B1

Live Shopping:
User Experience and Online Engagement

DEFINITION

Live shopping is an online shopping experience where a person or company presents products during a live video. Viewers can watch demonstrations, ask questions, chat with the host, and buy products in real time. This makes online shopping more interactive, enjoyable, and engaging.

WATCH THIS VIDEO

Take notes while you watch!

KEY POINTS

PRODUCTS ARE SHOWN
Products are shown during a live video.

INTERACT IN REAL TIME
Customers can ask questions and receive immediate answers.

BUY WHILE WATCHING
Viewers can purchase products while watching the livestream.

MORE PERSONAL EXPERIENCE
Live shopping creates a more personal and interactive shopping experience.

INCREASES ONLINE ENGAGEMENT
Customers can like, comment, and share the live event, which increases engagement and builds stronger connections.

MHS COMPANIES

Live shopping is changing the way we shop online by making it more **exciting, interactive, and connected!**

Teacher Marlon

LIVE WORKSHEETS

Live Shopping Vocabulary

SHOP LIVE, CHAT LIVE, BUY LIVE!

	WORD / EXPRESSION	MEANING	EXAMPLE SENTENCE
1	Live shopping	Buying products during a live online video.	Many people enjoy live **shopping** on social media.
2	Livestream	A live video broadcast on the internet.	The company started a **livestream** at 7:00 p.m.
3	Host	The person who presents the live shopping event.	The **host** answered all the customers' questions.
4	Viewer	A person who watches the livestream.	More than 2,000 viewers joined the event.
5	Product demonstration	Showing how a product works.	The **demonstration** helped customers understand the product.
6	Real-time interaction	Communication that happens immediately.	Customers enjoyed the **real-time interaction** with the seller.
7	Live chat	A chat where people send messages during a livestream.	I asked my question in the **live chat**.
8	Comment	A written message during a live video.	She left a positive **comment** about the product.
9	Limited-time offer	A special deal available for a short period.	The **limited-time offer** ended after the livestream.
10	Discount	A lower price than usual.	Customers received a 20% **discount** during the event.
11	Coupon code	A code used to get a discount.	Use the **coupon code** to save money.
12	Add to cart	To put a product into your online shopping cart.	I added the shoes to my **cart**.
13	Checkout	The final step before paying online.	Go to **checkout** to complete your purchase.
14	Purchase	To buy something.	She made a **purchase** during the livestream.
15	Engagement	The level of interaction from viewers (likes, comments, shares).	The event had high **engagement** from customers.
16	Influencer	A person who promotes products online.	An **influencer** introduced the new products.
17	Flash sale	A sale that lasts for a very short time.	The **flash sale** lasted only 15 minutes.
18	Exclusive deal	A special offer available only to certain customers.	Viewers received an **exclusive deal** during the live event.
19	Buy now	A button or invitation to purchase immediately.	Click **"Buy Now"** before the offer ends.
20	Customer engagement	How actively customers interact with a brand online.	Live shopping improves **customer engagement**.

USEFUL PHRASES

Can you show us how it works?
Asking for a product demonstration.

Is there a discount today?
Asking about special offers.

How much does it cost?
Asking the price.

Can I ask a question?
Asking permission to speak.

I'll add it to my cart.
Adding the product to your shopping cart.

I'm ready to check out.
Ready to complete the purchase.

That's a great deal!
Expressing a positive opinion.

Is shipping free?
Asking about delivery costs.

I'll buy it now!
Deciding to make a purchase.

Can you show another color?
Asking for more options.

MHS COMPANIES

Live shopping makes online shopping more interactive, fun, and engaging!

WATCH THIS VIDEO
LIVEWORKSHEETS

STRATEGIES USED BY SALESPEOPLE

B1

Salespeople use different strategies to attract customers, build trust, and increase sales.

1. **Greeting Customers**
   Welcome customers with a friendly attitude.
2. **Asking Questions**
   Learn about the customer's needs before recommending a product.
3. **Demonstrating the Product**
   Show how the product works and explain its features.
4. **Highlighting Benefits**
   Focus on how the product helps the customer.
5. **Offering Discounts**
   Encourage customers to buy with a special price.
6. **Creating Urgency**
   Make customers feel they should buy soon.
7. **Providing Social Proof**
   Mention positive reviews or satisfied customers.
8. **Comparing Products**
   Explain the differences between products.
9. **Recommending Related Products**
   Suggest additional items that go well with the purchase.
10. **Answering Questions Clearly**
    Give honest and easy-to-understand information.
11. **Building Trust**
    Be honest, polite, and helpful.
12. **Offering a Free Trial or Sample**
    Let customers try the product before buying.
13. **Handling Objections**
    Respond politely when customers have concerns.
14. **Closing the Sale**
    Encourage the customer to make the final decision.
15. **Following Up**
    Contact customers after the purchase to ensure satisfaction.

