**SHOPPING EXPERIENCE**

**Before reading the text please answer the warm up questions!**

1. **Some people say that "money makes the world go around." Do you agree? Why or why not?**
2. **Do you tend to buy more than you planned when you shop?**
3. **IS online shopping better than the shopping in store? Why?**
4. **Do you prefer shopping in big malls or in traditional shops? Why?**
5. **Can shopping make people happy? Why do you think so?**

**49. Shopping, a fun past time**

Recent research shows that people spend up to 25% of their time in activities **related to** shopping, whether on buying products or choosing them by reading adverts or browsing the Internet. However, they do not go shopping only to meet basic needs for food, clothes, furniture or household gadgets.

People often feel the urge to buy trendy new items in order to impress or fit in with their friends. Since styles continually change, they must keep buying new things because everyone else around them is doing it and they don't want to miss out! It's the keeping-up-with-the-Joneses mentality.

However, apart from a **genuine** need for something new, people can decide to go shopping for different reasons: when they are bored, when they are angry, depressed or lonely. Some refer to shopping as a kind of 'emotional therapy'. Shopping provides a sense of excitement which may be missing in their life; it uplifts their mood and takes their minds away from things that bother them, at least **temporarily**. Just the simple experience of being in a mall or store is exciting, as there are bright lights, colorful displays, uplifting music, and lots of treats for the senses.

Shopping has become a favourite leisure-time activity for many people, especially the young. For most women it is much more than an enjoyable pastime. They will say that those who refer to shopping as an 'expensive pastime', 'a waste of time' or 'unnecessary' just don't know anything about shopping and what satisfaction people can get out of it.

THE IMPORTANCE OF SHOPPING MALLS

The motivation for visiting a mall or shopping centre varies for different people and is based upon the trip's purpose. **Regardless of** the reason, consumers prefer going shopping to nice places where they can also hang out with friends, get entertained or eat. This is the reason why malls include cinemas, theatres, restaurants, bars, etc. They provide a diversion or relief from usual day-to-day activities, trying to give the consumer a full leisure experience.

**NEW WORDS:**

**fit in** - to be accepted by a group of people because you are similar to them

**miss out** (on something) - to lose an opportunity to do or have something

**diversion** - distraction; something that takes your attention away from something else

**browse** - to scan through a text or website to gain an impression of the context

**uplift** - raise; improve; boost