



Pros and cons of online shopping

Online shopping has become a regular pastime for many people around the world. Shopping online has made consumers move from the “**brick-and-mortar**” model of shopping to a virtual shopping environment. It is convenient for most people and provides much more variety in a smaller amount of time than driving around town. Of course, traditional in-store shopping has a certain tactile quality **unequaled** by the web: you can try on clothes or any other fashion articles to see if they are the right size and the right look, you can inspect electronics closely, you can test cosmetics or perfumes and so on. However, shopping on the web offers some significant advantages.

Convenience, price, choice

The first and most obvious advantage is the convenience of shopping from your home. You don't need **to get dressed, pack up** the kids, warm up the car, fight the traffic, find parking and then wait in line at the store. Another advantage is the price: online sellers have few overheads as, for example, they don't have to pay for a property or rent of a store or warehouse space. This may result in significant discounts on sale items: electronics, car parts, musical instruments, jewellery, clothing, **houseware** etc. However, shoppers should carefully analyse the details of the offers or auctions before taking the decision to purchase or to bid. Online shoppers have a worldwide access with a nearly limitless range of bargain and purchase options. They can analyse a variety of products and prices in a short time; by using search engines they can look up sellers of a particular product or service with easy access to online comparisons without having to go from store to store.

Risk of fraud and shipping inconveniences

Items bought online cannot be personally inspected before purchase, therefore consumers are at higher risk of fraud than purchasing in a local store. Descriptions may not be accurate and sellers might over-estimate their item in order to sell it. Besides, payment devices may not be secure, allowing access to more people than simply the seller, or fraudulent access by the seller. Shoppers should, then, carefully examine shipping prices because charges may bring the discounted price back up to the normal price to pay in a local store. In addition, shipping might involve the risk of delays in delivery; if there is a problem with a late delivery or with a faulty items consumers might decide to return them with the inconvenience of having to go to the post office and pay for returning the goods. Internet shopping can be very useful and very convenient, however, online shoppers should carefully **weigh** the pros and cons and when in doubt, just log off and go the old fashioned way of shopping locally.

Glossary

brick-and-mortar: tradizionale; **unequaled**: ineguagliato; **to get dressed**: vestirsi; **to pack up**: fare le valigie (preparare); **houseware**: oggetti per la casa; **to weigh**: pesare

practice

A. Find the underlined words in the text for the following meanings.

1. the quality of being useful and practical
2. to exaggerate

3. the commercial enterprise of transporting goods and materials
4. a site on the World Wide Web that uses computer software to search data for specified information
5. imperfect, marked by defects
6. a building for storing goods and merchandise
7. to submit an offer of money in an auction
8. ordinary expenses for carrying out business activities

B. Use the words in the previous text to complete the sentences. You need all the words.

1. Online products do not always match with the description given because sellers tend to them.
2. The cost that online buyers pay for very often cancels the discount obtained.
3. Google is a powerful that offers the of getting in touch with sellers or buyers on a wide world scale.
4. EBay's policy guarantees buyers for returning articles and having a refund.
5. You need an account if you want on eBay auctions.
6. include costs such as advertising, insurance, interests, rent, repairs, taxes, telephone bills etc.
7. Logistics include not only transport of the goods but also their storage in a , if necessary.

C. Replace the underlined expressions with one of the following modals and the necessary changes in the structure of the sentence.

might not • may • can't • 'd better • don't need to • have to • 'd rather • should • couldn't

1. Online shops are always available and perhaps they offer better prices than buying offline. However, you don't have the opportunity to touch and inspect articles before the purchase.
2. After completing your online purchase it is possible that you don't receive the items when you need them, therefore you are advised to read the shipping conditions very carefully.
3. Whenever you have any doubts about shopping online it would be wise for you to log off.
4. When I suggest to buy something online my brother always says "If would prefer to look in the shops for my purchases. I don't feel safe about giving my credit card details"
5. EBay users are required to give their account before bidding online but they are not obliged to pay any charges for the subscription.
6. Yesterday I wanted to bid on eBay but I found it impossible to access the website.

D. Write the following articles under their category. Click on <http://hub.shop.ebay.com/> for help.

gadgets • fragrances • netbooks • sewing • militaria • retro • nail care • furniture • tanning lamps • fossils • lodging • cruises • rugs • laptops • films • tripods • car hire • camcorder

Computer & Electronics	Health & beauty	Art& Crafts & Antiques	Cameras & Photos	Collectables	Travel
.....					
.....					
.....					
.....					

E. Which category are you interested in? Click on the article in the previous exercise and write down the details of the auction you are interested in.

F. Write at least two advantages and disadvantages concerning shopping online.