ONLINE SHOPPING

"The most important single thing is to focus obsessively on the customer. Our goal is to be earth's most customer-centric company."

Jeff Bezos, founder of Amazon

1. Online Shopping Discussion

1. What are some of the most famous online shops? Why are they so famous?
2. How popular is online shopping in your country?
3. Do you shop on the internet regularly? What do you buy?
4. Which websites do you use to shop? What do you like about the online shops you visit regularly?
5. What would you never buy from the internet? Why?
6. Do you feel happier when you buy something from a regular shop or from an online shop?
7. Do you think people buy more things than in the past because of online shopping?
8. What are the main advantages of shopping online? What are the main disadvantages?

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2. Online Shopping Vocabulary

- **brick-and-mortar shop** (noun) – *a traditional business in a physical shop.*
- **wishlist** (noun) – *a section of an online shop where you can create a list of things you want to buy at a later date.*
- **shopping cart** (noun) – *a section of an online shop where you add items before buying them.*
- **shipping** (noun) – *the transport of goods.*
- **online auction** (noun) – *a website where items are sold to the buyer offering the most money.*
- **price comparison website** (noun) – *a website that allows you to compare prices in different categories.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. I thought I was going to win a PlayStation5 on an **online auction** for only $50, but in the last 10 minutes several bids were made pushing the price up to $350.
2. I used a **price comparison website** to find a better deal for my gas and electricity supplier.
3. Linda and Graeme created a **wishlist** on John Lewis so all their friends could choose which gift to buy them.
4. Once you've added all your items to the **shopping cart**, click 'complete purchase' to pay for your items.
5. One advantage of a **brick-and-mortar shop** is that you can physically inspect the items before you buy.
6. Small businesses should offer international **shipping** to reach customers all around the world.

Online Shopping vocabulary comprehension questions

1. What effect has online shopping had on brick-and-mortar shops?
2. What do you have on your wishlist?
3. Do you ever add things to your shopping cart but then never buy them? If so, why?
4. What improvements would you like to see happen to shipping?
5. What online auction sites do you know about? Have you ever used one?
6. Have you ever used a price comparison website? Did you find a better price?

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3. Video: Is Retail Dying?

You are going to watch a video by CNBC Explains called "Is Retail Dying?"

Watch the video here: https://yourenglishpal.com/blog/esl-conversation-lesson-plan-online-shopping/

Watch the video and answer the following questions

Multiple choice

1. There is no greater adrenaline rush than what?

   a) a shopping spree *b) a shopping trip* *c) a shopping mall*

2. Approximately how many shops is Toys 'R' Us closing in the US and UK?

   a) 500 *b) 700* ***c) 900***

3. Sears pioneered ordering by what?

   a) email *b) phone* ***c) catalogue***

4. What became the largest online shopping day in US history?

   a) Black Friday ***b) Cyber Monday*** *c) Single's Day*

Sentence completion

5. China is the largest e-commerce **market** in the world.
6. Chinese **consumers** spent more than $1 trillion in 2017.
7. There is a huge appetite around the world for shopping with a click of your **mouse**.
8. Online retailers are going from clicks to **bricks**.

Short answer

9. What is the Chinese equivalent to Amazon? **Alibaba**
10. Taobao's Singapore shop only contains a selection of its what? **Coolest items**
11. How many shops across China did Alibaba get to participate in Single's Day? **200,000**
12. Physical stores allow tech giants to obtain more of what from their customers? **Data**

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4. Online Shopping Conversation Questions

1. What problems can people have buying items on the internet? Have you ever had a problem shopping online?
2. What is your opinion of the security of buying things on the internet? How can you check to see if a website is safe before you buy something on it?
3. Can a business survive these days if it does not sell online?
4. In what way is online shopping bad for the environment?
5. What makes a website easy or difficult to use?
6. How do online shops provide a more personalised shopping experience?
7. Will online shopping lead to job losses, or will it lead to a boost in employment? Why?
8. Will there be a time in the future when the only type of shopping that exists is online?

5. Online Shopping Writing Task

Write about your opinion of online shopping. Try to use some of the vocabulary you learned earlier in this lesson. In your review, include your thoughts on the following topics:

- How often you shop online, what you buy and which websites you use.
- The problems people can have shopping online.
- The effect online shopping has had on traditional retail shops.

Alternative exam practice

Online shopping is becoming more and more popular around the world. What are the advantages and disadvantages of online shopping?

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