後成功成為設計師。

15. **trap**

[træp]

n. [C] 圈套 a plan to trick people, either by catching them or by making them do something they don't want to

- When the boy acted like he was crying, the mother fell into his trap and bought the cookies for him.

當這個男孩裝哭時，他媽媽掉進他的圈套而買了餅乾給他。

trap

[træp]

vt. 困住 (trapped—trapped—trapping)

- A tree fell in front of the main door, trapping the people inside the burning building until help arrived.

一棵樹倒在大門前，困住了燃燒的大樓裡的人們，直到救援來到為止。

16. **aware**

[əˈwɛr]

adj. 知道；意識到 knowing or realizing something

- None of the students was aware that their teacher was actually a famous author.

沒有一位學生知道他們的老師事實上是一位有名的作家。

awareness

[əˈwɛrnɪs]

n. [U], sing. 意識；認識

- The main aim of World AIDS Day is to raise our awareness of AIDS.

世界愛滋病日最主要的目標是要提升我們對愛滋病的認識。

- Despite a growing environmental awareness in the world, many people continue to ruin the planet out of selfishness.

儘管世上的環保意識日益增長，許多人因為自私而繼續破壞這個星球。

17. **clever**

[ˈkleɪvə]

▶ **adj.** 聰明的 showing or done in a way that shows intelligent thinking

- The teacher was really impressed with the students' clever ideas in their reports.

老師對於學生們報告裡聰明的點子印象非常深刻。

Idioms and Phrases Track 138

1. **be likely to** 有可能會 to have a good chance of doing something

- The home team is likely to beat the visiting team with the support of all their fans.

有了所有球迷的支持，地主隊有可能打敗來賓隊。

2. **within (...) reach** 在 (……) 伸手可及的範圍內 able to be reached from a certain distance

- Parents should never leave scissors or other dangerous items within arm's reach of their young children.

父母絕不該把剪刀或其他危險物品放在幼兒伸手可及的地方。

3. **line up** 排隊 to make a line and wait for something

- The announcement reminded passengers to line up before they boarded the plane.

廣播提醒乘客登機前要排隊。

4. **take advantage of** 利用 to use or do something in a way that helps someone

- Some people took advantage of Eva's kindness by asking her too many favors.

有些人利用Eva的好心腸，請她幫忙做太多事。

5. **set up** 設立；設置 to build something or put something together

- When it started to rain, the campers set up their tent immediately.

天空開始下雨時，露營的人馬上架起帳篷。

6. **start off** 開始 to begin in a certain way or by doing a certain thing first

- Mia and Noah started off their journey in France, then traveled across Europe, and eventually returned home safe and sound to England.

Mia和Noah在法國開始他們的旅程，接著遊遍歐洲，最後安全返抵英國的家。

Words for Recognition Track 139

1. **invitingly** [ɪnˈvaɪtɪŋli] *adv.* 誘人地

2. **goody** [ˈɡuːdi] *n. [C], usually pl.*

糖果；好吃的東西

3. **eye level** [ˈaɪˌleɪvl] *n. [U]* 視線高度

4. **eye-catching** [ˈaɪˌkætʃɪŋ] *adj.* 引人注目的

5. **cash register** [ˈkæʃˌrɛdʒɪstə] *n. [C]*

收銀機

6. **seating** [ˈsiːtɪŋ] *n. [U]* 座位

7. **beverage** [ˈbevərɪdʒ] *n. [C]* 飲料

Sentence Pattern



在此語境中，要描述的是當風愈大時，旅人就會將大衣拉得愈緊，兩動作間有程度上的相互影響，故使用「the...the...」的句型來表示「愈……愈……」。

The + comparative + S + V..., the + comparative + S + V....

1. 此句型表示「愈……愈……」，用兩個比較級來表達彼此在程度或數量上的密切關聯性。

The	$\left\{ \begin{array}{l} \text{adj.}-\text{er}/\text{more adj.} \\ \text{adv.}-\text{er}/\text{more adv.} \\ \text{more (+ N)} \end{array} \right.$	+ S + V...,	the	$\left\{ \begin{array}{l} \text{adj.}-\text{er}/\text{more adj.} \\ \text{adv.}-\text{er}/\text{more adv.} \\ \text{more (+ N)} \end{array} \right.$	+ S + V....
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- The richer Michael is, the greedier he becomes.
- The more efficiently you work, the earlier you can get off work.
- The more friendly you are, the more friends you will make.
- The more you read, the more knowledge you will get.

2. 慣用語中常省略主詞與動詞。

- The sooner, the better.

Examples

1. The more visible the products are, the easier it is for shoppers to notice and purchase them. (line 10)
2. The longer people stay inside, the more products they buy. (line 29)

Practice

Rewrite the following sentences using the above pattern. The first one has been done for you.

Dear Belle,

I was drawn to you the minute I first saw you. I'll never forget it. You were waiting for the school bus at the bus stop. You looked so pretty that I knew I'd found an angel. ¹ The more I looked at you, the faster my heart beat. (*As I looked at you more, my heart beat faster.*)

When I finally gathered up enough courage to speak to you, we started to become friends. ² The more we talked, the better I got to know you.

