

第6問 次の文章を読み、下の問い(A・B)に答えよ。なお、文章の左にある(1)～(6)はパラグラフ(段落)の番号を表している。(配点 36)

- (1) A lot can change in 50 years, especially when it comes to men and women. In the 1950s in America, gender roles were more clearly defined; men were the sole breadwinners, and women played the role of “housewife”. At that time, only one in three women were part of the workforce, and it was men who were supposed to make all of the financial decisions for the family. Today, the situation has changed dramatically, with women now constituting about half of all workers. Women have made great progress in their efforts to reach financial equality. Many studies have explored the effects of this equality, and we now have a fascinating look into the different ways men and women approach and think about shopping.
- (2) Since the Internet emerged, shopping has experienced a remarkable transformation. Shoppers today have access to literally millions of online stores from all around the world. Interestingly, American men and women of today both seem to be attracted to the same kinds of products online. Electronics are the hottest items out there; and both men and women shop for cell phones, computers, and digital cameras. However, contrary to the popular belief that women enjoy shopping more than men, a number of studies on online shopping have shown that men actually spend more money than women online. They are more inclined to spend more on a single item than women are.
- (3) The thought process each gender goes through before committing to a purchase also differs. Most men still have a “hunter” approach to shopping, treating it as a mission to be accomplished. They are not as likely as women to bargain shop, which involves checking and comparing prices in different stores in search of the lowest price. They also take bigger risks than women, and this risk-taking mentality results in their feeling more comfortable buying products that have only just been put on the shelves. This *it's-new-so-I-want-it* mentality is perhaps one of the reasons men are more likely to

spend more on single items than women are.

- (4) While men are more impulsive, women take a slower and more practical approach to shopping. Marketing studies have shown that women generally do not like to rush into a purchase, and consequently they are not the risk-takers that men tend to be. Another significant difference lies in the practice of bargain shopping. Unlike men, women are bigger and better bargain shoppers, which is another reason why they spend less on individual purchases.
- (5) Being a more patient and thorough shopper is not simply a matter of different shopping habits, say psychologists. It also involves a different way of thinking and behaving. American men are socialized to be more aggressive, goal-oriented, and, independent, so they treat shopping as a problem to be solved. This mentality not only explains why they take more risks, but it also explains a fundamental difference between the sexes: men prefer shopping alone and don't like asking for help; women, on the other hand, treat shopping as a social activity. Because they are more relationship-oriented, women prefer to consult with their friends, family, and co-workers before making a purchase, and doing so results in their taking more time to shop and fewer risks when shopping. This contrasts sharply with men, many of whom still believe that asking for help is a sign of weakness.
- (6) What underlies the differences between male and female shoppers is thus a deeper issue that goes beyond simple statistics on who spends more or who shops more frequently. Although American men and women share a common desire to shop, differences exist in the way they think about and approach shopping. But give it 50 more years—who knows what might happen then?

A 次の問い(問1～5)の 47 ～ 51 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。

問1 Which of these statements is true according to paragraph (1)? 47

- ① About half of all women are working outside the home.
- ② In the 1950s, American women seldom made financial decisions for the family.
- ③ The roles of men and women haven't changed at all in the past 50 years.
- ④ There have been few studies on the influence of financial equality between men and women.

問2 According to paragraph (2), American men 48.

- ① buy more expensive things online than women
- ② don't go shopping in local stores very often
- ③ hate online shopping more than women do
- ④ tend to buy things online that women don't like to

問3 The phrase a "hunter" approach to shopping in paragraph (3) is closest in meaning to 49.

- ① buying what they want without comparing the prices
- ② getting as many items as possible in a limited time
- ③ purchasing something without taking a risk
- ④ spending a lot of time looking for the best prices

問 4 Paragraph (4) says that, unlike men, women are more likely to

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- ① be careful in choosing which things to buy
- ② buy something on impulse
- ③ spend a lot of money on a single purchase
- ④ waste money on unnecessary purchases

問 5 What is reflected in the different shopping behavior between men and women?

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| 51 |
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- ① Changing social and economic situations
- ② Genetically determined physical traits
- ③ The different mentalities of men and women
- ④ The number of people who they can consult with

B 次の表は、本文のパラグラフ(段落)ごとの内容をまとめたものである。

52 ~ 55 に入れるのに最も適当なものを、下の①～④のうちから一つずつ選び、表を完成させよ。ただし、同じものを繰り返し選んではいけない。

| Paragraph | Content |
|-----------|--|
| (1) | Changes in gender roles in America |
| (2) | 52 |
| (3) | 53 |
| (4) | 54 |
| (5) | 55 |
| (6) | What is behind gender differences in shopping |

- ① Factors behind shopping habits
- ② Female approaches to online shopping
- ③ Male approaches to online shopping
- ④ The influence of the Internet on shopping behavior