



Consumer Reports Reveals Top Retailer for Buying Appliances

Description

Some consumers question whether purchasing large appliances directly from manufacturers is more economical than choosing a traditional local retailer. For those who prefer the latter approach, selecting a retailer that prioritises customer satisfaction is crucial. Certain retailers implement additional measures to enhance the shopping experience.

Consumer Reports, a non-profit organisation, regularly conducts surveys among its members regarding their experiences with various brands and retail providers. In a recent survey involving over 9,700 respondents, members evaluated their satisfaction with large appliance stores, defining these appliances as washers, dryers, ovens, and refrigerators. The results highlighted the top-rated retailers for appliance purchases.

Surprisingly, the survey revealed that Abt Electronics, rather than well-known chains like Costco, Lowe's, or Home Depot, achieved the highest customer satisfaction score among 23 retailers. Based in Glenview, Illinois, Abt Electronics operates one physical store and also sells online. While Costco ranked fifth, both Home Depot and Lowe's were positioned in the lowest quartile of the survey results.

Abt Electronics' success stems from its extensive 114,000 square-foot showroom, which features unique attractions such as a 7,500-gallon saltwater fish tank and complimentary chocolate chip cookies on weekends. The store received high praise in the survey for its atmosphere and scored well in categories such as brand selection, customer service, delivery, and website usability.

In comparison to Abt Electronics, Costco, while the highest ranking among national chains, scored lower in five of seven categories. Despite Costco's reputation for competitive pricing, the survey indicates that Abt Electronics provides similar satisfaction regarding pricing. Following the results, both Home Depot and Lowe's received average to low scores, challenging the assumption that big box retailers guarantee the best prices for large appliances.

Vocabulary List:

1. **economical** //,ɛkə'nɒmɪkəl// (adjective): not costing much; helps you save money
2. **retailer** //ˈriːteɪlər// (noun): a business that sells goods to customers
3. **prioritises** //praɪ'ɔːrɪ,tʌɪzɪz// (verb): gives more importance to one thing
4. **survey** //ˈsʌːveɪ// (noun): a set of questions for many people
5. **satisfaction** //,sætɪs'fækʃən// (noun): feeling pleased with a result or service
6. **quartile** //ˈkwɔːrtəl// (noun): one of four equal parts in data



Comprehension Questions

Multiple Choice

1. Which retailer achieved the highest customer satisfaction score according to the recent survey?
Option: Costco
Option: Home Depot
Option: Lowe's
Option: Abt Electronics
2. How many respondents were involved in the Consumer Reports survey?
Option: 5,000
Option: 7,500
Option: 9,700
Option: 10,500
3. What unique feature is found in Abt Electronics' showroom?
Option: An aquarium
Option: A pet store
Option: A chocolate factory
Option: A bakery
4. Where is Abt Electronics located?
Option: California
Option: Illinois
Option: New York
Option: Texas
5. Which retailer ranked fifth in customer satisfaction?
Option: Lowe's
Option: Home Depot
Option: Abt Electronics
Option: Costco
6. In how many categories did Costco score lower than Abt Electronics?
Option: 2



- Option: 3
- Option: 5
- Option: 7

True-False

- 7. Abt Electronics operates multiple physical stores across the country.
- 8. The survey included more than 9,700 respondents.
- 9. Home Depot received the highest customer satisfaction score.
- 10. Costco ranked lower than both Home Depot and Lowe's in the survey.
- 11. The survey indicated that big box retailers guarantee the best prices for large appliances.
- 12. Complimentary chocolate chip cookies are offered at Abt Electronics on weekdays.

Gap-Fill

- 13. Certain retailers implement additional measures to enhance the shopping _____.
- 14. Abt Electronics operates a showroom of _____ square feet.
- 15. Costco was ranked _____ in customer satisfaction among national chains.
- 16. The unique attraction at Abt Electronics is a _____ fish tank.
- 17. Home Depot and Lowe's were positioned in the _____ quartile of the survey results.
- 18. The appliances defined in the survey included washers, dryers, ovens, and _____.