(*When we talked more, I got to know you better.*) It turns out we shared the same interests. I loved the way your eyes lit up when you realized Adele is my favorite singer, too. It made me so happy. Actually, just being with you makes me happy. ³ The more time I spend with you, the happier I am. (*If I spend more time with you, I am happier.*)

Having you as my close friend has changed me in other ways, too. You encourage me to work hard and be a better student. ⁴ The more you help me, the better my grades become. (*Because you help me more, my grades become better.*) Because of you, I've also made more friends. After all, you were the one who told me, "⁵ The more you smile, the more popular you will be." (*If you smile more, you will be more popular.*)

Belle, you have no idea how much you mean to me. You not only make me happier but also make me a better person. ⁶ The better I get to know you, the more I like you. (*As I get to know you better, I like you more.*) That's why I hope we can be more than just friends. In other words, can we take our relationship to the next level? Would you be my girlfriend?

Sincerely,
Edward

Language in Use

Explore & Discover



圖片來源：達志影像／路透社

Stephen Curry

practices more than 1,000 shots a week so that he can make long shots perfectly.

Read the first three sentences carefully and mark the last three sentences accordingly.

1. Tim goes to work very early **so that** he can avoid the rush-hour traffic.
2. The young lifeguard risked his life **so that** the drowning little girl could be saved.
3. Ryan works very hard **so that** he can get a promotion.
4. The superstar wears a disguise **so that** the paparazzi won't recognize him.
5. Betty waters her plants every day **so that** they will grow quickly.
6. Cindy spoke in a whisper **so that** Mark wouldn't hear her secret.

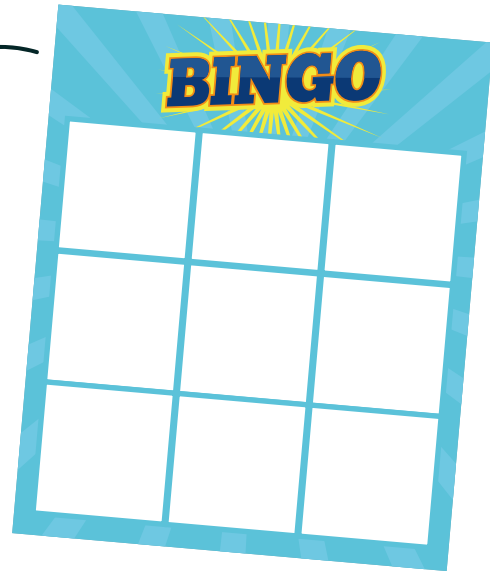
What is the relationship between two sentences that are connected with "so that"?

- Fact vs. opinion. Action vs. purpose. Problem vs. solution.

Examples

1. Products that are aimed at children, such as toys, are placed on lower shelves so that younger shoppers will surely see them. (line 15)
2. A third strategy is to make customers spend more time in stores so that they will spend more money, too. (line 27)

Apply & Practice



Step 1: Form groups of four. Each group fills in the squares on one bingo card with the numbers 1 to 9 randomly.

Step 2: Discuss and complete the nine sentences below using “so that” based on the pictures and the hints given.

Step 3: Each group takes turns to be the caller. The caller calls out the number and reads the sentence that the group makes up. If the sentence is correct, all the groups can then cross out the number on the card.

Step 4: The first group that gets two lines across (vertically, horizontally, or diagonally) and yells “Bingo” wins the game.

1.



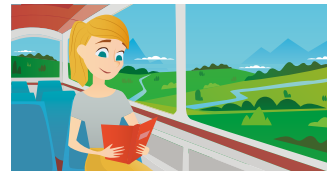
I got a laptop computer....

2.



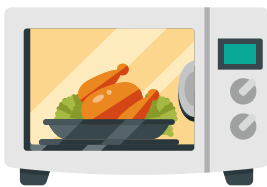
Tracy hurried....

3.



Sheila went there by bus instead of by taxi....

4.



I want to buy a microwave....

5.



Peter got a part-time job....

6.



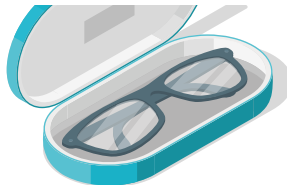
Mary stayed at the library until 9:00 p.m....

7.



Paul goes to the gym every day....

8.



I always keep my glasses in the case....

9.



I put the “do not disturb” sign on the door....

Listening Strategy



Track 140



Scan and Listen

Vocabulary Preview

Listen and repeat.

1. purchase

2. have a sale

3. at no cost

4. a pair of

Work with a partner and match the words.

- | | |
|-------------------------|------------------------|
| <u>D</u> 1. purchase | (A) for free |
| <u>B</u> 2. have a sale | (B) special discount |
| <u>A</u> 3. at no cost | (C) two items together |
| <u>C</u> 4. a pair of | (D) buy |

Listening Strategy

Identifying the Situational Context

Daily conversations or dialogues take place in different contexts or situations, including shopping, traveling, working, etc. By paying attention to specific keywords, you can identify the situation in which the conversation or dialogue takes place. Being able to know the actual situation helps you clarify the context and predict possible responses.

Listen for the Gist

Listen and check the correct answer.

Where is the dialogue likely to take place?

- In a tea shop.
 In a shoe store.
 In a movie theater.

Listen for Details

Listen again and check the correct answer.

According to the dialogue, if the customer buys three pairs, how many pairs can she get for free?

- One pair.
 Two pairs.
 Three pairs.