

## READING PASSAGE 3

You should spend about 20 minutes on **Questions 27-40**, which are based on Reading Passage 3 below.

### The Costs of Brand Loyalty

A Londoner with a sudden urge for giant African snails could do worse than head to the bustling marketplace in Brixton, a part of south London that is home to many people from Africa. Markets like Brixton Market that cater to migrants are a testament to the fact that people often retain very strong preferences for the kinds of food they grew up eating. Just ask the expatriate Britons who flock to 'Tea and Sympathy' in New York's Greenwich Village for pots of Marmite, a yeast-based spread whose delights baffle other nationalities (and many of their own compatriots).

Past research has shown that people are often willing to pay much more for a favoured brand than for seemingly identical alternatives. It is not always obvious why. However, there is ample evidence to support the theory that certain food preferences form in childhood. Children have a predisposition to fear new foods, which is only overcome when they are repeatedly presented with, and encouraged to consume, a particular food. Evidence shows that children's instinctive wariness of new foods dates back to the times when humans had to forage for food, and it was important that they learnt which foods were safe to eat. In the modern world, people routinely express a strong liking for a brand even though they are unable to tell the brand apart from rival brands in blind tests, and many studies have found that advertising alone cannot explain the strength of brand loyalty.

A new study by economists from the universities of Tilburg and Chicago tracks the consumption patterns of 38,000 US households over two years, and confirms the theory that such brand loyalty is widespread, deep and long-lasting. There were clear local patterns in consumption, although the same brands were available everywhere. But 16% of people studied were migrants: they had grown up in one state and moved to another. These migrants had the same options, in terms of what was on offer and at what price, as everyone else in their adopted home, but although they consumed local favourites, they bought fewer than longtime residents. This gap between purchases of migrants and those of the locally born was quite stubborn: although it faded the longer a person lived in their new state, it still took 20 years to halve in magnitude. Even 50 years on, it was still large enough to show up in the data. This could mean that the benefits of being the first brand into a market could last longer than might be assumed.

David Atkin of Yale University has identified some important implications of local food favourites. He suggests in a recent paper that the effects of people being loyal to known brands may also lead economists to rethink the way they calculate the benefits resulting from trade. This is because opening up to trade is in some ways very similar to migrating, as it changes the composition and prices of the foods that are available to a person. In particular, trade can cause local foods to become relatively more expensive. Atkin's data show something many economists do not take into account: when a traditional food has to compete with imported foods, it may no longer be the cheapest food available for people to choose to eat. Atkin decided to look at this situation in the context of developing countries.

To illustrate his point, Atkin uses detailed data about people's food choices in India. India is a good choice because it covers a large number of climatic zones where different specialised crops are grown. Despite being part of the same country, the prevalence of internal barriers to trade means that its regions are best thought of as being only partially open to trade. Atkin's data show that the foods a region specialises in producing are instead cheaper in that region.

However, there has been some opening up of internal trade in India in recent years, and this has revealed that for every rupee spent on food, people's intake of calories declined most in regions where prices of local favourite foods had risen. In theory, when there is a greater choice of types of food, people should adjust their food habits and purchase the cheapest option so that they boost their calorie intake. However, in practice, food habits mean that consumers keep buying the things they know and like even though these foods have become relatively expensive. Atkin calculates that if all barriers to internal trade in India were abolished, the average Indian household would have to generate a rise of 3.3 percent in income to maintain their calorie intake.

In developing countries where there is a high prevalence of undernutrition, such as in sub-Saharan Africa, the habit of continuing to eat favourite foods could have a serious effect on development. There is clear evidence that nutritional shortfalls in children can affect their ability to work and earn as adults, and also have detrimental effects on their long-term health.

Consequently, the nutritional declines that can occur as a result of the opening up of trade are of serious concern, because an entire generation that is malnourished as children will continue to suffer irreversible consequences for the rest of their lives, which could hinder the development of their country due to a lack of a quality workforce.

Questions 27–30

Choose the correct letter, **A**, **B**, **C** or **D**.

