

HISTORY OF Shopping

Buying and **selling** goods has probably been a regular human activity for as long as people have lived together.

FIRST MONETARY SYSTEM

- The **Babylonians** are believed to have been the first to invent a monetary system.
- **Monetary system** has a lot of advantages, you don't have to wait until someone wants to trade and your money doesn't go bad (like food).



FLEA MARKETS

- Nowadays, it is hard to find old typical markets. But there are still exceptions like **flea markets**, where you can find interesting collecting items and still **bargain**.

SUPERMARKETS

- In 1916 with spreading of suburbs, introduction of trolleys and increase of automobile transport, first **supermarkets** started gaining customers.
- **Advantages:** you can simply find many (cheaper) things under one roof
- **Disadvantages:** supermarkets lack the individual service offered by a smaller shop.

BARTERING

one person had more of **one thing**, say fish, and wanted **something**, they had little of, say grain. They would **exchange** their fish for someone else's grain.



MARKET PLACES

- With invention of money came first **shops and markets**. Biggest difference between early shopping and today shopping was **haggling** with shopkeeper about the price



SPECIALISED SHOPS

- Until the beginning of the 20th century, shops remained quite specialised.
 - Butcher --> meat
 - Cobbler --> shoes
 - Tailor --> Suits
 - Bakery --> Bread



DEPARTMENT STORES

- Department store is a building where you can find many different shops (from exclusive to cheap).
- for example: Breda in Opava



SHOPPING CENTRES

- Even larger than department stores, usually contains department stores, some supermarkets and some special shops.
- These centers are opened around the clock, exception is half day trading (not opening on Sundays and just a half day in Saturdays) in some part of Europe

SECOND HAND

- also called an op shop, thrift shop or Oxfam in the UK,
- Shops, where you can find used goods, most of it is junk, but if you rummage about, you can find some hidden gems for a very low price.



ONLINE SHOPPING

- Advantages: easy and comfortable shopping from home
- Disadvantages: you can't "touch" or look at the thing you're buying



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