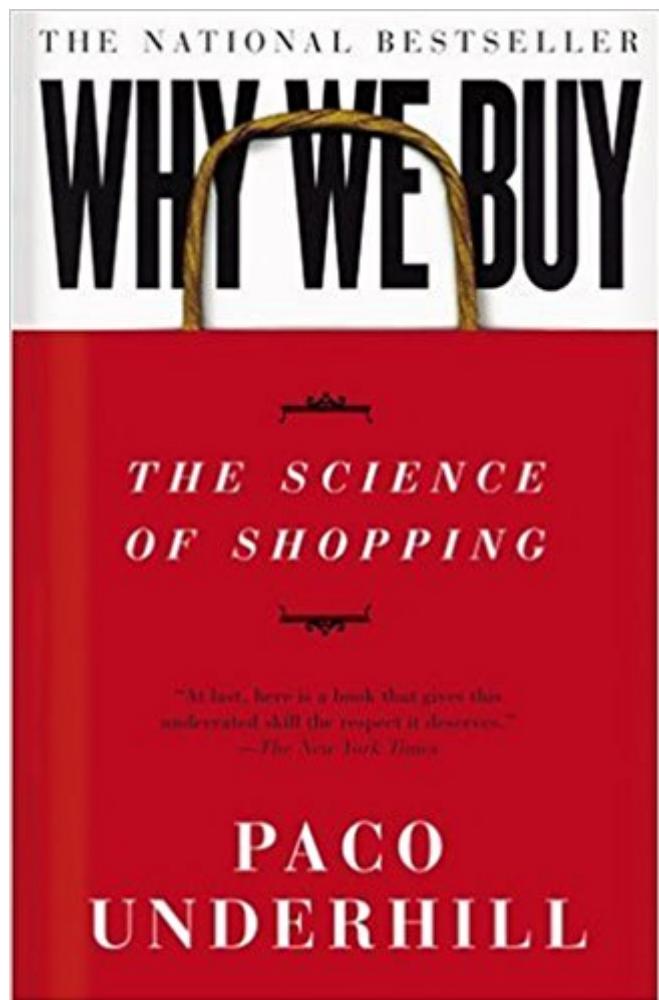


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# Why We Buy: The Science Of Shopping



## **Synopsis**

Is there a method to our madness when it comes to shopping? Hailed by the "San Francisco Chronicle" as "a Sherlock Holmes for retailers," author and research company CEO Paco Underhill answers with a definitive "yes" in this witty, eye-opening report on our ever-evolving consumer culture. "Why We Buy" is based on hard data gleaned from thousands of hours of field research -- in shopping malls, department stores, and supermarkets across America. With his team of sleuths tracking our every move, from sweater displays at the mall to the beverage cooler at the drugstore, Paco Underhill lays bare the struggle among merchants, marketers, and increasingly knowledgeable consumers for control. In his quest to discover what makes the contemporary consumer tick, Underhill explains the shopping phenomena that often go unnoticed by retailers and shoppers alike, including: How a well-placed shopping basket can turn a small purchase into a significant sale What the "butt-brush factor" is and how it can make sales plummet How working women have altered the way supermarkets are designed How the "boomerang effect" makes product placement ever more challenging What kinds of signage and packaging turn browsers into buyers For those in retailing and marketing, "Why We Buy" is a remarkably fresh guide, offering creative and insightful tips on how to adapt to the changing customer. For the general public, "Why We Buy" is a funny and sometimes disconcerting look at our favorite pastime.

## **Book Information**

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## **Customer Reviews**

The first four parts of this book are absolutely fascinating. It's an in depth look at the psychology of

shopping and it is exactly what the title promises. Underhill's company gets paid to spy on people in stores and see what they're doing wrong and right. The gems in this book are the anecdotes and the specific revelations about how any obstacle you put in the way of a shopper drops your sales figures. Any way you can make life easier raises your sales. This all seems sort of obvious, but most people running the businesses don't think it through. One example is the entry zone at the front of the store - you'd think that's a prime location for signage, deals, brochures, etc. But when you're headed through the door into the store you see almost nothing and stop for almost nothing, and then (in America) you tend to drift to the right and then you're 'in' the store. If you put a store directory just inside the door, nobody uses it. Move it back a bit so you can find it once you're into the store and suddenly it's heavily utilized. He has hard observational data for all these, so they're compelling in addition to being fascinating. And of course all the bad examples are great fun to read (seniors crawling along floors trying to read labels on badly shelved medicine), as are the descriptions of how different groups shop (male vs female, old vs young, parents vs. single, etc.) The whole book is pretty much a commercial for Underhill's company, but it's still informative and fun reading. Where the book falls down is at the end, where a chapter on the Internet is shoehorned in and a perfunctory shout out to each of Envirosell's worldwide branches is included.

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