



Unit 19 Bargain hunters

Before you read

Think about these questions. Do you ever shop online? Which do you like better, shopping online or shopping in stores?

Read the article

Shopping Online

Back when the Internet was first developed, storeowners realized that it might give them a powerful new way to sell their goods. But few people realized just how popular online shopping would become. Nowadays, people buy everything from CDs to plane tickets on the Internet. In the future, will people stop going to stores and do all their shopping online?

Online sales are certainly growing fast. According to a recent survey, in 2002, customers bought \$5.6 billion worth of clothes online, but in 2003, they spent \$8.6 billion—an increase of 54 percent!

People like to shop on the Web because it is convenient. You can shop from your home, at any time of the day or night. Often, there is a better selection online than there is in a particular store. No more hours of walking from store to store, trying to find that special item!

However, for many people, there's no substitute for shopping in stores. To them, in-store shopping is more fun because they can see and touch the goods they want to buy. People ages 16 to 22 shop online more often than older people do. But even they love going to stores, and not only because they want a closer look at the goods. They also enjoy checking out what's going on in the mall and chatting with the salespeople and other young shoppers.

Storeowners are realizing that online and in-store shopping can support each other instead of competing with each other. For example, "cross-channel synchronization" is becoming more and more popular. In-store promotions ask customers to visit the store's website, and online customers can pick up or return online purchases in stores instead of waiting to receive them in the mail. If they have a good experience in a store, customers are likely to check out the store's website, and vice versa. Young shoppers in particular like to visit their favorite retailers both in-store and online. The result: more sales both online and in stores.

According to one analyst, retailers are making more money than ever now that customers can buy their goods in several different ways. Shoppers of all kinds will be happy to hear that both online and in-store shopping are probably here to stay!



Check your comprehension

Read the sentences. Draw a line across the wrong information in each sentence. Then write the correct information to make each sentence true.

1. Online sales are definitely ~~falling~~ ^{growing}.
2. Online shopping is inconvenient.
3. People ages 16 to 22 shop online less often than older people do.
4. Online and in-store shopping cannot support each other.
5. In the future, customers will be able to shop in only one way.

Build your reading skills: Locating reasons

Read the article. Write the reason for each statement. Choose your answers from the reasons in the box.

- a. because they love to chat with salespeople and other young shoppers.
- b. because they don't want to wait to receive them in the mail.
- c. because it gives them a powerful new way to sell their goods.
- d. because retailers can make more money by offering both of them.
- e. because people like the convenience of shopping from home any time.

1. Storeowners welcome the Internet c
2. Online sales are growing fast _____
3. Young shoppers enjoy going to stores _____
4. Online customers sometimes pick up goods in stores _____
5. Online shopping and stores are here to stay _____