



Market Research

an update (first nine days)

Immediate Action suggested:

Yelp has a page called **Ganas Community** which has two negative reviews adding up to ONE STAR. This could be resolved by community members signing into Yelp and writing a review (myself included).

“90% of consumers read online reviews before visiting a business.”

Sources: <http://searchengineland.com/88-consumers-trust-online-reviews>

<http://www.webfeat.net/post/5-stats-that-show-just-how-important-consumer-reviews-really-are1.aspx>

1. Are customers actively or inactively seeking (trending) a thrifty freemium model for a cafe, bookstore, clothing, and furniture?
2. What new trends are suggested by the massive exodus in the dying brick and mortar retail stores and where is this situation heading?
3. Is delivery service THAT important (like Amazon), trending, in digital advancement as • a time-saving device or • in customer centricity?
4. What is the ideal Brand Archetype for the Every Thing Goes store?
5. What can we learn from the Jimmy Moonshine effect? <https://www.youtube.com/watch?v=CGer2pFccS8>

Marketers handicap themselves with **LIMITING VIEWS** such as:

- **Consumers think in a well-reasoned or rational way.**

Consumers rarely access benefits, attribute by attribute, and consciously balance the pros and cons of buying. The selection process is largely affected by emotions, the unconscious, and social and physical context.

- **Consumers can readily explain thinking and behavior.**

Ninety-five percent of thinking happens in the unconscious/subconscious mind. Verbal explanations after-the-fact attempt to make sense of behavior, but rarely explain what controlled it.

- **Consumers can be injected with company messages and interpret them as marketers intend.** Because consumers do not think in words, finding a clever way to express your company's message in words does not guarantee that consumers passively absorb it. Falling prey to these misconceptions causes marketers to make predictable errors. They mistake descriptive information for insight by making assumptions about what consumers say. For example, a customer may say she prefers round containers to square ones. But unless you know why, you may not realize that round containers are still not optimal, and she would prefer something else entirely. Managers also confuse customer data with understanding by collecting huge quantities of easily accessible data, particularly demographic data. They focus on the wrong elements of the consumer experience by spending 90 percent of market research on surface-level attributes and functional features and their immediate psychological benefits. You must learn to understand the full consumer experience and the deeper emotional benefits. Customer-Centricity The key to understanding the full customer experience is customer-centricity, the degree to which marketers focus on latent and obvious needs of current and potential customers.

Staten Island Facts

Whites are the racial majority in **Staten Island**. Of the borough's 491,000 people, over 382,000 are white, which is over three-quarters (75.7%) of the population. Over 323,000 non-Hispanic whites reside in the borough, and they make up 65.8% of the population. The Caucasian population is largely Italian and Irish.

Telephone area codes

Manhattan 212, 917, 646

Staten Island 718, 347, 929

Population

Manhattan 1,636, 268

Staten Island 474,558

Square miles

Manhattan 23

Staten Island 58

Real Estate

Homes

Manhattan \$848,600

Staten Island \$432,600

Rentals

Manhattan \$3,200

Staten Island \$1,088

Age Range

Manhattan 35.8
Staten Island 38.4

Household Income

Manhattan \$68,370
Staten Island \$73,496

Spending

Groceries

Manhattan \$555
Staten Island \$299

Dining Out

Manhattan \$805
Staten Island \$201

Entertainment

Manhattan \$2,177
Staten Island \$1,003

Demographics

<http://worldpopulationreview.com/boroughs/staten-island-population/>

St. George

<http://www.city-data.com/neighborhood/St.-George-Staten-Island-NY.html>

Demographics of SI

https://en.wikipedia.org/wiki/Demographics_of_Staten_Island

30% of NYC's Retail Spaces are now empty.

<http://vacantnewyork.com>

There are virtually no reports showing this finding.