

New!

How (not) to Shop

A Practical Guide on Shopping

How (not) to Shop

The Basics of Financial Literacy

Why We Shop?

Radka Piro Charlotte Molas



Responsible Shopping



Welcome to our store!

What a dazzling array of things! How will you choose? What will you pay with? What could go wrong? So many questions! But don't worry—these and many more will be answered on the following pages. So, which item will you go for first?

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What can be bought?



AT LAST,
A PROPER
**UMBRELLA
FOR DOGS!**

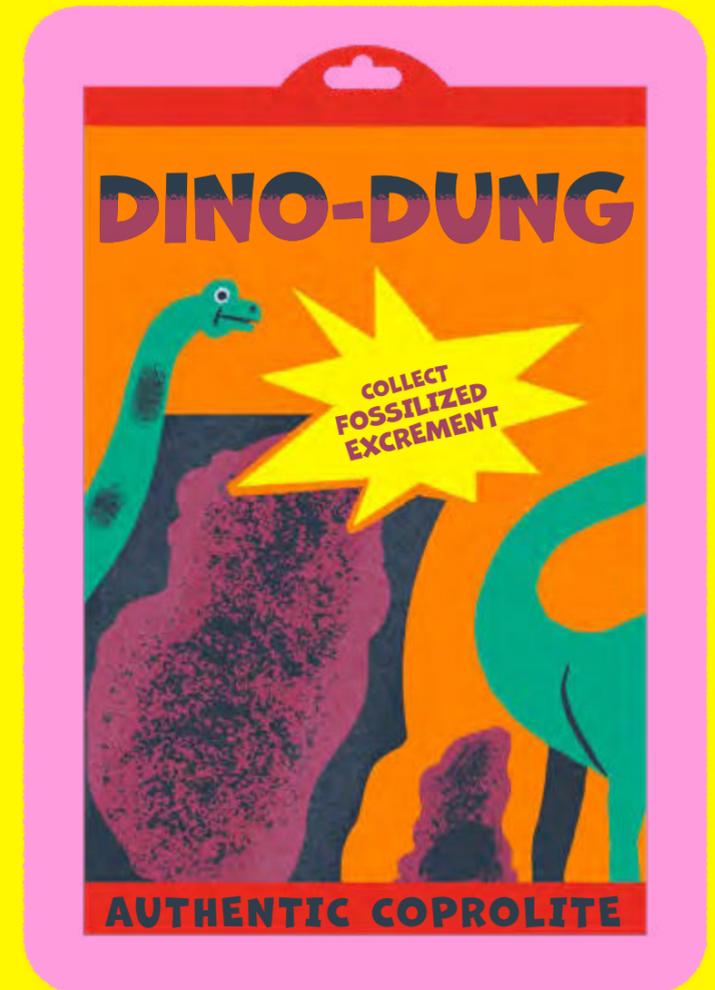


**FOOT
COSTUME**

Everything! Well, not quite, but you'd be surprised by the wealth of options. Think of a really strange product and search for it online. You'll discover that you can buy practically anything.



**EAR
PROTECTORS
IN THE SHOWER**



DINO-DUNG

COLLECT
FOSSILIZED
EXCREMENT

AUTHENTIC COPROLITE



Virtual
outfit

CHOOSE
CLOTHES
FOR YOUR
AVATAR!

\$30

\$50



**REAL
SNOWBALLS**



**2 IN 1
TV REMOTE
& cushion**



500 000 PIECES

**JUMBOO
JIGSAW**



**Plush
HELMET**

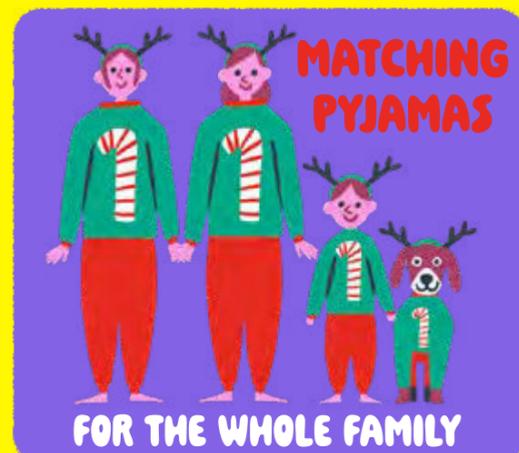


**PINEAPPLE
MUSTARD**



**FORTUNE-TELLING
CRYSTAL
BALL**

KNOW YOUR
FUTURE AND
ASTONISH YOUR
FRIENDS!



