

大学入学共通テストについて
～過去のセンター試験を新テスト形式にアレンジしてみた②～

英語科
近藤 栄作

模擬試験（リーディング第5問形式）

Your group is preparing a poster presentation entitled “The influence of color on consumers,” using information from the magazine article below

The Influence of Color on Consumers

by David Moore

July, 2010

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. They picked out six everyday products and looked into 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.

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.

Complete the poster by filling in to .

<p>“The influence of color on consumers”</p>					
<p>1) What is the purpose of the research in this magazine article? : <input type="text" value="1"/></p>					
<p>2) How did they deal with their research? :</p> <p>In this study, researchers surveyed German consumers to obtain information on <input type="text" value="2"/></p>					
<p>3) Table: The order of their research and what they found in their research</p>					
<table border="1"><tr><th>What they did</th></tr><tr><td><input type="text" value="3"/> ↓ <input type="text" value="5"/> ↓ <input type="text" value="7"/></td></tr></table>	What they did	<input type="text" value="3"/> ↓ <input type="text" value="5"/> ↓ <input type="text" value="7"/>	<table border="1"><tr><th>What they found</th></tr><tr><td>→ <input type="text" value="4"/> → <input type="text" value="6"/> → <input type="text" value="8"/></td></tr></table>	What they found	→ <input type="text" value="4"/> → <input type="text" value="6"/> → <input type="text" value="8"/>
What they did					
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What they found					
→ <input type="text" value="4"/> → <input type="text" value="6"/> → <input type="text" value="8"/>					
<p>4) David Moore’s next magazine article will... : <input type="text" value="9"/></p>					

問 1 Choose the best statement(s) to complete the poster.

(You may choose more than one option.)

- ① to recognize the colors that can affect consumers’ mood
- ② to identify which items are popular in retail stores
- ③ to create a desired atmosphere in schools
- ④ to encourage consumers to purchase cheap goods as much as possible
- ⑤ to identify how product colors influence the consumers’ decision to buy
- ⑥ to report some illegal advertisements of retail stores

問 2 Choose the best statements to complete the poster. 2

(You may choose more than one option.)

- ① whether or not the participants thought color was important when buying something
- ② whether or not retail stores regarded color as stimulants of purchasing
- ③ which type of emotions were related to various colors
- ④ how often the participants went to retail stores when buying various products
- ⑤ how strongly the participants were influenced by color when shopping

問 3 Members of your group listed important factors in the research. Put the investigations and findings into the boxes 3 ~ 8 in the order that they did.

- ① They picked out six everyday products and looked into the percentages of the participants who placed high importance on color when purchasing those products.
- ② Each color had several different meanings. For example, the color white was associated with balance, health, and calm.
- ③ The researchers examined the data to find whether color was important for the participants when shopping.
- ④ The researchers looked at the participants' perceptions of and associations with colors.
- ⑤ The top two products were both items worn by the participants, and the three lowest were all electronic devices.
- ⑥ Two-thirds of them mentioned color as a determining factor when choosing the product they intended to purchase.

問 4 Choose the best statement to complete the poster. 9

- ① report how colors influence consumers in other parts of the world.
- ② continue giving results about German consumers.
- ③ show the best color for cellphones.
- ④ collect data to reveal the important factors of a desired atmosphere in German retail stores.

問 1 Choose the best statement(s) to complete the poster. 1

(You may choose more than one option.)

- ① to recognize the colors that can affect consumers' mood
- ② to identify which items are popular in retail stores (×人気商品の確認)
- ③ to create a desired atmosphere in schools (×学校の雰囲気づくり)
- ④ to encourage consumers to purchase cheap goods as much as possible (×安価で購入)
- ⑤ to identify how product colors influence the consumers' decision to buy
- ⑥ to report some illegal advertisements of retail stores (×違法広告)

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.

問 2 Choose the best statements to complete the poster. 2

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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.

この研究では、研究者たちはドイツの消費者を調査して、参加者が買い物をするときに色は重要だと思うか、さまざまな製品を買う際にどれだけ色に影響を受けるか、さまざまな色にどのような感情や連想が伴うかということに関する情報を得た。まず、研究者たちはデータを調べて、買い物をする際に参加者にとって色が実際に重要であることがわかり、参加者の 68%については、買おうとする製品を選ぶ際に色が決定的要因であると述べた。

問3 Members of your group listed important factors in the research. Put the investigations and findings into the boxes ~ in the order that they did.

- ① They picked out six everyday products and looked into the percentages of the participants who placed high importance on color when purchasing those products.
- ② Each color had several different meanings. For example, the color white was associated with balance, health, and calm.
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- ④ The researchers looked at the participants' perceptions of and associations with colors.
- ⑤ The top two products were both items worn by the participants, and the three lowest were all electronic devices.
- ⑥ Two-thirds of them mentioned 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. They picked out six everyday products and looked into 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.

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.

解答は

③⑥①⑤④②

問4 Choose the best statement to complete the poster.

- ① report how colors influence consumers in other parts of the world.
- ② continue giving results about German consumers. (×ドイツの)
- ③ show the best color for cellphones. (×携帯の人気色)
- ④ collect data to reveal the important factors of a desired atmosphere in German retail stores. (×ドイツの)

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.

*終了です。お疲れさまでした。また来週。