



Consumer Reports Reveals Top Retailer for Appliances

Description

Some people wonder if buying appliances directly from the manufacturer is a smart way to save money. Others prefer visiting local shops to work with salespeople. Choosing the right retailer can make the buying process easier and more satisfying. Some retailers focus on making customers happy.

Consumer Reports is a non-profit organisation that surveys its members about their experiences with various products and services. In a recent survey, over 9,700 members shared their thoughts on large appliance stores, which include items like washers, dryers, and refrigerators. This survey ranked retailers based on customer satisfaction.

Surprisingly, the top spot did not go to well-known stores like Costco, Lowe's, or Home Depot. Instead, Abt Electronics received the highest satisfaction score among 23 retailers in the survey. Abt Electronics has one store in Glenview, Illinois, and sells online. Costco ranked fifth, while Home Depot and Lowe's did not perform well.

Abt Electronics stands out due to its large showroom and unique attractions, like a big fish tank and free cookies on weekends. The store received perfect scores for its atmosphere, brand selection, customer service, and delivery options. It also scored well for pricing.

Costco ranked highest among big box stores but still received lower ratings than Abt in five categories. Home Depot and Lowe's were near the bottom of the list, with average scores overall. The survey challenges the belief that big box retailers always offer the best prices.

Vocabulary List:

1. **manufacturer** //,mænjə'fæktʃərə// (noun): company that makes products to sell to customers
2. **retailer** //'ri:teɪlə// (noun): a business that sells goods to customers
3. **satisfaction** //,sætɪs'fækjən// (noun): feeling of being happy with something
4. **survey** //'sɜ:veɪ// (noun): a set of questions to learn people's opinions
5. **appliances** //'ə'plaiənsɪz// (noun): large machines used in homes for daily tasks
6. **showroom** //'ʃəʊru:m// (noun): a large room where products are displayed for sale

Comprehension Questions



Multiple Choice

1. Which store received the highest customer satisfaction score in the survey?

- Option: Costco
- Option: Home Depot
- Option: Abt Electronics
- Option: Lowe's

2. How many members participated in the Consumer Reports survey?

- Option: 5,000
- Option: 7,500
- Option: 9,700
- Option: 10,500

3. What unique attractions does Abt Electronics have?

- Option: A roller coaster
- Option: A big fish tank
- Option: A café
- Option: An aquarium

4. What type of organization is Consumer Reports?

- Option: For-profit
- Option: Non-profit
- Option: Governmental
- Option: Community-based

5. In which state is Abt Electronics located?

- Option: California
- Option: New York
- Option: Illinois
- Option: Texas

6. Which store ranked fifth in the survey?

- Option: Home Depot
- Option: Lowe's
- Option: Abt Electronics
- Option: Costco



True-False

7. Consumer Reports is a for-profit organization.
8. Abt Electronics has multiple locations across the US.
9. Costco was the best-performing big box store in the survey.
10. The survey ranked retailers based on price only.
11. Home Depot and Lowe's performed well in customer satisfaction ratings.
12. The survey included over 10,000 participants.

Gap-Fill

13. Some retailers focus on making customers happy, while others prefer to maximize _____ .
14. Abt Electronics received perfect scores for its atmosphere, brand selection, customer service, and _____ options.
15. The survey challenges the belief that big box retailers always offer the best _____ .
16. Costco ranked _____ among big box stores in terms of customer satisfaction.
17. The store received perfect scores for its atmosphere and _____ selection.
18. In the survey, home appliance items include washers, dryers, and _____ .

Answer

Multiple Choice: 1. Abt Electronics 2. 9,700 3. A big fish tank 4. Non-profit 5. Illinois 6. Costco

True-False: 7. False 8. False 9. True 10. False 11. False 12. False

Gap-Fill: 13. profits 14. delivery 15. prices 16. highest 17. brand 18. refrigerators



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What does a manufacturer primarily do?
Option: Retail products
Option: Produce goods
Option: Market services
Option: Develop software
2. Which of the following best describes a retailer?
Option: Produces products
Option: Sells directly to consumers
Option: Manufactures goods
Option: Imports products
3. What does customer satisfaction measure?
Option: Customer complaints
Option: Product returns
Option: Customer expectations
Option: Sales figures
4. What is the main purpose of a survey?
Option: To sell products
Option: To gather information
Option: To advertise services
Option: To analyze financials
5. Which of the following is considered an appliance?
Option: Television
Option: Microwave
Option: Software
Option: Book
6. What is typically found in a showroom?
Option: Offices
Option: Demonstration products
Option: Warehouses
Option: Manufacturing equipment
7. What is the purpose of verification?



- Option: To ensure accuracy
- Option: To sell products
- Option: To reduce costs
- Option: To increase sales

8. What does it mean to integrate systems?

- Option: To keep them separate
- Option: To combine them
- Option: To delete them
- Option: To analyze them

9. What is cybersecurity designed to protect against?

- Option: Physical theft
- Option: Cyber attacks
- Option: Natural disasters
- Option: Inventory loss

10. What does inflation typically affect?

- Option: Stock prices
- Option: Purchasing power
- Option: Employment rates
- Option: Product quality

ESL-NEWS.COM

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. A _____ is a business that produces goods for sale.
- 12. A _____ sells products directly to consumers.
- 13. Customer _____ is crucial for business success and repeat purchases.
- 14. Businesses often use a _____ to measure customer opinions.
- 15. A _____ is a space where products are displayed for customers to see.
- 16. Data _____ ensures the accuracy of information collected.
- 17. To improve efficiency, companies often _____ their different systems.
- 18. Cybersecurity aims to identify and mitigate _____ in systems.



19. In a market with high _____, businesses must innovate to survive.
20. Rising _____ can lead to higher prices for consumers.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. A manufacturer produces goods in large quantities to supply to retailers.
22. A retailer purchases products from manufacturers and sells them directly to consumers.
23. Customer satisfaction is vital for any business that wishes to retain customers.
24. A survey collects feedback from customers to improve products or services.
25. A showroom allows customers to experience products before purchasing them.
26. Verification processes help ensure that data is accurate and reliable.
27. To improve operations, businesses often integrate various software systems.
28. Cybersecurity measures protect sensitive information from cyber threats.
29. Competition in the marketplace drives innovation and better services.
30. Inflation affects how much consumers can afford to spend on goods and services.

Answer

Multiple Choice: 1. Produce goods 2. Sells directly to consumers 3. Customer expectations 4. To gather information 5. Microwave 6. Demonstration products 7. To ensure accuracy 8. To combine them 9. Cyber attacks 10. Purchasing power

Gap-Fill: 11. manufacturer 12. retailer 13. satisfaction 14. survey 15. showroom 16. verification 17. integrate 18. vulnerabilities 19. competition 20. inflation

Matching sentence: 1. manufacturer 2. retailer 3. satisfaction 4. survey 5. showroom 6. verification 7. integrate 8. cybersecurity 9. competition 10. inflation

CATEGORY

1. Business - LEVEL3

POST TAG



1. appliances
2. B1
3. buying guide
4. consumer reports
5. ESL learning
6. esl news
7. Level 3

Tags

1. appliances
2. B1
3. buying guide
4. consumer reports
5. ESL learning
6. esl news
7. Level 3

Date Created

2026/04/20

Author

aimeeyoung99

ESL-NEWS.COM