English for Informatics 2
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MEETING #10

Topic: Online Shopping and Transactions
Material:
Module Unit 5 E-commerce, page 49-54

By the end of the lesson, the students are expected to be able to use appropriate
English to:
- explain the definition of e-commerce.
- tell their experiences related to online shopping.
- explain types of online shopping.
- explain about online transaction.

Online Shopping

- Have you ever bought something online? What is it?

- How was the experience?

- What did you consider before buying in that online store?

- What do you suggest for any others who want to buy something online?

Exercise 3: You are going to listen to a conversation between David Aston and a reporter. David works at a company whose main business is selling home cleaning products. Listen and identify whether these following statements are True or False.

1.	David's company sells mainly online.	T / F
2.	70% of their business is online.	T / F
3.	People buy their cleaning products when they buy their food.	T / F
4.	People buy their cleaning product in supermarkets.	T / F
5.	Online sales are growing.	T / F

Exercise 4: Read the following text about Elements of E-commerce and How to Buy on the Internet and answer the questions.

1. What is E-commerce?
2. Is E-commerce similar to online shopping?
3. What are the similarities and differences of online shopping and traditional shop?
4. What are the elements of online shopping? Mention and explain them in your own words.

Elements of e-commerce

E-commerce or online shopping is the process of buying and selling products and services using the internet. It has similarities with traditional commercial activity.

A product or service, from plane tickets to books, is offered in an online shop, the seller's website. Customers select and order products, which are then paid for and delivered. The main difference is that most of the processes take place on the web.

E-commerce websites use the following components:

- A shopping cart program, a web-based software application to keep a record of the products chosen by the customer.
- A secure socket layer (SSL) certificate, to verify that the credit card information has been securely transmitted; this is usually shown by a small padlock on the web page.
- A payment gateway, an interface between the website and the bank that accepts the electronic payment.

Taken from English Professional in Use ICT, pp. 64.

Exercise 5: Read about the information about types of e-commerce and do the exercise.

Match the type of business in the box to the correct column 1-4. Add another example of each type.

> B2C Business-to-Costumer
> C2C Costumer-to-Customer
> B2B Business-to-Business
> M-commerce

Types of E-commerce

Companies whose activity is centered on the internet are called dotcoms, after their web addresses. However, most e-commerce business are bricks and clicks, as they have both physical and online presence.

Although there are some examples of **B2B commerce**, business to business, e-commerce is mainly used for **B2C, business to customer**, or even for **C2C, consumer to consumer**. Internet auctions websites like e-Bay where people offer products and sell them to the highest bidder, are an example of C2C e-commerce.

Taken from English Professional in Use ICT, pp. 64.

Types of Business	1.	2.	3.	4. ....
Explanation	Companies exchange information and make wholesale transaction.	Companies sell products or sservices to customers over the Internet.	People sell or exchange second-hand, used items or collectibles.	Customers purchase products and services via mobile devices.

Examples of
- B2C: _____
- B2B: _____
- C2C: _____
- M-commerce: _____

ONLINE TRANSACTION

Based on the text, what are the steps in buying products online? Number these sentences in the correct order.

a. The costumer opens an account.
b. The customer goes to the check-out.
c. The customer puts the item(s) in a shopping cart.
d. The customer pays for the product (s) with a credit or debit card.
e. The customer goes to the website.
f. The customer searches and/or browses the website.
g. The customer chooses the item(s) to buy.
h. The customer checks the order.

How to Buy on the Internet

The first thing to do is to look for the product in a search engine, or even better, in a comparison engine or bargain finder, to find the lowest price.

Most online shop websites are designed so that customers follow these steps to do their **virtual shopping**.

You start by adding the items you want to buy to the **shopping basket**, or **virtual shopping trolley**. When you have selected the items that you want to buy, you proceed to the payment section by clicking on the **checkout button**.

You may have to **log in**, provide your username and password, or **sign up**, by providing your personal data, billing and shipping address, etc., if this is the first time you have accessed the site. You will be given an account, so you are recognized as a customer. You will be asked to enter payment details, e.g. credit card numbers, etc. Before the transaction is completed you will be asked to confirm the order and check all the information is correct.

Finally, you **log out** and leave the website.

There are different types of electronic payment: credit cards or debit cards. A **digital wallet**, the electronic equivalent of a wallet for online shopping, hold credit card data, and passwords for logging into websites. PayPal, Microsoft's Passport, and Yahoo! Wallet are examples of **digital wallets.**

Taken from English Professional in Use ICT, pp. 64.

Steps:

1. ....   2. ....   3. ....   4. ....   5. ....   6. ....   7. ....   8. ....

Exercise 6: You are going to listen to a dialog between Shayan and Monica about an online transaction. Complete the dialog using the words in the box.

account	bank	completes	confirmation	customer
first	gateway	payment	rejection	web

Monika : Shayan, can you explain how a customer (1) _____ an online transaction?

Shayan : OK, it's very easy. (2) _____ the customer will place an order. The seller's (3) _____ server will confirm availability of the product and send a response. After that, the customer checks out and completes the (4) _____ instructions. Then the server will send a payment request to a payment (5) _____ . The payment gateway will check the buyer's ability to pay with the (6) _____. OK?

Monika : Fine. Go on.

Shayan : The bank will respond and send payment acceptance or (7) _____ to the seller's web server through the payment gateway. Finally, the customer will receive the server response with the order (8) _____ or rejection.

Monika : Will the (9) _____ have to register?

Shayan : Yes, all buyers must have their (10) _____ before they complete the transaction.

Monika : Thank you. Now I understand.