

## ENGLISH LANGUAGE PAPER 4

### PART A Group Interaction

This article appeared on a business news website:

#### Shopping on Social Media

**What is it?**

Shopping on social media allows users to directly buy products through platforms like Instagram and Facebook. It's done via specialised posts with links to product pages. Some social media platforms allow you to set up shop pages which give you access to all the e-commerce tools you need to sell on the platform.


In Hong Kong, the average user spends more than two hours a day on social media. This makes social media platforms the ideal place for businesses to find customers, engage with them, and let them buy all in one space.

**Do shoppers like it?**

Maybe not! For starters, just 41% of social media users feel comfortable buying products directly on social apps, and only 37% trust platforms with their credit card information. And when it comes to the products sold directly on social platforms, just 21% of social media users view them as high quality.

**What's stopping shoppers?**

By far, the biggest concern of consumers is that companies selling products directly on social media aren't real or could be scamming customers. As mentioned above, suspicions regarding the quality of the product and sharing card information with social platforms also play a huge role. If you are planning to start a shop on social media platforms, keep this in mind!



Your group is doing a project on shopping on social media. You are meeting to discuss this. You may want to talk about:

- the benefits of shopping on social media
- the benefits of selling on social media
- how shopping through social media may affect traditional businesses
- anything else you think is important

### PART B Individual Response

1. How much time do you spend on social media?
2. Do you buy things on social media?
3. Do you trust shops on social media?
4. Do you think you will buy more through social media in the future?
5. Have you had any bad experiences shopping on social media?
6. Do online reviews help you decide whether to buy something?
7. Will shopping through social media become the norm?
8. Should selling on social media be more regulated?

DO NOT TAKE AWAY