GREAT SALESPEOPLE don't just sell products, *they create great customer experiences!*

Know your customer.

Offer the right solution.

Build relationships.

LIVEWORKSHEETS

USEFUL SALES EXPRESSIONS

— STRATEGIES USED BY SALESPEOPLE —

Good communication helps **build trust**, **understand needs**, and **close more sales**.

1 GREETING CUSTOMERS

- Good morning!
- Welcome!
- How can I help you today?

2 ASKING QUESTIONS

- What are you looking for?
- What do you need this for?
- What features are important to you?

3 DEMONSTRATING THE PRODUCT

- Let me show you how this works.
- See how easy it is to use.

4 HIGHLIGHTING BENEFITS

- This will help you save time.
- You'll love how convenient it is.
- It's reliable and high quality.

5 OFFERING DISCOUNTS

- Today we have a special discount.
- You can get it for a lower price.

6 CREATING URGENCY

- This offer ends tonight!
- Hurry! Only a few left in stock.

7 PROVIDING SOCIAL PROOF

- Many customers love this product.
- It's one of our best sellers.

8 COMPARING PRODUCTS

- This one has more features.
- This option is more affordable.

9 RECOMMENDING RELATED PRODUCTS

- You might also like this.
- This goes great with your choice.

10 ANSWERING QUESTIONS CLEARLY

- Yes, it comes with a warranty.
- Let me explain how it works.

11 BUILDING TRUST

- You can trust our quality.
- I'll recommend the best option for you.

12 OFFERING A FREE TRIAL OR SAMPLE

- You can try it before you buy.
- Here's a sample for you.

13 HANDLING OBJECTIONS

- I understand your concern.
- Let me clarify that for you.

14 CLOSING THE SALE

- Are you ready to buy it?
- Shall I add it to your cart?

15 FOLLOWING UP

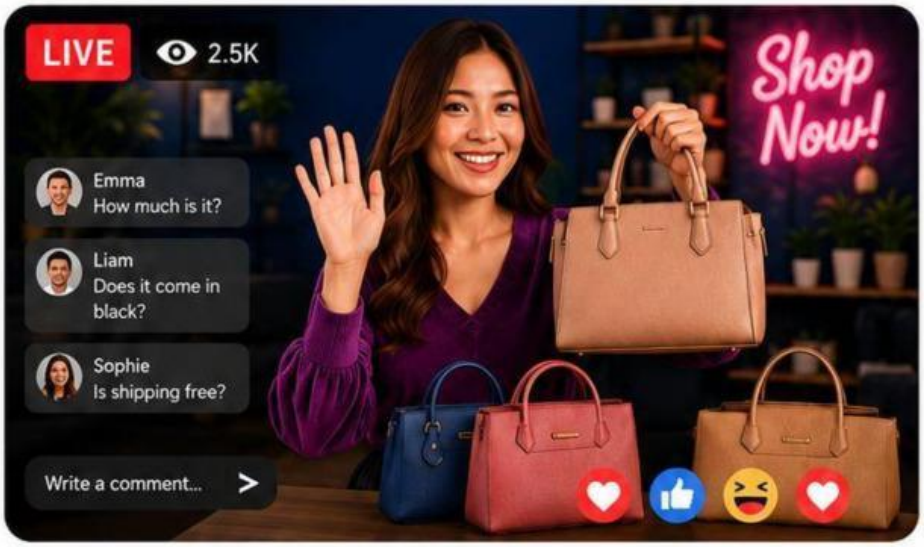
- Thank you for your purchase!
- We're here if you need anything.
- We hope you're enjoying your product!

LIVEWORKSHEETS

MET TEST FORMAT

LIVE SHOPPING:
A NEW WAY TO BUY ONLINE

Today, many people enjoy shopping online, but there is a new trend that makes online shopping more exciting. It is called **live shopping**. During a live shopping event, a host presents products through a live video on social media or an e-commerce platform. Viewers can watch the demonstration, ask questions, and buy products without leaving the livestream.



STRATEGIES SALESPEOPLE USE

- Greet customers with a friendly attitude.
- Demonstrate how products work.
- Explain the benefits and offer special discounts or promotions.
- Encourage comments and answer questions.
- Invite viewers to share and invite their friends to join.

INFLUENCERS MAKE AN IMPACT

Many companies work with influencers to promote their products during live shopping events. Their followers trust their opinions, so viewers are more likely to buy the recommended products.

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ADVANTAGES

Real-time interaction
Customers can ask about the price, product features, shipping, or warranty, and get answers immediately.