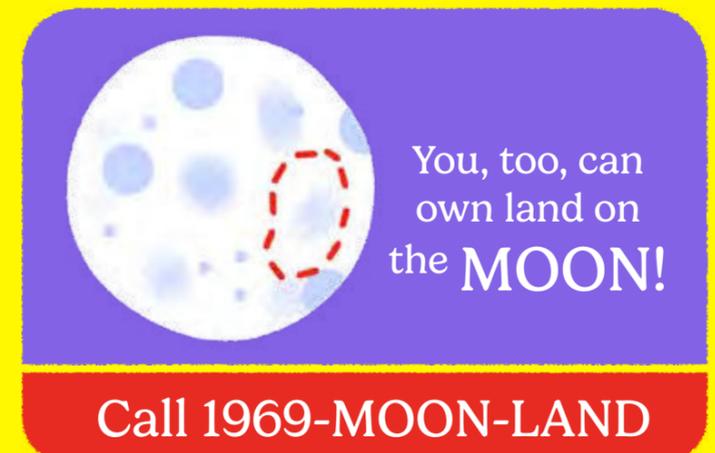
**MATCHING
PYJAMAS**

FOR THE WHOLE FAMILY



**PLUSH
VIRUS**

FOR CUDDLING



You, too, can
own land on
the **MOON!**

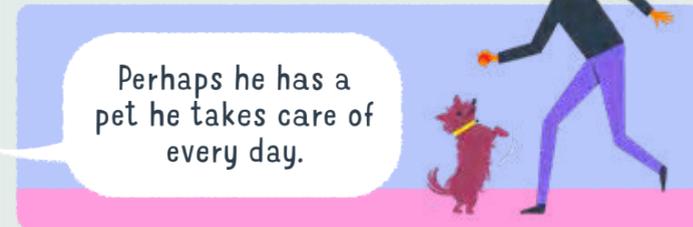
Call 1969-MOON-LAND

Stores and the people in them

The one at the cash register has the power! He rings up purchases and helps if we don't know what to do. He can unsettle us with a frown or reassure us with a smile.



There is nothing to fear: this salesperson is a human being, just like you.



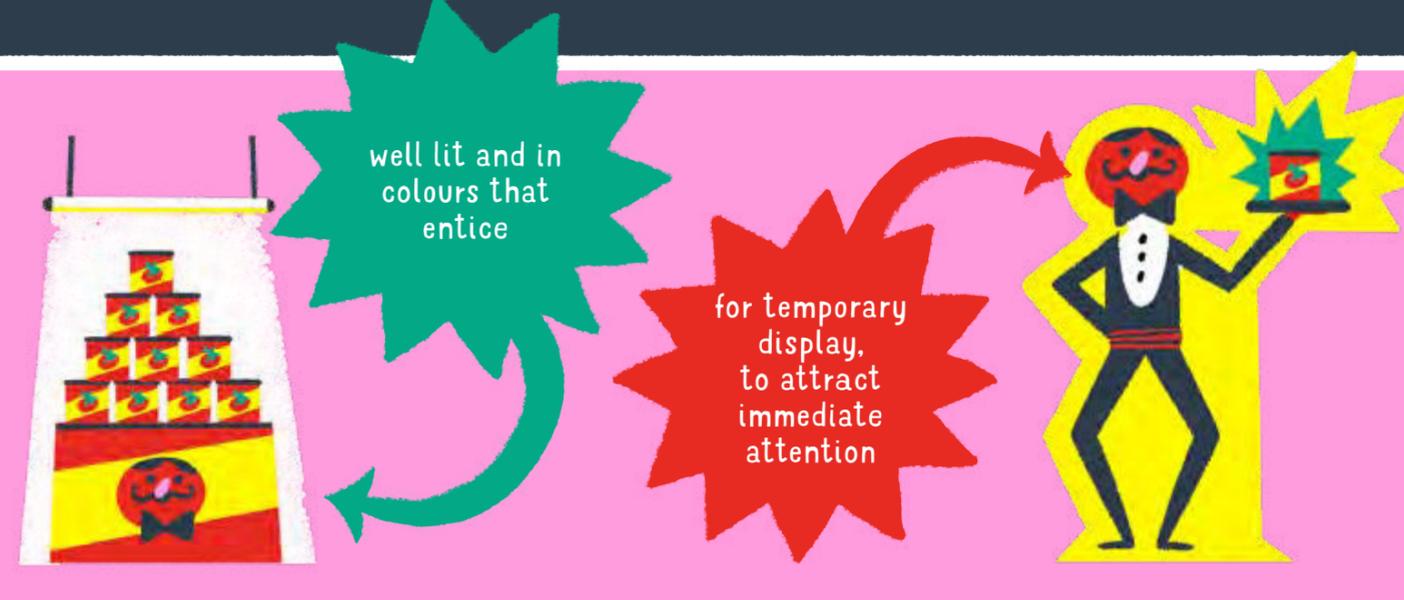
What goes on in a store at night

Most stores are closed overnight. But they must be prepared for the morning rush of customers. Staff also work in the evening, after customers leave, and in the early morning before opening.



How goods are arranged?

Goods placement is a science. Customers need to find easily what they buy most often. Ideally, they will go all the way through the store to reach it, adding things to their cart that aren't on their shopping list.



ORANGE UNICORNS



Hurry!
THERE IS
NO BETTER
OFFER!



CELEBRITY
ENDORSED

-50%
OFF

ALL YOUR FRIENDS HAVE
AN ORANGE UNICORN
IN THEIR BASKET!



Advertising

Imagine that you wish to sell something—delicious homemade lemonade, let's say. If no one knows what you're offering, you will sell nothing. You need to put the word out about your great product. You need advertising.



