NEW!

How (not) to Shop

A PRACTICAL GUIDE ON SHOPPING



WHY WE SHOP?

THE BASICS OF FINANCIAL LITERACY

RESPONSIBLE SHOPPING

How (not) to Shop

Radka Píro · Charlotte Molas

albatros

WELCOME TO OUR STORE!

What a dazzling array of items! How will you choose? How will you pay? Could something go wrong? So many questions! But don't worry—these questions and many more will be answered on the following pages. So, where will you turn first?

Introduction p. 4

TYPES OF STORES p. 6

At the Supermarket p. 8

HOW SHOPPING BEGAN p. 10

Stores & the people in them p. 18

WHAT CAN BE PURCHASED? p. 14

THE LIFE OF A SHOPPER p. 16

WHAT CAN GO WRONG? p. 20

HOW PRICES ARE MADE p. 28

Money, money . . . p. 24

MONEY MANAGEMENT p. 26

HOW MUCH WILL IT COST ME? p. 30

WHERE DO THE THINGS COME FROM AND WHERE DO THEY GO? p. 46

WHY DO WE SHOP? p. 34

SHOPPING FOR PLEASURE? p. 42

HOW MANY THINGS SHOULD YOU OWN? p. 44

FOR ADVANCED SHOPPERS 1.0 p. 22

FOR ADVANCED SHOPPERS 2.0 p. 32

ADVERTISING p. 36

FOR ADVANCED SHOPPERS 3.0 p. 40

WHAT CAN YOU DO? p. 48

Types of stores

Where to go if you want to buy . . .



snorkeling equipment



cough syrup



colored markers



rabbit food



sewing kit

You need to buy several things but don't want to go to different stores. Luckily, there is a place where you can buy them all at one time. Do you know what it's called?

At the supermarket

You can buy practically anything at a large supermarket! Just be careful not to get lost. Can you pass through the whole store to get everything on your shopping list?

Welcome

What did I want to buy?

Where is the toilet paper?

Mmm, I'll get some ice cream. . . .

Hello!

NEW!

Come again

SHOPPING LIST:

- apples
- baguettes
- notebook
- ice cream
- yogurt



Reshaping the world: overseas exploration

As the Middle Ages gave way to the Modern Age, Europeans began to explore extensively, competing for valuable resources. They colonized many distant lands and peoples, connecting the world as never before.

Early 20th century

Hurray for self-service!

Now you are in the United States in the 1920s. The first supermarket appeared a few years ago. What was so groundbreaking about it? Self-service, of course! The customer no longer has to wait for someone to hand over all their shopping item by item. This is good for the storekeeper too. They can display a lot of goods over a large area, plus they need fewer staff. The customer walks down the aisles, picking up what they want—so long as it is not more than they can carry. Shopping carts won't be invented for another decade!

Attractions of all kinds

17th century

You are still in Europe, but now it's the seventeenth century. Shops have sales counters, and goods are on display so you can see what you are buying. You may have been lured to the store by a newspaper advertisement. This is a big deal: Vendors no longer rely on barkers and hand-drawn posters to spread the word. Specialized stores exist now too. Why not call on a shoemaker, saddler, or wigmaker? Or do you need new pants or a shirt? You won't find a store selling ready-to-wear clothes, but you will find one selling fabric, thread, and sewing supplies. You take these home and make your own clothes.







Late 19th century

Some of everything

Let's move on to England in the late nineteenth century. Shopping has become far more orderly. Stores have set hours. Some, known as general stores, carry a wide range of goods. Shopping is much more fun. Articles are displayed in the window. Still, you can't simply grab whatever strikes your fancy. You must stand in line and wait your turn before stating in a loud voice what you wish to buy. The seller retrieves the items one by one, weighs them, then rings you up on a cash register. Great care is taken with each purchase, but you spend a long time at the store.





Connecting the world: globalization

Today, products you use every day can come from almost anywhere. A mobile phone, for example, is composed of parts manufactured in the United States, South Korea, China, Germany, and elsewhere. This development of the world's increasingly interconnected communication, transport, and trade is known as globalization.

Late 20th century

Shop from home

Here you are, roughly thirty years ago, and online shopping has recently emerged. Mail-order catalogs have been a popular way to shop from home since the 1800s, but now it's even easier. A few clicks on your phone or computer, and your completed order will be on its way.

What can be purchased?

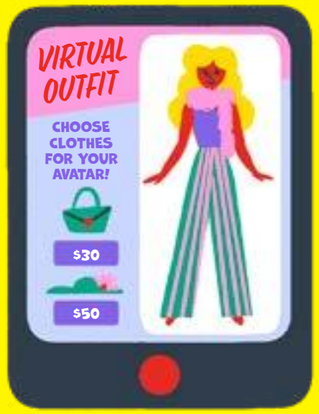
Almost everything! Think of a really strange product and search for it online. You'll discover that you can buy practically anything.



















