

公共英语考试一级阅读：Display of Goods PETS考试 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/618/2021_2022__E5_85_AC_E5_85_B1_E8_8B_B1_E8_c88_618460.htm Display of Goods Are supermarkets designed to persuade us to buy more? Fresh fruit and vegetables are displayed near supermarket entrances. This gives the impression that only healthy food is sold in the shop. Basic foods that everyone buys, like sugar and tea, are not put near each other. They are kept in different aisles so customers are taken past other attractive foods before they find what they want. In this way, shoppers are encouraged to buy products that they do not really need. Sweets are often placed at children's eye level at the checkout. While parents are waiting to pay, children reach for the sweets and put them in the trolley. More is bought from a fifteen-foot display of one type of product than from a ten-foot one. Customers also buy more when shelves are full than when they are half empty. They do not like to buy from shelves with few products on them because they feel there is something wrong with those products that are there. Useful Words and Expressions: 1. aisle 走廊，过道 2. trolley 手推车 3. checkout 收款台 更多信息请关注百考试题外语站点。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com