



Consumer Behavior: Women and Shopping

Patricia Huddleston

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Why study women and shopping? Why is it important? Women matter because of their consumer spending power; they are crucial to survival in the competitive retail industry in America. Women matter because they control over \$20 trillion in consumer spending. Women are better educated, have more financial power and decision making abilities and mobility than any previous generation. Why Women Shop provides a fascinating insight into women's shopping habits and motivations. This book is of interest to business as they gain a better understanding of the most powerful economic force in the retail industry.

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