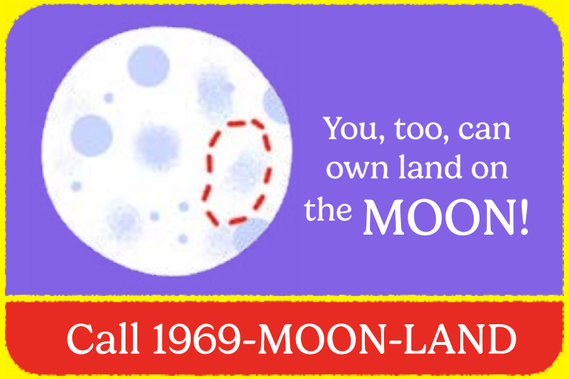






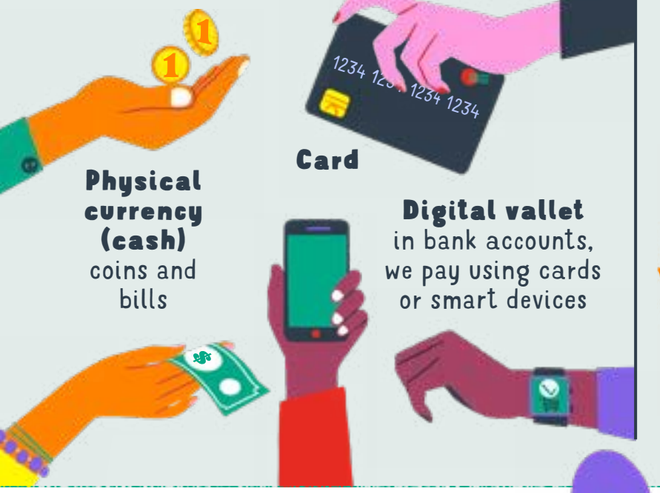






Money, money . . .

No purchase can be made without some form of payment. These days, money is in several different forms. Three types are particularly significant:



Physical currency (cash) coins and bills

Card

Digital vallet in bank accounts, we pay using cards or smart devices

Payment in money has many advantages that payment in shells, silk, or cattle does not. Different countries have different units of currency, but worldwide, money is:



How can you get money? You certainly can't make it—that's against the law. But there are different ways to obtain money, including:



Grown-ups usually earn money by working.



If they didn't work, they wouldn't earn salary. It's that simple.



Sometimes the amount of money charged relates to how much time it took to provide the goods or service. As the saying goes, "time is money."



How prices are made

All goods have a price—which you can find on a store shelf or price tag. The price is affected by many factors, such as the materials used or the complexity of production, and most notably the number of people who wish to buy the item.

VENDOR

I want to sell it for as much as possible, to make my living.



CUSTOMER

I want to buy it as cheaply as possible, so I have money left for other things.



That orange looks great. I want one too.

I want at least five!

One orange, please.

I want one too!



Where did you get it?

The news about the oranges has spread.

PROBLEM! Customers all want oranges: **demand is high**. The vendor soon will run out of oranges, because **supply is low**.



When goods are scarce, but everyone wants them, their price can be increased.



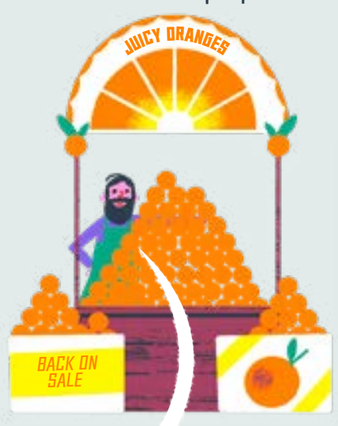


Not everyone will buy a more expensive orange. Demand will decrease and so be more in tune with current supply. To generate interest, the seller might bring down the price again.



THE PRICE is largely determined by keeping demand for the item and its availability in balance.

The next day, the vendor is well prepared.



Our oranges are back. Come and buy some!

I've already bought some. I don't want any more.

I'd prefer an apple.



Suddenly, there is no interest in oranges.

PROBLEM! The vendor has a lot of oranges. **Supply is high**, but customers already have enough or have lost interest. **Demand is low**.



How does this affect the price? Customers are buying too few. To increase demand for his oranges, the vendor can lower the price.



A lower price likely will make customers buy more. If the vendor wishes to reduce interest again, he can raise the price.



AN ITEM'S PRICE is a constant balancing between what the seller wishes to earn and what the customer is willing to pay.

Why do we shop?

There are many different reasons to shop.





Needs and desires

We buy some things—nutritious food, for instance—because we need them. We might want other things, including candy and expensive toys, even though we could manage without them. We should always have our needs covered before we address our desires.

What happens before I buy?





Stores have a trick for getting us to buy more than we originally planned. Often, before we reach the checkout, we have to pass through the entire store. It takes a strong will to resist the temptation to pick up other things along the way.



Success! You have found the thing you came for, a thing you really wanted, and you're almost at the checkout. But then . . .