

E-COMMERCE

Topic 9

Pg. 67-71

A horizontal bar at the top of the slide, divided into a teal section on the left and a green section on the right.

E-SHOPPING

VS

TRADITIONAL SHOPPING

1. Put the words and phrases from the box below into the right categories (online shopping, offline shopping, both):

delivery shopping assistant checkout out of stock on sale discount
order shopping cart return search engine bargain aisle
queue changing room wishlist shipping cost

ONLINE SHOPPING	BOTH	OFFLINE SHOPPING

Key

ONLINE SHOPPING	BOTH	OFFLINE SHOPPING
<ul style="list-style-type: none">• delivery• order• wishlist• shipping cost• search engine	<ul style="list-style-type: none">• out of stock• on sale• discount• shopping cart• return• bargain• checkout	<ul style="list-style-type: none">• shopping assistant• aisle• changing room• queue

Discuss

- Have you ever bought anything online?
- What concerns do you have when buying online?
- Do you prefer to do shopping online or in traditional stores? Why?
- How has the COVID-19 pandemic affected the way people shop?
- Will e-shopping completely replace traditional shopping in the future? Why (not)?
- Describe the process of online shopping by using an example.

Fill in the sentences:

spend place make (x2) use visit change add shop get

- a) You can always return a product bought online if you your mind or if it doesn't fit you.
- b) It is easy to around online and find the best deal very fast.
- c) A lot of people too much money on clothes or gadgets.
- d) If you want to an order, click the green button and make the payment.
- e) If you want to a complaint about products you bought at our store, complete this form and send it to customerservice@acme.com
- f) How many stores do you usually when you go shopping?
- g) Enter your credit or debit card details and any other information required and click "confirm card details" to a payment.
- h) When you make a decision, simply select quantity and the product to the cart.
- i) You can coupons to save money on everyday things such as your grocery shopping.
- j) We promise you 30-day satisfaction guarantee, which means that you can return the product within 30 days and a full refund.

Key

- a) You can always return a product bought online if you **CHANGE** your mind or if it doesn't fit you.
- b) It is easy to **SHOP** around online and find the best deal very fast.
- c) A lot of people **SPEND** too much money on clothes or gadgets.
- d) If you want to **PLACE** an order, click the green button and make the payment.
- e) If you want to **MAKE** a complaint about products you bought at our store, complete this form and send it to customerservice@acme.com
- f) How many stores do you usually **VISIT** when you go shopping?
- g) Enter your credit or debit card details and any other information required and click "confirm card details" to **MAKE** a payment.
- h) When you make a decision, simply select quantity and **ADD** the product to the cart.
- i) You can **USE** coupons to save money on everyday things such as your grocery shopping.
- j) We promise you 30-day satisfaction guarantee, which means that you can return the product within 30 days and **GET** a full refund.

Singles' Day

Read the text about the Singles' Day and answer the questions below:

11.11
光棍节

Singles' Day always falls on November 11th because the date 11/11 represents four ones, or four singles, standing together. It was originally called "Bachelor's Day" and the celebration began among students at China's Nanjing University around 1993 as a sort of anti-Valentine's Day. Interestingly, Singles' Day has become the largest online shopping day in the world. The holiday became an important commercial event in China during the first decade of the 21st century when the Chinese e-commerce giant Alibaba offered products with big discounts on its platform for 24 hours, starting at midnight on Nov 11, 2009. Since then, Singles' Day has become a super shopping day, like the post-Thanksgiving Black Friday and Cyber Monday in the U.S.

Adapted from Investopedia.com

- a) Why and where was Singles' Day invented?
- b) Why is it celebrated on November 11th?
- c) What is Singles' Day similar to nowadays?

Key

*Singles' Day always falls on November 11th because the date **11/11 represents four ones, or four singles**, standing together. It was originally called "Bachelor's Day" and the celebration began among students at **China's Nanjing University around 1993 as a sort of anti-Valentine's Day**. Interestingly, Singles' Day has become the largest online shopping day in the world. The holiday became an important commercial event in China during the first decade of the 21st century when the Chinese e-commerce giant Alibaba offered products with big discounts on its platform for 24 hours, starting at midnight on Nov 11, 2009. Since then, Singles' Day has become a **super shopping day**, like the post-Thanksgiving **Black Friday and Cyber Monday in the U.S.***

Adapted from Investopedia.com

Watch the video

<https://www.youtube.com/watch?v=jF7D1bNCZ04>

and match the figures and dates with what they refer to:

-
- the 1990s
 - November, 11
 - 18 billion
 - 650 million
 - 258 thousand
 - orders placed during Singles' Day last year (2016)
 - time when the Singles' Day started
 - the date of Singles' Day
 - tonnes of CO2 produced during Singles' Day 2016
 - dollars spent during Singles' Day in 2016

E-COMMERCE

- a business model that lets firms and individuals buy and sell things over the internet.

- operates in the following major market segments:

Business to business

Business to consumer

Consumer to consumer

Consumer to business



Match the acronyms with their meanings and definitions on the following slide:

B2B

(business-to-business-to-consumer)

- a business that has a physical store location and offers a face-to-face experience.

