



Stanford eCorner

Will Customers Change Their Habits?

Randy Adams, *AuctionDrop*

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Video URL: <http://ecorner.stanford.edu/videos/1215/Will-Customers-Change-Their-Habits>

Using AuctionDrop as an example, Adams explains why it's extremely hard to change consumer development.



Transcript

Yes we're in one of these change of habit deals and I like it very much but there's no other way to get the stuff in because they're not doing anything with it now so anything that's liquidated would be essentially changing their habits, so yeah. You hit the nail head, that is the most difficult challenge I think Auction bypass is that is to get people to get up off their butt and carry things in to be sold. If you think that is a problem, think about you have to get off your butt. You have to take pictures of it, you have to list it on eBay. You have to deal with various questions. You have to pack and ship. You have to process payment. You have to take returns that's like, a ton of work. And I think when eBay started, they skimmed off all the cream on that market over the people who wanted to do those things and then there are other people who aren't and I think there's a whole group of people who are willing to get up and carried in but they're, you know, they're not willing to those other things. We'll pick those people first.

There are those people who've already identified that they want to sell something on eBay but they just haven't had time to do it themselves. That's kind of the cream of our market and we'll take them first and then we kind of go down. We don't want to take the person who has not even identified if he want to sell on eBay and get down to actually carried them to a store cause that's even harder. That's more of a consumer chain. So we're incrementally approaching the chains for consumer behavior but it is one of the primary problems that we encounter with this development.