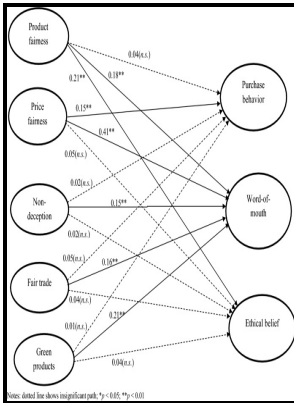


# Discounting in supermarkets - a perceptual continuum for shoppers.

University Microfilms International - Retail



Description: -

-Discounting in supermarkets - a perceptual continuum for shoppers.

-Discounting in supermarkets - a perceptual continuum for shoppers.

Notes: Thesis (doctoral) - School of Business Administration,

Georgia State University, 1976.

This edition was published in 1979



Filesize: 21.93 MB

Tags: #Buyers' #Subjective #Perceptions #of #on #JSTOR

## The supermarket challenged!: New competitive strategies needed

Outside the major cities, most consumable purchases were made through markets or fairs. Model nutrition standards are included as an Appendix to this report. Bank, and Barclaycard, among others.

## Targeted discounting is alluring to shoppers, claims report

Furthermore, studies indicate that sex-specific characteristics fall along a broad continuum containing substantial overlap between sexes. As it happens, there is evidence which is consistent with this hypothesis. WIC redemptions for fruits and vegetables increased by 50 percent, and because the sales were so good, the store owner had less waste.

## Market Segmentation Examples for Retailers

Jessica LaRoche, personal communication, March 6, 2014.

## Men vs. Women: Differences in Shopping Habits & Buying Decisions

This changed, however, as the industry found ways to sell salty, fatty, and sugary foods and beverages in self-checkout aisles.

## Related Books

- [Modern trends in forensic medicine.](#)
- [Oeuvres de Racine.](#)
- [Marksistsko-leninskaia metodologiia voennoi istorii](#)
- [Geselligkeit und Demokratie - Vereine und zivile Gesellschaft im transnationalen Vergleich, 1750-191](#)
- [Pobreza, salud sexual y desarrollo](#)