B2B2C

(brick & click store)

a market condition under which one business commercially interacts with another.

B2C

(business-to-business)

- the business model of a company selling directly to customers.

B&C store

(brick and mortar business)

- the business model of a B2B company either reaches other firms where there is known engagement with customers or goes directly to consumers themselves.

B&M

(business-to-consumer)

- a retail outlet or business with at least one physical location and at least one ecommerce enabled website.

Key

- **B2B** (*business-to-business*) - a market condition under which one business commercially interacts with another. Some well-known examples include Slack, Salesforce, FedEx, and Oracle.
- **B2B2C** (*business-to-business-to-consumer*) - the business model of a B2B company either reaches other firms where there is known engagement with customers or goes directly to consumers themselves.
- **B2C** (*business-to-consumer*) - the business model of a company selling directly to customers. Such companies as Amazon, Apple, and Nike work B2C.
- **B&C store** (*brick & blick store*) - a retail outlet or business with at least one physical location and at least one ecommerce enabled website.
- **B&M** (*brick and mortar business*) - a business that has a physical store location and offers a face-to-face experience.



Fill in the following text with the appropriate vocabulary on the following slide:

B2B commercial transactions visual storefronts electronic communication
'bricks and mortar' goods and services B2C e-tendering
non-commercial transactions electronic commerce C2C

E-commerce or [1] describes [2] which take place using [3] methods such as the Internet. It takes many different forms, such as the sale of [4] between businesses ([5]), or from business to consumers ([6]). For many retail companies, [7] are being replaced by [8] on the Internet. Consumers can also sell to other consumers ([9]) using online auction sites. These sites display the goods for sale. Governments are using [1 1] for procurement and increasingly they are using the same technologies for [1 2], such as submitting government forms or providing info.

- E-commerce or electronic commerce describes commercial transactions which take place using electronic communication methods such as the Internet. It takes many different forms, such as the sale of goods and services between businesses (B2B), or from business to consumers (B2C). For many retail companies, 'bricks and mortar' are being replaced by visual storefronts on the Internet.

Consumers can also sell to other consumers (C2C) using online auction sites. These sites display the goods for sale. Governments are using e-tendering for procurement and increasingly they are using the same technologies for non-commercial transactions, such as submitting government forms or providing information.

pg. 69-70

Get an electric shock to stop
buying things

Warm up:

- Can credit cards be dangerous?
- How could electric shocks benefit us in the following situations:
shopping eating driving
sleeping studying working
- Rank the following as effective ways of saving money:
invest stay at home stay single
make a budget walk everywhere
buy used goods no chocolate

Read the text and decide whether these statements are True or False:

1. The electric shock device helps us to save money. **T**
2. The device is connected to our bank-account. **T**
3. The wristband gives people a 2,550-volt shock. **F**
4. Banks in Britain have not given any of the wristbands to costumers. **T**
5. The wristbands are part of the Internet of Things. **T**
6. Shoppers don't like the idea of the wristband. **F**
7. The wristband is no good for people with no willpower. **F**
8. A CEO said people always look at how much money they have in the bank. **F**

Match the following synonyms from the article:

-
1. firm
2. product
3. linked
4. delivers
5. so far
6. idea
7. rather
8. spending
9. willpower
10. weak
1. prefer to
2. until now
3. item
4. poor
5. purchasing
6. self control
7. company
8. gives
9. concept
10. connected

Skim the text and answer the reading comprehension question on page 70:

1. Where is the company that developed the wristband from?

The company that developed the wristband is from Britain.

2. What is Pavlok linked to?

It is linked to a customer's bank account.

3. How strong is the shock that the wristband delivers?

255-volt electric shock

4. What kind of businesses does the Pavlok maker want to work with?

Pavlok wants to work with banks.



5. What is the Pavlok part of?

The idea that everything will be connected to the Internet – the Internet of Things

6. Who is David Webber?

The CEO of Intelligent Entertainments

7. What might shoppers get a shock at seeing?

They might get a shock at seeing their credit card bill.

8. What might people who can't stop spending not have?

They may lack willpower.

Study the **compound nouns** on page 102 and complete exercise 1 and 2:

□ pg.102. ex. 35.1.

1. silicone chip
2. web portal
3. control panel
4. recording head
5. address bus

□ pg.102. ex. 35.2.

1. Mail merge
2. add-on
3. self-test
4. search engine
5. software engineer

Study page 102
and complete exercise 35.4.

□ Key:

1. **voice-activated**
2. **stand-alone**
3. **menu-driven**
4. **hands-free**
5. **object-oriented**
6. **space-saving**

Study the **collocations** on page 104 and complete exercises 3 and 4:

□ Pg.104. ex. 36.3.

1. outgoing
2. instant / install / into
3. CDs
4. stream
5. real
6. freely
7. into / onto

□ Pg.104. ex. 36.4.

1. internet
2. electronic
3. virtual
4. high-speed
5. data
6. online
7. interactive
8. emails
9. Web