

1) 2018 年度 本試験 英語【筆記】 第4問 A

A 次の文章はある説明文の一部である。この文章とグラフを読み、下の問い(問 1～4)の 33 ～ 36 に入れるのに最も適当なものを、それぞれ下の①～④のうちから一つずつ選べ。

Color is an important feature considered by consumers when shopping for various products. Marketing companies need to identify the colors that can create an intention to purchase and a desired atmosphere in retail stores. However, it is not easy to anticipate which colors will be popular for individual items, because consumers have different preferences depending on product types. Through the research reported here, we can deepen our understanding of the influence of color on consumers.

In this study, researchers surveyed German consumers to obtain information on whether the participants thought color was important when shopping, how much they were influenced by color when buying various products, and what emotions and associations were related to various colors. First, the researchers examined the data and found that color was indeed important for the participants when shopping, with 68% of them mentioning color as a determining factor when choosing the product they intended to purchase.

Next, the researchers investigated whether the degree of importance consumers put on color varied depending on the products purchased. Figure 1 shows six everyday products and the percentages of the participants who placed high importance on color when purchasing those products. The top two products were both those worn by the participants, and the three lowest were all electronic devices. A total of 36.4% of the participants placed importance on color for cellphones. This was the highest among the electronic products, but only slightly more than half of that for bags, which appeared one rank above.

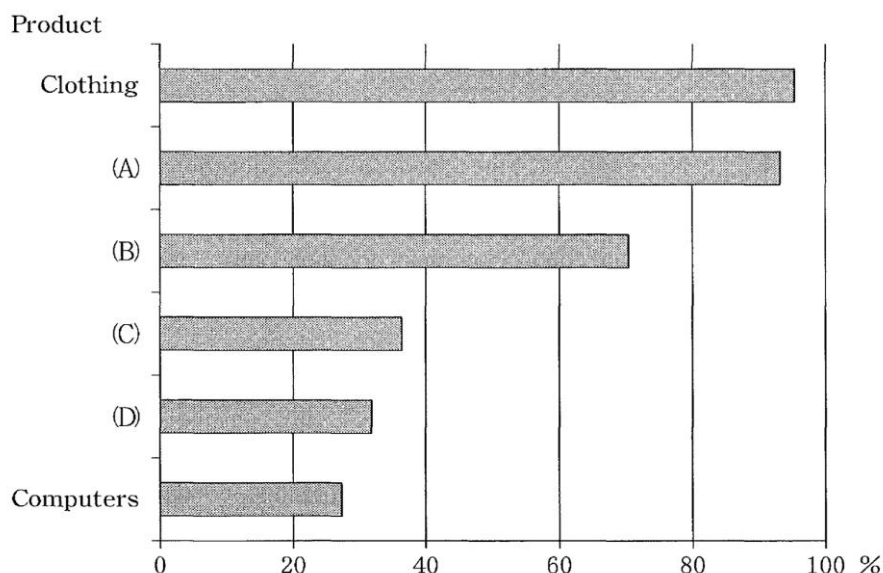


Figure 1. The percentages of the participants who placed high importance on color when purchasing six everyday products.

Third, the researchers looked at the participants' perceptions of and associations with colors. The results showed that red had various meanings: love, danger, anger, and power. Green produced a relationship with nature, good luck, and health. Furthermore, the color white was associated with balance, health, and calm. Results showed each color had several different meanings.

The findings summarized in the above passage explained how colors influenced German consumers. However, this influence may vary from country to country. In this globalized world, it has become easier to market products internationally, partly due to the increased use of the Internet. Therefore, it is necessary to consider the importance consumers in other parts of the world place on color in their choices of products. The next part of this passage will examine this topic.

問 1 The passage mentions that it is difficult to understand which colors consumers like better because 33.

- ① color preferences differ from generation to generation
- ② consumers' favorite colors vary for different products
- ③ product marketers choose the most popular colors
- ④ various products are purchased by consumers when shopping

問 2 In Figure 1, which of the following do (A), (B), (C), and (D) refer to? 34

- ① (A) Bags (B) Footwear (C) Cellphones
(D) Music players
- ② (A) Bags (B) Footwear (C) Music players
(D) Cellphones
- ③ (A) Footwear (B) Bags (C) Cellphones
(D) Music players
- ④ (A) Footwear (B) Bags (C) Music players
(D) Cellphones

問 3 Which of the following statements is correct according to the passage? 35

- ① German businesses consider green to represent passion to consumers.
- ② German consumers perceive one color as containing multiple images.
- ③ German people appear to prefer green clothing to red clothing.
- ④ German producers choose one color for products after observing their sales.

問 4 What topic is most likely to follow the last paragraph? 36

- ① The effects of globalization on color choices in international business
- ② The importance of marketing electronic devices in other countries
- ③ The influence of the Internet on product choices in international business
- ④ The significance of color for the consumers in other countries

2) 解説

問 1 The passage mentions that it is difficult to understand

この文章によれば、理解するのが難しいのは

which colors consumers like better because 33.

