How e-commerce is changing people's shopping habits

Even though **e-commerce** has been around for a long time only 5% of all **goods** produced are bought online. But e-commerce is still growing. It is **breaking into** traditional markets more than ever before. Not just books, CDs and holiday trips are bought online, but all sort of other products and services that were **unimaginable** in the past. Today, more and more online shops get their customers through social networks like Facebook and mobile phones. They are the **driving force** behind online shopping. Companies target **potential** customers and online **communities**. If they **advertise** their brands and products in the right way people will talk about them, and news **spreads** throughout the online world much quicker than in the real world.

The new smartphone generation is likely to have an even greater **impact** on online shopping. While shopping in a real store, customers often get **reviews** and price **comparisons** directly on their mobile. In many cases, when they see something they want to buy they leave the shop and buy online or go to another nearby place where they get it for a lower price. There are even **apps** which show you if there is a certain product **on sale** within a short **distance** from your location.



Ex.1 Match the expressions in bold in the text with their definitions:

1.	 = to promote a product or service
2.	 = mobile phone application
3.	 = to enter
4.	 = group of people sharing common goals
5.	 = when two things are compared
6.	 = how far something is
7.	 = something that gives power
8.	 = buying things online
9.	 = things we buy
10.	 = influence
11.	 = sold at a lower price
12.	 = possible
13.	 = critical description of something
14.	 = to expand
15.	 = impossible to imagine

Ex.2 Combine the expressions from both columns to form collocations as in the text:

1. shopping	o customer
2. traditional	o force
3. online	o habits
4. social	o markets
5. driving	o network
6. potential	shopping

I know English idioms!

The topic of this lesson's reading text is e-commerce, which is an alternative to the traditional way of doing shopping. What we pay most attention to when doing shopping is not to pay too much. If we want to say in English that something was, unfortunately, very expensive we may say that it "cost and arm and a leg". Study this example:

The renovation work of our company office cost us an arm and a leg.

Phrasals, phrasals...

When we do our shopping, online or in the real world, it's important to compare things in different places. In English we say that we "shop around". Like in this example:

When you're buying a flight, you should always shop around for the best deal.

Grammar corner

Here's a sentence from this lesson's text: "Today, more and more online shops get their customers through social networks like Facebook and mobile phones." The underlined part is an expression of comparison and means "coraz więcej". As we can see, it is formed of the second form of adjectives or adverbs ("more").

Try and say these phrases in English using the structure above and words in brackets:

- 1. coraz szybciej (fast)
- 2. coraz drożej (expensive)
- 3. coraz częściej (often)
- 4. coraz mniej (little)

GLOSSARY			
e-commerce	handel internetowy		
shopping habits	nawyki przy robienia zakupów		
to be around	istnieć, występować		
goods	artykuły, towary		
to grow	rosnąć, rozwijać się		
to break into	wchodzić na (np. rynki)		
market	rynek		
unimaginable	niewyobrażalne		
driving force	siła napędowa		
behind	za, tu: odpowiadający za		
to target	celować w		
community	społeczność		
to advertise	reklamować		
brand	marka		
news	wieści		
to spread	roznieść (się)		
throughout	przez cały		
generation	pokolenie, generacja		
review	ocena, recenzja		
comparison	porównanie		
directly	bezpośrednio		
nearby	okoliczny		
apps (= applications)	aplikacje		
certain	pewien, dany, konkretny		
on sale	na wyprzedaży		
within a short distance	w bliskiej odległości		
location	lokalizacja		

ANSWER KEY

Ex.1

- 1. to advertise
- 2. app
- 3. to break into
- 4. community
- 5. comparison
- 6. distance
- 7. driving force
- 8. e-commerce
- 9. goods
- 10. impact
- 11. on sale
- 12. potential
- 13. review
- 14. to spread
- 15. unimaginable

Ex. 2

- 1. shopping habits
- 2. traditional markets
- 3. online shopping
- 4. social network
- 5. driving force
- 6. potential customer

Ex. Grammar corner

- 1. faster and faster
- 2. more and more expensive
- 3. more and more often
- 4. less and less