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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.

[Why We Buy: The Science of Shopping by Paco Underhill](#)

Firstly, Why We Buy should have been How They Buy, because 1) the book is about insights on shopping (and not shoppers), based on extensive observations of shoppers when they're shopping and, 2) it's addressed from the retailer's point of view, about what they can do to make people buy more things.

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Why We Buy 2 | Page lines, and every inch of every isle in to the deepest penetration of the store itself. Although this is a very detailed list, it is only the beginning of things considered in the science of shopping.

[Why We Buy: The Science of Shopping - amazon.com](#)

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, Paco Underhill lays bare the struggle among merchants, marketers, and increasingly knowledgeable consumers for control.

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Book summary of Why We Buy: The Science of Shopping by Paco Underhill. A must-read book if you work in retail and wants to get ideas about how to increase sales based on how your customers move in your stores.

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This article presents a theory developed to explain why consumers make the choices they do. The theory identifies five consumption values influencing consumer choice behavior.

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"Why We Buy is a funny and insightful book for people on both sides of the retail counter." -- Michael Gould, CEO, Bloomingdale's -- Michael Gould, CEO, Bloomingdale's Get a FREE eBook when you join our mailing list.

About Paco Underhill

His first book, Why We Buy: The Science of Shopping was an internationally recognized bestseller and has been published in 27 languages. The success of Why We Buy and his retail insight makes him a highly sought after resource for columns and editorials have appeared in The New York Times, Money Magazine, The Washington Post and The Wall Street Journal , among others.