

Online shopping vs Traditional shopping

WARM UP

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
<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

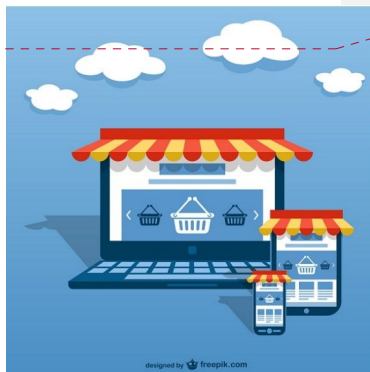
Commented [ESL1]: ALTERNATIVE WARM-UP:

You may start by dividing your class into groups and ask them to create lists of words connected with shopping online or in a physical store

Commented [ESL2]: traditional or physical stores are known in the e-commerce industry as “**bricks-and-mortar stores**”

2. In pairs, discuss the following questions:

- Have you ever bought anything online? If yes, what was the last thing you bought on the Internet and where did you buy it exactly?
- What kind of problems can you have when you buy on the Internet?
- What was the last bargain you got (online or offline)?
- Do you prefer to do shopping online or in traditional, physical stores? Why?
- When do you think everybody will buy things only online?



Commented [ESL3]: Encourage Ss to use vocabulary from ex. 1. If you want more general questions on shopping, go to:

<http://iteslj.org/questions/money.html>

VOCABULARY

3. Fill in the sentences with the verbs from the box below to create phrases related to shopping:

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

- You can always return a product bought online if you **CHANGE** your mind or if it doesn't fit you.
- It is easy to **SHOP** around online and find the best deal very fast.
- A lot of people **SPEND** too much money on clothes or gadgets.
- If you want to **PLACE** an order, click the green button and make the payment.

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- 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 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.

4. Complete the questions using any 5 phrases from exercise 3.

- a) When you
- b) How oftenyou
- c) How much
- d) you ever
- e) Whatyou

VIDEO

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

*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?

Commented [ESL4]: Create one model questions with Ss to make sure they use the whole phrases from ex. 4 above not just the verbs.

Commented [ESL5]: If you want more conversation practice, ask Ss to work in pairs to ask and answer the questions they created! Consider informing Ss about it before they start doing the task to ensure that these questions are relevant/answerable.

Commented [ESL6]: Elicit from Ss such terms as Black Friday or Cyber Monday before presenting them the text. Ask if they:

- go shopping on these days
- think these are the biggest days like this
- know why these days are super shopping days, etc.

Commented [ESL7]: More information about Singles' Day:

https://en.wikipedia.org/wiki/Singles%27_Day

**11.11
光棍节**

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6. Watch the video (<https://www.youtube.com/watch?v=jF7D1bNCZ04>) and match the figures and dates with what they refer to:

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

DEBATE

7. In groups, prepare arguments for or against this statement:

Online shopping is better than offline shopping

when you're ready, try to convince the other group to your opinion!

FOR (+)	AGAINST (-)
<p>It's easier</p> <p>There is a wider selection</p> <p>You save money (discounts and offers)</p> <p>Online shopping takes less time</p> <p>Online shopping doesn't require you to drive</p>	<p>It supports your local community</p> <p>You can see and feel what you get before purchasing</p> <p>You can interact with humans and get better help from sales representatives</p> <p>Offline shopping is safer</p>

Commented [ESL8]: !!!The video was done just before Singles' Day in 2017. Whenever they say "last year" it means 2016.!!!

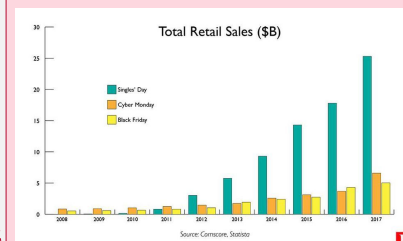
Commented [ESL9]:
For stronger groups:

Instead of matching, don't show the SS the possible answers but ask them to write down any figures or dates they hear during the video and then match with what they referred to from the list here

Commented [ESL10]: If your Ss are curious, ask them to go online and find corresponding data about 2017.

Singles' Day 2017:
sales = \$ 25.3 billion
orders = 812 million

To put it in a perspective:
Black Friday + Cyber Monday 2017 = \$14.5 billion



Commented [ESL11]: Don't like debates or it's a 1-to-1 lesson?? Go for discussion points. You can refer back to the video and ideas presented there, i.e.:

- addiction to shopping
- shopping vs environment
- consumerism
- China as e-commerce global market leader

You may also use some of the questions from this site:

http://teflpedia.com/Shopping_conversation_questions

... [1]

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