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Vocabulary 1

Replace the underlined parts of the questions with the correct form of the words below. You might also have to add words and change their order. Then answer the questions in pairs.

skyrocket (v) groceries (n) accelerate (v) corporate (adj) carbon footprint (n)
loyalty (n) retain (v) convenience (n) sponsor (v) flexible (adj)

1. Why do you think online shopping has gone up significantly since the pandemic? Do you think this trend will go faster in future?

2. Are you worried about the amount of pollution produced by the products you buy?

3. Do you try to buy food items that have been produced locally?

4. What can companies do to keep customers and maintain their constant support?

5. Would you buy a product just because it financially supports your favorite team?

6. Do you always buy the same brands or do you vary?

7. Do you prefer good prices or an easy experience when shopping?

8. Would you stop buying a product if the company was involved in business scandal?

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Listening 1

Listen to a podcast about consumer habits and the pandemic. In what order do they mention the following topics?



- ___ how consumers are now trying out different brands more
- ___ how consumers are spending more on experience than goods
- ___ what companies need to do to keep customers
- ___ how consumers are now buying more locally
- ___ how consumers are buying more online
- ___ how consumers are more worried about corporate responsibility



4

Listening 2

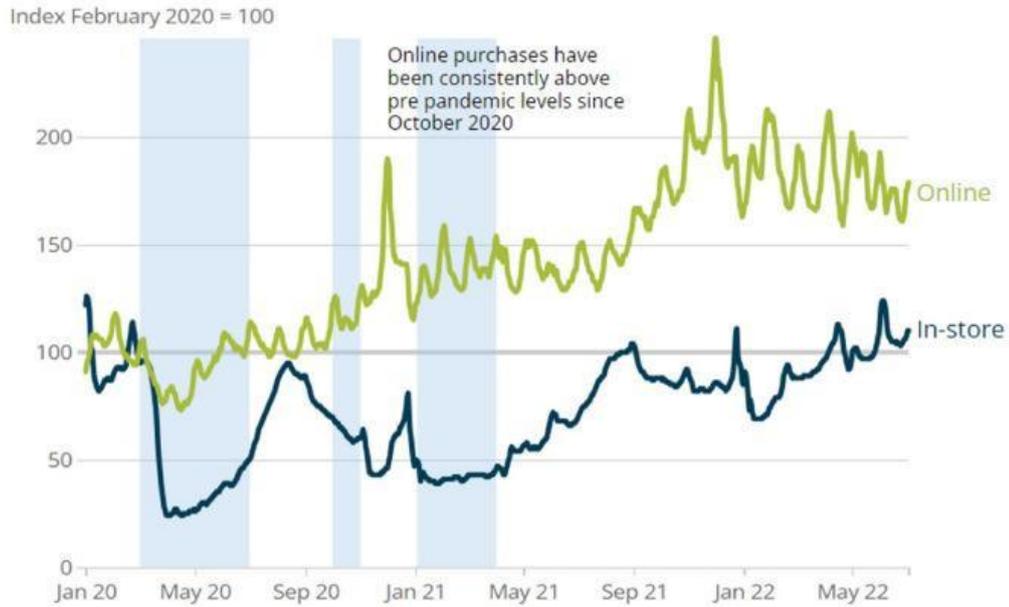
Listen to the podcast again and answer the questions below.

1. What is this podcast about?
 - a. how we are buying more things now than before the pandemic
 - b. how the pandemic made us think more about what we consume
 - c. how shopping habits acquired during the pandemic remained
2. What does the podcaster say about online shopping?
 - a. It is a trend that began mostly during the pandemic and continued afterwards.
 - b. Most people who started buying online in the pandemic continued later.
 - c. There are only a few things people prefer to buy in-store now, like groceries.
3. What type of values are shoppers looking for in brands?
 - a. that are similar to theirs
 - b. that reflect the story of the company
 - c. that are part of a good strategy
4. What is the main reason the podcaster gives for the increase in shopping locally?
 - a. to help the environment
 - b. to remain loyal to the brands they used
 - c. to make the community stronger
5. Why have consumers been trying other brands, according to the podcast?
 - a. just for the change
 - b. because they are young
 - c. to find cheaper and easier ones
6. What does the podcaster recommend to companies?
 - a. that they try to avoid any future crises
 - b. that they are able to adapt to new situations
 - c. that they plan their marketing first, then a digital approach



5 Vocabulary 2

Look at the graph. What does it show? Complete the text below with the words from the box.



Source: Revolut – Office for National Statistics (ONS) calculations

- drop
- general
- illustrates
- increased
- remained
- significantly

The graph _____¹ online and in-store consumer habits from January 2020 to May 2022. In _____², online shopping continuously _____³ over the period, while in-store shopping suffered a strong _____⁴, then recovered gradually. We can conclude that the pandemic _____⁵ affected consumer habits, and even after its end, shopping on the Internet still _____⁶ popular.