Come up with your own advertisement—for your favourite cuddly toy, a fundraiser for an animal shelter ...



Where to advertise?

Advertising is very competitive. Since everyone wishes to be seen, we often see adverts on signs, columns, billboards and at tram and bus stops. There is one place with endless space for advertising: the screen! The more often an advert pops up at us, the more it tempts us to buy.



How to sell

To be a good seller, an advert should target as many senses as possible. Customers must remember the product and desire it!



Sight: Bold colours are eye-catching. They need to make a good impression.



Hearing: A catchy jingle or song will immediately remind you of the product.



Taste: One you will want to come back to. It can be added easily. It needn't be natural.



Smell: The right scent can remind you of a specific product, or even a whole store! It will make you want to shop ...



Touch: Some things are really pleasant to the touch ...

Why it works?

Numbers are limited.
If you want one,
buy it quickly!

You get a
gift with your
purchase—
something extra for
free! Buy multiple
times and build the
gifts into a whole
set!

It is such
a bargain!
Take time to think
about it and it will
go up in price.

Recommended
by a famous person
or a fictional
character. Someone
you look up to or like
has this product too!

Your purchase
will enter you in
a competition
or game.
You will have fun
and the chance to
win a prize!

This product
is the best on
the market.
It is tip-top
quality!

Who thinks up adverts?

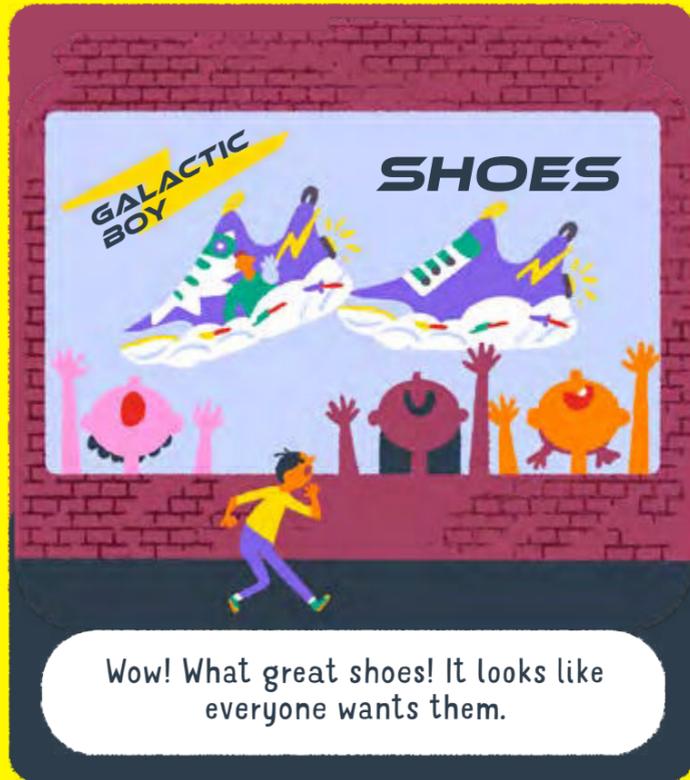
Advertising is part of the **marketing** industry. Marketing looks at the best ways to sell. Marketers are responsible for thinking up adverts and for overall promotion of products. They are hired to sell anything, even the apparently unsellable.

Advertising is all around us ...



Shopping for pleasure?

Sometimes we feel that by buying something we will make friends, gain admiration, or be more popular.



When we don't feel good, we look for things to make us feel better. At such times, we may believe an advert telling us that we will feel better if we buy its product.



Really, though, all we are buying is new shoes. At best, they will be comfortable, and we will like them. But we should remember that some things can't be bought and must be got in a different way.



Know why you buy

Before buying anything expensive, ask yourself a few questions about whether it's really worth it. These will help you avoid rash purchases and accumulation of things you don't need. Answer these questions to be clearer in your mind.

Do I already have something similar?

Is this product of good quality?

Is it an experience or an object?*

How will I view this purchase a month from now?

If I wait a few days before I buy, will I still want the thing?

How often will I use this thing?



What good will it do me?

Will I still enjoy it or be interested in it a few months from now?

How long will it last me?

Do I need it?

Will I be able to share it with others?

* Experiences are often more rewarding than new things, especially when shared with loved ones.

Shopping is quite something.

Shops contain so many colourful, tempting things. And there's the great feeling of handing your own money to a salesperson and getting a longed-for toy or bag of sweets in return! Sounds simple, doesn't it? When we shop, there are many different things going on that we often aren't aware of. How do we decide what to buy? How do we know what is cheap and what is expensive? What unexpected things can happen to us when we shop? There's a lot to take in, but you don't have to worry. Grab your shopping bag and head to the shops ... With this book, you will learn a lot and have plenty of fun!

52 pages

This summary tells you about what you will learn in this book. Ideally, it will motivate you to read the whole thing.

Every product has a name. This serves its purpose by being immediately visible and memorable.

This is a barcode. It can be read by scanners, mobile phones and other devices. It allows quick and accurate determination of the product.



ISBN + EAN

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