

3 Choices

3.1

Comparing offers

GRAMMAR

.....

VOCABULARY

Comparatives *as ... as*

Quotes and orders

1 a Talk to a partner about online shopping.

- Do you sometimes buy things from Internet stores? If so, what and why?
- What products do people almost never buy online? Why not?
- What are the advantages and disadvantages of shopping on the Internet?

b Read the article. Then choose the best title from a–c.

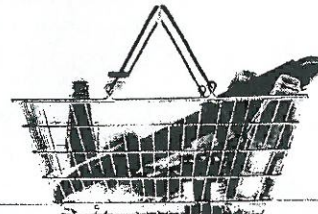
- a **.comparison: why customers prefer Internet stores to 'traditional' shops**
- b **.competition: why Internet stores can't compete with 'traditional' shops**
- c **.combination: why customers want Internet stores and 'traditional' shops**

c Fill in 1–8 with words from the text.

- 1 the cost of transport = delivery charges
- 2 not an extra cost = included in the price
- 3 spend less = save money
- 4 how good a product is = the quality of a product
- 5 to order = to place an order
- 6 money off the full price = a discount
- 7 products = goods

d Read the article again. Are these sentences true (T) or false (F)?

- 1 Goods from shops often cost more than goods from online stores. T
- 2 At online stores, customers can try on and feel the quality of clothes. F
- 3 People often place orders at online stores after looking at products in shops. T



It's hard to talk about Internet shopping without saying 'Amazon'. The company isn't just one of the first online stores. It's also a good example of the advantages of shopping online: finding and buying books on a website is faster and easier than walking around a shop. And because warehouses are less expensive than shops, the company can offer lower prices even when delivery charges are included. Customers save money. And time. It doesn't get much better than that.

Clearly, a lot of products are not as easy as books to sell online. People like to try on and feel the quality of clothes when they choose them, for example. They also like to look carefully at more expensive products. This means going to a shop. And, of course, people like shopping. But for online stores, these problems are not as big as they seem. Today, people often look at products in shops, then place an order at an online store – at a discount.

If 'traditional' shops help Internet stores, the Internet also helps traditional shoppers. The web is a good place to find technical information about a product, get a price and compare offers. But a lot of people prefer not to buy more expensive goods online – they do their research on the Internet, then go to a shop.

- 4 Compared with online stores, a lot of shops offer bigger discounts. F
- 5 A lot of people use the Internet to compare products and quotes. T

e Vocabulary practice → Page 97, Exercise 1.