**25. SHOPPING**

**Definition:** Shopping is an activity that is for our life very important because it helps us obtain food and other essential items. Nowadays, shopping has become a hobby of modern people. Especially women spent a lot of time shopping.  
**Negatives:** It can be stressful – long queues, impolite customers, overcrowded shops (Christmas) – pickpockets; problems if you are not satisfied with the goods…

**Types of shops:**When we go shopping we can go either to a big department store or to the shop which specializes in some extra goods:

* At a **greengrocer's** - vegetables and fruit
* At a **butcher's**- meat and sausages
* At a **bakery** - bread, rolls, and cakes
* At a **sweetshop (confectionery)** - chocolate, candies and cakes
* At a **florist's** - flowers
* At a **chemist's** – toiletries, medicines
* At a **stationary** – paper, envelopes, pens
* At a **dairy** – milk
* At a **ironmonger's** –metal tools
* At a **watchmaker's** –to repair watch
* **Toy shops, Shoe shop, Bookshops, sport shops, healthy food shops, travel agencies, optics…**
* **Shopping centres (shopping malls) -** usually huge buildings with many floors, equipped with lifts and escalators. We can find there a lot of sections where we can buy various goods – clothes for women, men and children, shoes, electronics, books, furniture, cosmetics and of course food. Department stores offer also entertainment – cinemas, cafés,…
* **Supermarkets -** They are usually huge buildings equipped with speedy lifts and escalators . At a supermarket we can buy everything from food, fruit, vegetable, something from chemist and sometimes clothes. There is a wide choice of goods, cheaper prices and we can buy everything what we need on one place. Often there are some sales.   
  Disadvantage: It’s sometimes overcrowded  
  Examples of supermarkets in the UK: **Sainsbury's, Tesco**
* **Off license shops** – shops with alcohol; in countries where the sale of alcohol is restricted
* **Flea market (bleší trh)** – market with old things, very cheap

**Other possibilities of shopping:**

* **TV shopping** – adverts on TV, you can phone and they will send t you the goods by post
* We can use a **catalogue** for choosing things and buy them by ordering form and getting them by post
* **Online shopping** - is a form of electronic commerce where consumers directly buy goods or service over the Internet. Online shopping is usually available 24 hours a day, fast and comfortable; we usually send money from our bank account
* **Window shopping** – you only watch the goods in windows of the shop – you don’t buy anything (you don’t want to, or you have no money…)

**Methods of payment:**

* **To pay in cash –** we use banknotes or coins   
  In the CR – 1 crown = 100 hellers - not used anymore)   
  in the UK – 1 british pound (GBP) = 100 pennies –cca 30 crowns  
  in the USA – 1 american dollar (USD) = 100 cents – cca 20 crowns
* **By cheque**
* **By credit card –** widely used, it can limit the amount of spent money and limit the pickpockets
* **To take out a loan**
* **Payment in kind -** payment, where no money is involved, you pay with something else than money
* **Haggling** – you negotiate about price; in African countries
* **Mortgage -** A loan to finance the purchase of property, usually with specified payment periods and interest rates (úroková sazba)
* **Bartering –** you exchange goods with someone else for other goods

**Shopping in the Czech Republic**

* After revolution in 1989 → more possibilities for private shops
* Foreigner companies discovered our market for their business, we can meet with many foreigner shops (Makro, Bauhaus, IKEA)
* Our businessmen have to count with a big competition from abroad. It could be good for customers, because the shopkeepers must keep the prices low.
* Famous shopping places: Pařízská street – expensive shops

**Shopping in Great Britain**

* Harrod’s (London)– department store for very rich people, you don’t see prizes, staff is very polite, dressed in special costumes, it has got long tradition, you have to be well dressed to get in
* Fish and chips shops
* One pound shop – very popular in GB, bad quality
* Other: Selfridges in Oxford Street

**Shopping in the USA**

* Black Friday is the day after Thanksgiving Day (fourth Thursday in November), often regarded as the beginning of the Christmas shopping season. On the day called Black Friday retailers attract   
  shoppers with many sales and offers - endless queues. This day is the busiest shopping day of the year.  
  Black Friday is not an official holiday, but many employees and schools have both Thanksgiving and the day after off.
* Traditionally the best month for retailers is December. In December the shopping spree reaches a peak.

**Shopaholics**

Shopaholic – a person who consider themselves as addicted to shopping

* Shopaholism – it is very similar to drug or alcohol addiction, typical for modern society
* reasons: A woman feels bad - lonely, worthless, angry or lacking love. So she goes out and buys things - not only to give herself love, but also to prove to the world that she's 'worth it'.
* The more expensive goods she buys, the better she feels
* After the shopping: She feels even worse, guilty, scared of the consequences, angry with herself, she regrets... There's only one way out - shop again→ addiction

**Consumer society**

* Consumerism - way of life if you buy more than you need
* Typical for western civilizations -> mainly after the Second world war
* After Velvet Revolution came consumerism from West to Czech society
* Nowadays – consumer society divides people into social classes and material possession help people to identify themselves in society

**Negatives of consumer society:**

* It has negative effect on relationships between people → they kill each other for money
* People see values in material things and not in interpersonal relations
* Consumerism damage the environment: More of sold goods mean more pollution → worse environment