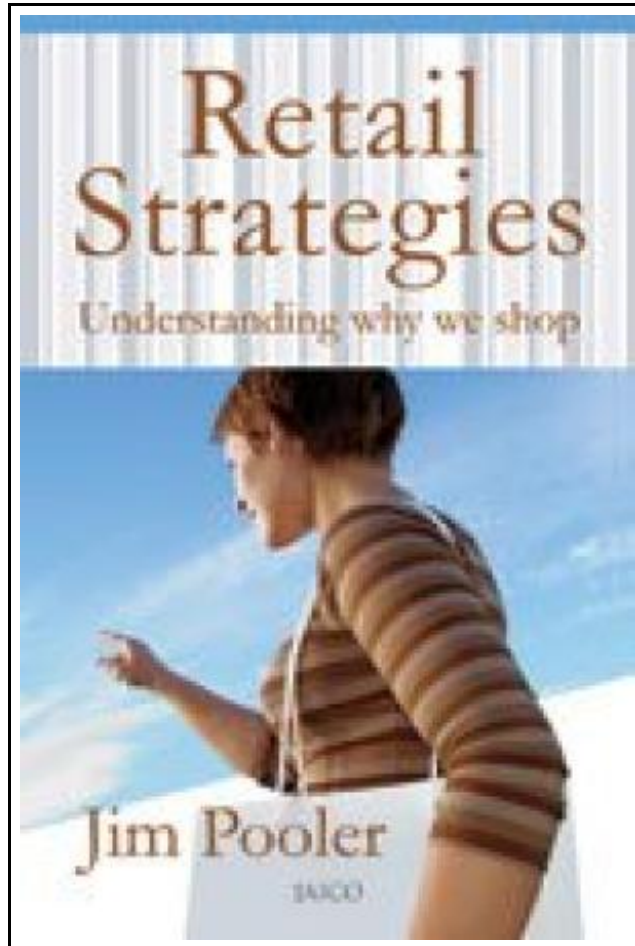


Retail Strategies: Understanding Why We Shop



Filesize: 2.37 MB

Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

RETAIL STRATEGIES: UNDERSTANDING WHY WE SHOP



Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Shopping is one of the most challenging and rewarding human activities. Pooler offers a captivating exploration of the emotional and psychological dimensions of shopping. For those in retailing and marketing, this guide to the fickle consumers mindset offers concrete and practical advice on modern shopping behavior, along with important insights into the shopping psyche. Comprehending why people shop as they do is a daunting challenge for todays retailer. For example, why do people shop for bargain groceries yet purchase the latest luxury-model SUV? Why do people feel justified in splurging for Christmas, birthdays, or anniversaries, but suffer guilt from over-spending at other times of the year? Is clothes-shopping all about price and practicality, or is it more about emotional reward and psychological needs? Is the excitement in the quest or the acquisition? Why is there such a thing as a morning-after urge to return among certain shoppers, while others refuse to return an item even if its flawed or doesnt fit? What drives shoppers in various situations? This book answers such questions, taking an incisive look at how shopping and shoppers have changed in recent years and provides valuable insights for retailers, advertisers, marketers, and consumers. Printed Pages: 216.



[Read Retail Strategies: Understanding Why We Shop Online](#)
[Download PDF Retail Strategies: Understanding Why We Shop](#)

You May Also Like



A Parent s Guide to STEM (Paperback)

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This lively, colorful guidebook provides everything you need to know...

[Read ePub »](#)



The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

[Read ePub »](#)



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and...

[Read ePub »](#)



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

[Read ePub »](#)



Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters! (Paperback)

ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford s post The Day I Stopped Saying Hurry Up was a true phenomenon on...

[Read ePub »](#)