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| Autore                  | Huddleston Patricia  |
| Titolo                  | Consumer behavior : women and shopping / / Patricia Huddleston, Stella Minahan   |
| Pubbl/distr/stampa      | [New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2011   |
| ISBN                    | 9781283892759<br>1283892758<br>9781780344317<br>1780344317<br>9781606491683<br>1606491687  |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (143 p.)   |
| Collana                 | Consumer behavior collection   |
| Altri autori (Persone)  | MinahanStella  |
| Disciplina              | 658.834082   |
| Soggetti                | Women consumers - United States - Psychology<br>Shopping - Social aspects - United States<br>Consumer behavior - United States   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references (p. 113-128) and index.  |
| Nota di contenuto       | 1. An introduction to women and shopping -- 2. Women and shopping in America -- 3. Women and place -- 4. Shopping as a life skill -- 5. Shopper types -- 6. The shopping experience and how to improve it -- 7. Implications and conclusions -- Notes -- References -- Index.  |
| Sommario/riassunto      | What does shopping mean to American women? This question is the focus of our book. We profile the American woman and examine how life has changed since her grandmother was young. Women have many choices about when and where to shop; thus retailers need to understand her needs and wants to attract and maintain her business. |