



Vocabulary: *shopping* 词汇: 购物

The first thing sold online was a CD. It sold in 1994 for \$12.48. In 1995, Amazon launched its online bookshop, and later that year the online **auction** site that would become eBay sold its first item. Fast-forward to the modern day and online shopping is huge business. In contrast to the recent UK announcements that many high-profile retail **chains** and **department stores** need to close **retail outlets** to save money, online shopping is thriving. In fact, the UK Office for National Statistics reported that growth in online sales has continued "year-on-year" and stands at just under 20% in April 2018. But why?

Maybe it's the convenience. Online shopping allows you to find what you need from the comfort of your own home. Then there's the variety. The **discerning shopper** is able to select from a wide **range of products** from all over the world – whereas physical shops suffer from a more **limited choice**. Better yet, with more sophisticated search parameters available, **consumers** are now better able to specify exactly what they want, and in some cases, even modify products to create **bespoke** items.

Online companies are getting better at **targeted advertising** too. Our browsing history and **prior purchases** are run through algorithms, which generate advertisements that more closely link consumers to the products companies believe we would like to buy. And since these products are not physically **on display** in a shop, the company saves money on overheads like rent and electricity. This allows them offer their products at a more **reasonable price**.

Then there's the reassurance. These days, the majority of online retailers offer a safe, convenient **returns policy**, often at no **shipping cost** to the buyer – just print out the returns label, affix it to the packaging the item was sent in and receive a **full refund**. Not only that, but **hassle-free complaints procedures** and policies mean that if your item is damaged, incorrect or even unwanted, the company can be easily notified and action taken.

Many people still enjoy the experience of buying in a real shop. The dialogue and **customer service** received from staff and special events that may be taking place in store can be big pulls. However, the "year-on-year" growth in the online retail sector, as observed by the UK Office for National Statistics, seems to imply that online retail is here to stay and will continue to be a major avenue to shopping for many customers.

## 词汇表

<b>auction</b>	拍卖会
<b>chain</b>	连锁（店）
<b>department store</b>	百货商店
<b>retail outlet</b>	零售商店
<b>discerning shopper</b>	眼光敏锐的客户
<b>a range of products</b>	一系列产品
<b>limited choice</b>	有限的选择
<b>consumer</b>	消费者
<b>bespoke</b>	定制的
<b>targeted advertising</b>	定向广告
<b>prior purchase</b>	早前购买的物品
<b>on display</b>	展示
<b>reasonable price</b>	合理的价格
<b>returns policy</b>	退货规定
<b>shipping cost</b>	运费
<b>full refund</b>	全额退款
<b>hassle-free</b>	毫无麻烦的
<b>complaints procedure</b>	投诉程序
<b>customer service</b>	客户服务

## 测验与练习

### 1. 阅读课文并回答问题。

1. What was the first item ever sold online?
2. By what percentage did UK online sales grow in April 2018?
3. How do online retailers save money compared to a traditional shop?
4. True or false: *It is extremely costly to return online purchases.*
5. Which word in the text means 'able to do complicated tasks'?

### 2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. What's the name of that restaurant \_\_\_\_\_ that sells burgers? There are three of them in London and one in Edinburgh.

outlet	consumer	auction	chain
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2. I'm very sorry, Sir. But our \_\_\_\_\_ is very clear. No receipt, no refund.

shipping cost	returns policy	customer service	discerning
shopper			

3. We offer a \_\_\_\_\_ service. Tell us exactly what you want, and we'll make it for you.

chain	consumer	bespoke	complaints
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4. We offer a wide \_\_\_\_\_. Everything from cookies to kitchens are available to purchase.

range of products	limited choice	on display	reasonable price
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5. I can see from your loyalty card that you made three \_\_\_\_\_ on July 17<sup>th</sup>. Is that correct?

returns label	prior purchases	outlets	consumers
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## 答案

1. 阅读课文并回答问题。

1. What was the first item ever sold online?

**The first thing sold online was a CD in 1994 for \$12.48.**

2. By what percentage did UK online sales grow in April 2018?

**According to the UK Office for National Statistics, online sales grew by just under 20% in April 2018.**

3. How do online retailers save money compared to a traditional shop?

**Because the items on sale do not exist on display in a shop in the traditional manner, the company selling them can save expenditure on its overheads and offer the items at a more reasonable price.**

4. True or false: *It is extremely costly to return online purchases.*

**False. These days, the majority of online retailers offer a safe, convenient returns policy, often at no shipping cost to the buyer.**

5. Which word in the text means 'able to do complicated tasks'?

**Sophisticated. (With more sophisticated search parameters available, consumers are now able to specify an even greater number of requirements.)**

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. What's the name of that restaurant **chain** that sells burgers? There are three of them in London and one in Edinburgh.

2. I'm very sorry, Sir. But our **returns policy** is very clear. No receipt, no refund.

3. We offer a **bespoke** service. Tell us exactly what you want, and we'll make it for you.

4. We offer a wide **range of products** Everything from cookies to kitchens are available to purchase.

5. I can see from your loyalty card that you made three **prior purchases** on July 17th. Is that correct?