

Showrooming 先逛店后网购

Vocabulary: Shopping 词汇: 购物

Do you like shopping? Or does the thought of **traipsing** round the shops fill you with dread? For some of us, shopping is an enjoyable way of spending our **leisure time** and our money. For me, it's something I would rather avoid. Thank goodness for the internet!

We know that shopping online is increasingly popular. The British are particularly good at it. We are one of the nations that does the most online shopping.

It's more **convenient** to buy CDs, electrical items, even food, from the comfort of your sofa. But that's not the only reason: price is an important factor. We can buy goods and services cheaper online. But sometimes the problem is knowing what to buy. This has led to a type of shopping called 'showrooming'.



Have a look and then buy online?

Showrooming is something I've done. I go into a shop to **browse**. I can see, touch and try out products but then go home and buy them online at a **knock-down price**. I'm not alone in doing this. Research by a company called *Foolproof*, found 24% of people showroomed while Christmas shopping in 2012.

Amy Cashman, who is Head of Technology at TNS UK, says the reasons for this new shopping habit are that "people are short on time, short on money and they want **reassurance** about the products they are buying." She explains that consumers are not only shopping online at home but they are using the internet in-store or on their smartphones to shop around so they can "**get to the bottom of** where they can find a cheaper price elsewhere but also get information [and] **product reviews**."

But does this mean technology will kill **the high street**? Certainly shops will change. They will have to offer more **competitive** prices or offer other **incentives** by giving exclusive in-store **discounts** or free gifts.

We mustn't forget that buying in a shop means you can get expert advice from the sales assistant and you can get good **aftercare**. It's good to speak to a real human rather than look at a faceless computer screen but at least by showrooming, you get the best of both worlds!

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. According to the author, which nation does the most shopping online?
2. True or false? *You can buy many products cheaper online.*
3. What term does the author use to mean cheaper or lower prices?
4. Name something that high street shops should do if they want to compete with the internet.
5. Who can give you expert advice in a shop?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. I decided to buy a house next to the station as it was very _____ for getting to work.

continent	convenient	conventional	conservative
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2. Despite help from the police, we could not _____ who stole our car.

get to the top of	get a grip of	get to the bottom of	get the hang of
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3. This camera has excellent product _____ so I'm going to buy it online, hopefully at a good price.

reviews	rewinds	returns	recipes
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4. The holiday company was offering lots of _____ to try and encourage us to book with them. We ended up with a free room upgrade!

reassurance	traipsing	aftercare	incentives
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5. Following my operation I got excellent _____ from the doctors. I was really impressed.

aftershock	aftercare	afternoon	precare
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Answers and Glossary 答案与词汇

Quiz 小测验

1. According to the author, which nation does the most shopping online?
Answer: Britain.
2. True or false? *You can buy many products cheaper online.*
Answer: True. We can buy goods and services cheaper online.
3. What term does the author use to mean cheaper or lower prices?
Answer: A knock-down price.
4. Name something that high street shops should do if they want to compete with the internet.
Answer: Offer competitive prices, discounts or free gifts.
5. Who can give you expert advice in a shop?
Answer: The sales assistant.

Exercise 练习

1. I decided to buy a house next to the station as it was very **convenient** for getting to work.
2. Despite help from the police, we could not **get to the bottom of** who stole our car.
3. This camera has excellent product **reviews** so I'm going to buy it online, hopefully at a good price.
4. The holiday company was offering lots of **incentives** to try and encourage us to book with them. We ended up with a free room upgrade!
5. Following my operation I got excellent **aftercare** from the doctors. I was really impressed.

Glossary 词汇表

traipsing	闲荡
leisure time	闲暇时间
convenient	方便的，便利的
browse	浏览
knock-down price	杀的很低的价钱
reassurance	放心，安心
get to the bottom of	弄清...底细
product reviews	产品评价
the high street	商业街
competitive	有竞争性的
incentives	刺激，奖励
discounts	折价，打折
aftercare	售后服务