

**1** In pairs, discuss the statistics and answer the questions.

- 1 What information do the statistics give us?
- 2 Why do you think China and the USA have such a high expenditure?
- 3 Do any of the statistics surprise you?

**2** Read the article. What shopping habits are destroying the traditional ways in which we shop?

**10 BIGGEST MARKETS BY GLOBAL INTERNET SALES, 2015**

- 1 China: \$563
- 2 USA: \$349
- 3 UK: \$94
- 4 Japan: \$79
- 5 Germany: \$75
- 6 France: \$43
- 7 South Korea: \$37
- 8 Canada: \$29
- 9 Russia: \$20
- 10 Brazil: \$19



(Sales in US dollars in billions)

## SHOPPING HABITS AROUND THE WORLD



Internet shopping has revolutionised the way we purchase the things we want and need over the last 20 years. Statistically, it's the British who have shopped online the most in the past year (77%), although it's the Chinese who have spent the most (US\$563 billion).

Despite all the online options, people still go to the shops too. And in most countries, there are all sorts of shopping experiences to encourage spending. The phenomenon

of the shopping mall is one of them. One of the first indoor malls opened in Wisconsin in the US in 1955, and thousands more have opened across the globe since. Shopping malls have everything under one roof, from department stores to chemists', making them extremely convenient and accessible for shoppers. Currently, the largest mall in the world is the New South China Mall in Dongguan, China, with space for 2,350 shops and a floor area of 892,000 m<sup>2</sup>.

Over the last couple of decades, faced with the growing popularity of internet shopping, many malls now have additional attractions, such as cinemas, gyms, leisure areas and restaurants. In fact, in a city like Dubai in the United Arab Emirates, shopping malls are part of everyday life and the locals often hang out in them with their families, largely to escape the high temperatures of their country. Malls in Dubai are known for their enormous size and variety of attractions. The Mall of the Emirates even has a ski centre with real snow, five ski runs and a snowboard park. The Dubai Mall is the world's most visited, with up to 80 million people passing through its doors last year. It houses 1,200 shops, a 250-room luxury hotel, a 22-screen cinema, an ice rink and the Dubai Aquarium and Underwater Zoo with 33,000 marine animals.

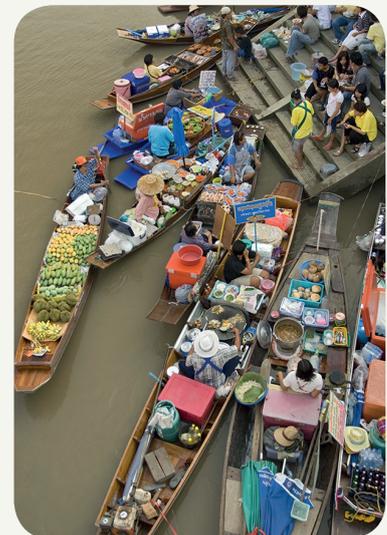
But it's not all about big shopping complexes – it's important to maintain small local shops too. In a country like France, people shop online and go to malls and supermarkets, but buying at markets and independent shops, such as butchers' and greengrocers', is very fashionable as well. Most shops are closed on Sundays and at lunchtimes, to limit when



people can shop. It's important to be able to enjoy quality time with the family, despite the busy lives people now often lead.

In Thailand, despite internet shopping reaching a value of US \$9 billion last year, some of the traditional ways of shopping still exist as well. The Amphawa floating market near Bangkok has been around since the 17<sup>th</sup> century and it attracts mainly locals rather than tourists. Many Thais flock here at the weekends to buy local produce and enjoy the freshly-cooked seafood.

It seems that a lot of countries are doing their best to preserve their traditional ways of shopping, but there's no doubt that the global growth of the internet and the influence of western shopping habits are taking over. However, if more people shopped locally to support their town centres, we could avoid the giant retailers completely dominating our shopping habits in the future.



**3 Read the article again and choose the best answer.**

- 1 What do statistics tell us about British online shopping habits?
  - a People in the UK shop online the most.
  - b British shoppers spend the most online.
- 2 What was the original idea behind shopping malls?
  - a The Americans wanted a place to hang out with their families.
  - b They offer convenience.
- 3 Why do shopping malls often have other attractions?
  - a to encourage people to visit them instead of spending online
  - b to encourage shoppers to stay longer
- 4 Where are more traditional ways of shopping still popular?
  - a France and Dubai
  - b Thailand and France
- 5 Has the phenomenon of online shopping become popular in Thailand?
  - a Not really. Statistics show that it isn't very popular at all.
  - b It has, but people like shopping locally as well.
- 6 Why should people continue buying at local shops and markets?
  - a to prevent traditional ways of shopping from disappearing
  - b to stop the growth of online shopping

**4 Read the statements and write A (an advantage) or D (a disadvantage), according to the text.**

- 1 Shopping malls offer everything under one roof. \_\_\_\_\_
- 2 Internet shopping is taking over traditional ways of shopping. \_\_\_\_\_
- 3 Dubai's large shopping malls encourage people to spend more time together. \_\_\_\_\_
- 4 Shopping malls now often have additional attractions. \_\_\_\_\_
- 5 People can't always shop when they want to in France. \_\_\_\_\_
- 6 Shopping locally helps support independent shops. \_\_\_\_\_

**5 Match the numbers to the sentences.**

77		250		1955		2,350
80 million		9 billion				

- 1 the opening of one of the first shopping malls \_\_\_\_\_
- 2 the number of shops in the world's largest shopping mall \_\_\_\_\_
- 3 the number of visitors to the Dubai Mall last year \_\_\_\_\_
- 4 the percentage of online shoppers in the UK \_\_\_\_\_

- 5 internet shopping sales for Thailand \_\_\_\_\_
- 6 the number of rooms in a shopping mall hotel \_\_\_\_\_

**OPTIMISE YOUR CULTURE**

**6 In pairs, or as a group, discuss the questions.**

- 1 Where do people usually shop in your country: at shopping malls, independent shops, markets or all three?
- 2 What are, or were, the traditional ways to shop in your country?
- 3 Is online shopping popular in your country? Why? / Why not?

**PROJECT**

**7 Read the questions and prepare for a classroom debate.**

- 1 Work with a partner. Look at the statement on the debate card. Do you agree or disagree?
- 2 Look at the points for and against the statement and add two more of your own in each column.

**8 Have a debate. Use your preparation from Exercise 7 to help you.**

- 1 Work with another pair. Decide which pair will argue for and which against the debate card statement.
- 2 Have your debate. When you have argued your points, swap roles and debate again.

**“ It is important to preserve traditional ways of shopping. ”**

**FOR**

- We must help local shopkeepers and market stall owners to keep their businesses alive.
- It is part of our country's culture to buy from independent shops and markets.
- \_\_\_\_\_
- \_\_\_\_\_

**AGAINST**

- Shopping online is the future, and we need to accept this.
- Shopping malls and supermarkets are so convenient nowadays when people lead such busy lives.
- \_\_\_\_\_
- \_\_\_\_\_