5 Making deals

- online and offline retailers
- social networking in retail

Internet research

Visit two or three of these sites: Foursquare.com, Booyah.com, Shopkick.com, Stickybits.com, Gowalla.com, Loopt.com, Brightkite.com, Facebook Places. Which service appeals to you most? Why?

5.1 About business Retailing

Discussion

1 **In small groups, discuss these questions.**

1 Do you prefer shopping in a bricks-and-mortar store or online? Why?
2 Do you do research online before buying in a store, or look at products in store before ordering online? Does it depend on what you're buying?
3 Have you used services like Facebook Places and Foursquare?
4 How do you see the future of retailing? Is there room for both bricks-and-mortar and e-commerce?

Scan reading

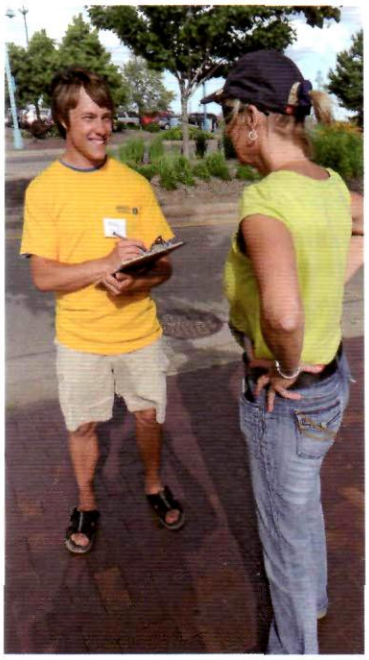
2 **Read the article opposite quickly and choose the best summary.**

Retailers are using Internet services
a) to attract social networking users to their websites.
b) to improve their conversion rates by having customers scan bar codes.
c) to acquire data about customers and their lifestyles.
d) to increase foot traffic and make personalized offers.

Reading for detail

3 **Read the article again and decide whether these statements are *T* (true) or *F* (false).**

1 The advantage offline retailers have over online stores is that they can easily know who their customers are and adapt to their needs. ☐
2 Visitors to an e-commerce site are more likely to make a purchase than people who walk into a store. ☐
3 Smartphone apps allow users to tell their friends where they are in return for exchanging information with retailers. ☐
4 Manufacturers could increase sales by persuading shoppers to handle their products. ☐
5 Big brands are unconvinced about the efficiency of using social media apps. ☐
6 Competing to collect virtual titles can become an obsession for some shoppers. ☐



Discussion

4 **Explain the significance of the following phrases:**

e-commerce doesn't let go easily (line 4)
app-mania came flying to bricks-and-mortar's rescue (line 11)
all-important foot traffic (line 19)
if that seems somehow less than essential (line 27)
powerfully addictive experiences (line 58)
to hook users into a self-perpetuating race to … their individual identity (line 60)

Listening

5 2:07 **Listen to a shopper answering questions in a survey on social media and shopping. Complete the questionnaire.**

How interested are you in services like Facebook Places and Foursquare?
Please give each option a rating between 0 (no interest) and 5 (very interested).

1 checking in to shopping venues so your friends know where you are ☐
2 winning gift certificates or prizes after a certain number of check-ins ☐
3 receiving information on special deals from stores ☐
4 checking in to a product by scanning a bar code ☐
5 becoming the mayor of your favourite coffee-shop or the queen of lipstick ☐

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bricks-and-mortar
claws
hit

Discussion

6 **Interview a partner. Ask questions to complete the questionnaire in Exercise 5. Compare and discuss your answers.**