A Theory of Shopping

Making Love in the Supermarkets

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Shopping for Love

Love is manifested as both positive and negative feelings
Mothers love their babies, but may resent them at the same time

Shopping is an expression of love
Purchasing in accordance with the preferences of loved ones
Forcing changes to the preferences of loved ones as a form of improvement

Love is not always selfless
Attempts to better the shopping choices as a means to fit in
Housewifery

Important family work
Logistics of family life

Work goes unrecognized
The wife’s work goes unrecognized
The husband acts on his own accord

Denial of pleasure
Wives work hard to please others at the expensive own pleasure
Types of Shoppers

Housewife Dominant

Wife controls all aspects of shopping, from food to clothing
Filters requests and preferences of the family

Cooperative

Decisions are made by both
Occasionally deviations from the norm occur

Independent Couple

Both shoppers purchase independently
One member may be dominant
Types of Shopping

Treats
Shoppers set aside their wants for those of others
Used as a reward for shopping
Seperates individual from household
Children turn treats to rituals
Husbands receive fewer treats

Thrift
Some people specifically seek out ‘specials’
More money total is spent buying ‘specials’
Change in mental model, spending is now saving