

2011年12月英语六级考试阅读：心情差狂购物 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/645/2021\\_2022\\_2011\\_E5\\_B9\\_B412\\_E6\\_c84\\_645968.htm](https://www.100test.com/kao_ti2020/645/2021_2022_2011_E5_B9_B412_E6_c84_645968.htm) They don't call it retail therapy for nothing. Shopping can actually make you happy, a study has found. 都说购物能让女性心情变好，这可不是水口说说的们最近一份研究调查证实了“血拼”的这一附加效果。 Treating yourself to something nice at the shops apparently has a 'lasting positive impact on mood' and leaves 'few if any negative emotional side-effects'。 转载自:百考试题 - [100test] 在商店中挑选一些心意的物品来犒赏自己，这样的行为能否给心情施加长久的正面的影响，并且很少会出现感情方面的消极的“副作用”。 It is a find that will prompt a sigh of relief from Britain's ailing retailers. 这样的发现对于零售消费商来说应该是个相当不错的喜讯。 Researchers conducted hundreds of interviews at shopping centres as well as asking shoppers to keep diaries of their shopping behaviour, moods and buys they regretted. 研究人员们来到各大购物中心采访了不少的消费者，并让他们将自己的购物习惯记录下来，把心情、或者购买了之后又后悔情况都写进“血拼日记”之中。 Those who said they were in a bad mood on their way into a shop were more likely to indulge in an impulse buy. 他们发现，那些带着不好的心情前来购物的消费者更容易沉迷于冲动性的购物，并且被这样一种情绪支配。 A total of 62 per cent said they had bought something to cheer themselves up while 28 per cent said they had indulged as a form of celebration. 受访者中有62%的消费者表示，他们会买通过买东

西来让自己心情好起来，另有28的人将“血拼”作为是庆祝的一种方式方法。The study, published in the Journal of Psychology and Marketing in the U.S., concluded: ‘Retail therapy purchases were overwhelmingly beneficial, leading to mood boosts and no regrets or guilt.’ 这项研究的结果刊登在了美国《心理学与市场营销期刊》上，文章指出：“所谓的‘安慰式购物心理’对于商家的益处是不言而喻的，它能使消费者情绪高涨，并且不会有后悔或者内疚的心理。” Selin Atalay and Margaret Meloy, the authors of the study, Retail therapy: A strategic effort to improve mood, said retailers could learn from the findings. Selin Atalay和Margaret Meloy表示，研究的结果对于零售商有着很大的借鉴作用。They said: ‘It is not suggested here that every retailer suddenly make a small treat item available at checkout to tempt consumers, or that mall planners strategically locate candy stores near every mall exit. 他们说：“我们的用意并不是要所有的商家们突然都在收银台放置小点心招待消费者，或者是让购物中心把糖果店都搬到商城的出入口。” ‘What is suggested is that perhaps practitioners have it ‘right’ when they appeal to consumers with slogans that encourage them to buy themselves splurges. “我们希望消费者可以准确的掌握到这样一种讯息和实际，利用口号鼓励消费者为自己而消费。” ‘There seem to be positive consequences to buying oneself a small treat: one does feel better.’ “给自己买些东西看以来将会产生正面的结果，并且会使得心情也好起来。” The study did sound a cautionary note, saying that findings should be interpreted with care because the survey was

' self-selecting ' , because participants in a good mood were more likely to respond. 不过他们也指出这项研究结果仅仅只能作为一个“忠告”，在解读这项发现是应结果留意，因为消费者的“自我选择性”，因为接受访问的人在心情良好时更易作出回应。 Only one of those interviewed regretted splurging. 仅仅有一例受访者表示对于挥霍感到了后悔。 Could it have been Keira Knightley? The actress told recently of her guilt at splashing out 2,795 on a Burberry sheepskin coat. 这个人说不定就是英国演员Keira Knightley，这位女星最近狠狠花了一笔，砸下2795英镑买些了一件Burberry的羊皮大衣。 相关推荐：  
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