消費者がどの色をより好むのか。それは (33) だからです。

- ① color preferences differ from generation to generation
「色の好みは世代によって異なる」
- ② consumers' favorite colors vary for different products
「消費者の好みの色はさまざまな製品で異なる」
- ③ product marketers choose the most popular colors
「製品のマーケティング担当者は最も人気のある色を選ぶ」
- ④ various products are purchased by consumers when shopping
「買い物をする際に消費者はさまざまな製品を購入する」

Color is an important feature considered by consumers when shopping for various products. Marketing companies need to identify the colors that can create an intention to purchase and a desired atmosphere in retail stores. However, it is not easy to anticipate which colors will be popular for individual items, because consumers have different preferences depending on product types. Through the research reported here, we can deepen our understanding of the influence of color on consumers.

色は消費者がさまざまな製品を買い求める際に考慮する重要な特徴の1つである。マーケティング会社は、小売店で購買意欲をそそり、望ましい雰囲気を醸し出す色を特定する必要がある。だが、それぞれの商品においてどの色が人気になるかを予想するのが容易ではないのは、製品の種類に応じて、消費者の好みは異なるためだ。ここで報告されている調査によって、私たちは色が消費者に及ぼす影響についての理解を深めることができる。

問 2 In Figure 1, which of the following do (A), (B), (C), and (D) refer to? 34

「図 1 において、(A), (B), (C), (D)が指すのは次のどれですか？」

- ① (A) Bags (B) Footwear (C) Cellphones (D) Music players
- ② (A) Bags (B) Footwear (C) Music players (D) Cellphones
- ③ (A) Footwear (B) Bags (C) Cellphones (D) Music players
- ④ (A) Footwear (B) Bags (C) Music players (D) Cellphones

Next, the researchers investigated whether the degree of importance consumers put on color varied depending on the products purchased. Figure 1 shows six everyday products and the percentages of the participants who placed high importance on color when purchasing those products. The top two products were both those worn by the participants, and the three lowest were all electronic devices. A total of 36.4% of the participants placed importance on color for cellphones. This was the highest among the electronic products, but only slightly more than half of that for bags, which appeared one rank above.

次に、研究者たちは消費者が色を重視する程度が買う製品によって異なるかどうかを調べた。図 1 は、6 品目の日常で使う製品と、その製品を購入する際に色を重視した参加者の割合を示している。上位 2 品目はどちらも参加者が身につけるもので、下位 3 品目はすべて電子機器であった。全体で 36.4%の参加者が携帯電話の色を重視した。これは電子製品の中では最も高い割合であったが、1 つ上位にあるバッグの割合の半分強にすぎなかった。

考え方 正解は③ 身につけるもの→履物 ・ 電子機器では携帯が一番 ・ 携帯のワンランク上はバッグ

問 3 Which of the following statements is correct according to the passage? 35

「この文章によると正しいのは次の文のどれですか？」

① German businesses consider green to represent passion to consumers.

「ドイツの企業は、緑色は消費者にとって情熱を表すと考えている」 (緑は自然)

② German consumers perceive one color as containing multiple images.

「ドイツの消費者は1つの色が複数のイメージを持つと考えている」

③ German people appear to prefer green clothing to red clothing.

「ドイツ人は赤い色の服よりも緑色の服を好むようだ」 (記載なし)

④ German producers choose one color for products after observing their sales.

「ドイツの製造業者は売れ行きを見た後で、製品の色を選択して1色にする」 (記載なし)

Third, the researchers looked at the participants' perceptions of and associations with colors. The results showed that red had various meanings: love, danger, anger, and power. Green produced a relationship with nature, good luck, and health. Furthermore, the color white was associated with balance, health, and calm.

▼ Results showed each color had several different meanings.

第3に、研究者たちは参加者の色に対する感じ方と連想について調べた。その結果、赤色には、愛・危険・怒り・力というさまざまな意味があることがわかった。緑色は自然・幸運・健康と関係していた。さらに、白色はつり合い・健康・平穏を連想させた。この結果、それぞれの色にさまざまな意味があることがわかった。

問 4 What topic is most likely to follow the last paragraph? 36

「最終段落に続く可能性が最も高いのは、何の話題ですか？」

① The effects of globalization on color choices in international business

「グローバル化が国際ビジネスにおける色の選択に及ぼす影響」

② The importance of marketing electronic devices in other countries

「他国へ電子機器を売り込む重要性」

③ The influence of the Internet on product choices in international business

「国際ビジネスにおいてインターネットが製品の選択に及ぼす影響」

④ The significance of color for the consumers in other countries

「他国の消費者にとっての色の持つ意味」

The findings summarized in the above passage explained how colors influenced German consumers. However, this influence may vary from country to country. In this globalized world, it has become easier to market products internationally, partly due to the increased use of the Internet. Therefore, it is necessary to consider the importance consumers in other parts of the world place on color in their choices of products.

The next part of this passage will examine this topic.

上記でまとめられた調査結果は、色がどれだけドイツの消費者に影響を及ぼしているかを説明していた。だが、このような影響は国によって異なるかもしれない。現在のグローバル化した世界において、製品を世界市場に出すことが容易になったのは、1つにはインターネットの利用が拡大したためである。それゆえ、世界の他の地域の消費者が製品を選ぶ際に、色をどれだけ重視するかを考慮する必要がある。この文章の次の部分ではこのテーマを調べることにする。

3) 次回予告

この問題を、大学入学共通テスト風に作り変えてみて、傾向を探り、対策とします。