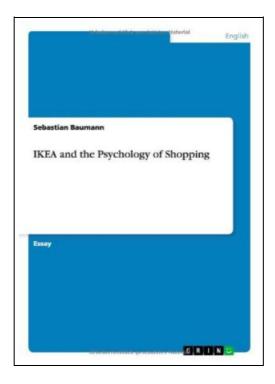
Ikea and the Psychology of Shopping



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Reviews

An incredibly great ebook with lucid and perfect explanations. It is actually rally fascinating through studying period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Josefina Yundt)

IKEA AND THE PSYCHOLOGY OF SHOPPING



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 0.1in.Essay from the year 2012 in the subject English Language and Literature Studies - Other, grade: 1, 3, University of Hamburg (Institut fr Anglistik und Amerikanistik), course: Business English D, language: English, abstract: Today, the IKEA Group can be considered one of the most successful companies in the world. Apart from generating more than 21. 5 billion Euros in 2009, many facts and figures emphasize the organizations success over the last 69 years. For instance, the IKEA Group now comprises 267 stores in 25 countries, with 1, 220 suppliers from all over the world and constantly growing sales - even in times of difficult economic situations (like the late-2000s financial crisis). But what exactly is the secret of IKEAs success How does the Scandinavian home goods company sell so much more to its customers in comparison to its competitors And why do people even use phrases like shopping experience when relating to their time spent in one of IKEAs retail stores In behavioural economics, many experiments have been conducted to find out about psychological factors influencing consumer behaviour and buying decisions. The results of these experiments, which have taken into account aspects like store design, pricing strategies or demographic differences, provide companies with many suggestions for the sake of increasing sales. In order to analyse IKEAs success, this essay will first present key aspects concerning the psychology of shopping. Afterwards, these findings will be applied to the IKEA Group and specific parts of its retail stores. Moreover, the so-called IKEA Effect will be explained in the context of psychological biases. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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