

IELTS 4.0 – Complete Test 1 (Reading)

Passage 1

Impulse Shopping Decisions

Impulse buying is when you buy something that you didn't plan to buy. It happens because when you see something, you suddenly want it and make the decision to buy it at that moment. A key part of this process is advertising, which can cause someone to want and then to buy a certain product or service (Wertenbroch et al., 2020).

Studies developed by Meena (2018) show that people begin to prefer specific products or services from a young age. People see and are surrounded by various adverts that affect their choices and this has a significant effect on buying decisions (Khan et al., 2019). Advertising is a very good way to persuade people to change their behavior in ways that affect what and how they buy things.

Kumar et al. (2020) add that psychological factors are very important when making decisions about buying things. It is believed that advertising can affect the brain's ability to think about the advantages and disadvantages of a buying decision. It is very easy to find people who, after buying a product or service, wonder about the reason why they bought it.

According to Burton et al. (2018), impulse buying happens when there is a sudden reaction and a strong emotion. This can be explained by how it makes the buyer feel happy immediately (Pradhan et al., 2018). The person is unable to think about what will happen after buying the product.

The importance of impulse buying in customers' behavior has been studied since the 1940s. It is thought that it happens in between 40% and 80% of all buying decisions. This means that a significant percentage of buying decisions are not planned. What is more, many people go to a shop with an idea about what they want to buy, but they then buy something different.

In addition to emotions, impulse buying is affected by several other factors, including the shop environment and if the customer is happy with their life in general (Gogoi and Shillong, 2020).

It is interesting to note that impulse decisions are more likely to happen in shops than when buying online. This is because shopping in shops results in the stimulation of the five senses and the internet cannot do the same. Research by Aragoncillo and Orús (2018) shows that 40% of customers spend more money than they planned in shops compared to 25% online.

In summary, impulse buying behavior does not depend only on a single factor, but on a mix of emotional, sensory, social, and cultural factors.

Questions 1-8

Do the following statements agree with the information given in Reading Passage 1?

In boxes 1-8 on your answer sheet, write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

- 1 Impulse buying is the action of buying something that you wanted to buy.
- 2 Adverts are an important part of the process of getting someone to buy something.
- 3 We have different advertisements around us and they affect the decisions we make.
- 4 Advertising is not a good way to convince people to change how they act.
- 5 Adverts are able to affect the brain's ability to think about how a product is made.
- 6 After buying something, lots of people think about why they made the decision to buy it.
- 7 Burton et al. say that impulse buying occurs when people have a slow reaction.
- 8 Reports on impulse buying in customers' behavior have been published since the 1940s.

Questions 9-13

Complete the notes below.

*Choose **ONE WORD ONLY** from the passage for each answer.*

- Significant number of choices are not **9**
- Additional factors: shop environment and overall happiness of **10**with their life.
- Shops: complete sensory stimulation. Internet unable to achieve the **11**
- 40% of people **12**..... more than wanted in shops, in comparison to 25% on the internet.
- Summary: impulse buying is caused by several **13**

Passage 2

The Ingredients of a Healthy Diet

A All living things require nutrients in order to grow and develop normally. Nutrients are parts of food and drink that give our body what it needs to live. They include protein, carbohydrates, fats, vitamins and minerals. Nutrients provide our bodies with energy and help build and protect the body's parts, including bones and teeth.

B Proteins are the essential building blocks that our body needs. We need protein in order to build and repair body tissues, such as muscles and skin. Protein is found in foods like chicken, meat, fish, eggs, milk, cheese, peas, beans and soy products. Carbohydrates are the essential nutrients our body needs in order to give us with energy. Carbohydrates give our body sugar, starch and fibre. Fibre can be found in cereals, bread and vegetables. Starches include potatoes, beans and peas.

C Fats are essential nutrients in our diets. Even though we often think that fats are bad for us, we do need some fat in our diets. Fat helps protect our organs and stops us feeling too cold. Extra fat can also be used as energy for the body. Vitamins are essential to help our body use other nutrients. There are several kinds of vitamins, all of which we need every day. Our body gets most vitamins through what we eat. However, we produce some Vitamin D and K inside our bodies.

D Water is essential to all life, including human life. We could only live for a few days without water. We need water to help us eat and control our body temperature. Most of our body is made of water. We need about 8 glasses of water each day to stay healthy. Liquids such as coffee, tea, juices, milk and soda also provide us with the water we need. However, water, milk or juice are healthier options than soda.

E A healthy and balanced diet is also essential to help our brain develop and work well throughout our lives. What is more, research has shown that for elderly people, a healthy diet is one of the best ways to slow down the process of the brain getting older. Healthy diets generally have a positive effect on the brain, including better memory, the ability to pay attention for longer and process information faster. In particular, specific nutrients such as vitamins are very important for the brains of older people. For example, foods such as avocados or olive oil slow down changes in the brain that happen with old age.