Write the correct letter in boxes 27–30 on your answer sheet.

- 27** In the first paragraph, the writer's purpose is to
- A** show that London has a multicultural society.
  - B** point out that people grow up eating food from markets.
  - C** give examples of the wide variety of food available in Britain.
  - D** illustrate the way adults enjoy eating food from their childhood.
- 28** Economists from the universities of Tilburg and Chicago found that people who have migrated from one American state to another
- A** were poorer than longtime residents of the new state.
  - B** sometimes returned to their home states to buy their favourite foods.
  - C** bought only some of the brands which were popular in their new state.
  - D** were particularly sensitive to price increases on food items.
- 29** Atkin's research shows that
- A** trade makes favourite foods hard to find.
  - B** trade results in increasing levels of migration.
  - C** imported food is of a higher quality than local food.
  - D** economists fail to understand all the effects of increased trade.
- 30** The writer thinks Atkin was wise to choose India for his study because
- A** trade barriers create food shortages between regions.
  - B** food is cheap in India in comparison to developed countries.
  - C** cultural variation results in a wide range of food preferences.
  - D** the varying weather patterns have resulted in regional crop types.

Questions 31–35

Do the following statements agree with the views of the writer in Reading Passage 3?

In boxes 31–35 on your answer sheet, write

<b>YES</b>	<i>if the statement agrees with the views of the writer</i>
<b>NO</b>	<i>if the statement contradicts the views of the writer</i>
<b>NOT GIVEN</b>	<i>if it is impossible to say what the writer thinks about this</i>

- 31** The Tilburg and Chicago study shows that brand loyalty is greater in some states of the United States than in others.
- 32** The study shows that the differences in shopping habits between migrants and native residents increased in the first 20 years.
- 33** First brands to enter a new market only hold their advantage if they are supported by advertising.
- 34** Atkin originally chose India as a case study because trade within the country was unrestricted.
- 35** In India, if a region focuses on certain foods, the cost of those foods remains comparatively low.

Questions 36–40

Complete the summary using the list of words and phrases, **A–I**, below.

Write the correct letter, **A–I**, in boxes 36–40 on your answer sheet.

**Food habits and trade in developing countries**

Trade is not always beneficial for the citizens of developing countries. Data show that a wider **36** \_\_\_\_\_ of foods does not necessarily result in a corresponding **37** \_\_\_\_\_ in the amount of calories in people's diets. This is because people's **38** \_\_\_\_\_ on continuing to eat the foods they grew up eating could result in insufficient calories in their diets if the cost of these foods rises as a result of more open trade conditions. This is especially true in countries where adequate **39** \_\_\_\_\_ is already a problem and could result in a whole section of society being unable to contribute fully to their country's **40** \_\_\_\_\_ in the future.

- |                       |                     |                     |
|-----------------------|---------------------|---------------------|
| <b>A</b> nutrition    | <b>B</b> range      | <b>C</b> progress   |
| <b>D</b> dislike      | <b>E</b> incentive  | <b>F</b> increase   |
| <b>G</b> independence | <b>H</b> production | <b>I</b> insistence |

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选择题 (27–30)

