



The Surprising Reason Online Shopping Can Be Less Satisfying

网购不满意，竟是因为这个原因

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406 Words

The fact that touch can be highly influential in generating sales has led researchers to **dub** the phenomenon the **Midas Touch**, after King Midas in Greek **mythology** who was said to turn everything he touched into gold.

触摸对于产品销售大有影响，研究人员为此将这种现象称为“点石成金”，这个说法来源于希腊神话中的迈达斯国王，据说他能把触碰过的所有东西都变成金子。

While touching a product is clearly not going to make it golden, it can make the person connect so strongly with the item that they take psychological **ownership** of it. This means that the consumer is much more likely to purchase it as they feel as if it already belongs to them. Partially, this will be **triggered** by the emotions that they experience when they engage in **tactile** interaction, as there is a close relationship in our brains between touch and emotions.

虽然触摸产品显然不会让它变成黄金，但这一举动可以让人与物产生强烈的联系，从而在心理上拥有它。这意味着消费者更有可能购买它，因为他们觉得这个东西已经属于自己了。在一定程度上，这是由他们在触觉互动时所体验到的情绪所触发的，因为在我们的大脑中，触觉和情绪之间存在着密切的关系。

Interestingly, shopping environments that **facilitate** touch—such as Apple stores, where consumers can “play” with almost every item being sold—generate more contented customers. In such situations, they are more likely to report an overall more enjoyable shopping experience and are more likely to come back. Thus, there are clear benefits in encouraging

dub [dʌb] v. 给……起绰号，把……称作；配音，译制 | an American movie dubbed into Italian 用意大利语配音的美国影片

Midas Touch 点石成金，事事都能挣钱的本领

after [ˈæftər] prep. 依照，按照（某人的名字命名） | She has a street named after her. 有一条街道以她的名字命名。

mythology [mɪˈθɑːlədʒi] n. 神话，错误的观点

ownership [ˈoʊnərʃɪp] n. 所有权，产权 | Ownership of the land is currently being disputed. 这块土地的所有权现在还有争议。

trigger [ˈtrɪɡər] v. 触发，引起 n. 扳机；诱因 | Certain forms of mental illness can be triggered by food allergies. 某些精神疾病可能由食物过敏引发。

tactile [ˈtæktl] adj. 触觉的 | tactile sensations 触觉

facilitate [fəˈsɪlɪteɪt] v. 促进，使便利 | Computers can be used to facilitate language learning. 用电脑可使语言学习更方便。

unavoidable [ˌʌnəˈvɔɪdəbl] adj. 无法避免的，难以预防的 | There

consumers to touch products.

有趣的是，方便触摸商品的购物环境——比如苹果商店，在那里消费者可以“把玩”几乎每一件在售的商品——会让顾客更满意。在这种情况下，顾客更有可能拥有总体上更愉快的购物体验，也更有可能再次光顾。因此，促进消费者触摸产品有明显的好处。

In a world where online shopping is almost **unavoidable**, and people can't touch what they buy, it **begs the question of** how touch can somehow be accommodated.

在一个网购几乎不可避免的世界里，人们无法触摸他们要买的东西，这就引出了一个问题：该如何使触摸适用于网购。

The reality is that many consumers have a high need for touch, and when they can't touch, they become **frustrated** and often feel dissatisfied. This will, at least partially, **contribute to** the high online return rates, as people don't feel **haptically** satisfied with the products when they arrive.

现实情况是，很多消费者对触摸有很高的需求，当无法触摸产品的时候，他们就会失望，经常感到不满。这至少在一定程度上导致网购退货率提高，因为人们在收到产品的时候在触觉上对它不太满意。

Presenting shoppers with visually-based tactile cues can help overcome the lack of touch. For example, if the tactile properties are clearly described, it helps the purchaser **perceive** the product more accurately. However, such descriptions only work if they are specific rather than **generic**.

