

# SHOPPING

No matter the age, the nationality, the sex; shopping has spread worldwide. It has become our second job. That is probably connected to the way of living in the 21<sup>st</sup> century.

Rushing to work and forcing one's way to get what we want are just few of typical signs of materialism. It's obvious that we have become the greedy generation who's in slavery of money.

Money runs the world and shopping is very closely connected to it. Shopping used to be providing the basic needs and goods, but it seems that shopping has the opposite mark nowadays.

You all know, how it feels when you are standing in the aisle in the middle of the department store. You came to buy sugar, flour, milk, bread, etc., but the next minute you find yourselves trying on new pairs of glasses, reading a magazine or looking at the price of your favourite chocolate. No it isn't your fault, it is those (bloody/damn) shops.

Supermarkets have united small shops, sometimes even cafes and cash dispensers. And we have to admit that having so many products in one place, is very convenient, moreover you spend less time looking for what you want. Another advantage of supermarkets is that they usually sell their own brands of the most common products which are cheaper still.

On the other hand, the small shops find it difficult to run because of the popularity of big shopping malls. The prices there are often higher and you can only buy one sort of product, bread, make-up, newspapers, meat,... despite that they do have some advantages. For instance old people without cars don't need to buy so much food so it is easier for them to go to the local shops. Also their problem is that people buy very little things there and storage is something small shops just can't afford, that's why they usually have to close down.

Shopping would lose all its glory and fame without advertisement. Advertising on TVs, radios, newspapers and leaflets has become something self-understood. Besides advertisement is the main key how to sell a product. It helps to persuade people to buy something they don't actually need. We all know phrases such as: »We are the cheapest, the fastest, the biggest and the best!« Moreover the shops affect people's psychology. Clean, not too crowded and lightened stores are more attractive to shoppers.

Also the arrangement of the products is important. Not most important products should be displayed in the height of the eyes and near the basic needs, so people would notice them immediately. On the other hand, seasonal products like candles can be easily placed on the lower shelves, because they would be bought anyway on the first of November.

To sum up shopping is and will stay people's most important thing to do. It is necessary for us to have a normal life, but that's all there is. We shouldn't be addicted to it. There are things that are more important than a new pair of jeans.