题号	答案	题干翻译	定位句与翻译 (第 X 段)	详细解释 (同义改写 + 错误项排除)
27	D	在第一段中, 作者的目的是什么? A 展示伦敦是多元文化社会; B 指出人们从市场里长大吃的食物; C 举英国食物多样性的例子; D 说明成年人如何偏爱童年食物。	第 1 段: “...people often retain very strong preferences for the kinds of food they grew up eating. ... expatriate Britons ... for pots of Marmite...” / “人们往往保留对自己从小吃的食物的强烈偏好.....(在纽约的) 英国侨民蜂拥而至只为买 Marmite。”	主题是“长大后仍爱童年味道”。D “illustrate... the way adults enjoy eating food from their childhood”与“retain...preferences...grew up eating”同义。A 多元文化只是背景; B 把“市场”当核心, 偏离中心; C 不是在列举英国食物的“广泛种类”。
28	C	蒂尔堡与芝加哥大学经济学家发现, 从一个州迁到另一个州的人: A 比当地老住户更穷; B 会回老家买爱吃的品牌; C 只购买新州里流行品牌中的一部分; D 对价格上涨更敏感。	第 3 段: “...although they consumed local favourites <b>they bought fewer than longtime residents.</b> ” / “尽管他们也消费当地热门品牌, 购买量低于长期居民。”	句子表明移民买得更少→对应“只买部分/买不全”。C 最贴切。A 贫富未提; B 没说回原州采购; D 未提对涨价的特别敏感性。
29	D	阿特金的研究表明: A 贸易让爱吃的食物难以找到; B 贸易导致迁移增加; C 进口食品质量更高; D 经济学家未充分理解贸易增加的所有影响。	第 4 段: “...may also lead economists to <b>rethink the way they calculate the benefits</b> resulting from trade... many economists <b>do not take into account ...</b> ” / “可能促使经济学家重新思考如何计算贸易收益.....许多经济学家没有考虑到.....”	明确指出现有计算忽略因素⇒D。A/B/C 文中均无此断言: A 说的是“相对更贵”, 非“难找”; B 未提迁移增加; C 未比较质量优劣。
30	D	作者认为阿特金选择印度很明智, 因为: A 贸易壁垒造成地区食物短缺; B 印度食品对比发达国家更便宜; C 文化差异导致食物喜好广泛; D 多样气候导致地区作物类型差异。	第 5 段: “India... covers <b>a large number of climatic zones</b> where <b>different specialised crops</b> are grown.” / “印度涵盖大量气候带, 各地种植不同的特色作物。”	直接对应 D。A 文中说“内部壁垒⇒部分开放”, 未言“短缺”; B 没有跨国价格比较; C 文中依据是气候/作物而非文化偏好。

判断题 (31–35)

题号	答案	题干翻译	精确定位 (原文句) → 翻译	详细解释
31	NOT GIVEN	蒂尔堡和芝加哥的研究表明：在美国一些州的品牌忠诚度比其他州更强。	“A new study ... tracks the consumption patterns of 38,000 US households ... and confirms ... brand loyalty is widespread, deep and long-lasting. <b>There were clear local patterns in consumption, although the same brands were available everywhere.</b> ” → “一项新研究……证实品牌忠诚普遍、深入且持久。消费确有地方性模式，尽管各地都能买到同样的品牌。”	文中只说存在“地方性模式” (local patterns)，并未给出“哪个州更强”的强弱对比或排名信息；题干要求跨州比较，原文未提供，故 <b>NOT GIVEN</b> 。
32	NO	研究显示：移民与本地居民的购物差异在前 20 年里扩大。	“This gap ... was quite stubborn: <b>although it faded the longer a person lived in their new state, it still took 20 years to halve in magnitude.</b> ” → “这种差距……相当顽固：随着在新州居住时间的增长，这一差距会减小，但也需要 20 年才缩小到一半。”	原文明确说差距在变小 (20 年“减半”)，与题干“增加/扩大”相反，因此 <b>NO</b> 。
33	NO	率先进入新市场的品牌只有在有广告支持时才能保持优势。	“In the modern world ... <b>many studies have found that advertising alone cannot explain the strength of brand loyalty.</b> ... This could mean that the benefits of being the first brand into a market could last longer than might be assumed.” → “在现代社会……许多研究发现，仅靠广告并不能解释品牌忠诚的强度……这可能意味着先进入市场的品牌，其优势会比想象中更持久。”	题干断言“只有在广告支持下”才能保持优势；原文一方面否定“广告单独解释一切”，另一方面直接指出“先入优势本身可能长期存在”。这与题干的必要条件相矛盾，故 <b>NO</b> 。
34	NO	阿特金最初选择印度作为案例，是因为国内贸易不受限制。	“India is a good choice <b>because it covers a large number of climatic zones ... the prevalence of internal barriers to trade</b> means that its regions are best thought of as being <b>only partially open to trade.</b> ” → “印度之所以适合作为案例，因为气候带众多……同时国内贸易壁垒普遍存在，各地区只能算是部分开放。”	选择印度的理由是“气候多样 + 存在内部贸易壁垒 (部分开放)”，与题干的“贸易不受限制”相反，因此 <b>NO</b> 。
35	YES	在印度，如果一个地区专注/特化于某些食物，这些食物的成本相对更低。	“Atkin's data show that <b>the foods a region specialises in producing are instead cheaper in that region.</b> ” → “阿特金的数据表明：某地区专门生产的食物在该地区反而更便宜。”	题干与原文陈述一致： <i>specialises in</i> = 专注/特化； <i>cheaper</i> = 成本/价格更低，故 <b>YES</b> 。

