节选自2020年12月第二套试题

Questions 9 to 11 are based on the passage you have just heard.

9. A) Consumers visualize their activities in different weather.

B) Good weather triggers consumers desire to go shopping.

C) Weather conditions influence consumers buying behavior.

D) Consumers mental states change with the prices of goods.

10. A) Active consumption.

B) Direct correlation.

C) Individual association.

D) Mental visualization.

11. A) Enabling them to simplify their mathematical formulas.

B) Helping them determine what to sell and at what price.

C) Enabling them to sell their products at a higher price.

D) Helping them advertise a greater variety of products.

答案：

9.C 10.D 11.B

解析：

9、题干+C契合首段信息“一项新研究揭示了晴天和雪天是如何影响消费者行为的”。

10、第二段以沙滩巾为例说明了晴天如何影响消费者的行为,末句总结“在脑海/内心里构想使用沙滩巾的画面会提升这一产品在消费者心目中的价值”, 故 D正确。

11、题干+B契合末段信息“线上商家通常利用复杂的数学公式来决定要主推何种产品及如何定价,纳入更多与天气相关的数据(即结合新研究的发现)能使他们作出更好的决策”。

听力原文：

Weather is a constant force in our lives, but there is little marketing research on how it affects

businesses. Now, a new study reveals how sunny and snowy conditions influence consumer behavior. Those weather conditions trigger consumers to mentally visualize using products associated with the respective weather. This leads to consumers placing a higher value on those products. That is, they're willing to pay more money for them. But the correlation is only found with products related to being outside.

How does this work? Researchers give the example of a beach towel. On a sunny day, consumers who see that product are not just looking at the towel itself, they are likely imagining themselves lying on the towel in the sun. This mental picture of using the towel increases the value of the product in the consumers mind.

Researchers put forward the following hypothesis to explain their findings. They think the mental picture works in sunshine and snow because these weather conditions have a positive association with outside activities. The effect is not seen with rainy weather. Researchers assert this is because there aren't many activities that are enabled by rain. Most products associated with rain, like umbrellas, are only used for protection from the weather, and not for any activities. Researchers believe that companies that sell a wide array of products online can benefit most from the insights this study provides. Online sellers often use complex mathematical formulas to determine what products to feature and how to price these products. Incorporating more data about weather would allow them to make better decisions. This could bolster sales.