



Consumer.ology

The Truth about Consumers and
the Psychology of Shopping



PHILIP GRAVES

Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping

Philip Graves

[Download now](#)

[Read Online](#) 

Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping

Philip Graves

Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping Philip Graves

"This book is a real eye-opener and I would recommend it for any manager at any stage in their career."—*Professional Manager Magazine*

Philip Graves reveals the myriad tricks and psychological games retailers play on consumers, the ways in which we are manipulated into buying things we don't want, and the cutting edge science being used to change our habits to ever more significant degrees.

Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping Details

Date : Published September 9th 2010 by Nicholas Brealey Publishing

ISBN : 9781857885507

Author : Philip Graves

Format : Hardcover 224 pages

Genre : Psychology, Business, Nonfiction

 [Download Consumerology: The Market Research Myth, the Truth about ...pdf](#)

 [Read Online Consumerology: The Market Research Myth, the Truth ab ...pdf](#)

Download and Read Free Online Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping Philip Graves

From Reader Review Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping for online ebook

Aneth Davidd says

The book eloquently explains the drivers of consumer behavior with examples, and how marketing research ignores it, at a huge expense. Must read for people involved with business, marketing, marketing research, as well as any consumer, meaning everyone.

Marisa says

As a novice researcher, I enjoyed reading this expert critique of industry practices gaining a deeper understanding of some of the challenges and common oversights faced by market researchers today. A good read for those working or wishing to work in the field. In terms of the psychology behind people's behaviours and consumer decisions I do feel it lacked some of the depth I have found in other books that took perhaps a little more academic approach to unpacking and remodelling the psychologies of "why we buy"

Birgit says

Don't be fooled by thinking that Philip Graves' Consumerology is basically about "shopping til' I'm dropping", because it is not. This is a fascinating book on consumer psychology and marketing research, which allows you a whole new perspective on what exactly makes your "inner shopper" tick. Let's put it this way – you may say you'll buy one thing, but in the end you'll buy something else entirely. Welcome to the unconscious which decides for us, whether we want it to, or not. From reading consumers to understanding the crowd, from the unconscious mind to consumer futurology, Graves is certainly debunking the market research industry. Introducing the reader not only to stories of how, quite often, extensive marketing research led to major flops when launching a new product (remember the "New Coke" fiasco?), he also shares how some predicted failures became a huge success. Last but not least, he also presents his unique AFFECT approach, a set of five criteria to evaluate the reliability of any consumer insight. Though the book is, in my opinion, more aimed at people who have a background in Marketing, it's an accessible and well written guide, with just the right dosage of ironic humor, thus definitely recommendable to everyone who's interested in the topic. In short: A comprehensive and refreshing glimpse into the behavior of consumers and their usually not easily discernible buying decisions!

Dariosk says

Great subject
Oh so boring writing

Victoria Zabuzova says

You know that kind of people, who say they will not go the gym, because it will make them over muscular and ugly? Same story happens with young marketers after reading such books. Yes, guts sometimes give better insight than focus group, and yes, market research might be misleading for many reasons. These are not reasons not to do market research at all, since there are still pretty big load of information mindful general manager might want to know from customers to allocate resources rationally. On the over hand – if one despises marketers, strategic planners and researchers and looking around for reasons to pin them down this book is a good find.

Heather says

I bought it because it was cheap. However, the author makes a case for understanding brain science in determining how people make purchasing decisions. A reasonable premise with some reasonable conclusions.

Jackie says

Great book that analyzes marketing research. Actually the subtitle says it all. Many are people making money for research that often does not prove true in reality. If they had believed the market research we wouldn't have Bailey's or mini vans, or a number of other items and services. As Henry Ford said, "If I'd asked people what they wanted, they would have said a faster horse."

