

## 2011년 5월 12일 키워드 스피킹 방송 / 주제: 소셜커머스

### Paul's Summary (transcribed)

If you take a look at the business scene, you'll find that social commerce is **booming**. Social commerce is a specific type of **e-commerce that takes advantage of the popularity of social media**. Companies advertise and sell various products with **up to a 50% discount**, while using social networks and online communities as their own focus groups and target market. Recently US social commerce giant Groupon launched in Korea, along with strong newcomers from large conglomerates. With already hundreds of companies competing with each other for this explosive market, there are growing concerns whether this kind of rapid growth will be **sustainable**. Investors are weary that the **valuation** of these companies is more based on hype than the **hard numbers** they produce each financial quarter.

The main attraction to these services is, of course, their **rock bottom prices** from concert tickets to consumer market goods which is made possible by **selling in bulk** to the online masses. Even though customers are attracted to these deals, many are starting to complain about the various problems plagued by this industry such as **substandard goods**, **exaggerated ads**, a lack of **refund policies**, sudden **voiding of valid coupons**, and the **stealing of consumer confidential information**. Many argue that these companies should stop pumping all their revenue into their **bloated marketing campaigns** and start **improving their quality of services**. Whether this type of consumerism is just a **temporary fad** or **lasting trend**, right now savvy Korean customers are all clicking away to the next best deal.

### Key Words

1. 반값할인 up to 50% discount
2. 매우 낮은 가격 rock bottom price
3. 대량판매 sell in bulk
4. 품질이 나쁜 상품 substandard goods
5. 환불정책 refund policy
6. 서비스 수준 향상 improve the quality of services
7. 일시적인 유행 temporary fad
8. 공동구매 group buying
9. 인원수를 충족하면 할인이 됨 quantity discount
10. 대량구매 할인 bulk discount
11. 자영업자 mom and pop stores
12. 우후죽순으로 생겨나다 crop up
13. 중소기업 small and medium sized companies
14. 똑똑한 소비자 savvy customers
15. 수수료 commission
16. 애프터서비스가 나쁨 poor customer service
17. 충동구매 impulse buying, buy something on a whim
18. 모방구매 keeping up with the Joneses, buy something out of group mentality

### More Key Words

1. 기업가치 valuation no confidence
2. 구체적인 수치 hard numbers
3. 콜센터 call center
4. 콜센터 상담원 customer representative
5. 블루오션 greener pasture, you have to go where the money