1. House, car, cellphone…

No need to know who they are and what they do, just look from their possession and appearance.

1. For some certain reason:

* Evaluate/ judge someone: materials possession.
* Pp works hard-> hunt for money to buy these thing to bring comfortable life and position.
* Lose spiritual values.

1. Definitely both:

Positive:

* Push up national economic.
* Upgrade living standard.
* Provide job -> reduce unemployed.

Negative:

* Natural resources -> exhausted, pollution.
* Chase after materialistic life.
* “Throw away” society -> wastefulness.

1. Critical role:

Producer:

* Popularize product to people.
* Increase sales and brand name.
* Too exaggerate, violate culture.

Consumers:

* Well-informed.
* Promotion, cheaper price.
* Confused/ cheated.

1. Significantly:

Shopping online:

* Convenient.
* Available 24/7
* For busy-working pp especially for married shopping woman.

Market will be on difficult situation -> reduce. Business people on market will get harsh unbalance competition (canh tranh k lanh mang).