Answer

Multiple Choice: 1. Abt Electronics 2. 9,700 3. An aquarium 4. Illinois 5. Costco 6. 5

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

Gap-Fill: 13. experience 14. 114,000 15. fifth 16. 7,500-gallon saltwater 17. lowest 18. refrigerators



Vocabulary quizzes

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

1. What is a retailer?

Option: A manufacturer

Option: A distributor

Option: A business that sells products to consumers

Option: A financial institution

2. What does customer satisfaction refer to?

Option: The overall happiness of customers

Option: The number of products sold

Option: The profit made by a retailer

Option: The number of employees in a store

3. What is volatility in a financial context?

Option: Stability

Option: Predictability

Option: Fluctuation

Option: Sustainability

4. What is an acquisition?

Option: A type of financial investment

Option: The act of purchasing another company

Option: A method of reducing expenses

Option: A legal term for partnership

5. What does it mean if a company is profitable?

Option: It has high expenses

Option: It generates more revenue than costs

Option: It has negative cash flow

Option: It spends more than it earns

6. What is a legacy?

Option: A current trend

Option: An inheritance or lasting impact

Option: A marketing strategy

Option: A financial report

7. What are countermeasures?



- Option: Strategies to increase risk
- Option: Actions taken to prevent or mitigate problems
- Option: Cost-cutting measures
- Option: Market expansion plans

8. What does geopolitical refer to?

- Option: Social networks
- Option: Economic trends
- Option: Political and geographic influences
- Option: Technological advancements

9. What does restructuring typically involve?

- Option: Changing the leadership of a company
- Option: Altering a company's operations or finances
- Option: Expanding a company's product line
- Option: Increasing employee benefits

10. What does it mean to be optimistic?

- Option: Expecting bad outcomes
- Option: Having a hopeful outlook
- Option: Being indifferent
- Option: Being cautious about the future

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

11. A transaction is recorded every time a purchase is made at the store, contributing to the overall _____ of the business.

12. The company conducted a survey to measure customer _____ and identify areas for improvement.

13. Acquisitions can often lead to increased _____ and market strength.

14. Identifying key _____ in the system is crucial for risk management.

15. Customer trust is the _____ of a successful retail business.

16. The _____ of the new product line attracted significant media attention.

17. The company implemented strategies to _____ risks associated with fluctuating



markets.

18. The software used by the company is highly _____ and enhances operational efficiency.

19. Investors often speculate on _____ markets to hedge against volatility.

20. The _____ of the contract was agreed upon by both parties following negotiations.

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

21. Acquisitions allow companies to increase their market share and enhance competitiveness.
22. Restructuring often involves significant changes in company operations and financial strategies.
23. Every transaction contributes to the overall revenue of a business.
24. Customer satisfaction is essential for retaining clients and fostering loyalty.
25. Financial volatility can pose significant risks to investors and businesses alike.
26. Innovation is often the cornerstone of growth in the technology sector.
27. Companies develop strategies to mitigate risks associated with market changes.
28. A company's legacy can have long-lasting effects on its brand reputation.
29. Implementing countermeasures can help protect against potential security threats.
30. Geopolitical factors can greatly influence global trade and investment decisions.

Answer

Multiple Choice: 1. A business that sells products to consumers 2. The overall happiness of customers 3. Fluctuation 4. The act of purchasing another company 5. It generates more revenue than costs 6. An inheritance or lasting impact 7. Actions taken to prevent or mitigate problems 8. Political and geographic influences 9. Altering a company's operations or finances 10. Having a hopeful outlook

Gap-Fill: 11. revenue 12. satisfaction 13. success 14. vulnerabilities 15. cornerstone 16. unveiling 17. mitigate 18. sophisticated 19. futures 20. termination

Matching sentence: 1. acquisitions 2. restructuring 3. transaction 4. satisfaction 5. volatility 6. cornerstone 7. mitigate



8. legacy 9. countermeasures 10. geopolitical

CATEGORY

1. Business - LEVEL6

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