Linh Pham says

1. People are all intuitive and shop with unconcious mind

They don't really know what they know, see, feel or do

2. Upside-loss aversion

- Consumer is not willing to take risk, alwayd drawn to familiarity and certainty

- Crowd effect magnificantly influence decision making and shifting

- Primacy effect: what comes first sticks (and form the perception)

3. Influences on consumer purchasing decision

- Environment

- Human

- Virtual environment gives much flexibilty and the web design impacts much on the choices

- Consumers tend to be selective with small preference bundle

4. Researcher should be mindful of the consumers' walking speed, emotions, eye contact, and the frequency of touching the product

5. Why survey questions are bias?

- they give consumers ideas and suggection of how to answer

- they change people mind

- they are misleading consumer to buy or to like
- they invite wrong frame of mind
- most of them leads to conscious answers

Questions should be:

- in tight time and right place
- right mindset
- leading question: distract with irrelevant topic so they don't recognize the relationship, questions that reveal consumers' true feelings and towards the topic
- confirm question
- ask immediately

6. Focus group is misleading

7. We can't predict consumer behaviors

- focalism: use market research to explore the future suffers from the similar problem
- no one knows what he wants in the future
- he always think he like something new
- how to cope: build a vision of future based on current cues and try to imagine the behavior

8 AFFECT criteria for research:

- Analysis of BEHAVIORAL data
- frame of mind: purely mindful of products and services
- Environment: price, packaging, product, store setting
- covert study
- timeframe: quick response, unconscious mind illicit

Megan Barnes says

During the Christmas season in 2011, Coca-Cola changed their regular Coke cans from red to white, to promote saving the polar bear. An uproar ensued. Diet Coke drinkers confused their silver cans with the Coke cans, and you do NOT want to mess with a Diet Coke addicts drink. People claimed that the Coke in white cans tasted different than the red. There were even youtube videos of a woman doing a blind taste-test proving it.

Rationally, it wouldn't seem that the color on the outside of a can could change the taste, but our tastebuds and food-gathering still has deep roots in prehistoric times, when if we had eating a berry of a certain color and shape before, we could be assured it wasn't poisonous and not have to look so closely at it.

Graves devotes most of the book to taking down market research as telling businesses what they want to know. If you ask someone why they just bought that washing machine, he is sure to give you a good reason, one that might not have anything to do with the real reason, which is that its the brand his mother always used. The best way to find out why consumers do what they do is not to ask, but to observe them in action.

Jeff says

It had some interesting material on how people consciously and unconsciously make decisions and then rationalize their behavior, but with my lack of background or interest in marketing & focus groups, some portions were a little much. Still, many fascinating real-world examples of how priming, suggestion, environment, & group interactions impact our behavior. A thought-provoking book.

Jill Furedy says

I read a lot of books with overlapping themes. Business books, and sociology books, and these type that are a combo of both. So I accept that I will re-read studies about fewer choices being better, the scary bridge/nice lady adreneline rush story, the assigning different attributes to the same product based on packaging/pricing or just because you were asked which was the best & felt an answer was required. I'd already read Blink, all the Paco Underhill books, Buyology, and Stumbling on Happiness, etc, which he references. So I can't blame the book for that. But when it repeats itself, I can blame it. Yes, we get it...new coke was a disaster. So was the millenium dome. You mentioned that in the last chapter. And three chapters before that.

There were a few sections where I got quite interested...and a few that I didn't care to continue reading (but eventually did). Red Bull was interesting. Pointing out direct failings of market research and why they failed or succeeded was interesting. Some of the groupthink chapter was interesting. There were a number of pages I noted for future reference. I wish the writing had been a bit more captivating, and then I would feel better giving it a recommendation to others. I still think it is worth the read, but Paco and a few others would outrank this one for someone new to the topic.

Rebecca Ott says

Interesting book. A bit up exciting in parts. Can give you real insight into your own decision-making processes and make you a more mindful shopper.

Lee Hutchinson says

A must-read for shrewd and canny business types. For anyone who believes that market research is a useful or accurate tool for assessing and predicting consumer behaviour - read this book - and go figure!

Niklas Laninge says

Sloppy and outdated.

Bryan says

Although written for market researchers, I found the info quite fascinating and useful to consumers too.
