

1. Record Nr.	UNINA9910971709803321
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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 1283892758 9781780344317 1780344317 9781606491683 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 Shopping - Social aspects - United States 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.