Easy Access English



Which tense are used in the questions?

Activity One – Answer the questions below:

1. **Have** you ever **bought** one of the following things on the Internet?

Item	*Bought*	*Prepared to*
Fruit		
Meat		
Cheese		
Furniture		
Home furnishings, accessories or textiles		
Clothes		
Shoes		

Item	*Bought*	*Prepared to*
Wine		
Online resources		
Music		
Computer or other technical equipment		
Coupons for services		

2. **Would** you ever be prepared to **buy** one of the above on the Internet?
3. **Have** you ever **sold** anything on the Internet?
4. If so, what?
5. **Would** you **buy** something from a foreign country over the Internet?
6. If so, what?
7. What conclusions can you reach if you consider all the answers to these quest
8. Do you think your answers are typical of French **consumer behaviour** in general?



What are the different conditional tenses in English ?

Activity Two – Read the article and answer the questions, first let's read through the questions so that you know what information you should listen out for…

Pre-reading...

1. In which European countries is online shopping most popular?
2. What is holding back the development of online shopping in the EU?
3. What do the average figures mask and why?
4. How many Europeans shopped online in total in 09?
5. How many of those shopped cross-border?
6. What did the Commissioner conclude?
7. How do we know that online shopping is doing well?
8. Which aspects are consumers satisfied with?
9. Which aspects are consumers less satisfied with?
10. Why do people think that consumers would buy cross border?
11. How much cross border trade was there when the report came out?
12. What are the main barriers?
13. What are the next steps?
14. What do you think about buying from other European countries?
15. Have you ever bought 'cross border' in Europe?



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Brussels, 5 March 2009

Consumers: Online shopping increasingly popular in the EU, but development "held back" by barriers to cross border trade

A new report on "Barriers to E-commerce", presented shows that online shopping is increasingly popular in the EU, but warns that barriers to cross border trade are holding back its development. The report presents a detailed analysis of current trends in e-commerce across the EU. Between 2006 and 2008 the proportion of EU consumers buying at least one item over the Internet increased from 27% to 33%. These average figures mask the huge popularity of online shopping in countries like UK, France and Germany where more than 50% of Internet users have made online purchases in the last year. In the Nordic countries (Denmark, Sweden, Norway, Finland and Iceland) the proportion of Internet users who bought products and services online was 91% in 2008. Countries like Italy and Spain are also fast growing markets. Against this pattern of fast growing national markets, the extent of online purchasing cross border remains small, at only 7% in 2008 (compared to 6% in 2006). The report warns that numerous obstacles - linguistic, practical and regulatory as well as important trust issues – are holding back the development of online shopping in the EU.

The EU Commissioner said, "Consumers have everything to gain from the Internet. It expands the size of the market they operate in and gives them access to more providers and more choice. It makes it possible to compare products, suppliers and prices on an unprecedented scale. Internet use for retail shopping is destined to become pervasive. Already 150 million consumers shop online, although only 30 million shop online cross border. We must see to it that adoption of the Internet platform will not be unnecessarily slowed down by a failure to remove important regulatory barriers or to address important trust issues for consumers."

The main findings:

1. E-commerce is doing well

Consumers are generally satisfied with online shopping. For particularly frequently bought groups of products such as IT product as well as entertainment and leisure goods, consumer satisfaction with internet shopping is on average higher than for retailing in general.

- Consumes are particularly satisfied when it comes to comparing prices, the wider range of offers, the affordability of products and the choice of suppliers.
- Consumers are less enthusiastic about issues such as clear product information, advertising, the protection of privacy, issues of trust and the possibility of returning goods.

2. There is a strong potential for cross border trade in online commerce

- One third of EU citizens would consider buying a product or a service from another Member State via the Internet because it is cheaper or better.
- One third of EU consumers say they are willing to purchase goods and services in another language. In a multicultural

Europe, there is a demand for more choice and a wider variety of offers than local stores or global brands can supply.

3. The potential of cross border trade is failing to materialise

From 2006 to 2008, the share of online shoppers in the EU has increased from 27% to 33% of consumers while cross-border e-commerce remained stable. Only 7% of consumers currently buy cross-border online. And the gap is widening not narrowing.

The main barriers:

- **Geographical segmentation**: Most traders now have a website that is visible to consumers everywhere. And yet most retailers still seem to operate on the assumption that the internal market is partitioned along national lines. The range of possibilities is enormous, yet in practice, consumers end up being refused sales or redirected back to their country of origin.

Practical and regulatory obstacles, include

- **Language barriers,** these remain an issue for most traders and consumers, although we should be careful not to overstate their importance. For example, 60% of retailers are already prepared to carry out transactions in more than one language.
- Problems in terms of the logistics relating to the inter-operability of postal and payment systems, and access issues such as broadband penetration
- There are **regulatory barriers** that appear increasingly unjustified to consumers and business; these include for example consumer law, VAT rules, selective distribution law, intellectual property protection, the national transposition of EU legislation on waste disposal for example.
- Barriers **undermining consumer confidence** – in particular reluctance linked to issues of payments, delivery, complaints, application of guarantees, requests for refunds (after sales support), as well as privacy issues. Difficulties are perceived to be aggravated in cross border transactions.

The next steps:

In September 2009, the commissioner will present the results of independent "mystery shopping" to identify how and where consumers are being prevented from shopping online across the EU. As part of the Commission's monitoring of the retail sector, the commissioner launched last autumn a Commission wide process to screen for barriers to e-commerce, the Commission's final report on the retail sector is due in Autumn 2009.

Source europa.eu

Activity Three – Try to use these expressions in a sentence:

To click with someone	**Click here**	**Stop clicking your tongue**
To buys something with one click	**Click on the link**	
To click into place	**It made a loud clicking noise**	

Activity Four – Memory Game - I went shopping on the Internet and I bought….

Let's play a game. Each person has to 'buy' something (say the sentence above) and then the next person has to add to the list in alphabetical order without forgetting the other items on the list. For example "I went shopping on the Internet and I bought an apple and a banana and a cat and a…." Let's see how far we can get.

Activity Five – The online shopping experience.

Using the some of the following expressions present your opinions on the questions.

In my opinion	Obviously	The question of… is complex
I feel that	Clearly	It's a complicated issue…
In my experience	Basically	The issue is complicated by the fact that…
From what I have seen	There are three main aspects to…	
I think that		
I really think that		

1. What makes a great online shopping experience?
2. Do you think that online chat to answer questions immediately would help to convince you to buy from a particular site?
3. What aspects of website site layout would convince you to buy from that site?
4. What are you looking for in your online shopping experience?
5. How do you feel e commerce will develop in the next couple of years?
6. What holds you back from buying from a particular site?
7. Who do you think are the best e-commerce retailers in France?
8. Have you had any bad experiences buying online?



Activity Six – At the click of a button.

Online shopping is easy. It's so much easier to order something at the click of a button than to trail around the shops.

- What other things would you like to be able to do at the click of a button?

- Let's watch an extract from the film 'Click' on You Tube. While you are watching try to think about what happens – you are going to explain the sequence of events at the end using the past tenses.

http://www.youtube.com/watch?v=448jZuA5Y1I
Click Trailer