向买家提供基于视觉的触觉线索有利于克服无法触摸产品的问题。例如，如果触觉特性得到了清晰的描述，会有助于买家更准确地感知产品。然而，只有具体而非泛泛的描述才会有效。

Furthermore, using moving imagery, such as a brief film **clip** of a model moving around in a clothing item, also helps with touch-related **visualisation** as it becomes a mental simulation of touch. Actual **textures** of products can also help provide cues for what the products are like.

此外，使用移动的图像，比如一个模特穿着服装走来走去的短视频，
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are now fears that war is unavoidable. 人们现在担心战争不可避免。

beg the question of 引出问题 | This proposal begs the question of who is going to pay for the new building. 这个提议让人不禁要问：谁来出资兴建新的大楼？

frustrated ['frʌstreɪtɪd] *adj.* 失望的，沮丧的 | Parents are increasingly frustrated with the local school system. 家长对当地的学校体制越来越失望。

contribute to 有助于，促成；是……的部分原因 | Air pollution contributes to respiratory diseases. 空气污染会引起呼吸道疾病。

haptically ['hæptɪklɪ] *adv.* 触觉地

perceive [pə'r'si:v] *v.* 注意到，察觉；理解，认为 | I perceived a change in his behaviour. 我注意到他举止有些改变。

generic [dʒə'nerɪk] *adj.* 一般的，普通的，通用的 | “Liquid” is a generic term, but “milk” is a specific term. “液体”是通称，但“牛奶”是具体名称。

clip [klɪp] *n.* (电影、电视节目或新闻的) 剪辑；回形针 | Here is a clip from her latest movie. 这是她最近一部电影的片段。

visualisation [ˌvɪʒuələ'zeɪʃn] *n.* 可视化；想象

texture ['tekstʃər] *n.* 质地，纹理，手感；口感 | The two cheeses were very different in both taste and

也对与触摸相关的视觉化有帮助，因为它变成了对触摸的心理模拟。产品的实际纹理也有助于为产品的外观提供线索。

In fact, it appears that tactile input is primarily processed **subconsciously**, meaning that it is not something you can necessarily ask consumers about, as they simply don't know that it affects them. Thus, the examples mentioned here are the kind of research findings that online **retailers** should **take note of**. With some creative input, they can be utilised to create more satisfied customers when touch is **absent**.

事实上，触觉输入似乎主要是在潜意识里处理的，这意味着你没办法询问消费者触觉相关的问题，因为他们根本不知道触觉会影响他们。因此，这里提到的例子是在线零售商应该注意的研究结果。通过一些创造性的输入，在线零售商可以在顾客无法触摸商品的情况下让顾客更满意。

texture. 这两种奶酪的味道和口感大不相同。

subconsciously [ˌsʌbˈkɔːnʃəsli] *adv.* 潜意识里，下意识地

retailer [ˈriːteɪlər] *n.* 零售商，零售店

take note of 注意，留意 | People were beginning to take note of her talents as a writer. 人们开始注意到她的写作才能。

absent [ˈæbsənt] *adj.* 缺席的，不在的；心不在焉的 | He's been absent from school for three days. 他已经旷课3天了。

➤ 脉络梳理

- Para. 1-3 指出触觉与产品销售存在联系，当消费者能够触摸到产品时，他们往往会更满意
- Para. 4-5 指出在网购情况下触觉缺失会导致顾客满意率下降
- Para. 6-7 分析如何弥补触觉缺失：详细描述质感；提供产品动态视频
- Para. 8 总结全文，建议在线零售商采取措施弥补触觉缺失，让顾客更满意

➤ 长难句拆解

主语 | 同位语从句，解释说明 fact
The fact that touch can be highly influential in generating sales

谓语+宾语（其中 dub + the phenomenon + the Midas Touch 为动词+宾语+宾补结构）
has led researchers to dub the phenomenon the Midas Touch,

状语 | 定语从句，修饰 King Midas
after King Midas in Greek mythology who was said to turn everything he touched into gold.