See products in action
Viewers can watch demonstrations, compare models, ask for more details, or request another color or size.

Personal shopping experience
Creates a more personal and real shopping experience online.

Influencer recommendations
Influencers promote products to their followers who trust their opinions.

DISADVANTAGES

Impulse buying
Some people may buy products without thinking carefully because they do not want to miss a special offer.

Overspending
Others may spend more money than they planned because the presenter creates excitement during the event.

OVERALL, LIVE SHOPPING IS CHANGING THE WAY PEOPLE SHOP ONLINE.

It combines entertainment, customer service, and technology to create an interactive shopping experience. As technology continues to improve, live shopping will probably become even more popular around the world.

- **LIVE VIDEO** Watch in real time
- **ASK QUESTIONS** Get instant answers
- **EXCLUSIVE DEALS** Enjoy special offers
- **SHOP SAFELY** Secure and reliable

ESLWORKSHEETS

MET TEST FORMAT

LIVE SHOPPING:
A NEW WAY TO BUY ONLINE

READING COMPREHENSION

Read the statements and questions about live shopping.
Choose the best answer.

A TRUE OR FALSE

		TRUE	FALSE
1	Live shopping allows customers to ask questions during the livestream.	☐	☐
2	Customers can only see pictures of the products.	☐	☐
3	Salespeople often offer discounts during live shopping events.	☐	☐
4	Influencers sometimes help companies sell products.	☐	☐
5	Live shopping has both advantages and disadvantages.	☐	☐

B ANSWER THE QUESTIONS

1. What is live shopping? _____
2. Why do customers like real-time interaction? _____
3. Name two strategies used by salespeople. _____
4. Why do companies work with influencers? _____
5. What is one disadvantage of live shopping? _____

C DISCUSSION QUESTIONS

1. Have you ever watched a live shopping event? _____
2. Would you buy a product during a livestream? Why or why not? _____
3. Which products are best for live shopping? _____
4. Do you think live shopping is better than traditional online shopping? Why or why not? _____
5. What strategies would you use if you were a live shopping host? _____

INTERACTIVE — Watch, ask, and participate live

GREAT DEALS — Exclusive discounts and limited offers

SEE IT LIVE — See the product in action in real time

SHOP SMART — Get all the information before you buy

MHS COMPANY

Teacher Marlon

LIVEWORKSHEETS

B1 LIVE SHOPPING

LISTENING PRACTICE

Listen to the conversation between a host and a viewer.
Then, answer the questions.
Choose the best answer (A, B, C, or D).

WATERPROOF
Wear it while swimming or in the rain

HEART RATE MONITOR
Track your health in real time

LONG BATTERY LIFE
Up to 10 days on a single charge

WORKS WITH ANDROID & iOS
Connect with our free mobile app

30-DAY RETURN POLICY
Easy returns if you're not satisfied

1 Why does the viewer ask about the battery life?

A. Because they travel frequently.
B. Because they exercise every morning.
C. Because they use GPS while driving.
D. Because they forgot to charge their phone.

2 According to the host, when will the battery last only four or five days?

A. When the watch is used for swimming.
B. When the GPS is used continuously.
C. When the watch is connected to an iPhone.
D. When the weather is cold.

3 Which statement about shipping is correct?

A. Everyone receives free shipping.
B. International shipping is not available.
C. Domestic orders receive free shipping, while international customers receive a reduced shipping rate.
D. Shipping costs are the same for every customer.

4 Why does the viewer finally decide to buy the smartwatch?

A. Because they urgently need a new watch for work.
B. Because the host offers an additional discount.
C. Because they believe it meets their needs better than expected.
D. Because the watch is available in many colors.

5 Which of the following can be inferred from the conversation?

A. The promotion will continue throughout the weekend.
B. The viewer had not intended to purchase a smartwatch before watching the live event.
C. The smartwatch is designed only for professional athletes.
D. The return policy allows customers to return damaged products without accessories.

TIPS!

- Listen for key information.
- Pay attention to details and conditions.
- Think before you choose your answer.

B1

LISTENING PRACTICE
LIVE SHOPPING

• LISTENING EXERCISE •

Listen to a talk by an expert about live shopping. Then answer the questions. Choose the best answer (A, B, C, or D).

INSTRUCTIONS

- You will hear an expert giving a short speech about live shopping.
- Listen carefully and answer the questions.
- Choose the best answer (A, B, C, or D).

WHAT IS LIVE SHOPPING?

Live shopping is when hosts present and sell products in real time through live videos on social media or shopping apps. Viewers can ask questions, get instant answers, and buy the products while watching.

