Lessons 3-4 E-shopping

Reading

Shopping around in the UAE



For many years, UAE **consumers** preferred to shop at the mall and use cash instead of **credit cards**. But today, over 70% of people own a laptop, tablet or smartphone and have access to the Internet. This means that more people can make electronic payments online. As a result, **e-commerce** in the UAE is growing fast.

According to one expert, 'Consumers enjoy online shopping because it's fast, convenient and things are often cheaper online. We all love looking for a **bargain** and with **online shopping** you can shop around without walking a single step, so it can save you a lot of time. We live very busy lives now and we want to be able to snap up a bargain quickly and easily before it sells out.'

Recent research by a well-known credit card company has found that more people in the UAE shop online today than ever before. And what are they buying? Generally, Middle Eastern shoppers are buying airline tickets, clothes and shoes, groceries, books, CDs, DVDs and travel-related products and services.

The UAE today has a **tech-savvy** population. When online shopping was just starting in the UAE, people used their computers to shop online. However, fewer of today's tech-savvy consumers are using computers to shop online in favour of mobile **devices**, such as tablets and smartphones. According to one online **retailer**, about 40 to 50% of all their sales are made with mobile devices.

Zayed Ayyash is the general manager of a men's clothing store. 'The Internet is the way people shop around today. Consumers like to spend time looking at different websites before they make a decision. Once they've bought an item, they can have it delivered or they can pick it up **in-store**. Online sales and e-commerce is here to stay and it's definitely changing the way we do business.'

3 Read the article again. Are the sentences true (T) or false (F)?

1 Most consumers in the past paid for their shopping with credit cards. **T / F**
2 People can make electronic payments with tablets and smartphones. **T / F**
3 In the UAE, e-commerce is becoming bigger. **T / F**
4 Online shopping isn't as convenient as going to the mall. **T / F**
5 More people use mobile devices than laptops to shop online. **T / F**
6 Online shoppers in the Middle East buy clothes and airline tickets but not food. **T / F**
7 People in the UAE aren't good at using technology. **T / F**
8 About half of all online shoppers are using smartphones to buy things. **T / F**

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