



# IKEA and the Psychology of Shopping

*Sebastian Baumann*

Download now

[Click here](#) if your download doesn't start automatically

# IKEA and the Psychology of Shopping

*Sebastian Baumann*

## **IKEA and the Psychology of Shopping** Sebastian Baumann

Essay from the year 2012 in the subject English Language and Literature Studies - Other, grade: 1,3, University of Hamburg (Institut für 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 organization's 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 IKEA's 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 IKEA's 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 IKEA's 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.

 [Download IKEA and the Psychology of Shopping ...pdf](#)

 [Read Online IKEA and the Psychology of Shopping ...pdf](#)

## Download and Read Free Online *IKEA and the Psychology of Shopping* Sebastian Baumann

---

### From reader reviews:

#### **Patricia Rodrigue:**

Have you spare time to get a day? What do you do when you have more or little spare time? Sure, you can choose the suitable activity to get spend your time. Any person spent their spare time to take a walk, shopping, or went to the actual Mall. How about open as well as read a book called *IKEA and the Psychology of Shopping*? Maybe it is to become best activity for you. You realize beside you can spend your time with the favorite's book, you can cleverer than before. Do you agree with the opinion or you have other opinion?

#### **Dustin Davis:**

As people who live in the actual modest era should be up-date about what going on or details even knowledge to make them keep up with the era that is always change and make progress. Some of you maybe can update themselves by reading through books. It is a good choice to suit your needs but the problems coming to a person is you don't know which one you should start with. This *IKEA and the Psychology of Shopping* is our recommendation to make you keep up with the world. Why, because book serves what you want and wish in this era.

#### **Joan Marcial:**

Nowadays reading books become more than want or need but also work as a life style. This reading behavior give you lot of advantages. The advantages you got of course the knowledge the actual information inside the book that will improve your knowledge and information. The info you get based on what kind of publication you read, if you want get more knowledge just go with education and learning books but if you want sense happy read one with theme for entertaining including comic or novel. Often the *IKEA and the Psychology of Shopping* is kind of guide which is giving the reader unforeseen experience.

#### **Steven Murray:**

Spent a free time to be fun activity to complete! A lot of people spent their spare time with their family, or their very own friends. Usually they accomplishing activity like watching television, likely to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Might be reading a book could be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to attempt look for book, may be the reserve untitled *IKEA and the Psychology of Shopping* can be great book to read. May be it can be best activity to you.

**Download and Read Online IKEA and the Psychology of Shopping  
Sebastian Baumann #S692RWBKFLJ**

## **Read IKEA and the Psychology of Shopping by Sebastian Baumann for online ebook**

IKEA and the Psychology of Shopping by Sebastian Baumann Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read IKEA and the Psychology of Shopping by Sebastian Baumann books to read online.

### **Online IKEA and the Psychology of Shopping by Sebastian Baumann ebook PDF download**

**IKEA and the Psychology of Shopping by Sebastian Baumann Doc**

**IKEA and the Psychology of Shopping by Sebastian Baumann Mobipocket**

**IKEA and the Psychology of Shopping by Sebastian Baumann EPub**