BENEFITS

- Real-time interaction
- Builds trust and confidence
- Exclusive promotions
- Fun and entertaining

1 According to the expert, what is live shopping?

A. A type of online store that is open 24/7.
B. A way to sell products through live videos.
C. A platform where people only compare prices.
D. A form of advertisement on TV.

2 What does the expert say is one of the main advantages of live shopping?

A. It always offers the lowest prices.
B. It allows customers to interact with the host in real time.
C. It replaces all physical stores.
D. It is only available for famous brands.

3 Why do many companies use live shopping today?

A. Because it reduces the cost of shipping.
B. Because it helps build trust and increase sales.
C. Because it is easier than creating a website.
D. Because customers don't need to create an account.

4 What does the expert suggest viewers do before buying?

A. Compare the price with other websites.
B. Wait until the livestream is over.
C. Ask questions about the product.
D. Only watch live shopping at night.

5 What is the expert's final recommendation?

A. Avoid watching live shopping because it's risky.
B. Only buy during special discounts.
C. Enjoy the experience but make smart decisions.
D. Ignore live shopping and shop in stores.

TIPS

- Listen for main ideas and details.
- Pay attention to cause and effect.
- Think before you choose your answer.

B1 ENGLISH ACTIVITY SPEAKING & LISTENING

LIVE SHOPPING

CREATE YOUR OWN LIVESTREAM!

Work in groups and create a live-shopping event.
Plan, present and interact like real hosts and viewers!

INSTRUCTIONS

1 CHOOSE A PRODUCT
Choose a product to sell (e.g., headphones, skincare, a backpack, kitchen tools, etc.).

2 PLAN YOUR LIVESTREAM
Decide who will be the host, viewers, and helpers. Prepare your script, key information and questions.

3 PREPARE YOUR MATERIALS
Bring the real product or a picture. You can also use posters, a phone, or any props you need.

4 DO YOUR LIVESTREAM
The host presents the product. Viewers ask questions, comment and react. The host answers and gives details.

5 PROMOTE A SPECIAL DEAL
Offer a discount or a limited-time promotion to encourage people to buy.

6 FINISH AND REFLECT
Thank your viewers. Then discuss: What went well? What can you improve next time?

YOUR ROLES

HOST
Presents the product, explains features and benefits, answers questions and creates excitement.

VIEWERS
Watch the livestream, ask questions, give comments and react.

HELPERS (OPTIONAL)
Manage the chat, show the product, or take notes.

USEFUL PHRASES

- Welcome everyone to our live shopping!
- Let me show you this amazing product.
- It has many great features. First, ...
- Do you have any questions?
- How much is it?
- Is it available in other colors?
- Today only, we have a special discount!
- Don't miss this limited-time offer!

TIPS FOR SUCCESS

- Speak clearly and confidently.
- Show the product clearly to the camera.
- Interact with your viewers.
- Create excitement and urgency.
- Be friendly and positive!

EVALUATION

- ☑ Clear presentation of the product
- ☑ Use of useful information (price, features, benefits, etc.)
- ☑ Interaction with viewers
- ☑ Creativity and promotion
- ☑ Teamwork and collaboration

ALTERNATIVE: CLASS MARKET

After the livestreams, students vote for the best presentation. The "best host" team wins!

READY, SET, LIVE!
SHOW. INTERACT. SELL!
HAVE FUN AND ENJOY SHOPPING!

LIVEWORKSHEETS

SPEAKING PRACTICE

B1

LIVE SHOPPING

CONVERSATION QUESTIONS

Talk with your partner or in small groups.
Give full answers and share your ideas.
There are no right or wrong answers!

1. Have you ever watched a live shopping video? What was it about?
2. Why do you think live shopping is becoming so popular with young people?
3. What are the advantages of buying products during a live shopping event?
4. What are some possible disadvantages of live shopping?
5. What types of products do you think are best to sell through live shopping? Why?
6. Do you prefer live shopping or traditional online shopping? Why?
7. How does a live shopping host make the show interesting for viewers?
9. What would you ask a host if you joined a live shopping event?
10. How do discounts and special offers influence your decision to buy something?
11. Do you think the products shown in live shopping are always high quality? Why or why not?
12. What should viewers do before buying a product during a live stream?
12. How can live shopping help small businesses and young entrepreneurs?
13. Would you like to be a host of a live shopping show? Why or why not?
14. How do you think live shopping will change in the future?
15. What tips would you give to someone who wants to start watching live shopping?

USEFUL PHRASES

- In my opinion, ...
- I think that...
- From my point of view...
- I agree because...
- I disagree because...
- That's a good point.
- I'm not sure, but...
- Another idea is...

TIPS!

- Listen actively to your partner.
- Give full answers and examples.
- Be respectful and encourage others.