

CAE Essay

Example

Hardly a week goes by without another report of the recent increase in online shopping appearing in the papers. The decline of the high street shop is undoubtedly a major issue in this day and **age**. However, which aspect of shopping has the biggest influence **on** where people shop?

The first area to take into account is convenience. **It is undoubtedly the case that** shopping online is much more convenient than shopping on the high street. **A clear example of this is** that you can shop from the comfort of your armchair without lifting a finger. **In addition,** the goods are delivered directly to your door whereas when you shop in physical shops you have to carry it home yourself.

Another aspect to consider is cost. **There are those who argue that** cost has the biggest **impact** on where people decide to shop. **This is illustrated by** the fact that during the sales many people buy things in shops they would not normally enter. **Nevertheless,** for some people the cost is not an issue, they buy what they want to buy no matter the price.

In light of the above, it is probably true to say that cost **has the biggest impact on** where people decide to shop due to the fact that most of the time, if you cannot afford something then you will not be able to buy it.