

## E-Shopping



Study the sources below carefully and answer the following questions.

### Source 1

Alibaba Group Holding Limited announced that the total value of transactions involved in the ‘Double 11’ or ‘Singles’ Day’ shopping festival in 2020 reached RMB \$498.2 billion, which is an increase of 85% from last year’s RMB \$268.4 billion. The Group also stated that as of 11:00 pm on 11 November, the number of real-time logistics orders was over 2.25 billion, which is approximately equal to the total number of express deliveries in China in 2010.

Jiang Fan, president of Taobao and Tmall, pointed out that RMB \$498.2 is only the value of payment transactions that does not include emerging products like real estate and cars. He continued to say, ‘Compared with last year, Tmall’s transaction values on ‘Double 11’ or ‘Singles’ Day’ increased by 26% this year. After the outbreak of the epidemic, we have benefited from China’s strong consumption recovery.’ According to statistics, the year-on-year sales growth rates in the past two years (2019 and 2018) were 25.7% and 16.9% respectively. They are roughly the same as this year’s growth.

Source: Excerpts from Apple Daily, 12 November 2020

### Source 2

The outbreak of coronavirus disease (COVID-19) has dealt a heavy blow to the tourism, aviation, and retail industries. However, online business has been booming during the epidemic. The business of online shopping platforms has grown dramatically. Local platforms like HKTVmall and Boutir, food delivery platforms like Foodpanda and Uber Eats, and online supermarkets have all achieved significant business growth. The epidemic still seems to show no signs of global retreat. It is widely believed that online shopping platforms will continue to develop at a supersonic speed in the next six months to a year. For this reason, mainland online shopping platforms such as Tmall and Jingdong plan to enter the Hong Kong market within this year to share a slice of the lucrative pie.

Source: A column article from PCM, 13 November 2020



### **Double 11 Festival / Singles' Day**

'Double 11' means the day of 11 November. It is also called 'Singles' Day'. It originally referred to a festival that celebrates singles. However, under the constant exaggeration of online media, it has gradually become a shopping festival with many discounts.



- A. Video: 'Double 11 reaches the peak of global 24-hour logistics', 11/11/2019

<https://www.youtube.com/watch?v=wM4IdbsAnMM>

- B. 'Youth online shopping increases, over-consumption must be prevented', Hong Kong Economic Times, 10/6/2020

<https://bit.ly/38XA5nF>





1. With reference to sources 1 and 2, try to complete the table below. Understand Data

	Hong Kong	China
Examples of online shopping platforms	A. _____ B. _____ C. _____ D. _____	A. _____ B. _____
Business volume of online shopping platforms in 2020	Increasing / decreasing	Increasing / decreasing

2. With reference to the above sources and use of your own knowledge, which of the following(s) is/are the reason(s) for the popularity of online shopping? Tick (✓) the appropriate box(es). Analyze Data, Personal knowledge

- ☐ During the epidemic, people avoid going out and buy things online
- ☐ During the epidemic, the increase in people's income enables the business of online shopping to flourish
- ☐ Enterprises use discounts and shopping festivals to attract consumers to make online purchases
- ☐ Online shopping is very convenient for everyone
- ☐ There is no risk in using online shopping

3. With reference to the above sources and use of your own knowledge, point out and explain *one advantage* and *one disadvantage* that the online shopping boom has brought to China? Why? Express opinions

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## Suggested Answers

1.

	Hong Kong	China
Examples of online shopping platforms	A. <u>HKTVMall</u> B. <u>Boutir</u> C. <u>Foodpanda</u> D. <u>UberEAT</u>	A. <u>Tmall</u> B. <u>Jingdong</u>
Business volume of online shopping platforms in 2020	<u>Increasing</u> / Decreasing	<u>Increasing</u> / Decreasing

2.

- ☒ During the epidemic, people avoid going out and buy things online
- ☐ During the epidemic, the increase in people's income enables the business of online shopping to flourish
- ☒ Enterprises use discounts and shopping festivals to attract consumers to make online purchases
- ☒ Online shopping is very convenient for everyone
- ☐ There is no risk in using online shopping

3. Free answer. Suggested answer:

### Advantage

- **Promote economic development:** During the epidemic, the income of many industries has dropped. It has dealt a severe blow to the economy. Therefore, the prosperity of online shopping has brought new business opportunities to Chinese society. Online shopping has brought a huge amount of consumption, which has helped stimulate consumption and increased domestic demand. At the same time, many unemployed people have joined the online shopping industry to increase their income. It shows that the popularity of online shopping has had a positive impact on China's

economic development.

Or

**Disadvantage**

- **Cause environmental problems:** Most products purchased online have the problem of excessive packaging, which has created a lot of plastic waste. At the same time, the more people shop online, the greater the demand for transportation and delivery. Waste gas and greenhouse gases emitted during the transportation of products have intensified the problem of environmental pollution and undermined the sustainable development of China's environment.