Lessons 3–4 E-shopping



E-commerce in the Middle East is one of the fastest growing industries. More and more consumers are choosing to do online shopping because it's convenient, fast and often cheaper. In today's society, young people want to use theirsmartphones, tablets and other mobile devices to do their shopping. 'Mobile shopping' is quickly becoming the most popular way to shop. Young people want to shop around forbargains while they're waiting for a bus, sitting in the park or chatting to friends in a café, so retailers are moving fast to keep up with technological change. However, people also want to use their smartphones to buythings in shops and malls as well as with online retailers. E-payments are cheaper for retailers and convenient for consumers. So, mobile phone networks are trying to increase data speeds to make shopping easier and faster for their tech-savvy customers.

6 Read the article in Activity 5 again in detail. Answer the questions.

1 What is One of the fastest grOwing industries in the Middle East?

2 Why are mOre cOnsumers dOing online shopping?

3 What is'mObile shopping'?

4 Why are e-payments pOpular with retailers?

5 What dO mObile phone netwOrks have tO dO tO make shopping easier fOr their custOmers?

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