

Shopping



Facts & Fancies

Men Vs Women

(NAPSA)—Women and men have different ideas about shopping, studies suggest.



Studies suggest men are impulse shoppers; women like lists.

“Market research shows that male shoppers want to get in and out of stores quickly,” says Katherine Harris, Marketing Professor at Babson College in Wellesley, Massachusetts. Women shoppers, she adds:

- Spend more time choosing.
- Like comfort.
- Want to feel safe and like stores with slightly enclosed areas with views of the main area.

Men shoppers:

- Like lots of signs, obvious locations and computer screens.
- Are not big price checkers and more brand loyal than women.
- Generally avoid salespeople unless they are shopping for women, such as in lingerie stores.

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