F Serious diseases and obesity are due to bad eating habits and not doing enough physical activity. This leads to unhealthy bodies. Body weight, diet and level of physical activity all affect our health and quality of life. It is important that we eat enough fruit, vegetables and foods that contain a lot of fibre because all of these foods help protect us from disease.

G Doctors often advise their patients that, as well as eating a variety of fruit and vegetables, low-fat foods can help them lose weight. There are also medicines that can help people who have serious weight problems and some people with obesity can have an operation in hospital. However, these solutions can be expensive compared to less expensive natural ones. Doctors always say that a healthy diet and regular exercise are the most effective ways to control weight and make positive changes to our bodies and health.

Questions 14-18

Reading Passage 2 has seven paragraphs, **A-G**.

Which paragraph contains the following information?

NB You may use any letter more than once.

- 14** a number of something we should drink every day
- 15** why eating fibre is good for us
- 16** different types of nutrients that our bodies need
- 17** an example of something we make in our own body
- 18** a comparison of healthier diet choices

Questions 19 and 20

Choose **TWO** letters, **A-E**

Which **TWO** of the following are ways in which a healthy diet can affect the brain?

- A** An improvement in how well we remember things.
- B** A balanced diet helps the brain develop when we are older.
- C** A balanced diet helps people get old more slowly.
- D** We are able to pay attention faster.
- E** We can pay attention for a longer period of time.

Questions 21-26

Complete the summary below.

Choose **ONE WORD ONLY** from the passage for each answer.

Doctors' advice about healthy eating

- 21 foods and a range of fruit and vegetables help patients lose weight.
- 22 are available for serious problems. An option for obesity is a hospital
- 23 In comparison, 24 solutions are cheaper. Frequent
- 25 and healthy food are the best 26 to control weight.

Passage 3

What is the future of the internet?

A The internet is changing many things about the way we live, work, buy and produce. In this way, digital technologies are changing the existing models of business and government all the time. We are entering the age of the Fourth Industrial Revolution, a technological transformation. Our challenge is to manage this period of huge change in a way that helps us keep the internet a healthy and useful place for everyone.

B At the heart of the internet is data - massive amounts of it. In fact, the amount of data is growing at a rate of 40% per year. Singapore-based organisation Aureus Analytics estimate that 90% of all data in the world was created in the last two years. However, it is not just the amount of data that is important. The type of data is also changing. Internet connections and data are not just for laptops, tablets and mobile phones. It is estimated that by 2025, over 30 billion devices will be connected to the internet worldwide. This includes cars, things in our homes such as lights, heating and fridges and industrial equipment in factories.

C Over half (51%) of all internet users worldwide are in Asia: China has 1.3 billion mobile subscriptions out of a population of 1.36 billion, while India has 0.91 billion mobile subscriptions out of a 1.25 billion population.

D The internet is re-shaping the way companies are organised. One of the main reasons for this is that organisations need to keep their customers' data safe. In addition, many businesses are creating new mobile applications which bring people together more easily: those who want to sell things and others who want to buy things.

E There are still more people offline than people online. One of the United Nation's goals is for everyone in the world to be able to pay for internet access. This will connect communities around the world and lead to global advances in health, education and the environment.

F With technology changing and improving so fast, it is normal that the rules that 'police' how we use the internet need to change as well. Individual citizens and organisations test the rules every day and ask important questions about how safe and private the internet is. Cybercrime and online attacks are more and more frequent. In addition to the many positive things the internet provides, it is clear that the challenges of internet crime will continue to be a big part of the future of the internet.

Questions 27-32

Reading Passage 3 has six sections, A-F.

Choose the correct heading for each section from the list of headings below.

List of Headings

- i.** How is the internet changing businesses?
- ii.** Who controls the internet?
- iii.** Where are the most internet users?
- iv.** Organising businesses to buy customers' data
- v.** The importance of data
- vi.** The first technological revolution
- vii.** How is the internet changing our lives?
- viii.** Does everyone have access to the internet?

Questions 33-36

Do the following statements agree with the claims of the writer in the Reading passage?

In boxes 33-36 on your answer sheet, write

YES *if the statement agrees with the claims of the writer*

NO *if the statement contradicts the claims of the writer*

NOT GIVEN *if it is impossible to say what the writer thinks about this*

33 The internet is not changing much in our lives.

34 It is a positive thing that we are connecting many devices in our homes.

35 Companies must protect their customers' data.

36 Crime on the internet will still be an important issue in the future.

Questions 37-40.

Complete the sentences below.

*Choose **ONE WORD ONLY** from the passage for each answer.*

37 In 2025, more than thirty devices are going to be connected.

38 More than of all the people who use the internet are in Asia.

39 A lot of businesses now use mobile to join buyers and sellers.

40 The rules for the internet will also need to in the future.