33 题可能有争议 (NO VS NG)，解释见下

为什么不是 NG?

NG 只在一种情形下使用——原文既不支持也不反驳题干要点。本题的要点是一个很强的必要条件句：

“先进入新市场的品牌只有在有广告支持时才能保持优势” (*only if supported by advertising*)。这等价于逻辑式：若无广告支持 ⇒ 不会保持优势。

而原文并非沉默，恰恰直接谈到广告与品牌忠诚 (以及先发优势) 的关系：

- 第②段末：“*many studies have found that **advertising alone cannot explain the strength of brand loyalty.***”  
含义：广告并非品牌忠诚 (进而先发优势) 的唯一/必要解释，还有更根本的来源 (童年口味、对新食物的戒心、反复暴露形成的偏好等)。
- 第③段：在讨论迁徙样本的长期偏好后写道：“*the benefits of being the **first brand** into a market **could last longer than might be assumed.***”  
这里把优势的持续性归因于持久的本地/童年偏好 (迁徙几十年仍可观)，并未把“广告支持”设为前提。

两处信息合在一起，构成对题干“只有广告支持才行”的反驳：文本给出了非广告驱动优势长期存在的机制与证据 (习得口味 → 品牌忠诚 → 先发优势长期化)。因此，题干将“广告支持”设为必要条件是过强且与文意相违的。

摘要填空 (36–40)

可选词： A nutrition   B range   C progress   D dislike   E incentive   F increase   G independence   H production   I insistence

题号	答案	题干译文 (含关键改写)	定位句与翻译 (第 X 段)	详细解释
36	B (range)	更广的食物种类并不一定带来.....	第 6 段：“when there is a <b>greater choice of types of food...</b> ” / “当有更多类型的食物可选时.....”	“greater choice of types” ⇔ “wider <b>range</b> ”。
37	F (increase)	.....并不一定带来热量摄入的增加。	第 6 段：“people’s intake of calories <b>declined</b> most...”	句子以 “并不必然带来增加” 为逻辑；与 “declined” 呼应，正确词为 <b>increase</b> (用于否定结构)。
38	I (insistence)	因为人们坚持吃从小吃的食物.....	第 6 段：“food habits mean that consumers <b>keep buying the things they know and like</b> even though ... more expensive.”	“keep buying... they know and like”=对既有口味的坚持，最贴 “insistence”。(E incentive=激励、D dislike=不喜欢均不符)
39	A (nutrition)	在营养本就不足的国家尤其如此.....	第 7 段：“In developing countries where there is a high prevalence of <b>undernutrition</b> ...” / “在营养不良普遍的国家.....”	“undernutrition” 直指 <b>nutrition</b> 。
40	C (progress)	可能使一部分人无法为国家未来的发展 / 进步作出充分贡献。	第 7–8 段：“shortfalls... affect their ability to work and earn as adults... detrimental effects on their long-term health.”；“...hinder the <b>development</b> of their country due to a lack of a quality workforce.”	“development” 与 <b>progress</b> 同域同义；句子语义为 “影响国家未来发展”，故 C 最契合。H production=产量、G independence=独立性均不合语境。