

Unit 5: Sneaky Department Store Tricks

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appealing apparent draw empty on earth full

You're in _____ of a dress or a T-shirt, so you stop by a department store to make a quick _____. Two hours later, you walk out with several _____ bags –and an _____ wallet. How _____ did this happen? Although it may not seem _____, department stores _____ some clever _____ to make you stay longer and buy more.

你**需要**一件洋裝或T恤，所以你順道去一家百貨公司想快速**採買**一下。兩個小時後，你提著好幾個**滿滿的**袋子走出來—以及**空的**錢包。這**究竟**是怎麼發生的呢？雖然也許不是**很明顯**，但百貨公司會**運用**一些聰明的**技倆**來讓你待久一點、並且多買一些。

The department store _____ is designed to _____ you in and then keep you there. It begins with bright and _____ window displays to get you in the door. Once inside, however, you won't see any windows or clocks to _____ you of how long you have stayed.



百貨公司的**格局**設計是要**吸引**你走進去然後把你留在那裡。首先是明亮又**吸引人的**櫥窗展示讓你走進去。然而，一旦到了裡面，你就不會看到任何窗戶或時鐘來**提醒**你已待了多久。

strategies naturally entrance linked along guide
weapon samples powder emotions sunscreen fond

From the _____, most stores _____ you further in with a path that takes you around the whole store. They will also put in lots of interesting points for you to stop at _____ this path, such as counters offering free _____. These _____ increase the chances that you will buy something you hadn't planned on.

從**入口**開始，大多數的百貨公司都會有路線**引導**你往前逛完整個百貨公司。他們也會**沿著**這條路線設置很多有趣的點讓你駐留，例如提供免費**試用品**的櫃台。這些**策略**會增加你購買先前沒計畫要買的東西的機會。



Your senses are _____ to your _____ and make for a powerful sales _____. When you feel good, you buy more. So, _____, department stores design strategies to appeal strongly to your senses.

你的感官和**情緒連結**且可以成為很好的銷售**武器**。你心情好時，就會買更多東西。所以**自然而然地**，百貨公司會設計策略來強烈迎合你的感官。



For example, smells can bring back _____ memories. The smell of Christmas pine during a holiday sale, baby _____ in the children's department, or coconut _____ at a summer clothing display can result in an extra purchase.

舉例來說，嗅覺可以讓人想起**美好的**回憶。假期特賣會期間聖誕樹松樹的香氣，童裝部門嬰兒**爽身粉**的香味，或是夏季服裝展示會中椰子味**防曬乳**的味道都可能讓人購買額外的物品。

high-quality

avoid

background

consider

bargains

calm

discounts

knowledge

Department stores also carefully choose their _____ music. Slow music will _____ you and make you stay longer. Fast music, which is generally used in the evening, will make you move around the store quicker. The colors you see are important, too. Red and orange will make you think of _____ and _____, while black signals _____ goods.

百貨公司也會仔細挑選**背景**音樂。和緩的音樂會讓你**平靜**並讓你待久一點。快節奏的音樂通常會在夜晚使用，會讓你在店裡走快一點。你所看到的顏色也很重要。紅色和橘色會讓你想到**折扣**和**便宜好物**，而黑色代表**高品質**的商品。

The next time you go to a department store, _____ why things are designed the way they are. A little _____ can go a long way to help you _____ making more purchases than you originally planned!

下次你去百貨公司時，**想一想**事物為何會設計成這個樣子。具備一點**知識**對於幫助你**避免**買了比原本計畫還要多的商品可是很有用的！



★ go window shopping 瀏覽商店櫥窗（無意購買）

★ talk shop （與同事在工作時間外）談論自己的工作

★ shop around 貨比三家

Ex. When you're buying air tickets, you should always shop around for the best deal.

買機票時，你得多問幾家才能買到最便宜的票