



VOCABULARY BANK

Shopping and Consumer Life

Shopping and Consumer Life | Bank 1: online shopping and advertising | Cambridge IGCSE ESL 0511

1. Quick confidence check

Before you study the topic, mark the column that best describes your confidence with each word or phrase.

Word or phrase	New to me	I recognise it	I can use it
online shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
customer review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
compare prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
special offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
delivery service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
return an item	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
target audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
persuade customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
impulse buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
payment method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Vocabulary bank

Here are some useful words, adjectives, verbs and chunks that can be reused in exam answers. If you are not sure of their meaning, check online or ask your teacher.

Category	Useful vocabulary
Online shopping	online shopping, delivery service, payment method, return an item, customer review, compare prices
Offers	special offer, discount, bargain, sale price, free delivery, limited time
Advertising	advertising, target audience, persuade customers, product photo, clear information, impulse buying
Opinion chunks	Before buying, people should..., Advertisements often try to..., A customer review can..., It is better to compare..., One risk is...

3. Match the meaning

Match each word or phrase with the correct meaning. Then choose four and write your own examples.

No.	Word or phrase	Meaning
1	customer review	a. a lower price or extra deal for a short time
2	compare prices	b. make buyers want to choose a product
3	special offer	c. a buyer's opinion about a product or service
4	target audience	d. buying something suddenly without planning
5	persuade customers	e. look at different prices before choosing
6	impulse buying	f. the group of people an advert is aimed at

4. Build useful chunks

Choose useful chunks from the grid. Then write three natural sentences you could use in a speaking or writing answer.

Useful chunk	Useful chunk	Useful chunk
online shopping	customer review	compare prices
special offer	delivery service	return an item
target audience	persuade customers	impulse buying

1. _____
2. _____
3. _____

5. Read in context

Read the text. The bold words are from the vocabulary bank.

Buying Carefully Online

Many people enjoy **online shopping** because it is quick and convenient. However, it is still important to make careful choices before paying.

A **customer review** can help buyers understand the quality of a product. It is also sensible to **compare prices** instead of choosing the first item they see.

Advertisements often use a **special offer** or a discount to **persuade customers**. This can lead to **impulse buying** if people do not stop and think.

Good websites explain the **delivery service** and how to **return an item**. Clear information helps customers avoid problems later.

6. Check your understanding

Answer the questions in your own words. Use the vocabulary bank where it fits naturally.

READING CHECK

1. Why do many people enjoy online shopping?

2. How can customer reviews help buyers?

3. Why can special offers sometimes be risky?

4. What should good websites explain?

VOCABULARY IN CONTEXT

What does 'impulse buying' mean?

- A. Buying something suddenly without planning
- B. Comparing prices carefully
- C. Returning an item to a shop
- D. Reading product reviews

What is the writer's main advice?

- A. Customers should think carefully before buying online.
- B. Customers should always choose the first item.
- C. Reviews are never useful.
- D. Delivery information is unimportant.

7. Use the vocabulary

Task	What to do
Speaking 1	Describe something people should check before buying online.
Speaking 2	Discuss this question: Do adverts influence teenagers too much?
Writing	Write a short paragraph giving advice about shopping safely online.
Review	Return to the confidence table. Choose one item you want to improve and write a clear example sentence.

8. Topic discussion questions

Use these for pair work, small-group discussion, or speaking-test warm-up practice.

- Do you prefer online shopping or shopping in stores?
- Are customer reviews always reliable?
- What makes an advert persuasive?
- How can people avoid impulse buying?
- Should there be rules about adverts aimed at teenagers?

**ANSWER KEY**

Shopping and Consumer Life

3. Match the meaning

1. c = a buyer's opinion about a product or service
2. e = look at different prices before choosing
3. a = a lower price or extra deal for a short time
4. f = the group of people an advert is aimed at
5. b = make buyers want to choose a product
6. d = buying something suddenly without planning

6. Check your understanding

1. It is quick and convenient.
2. They can help buyers understand product quality.
3. They can persuade people and lead to impulse buying.
4. They should explain delivery and returns.

MCQ 1: A. Buying something suddenly without planning.

MCQ 2: A. Customers should think carefully before buying online.