

B1

VIDEO COMMERCE AND RE-COMMERCE:

FEATURES AND BENEFITS



Two new trends are changing the way we buy and sell online. **Video Commerce** uses videos to show and sell products. **Re-Commerce** gives a second life to products by buying and selling used or returned items.



VIDEO COMMERCE

What is it?

Video Commerce is selling products through videos. It includes live streams, short videos, and shoppable content on social media and websites.



FEATURES

- ✓ Live streams and real-time interaction
- ✓ Product demonstrations and tutorials
- ✓ Shoppable videos: buy while you watch
- ✓ Works on social media, websites, and apps
- ✓ Engaging and entertaining content



BENEFITS

- ✓ Builds trust with real-time answers
- ✓ Increases customer engagement
- ✓ Improves understanding of products
- ✓ Boosts sales and conversion rates
- ✓ Creates a fun and interactive experience



RE-COMMERCE

What is it?

Re-Commerce is buying and selling used, pre-owned, or returned products online. It promotes a circular economy and reduces waste.



FEATURES

- ✓ Pre-owned, used, or refurbished items
- ✓ Product inspection and quality check
- ✓ Platforms or apps for easy resale
- ✓ Safe payment and buyer protection
- ✓ Eco-friendly and interactive choice



BENEFITS

- ✓ Lower prices for buyers
- ✓ Extra income for sellers
- ✓ Reduces waste and helps the planet
- ✓ Extends the life cycle of products
- ✓ Supports a more sustainable future



VIDEO COMMERCE VS. RE-COMMERCE

VIDEO COMMERCE	VS.	RE-COMMERCE
Sells new products using videos.		Sells used or returned products.
Focuses on real-time engagement.		Focuses on value, reuse, and sustainability.
Creates excitement and encourages instant purchases.		Helps save money and protects the environment.

USEFUL VOCABULARY

- Live stream: a live video broadcast
- Shoppable: able to buy during the video
- Engagement: interaction between people
- Pre-owned: already owned by someone
- Refurbished: repaired and improved
- Resale: sell something again
- Sustainable: good for the environment
- Circular economy: reusing resources



THINK & DISCUSS!

- ✓ Have you ever watched a live shopping video? What did you like or dislike?
- ✓ Would you buy or sell used products online? Why or why not?
- ✓ How can video commerce and re-commerce help build a better future?



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VIDEO COMMERCE AND RE-COMMERCE:

15 QUESTIONS FOR B1 STUDENTS



Video Commerce and Re-Commerce are changing the way people shop and sell online. Answer the questions below using your own ideas and experiences.



VIDEO COMMERCE



Buy while you watch!

RE-COMMERCE



Give items a second life!

WHY IT MATTERS

- ✓ Save money
- ✓ Reduce waste
- ✓ Support small businesses
- ✓ Build a better future



- 1 What is Video Commerce? Give an example.
- 2 How is Video Commerce different from traditional online shopping?
- 3 What are some advantages of buying products through live videos?
- 4 What types of products can be sold using Video Commerce?
- 5 Have you ever watched a live shopping video? What did you like or dislike about it?
- 6 What should a host do to make a live shopping event successful?
- 7 How can Video Commerce help small businesses?
- 8 What are some possible disadvantages of Video Commerce?
- 9 What is Re-Commerce? Give an example.
- 10 Why do people choose to buy or sell used or returned products online?
- 11 What are the benefits of Re-Commerce for buyers?
- 12 What are the benefits of Re-Commerce for the environment?
- 13 What kinds of items are popular in Re-Commerce platforms?
- 14 Do you think Re-Commerce will become more popular in the future? Why or why not?
- 15 How can you shop or sell more responsibly online?