

ROUTLEDGE REVIVALS

# **Elderly Consumers and Retail Sales Personnel**

Examining Knowledge, Attitudes, and  
Retail Service Satisfaction

**Julie Johnson-Hillery  
Jikyeong Kang**



# Elderly Consumers And Retail Sales Personnel Examining Knowledge Attitudes

**AW Rasmussen**



## **Elderly Consumers And Retail Sales Personnel Examining Knowledge Attitudes:**

*Elderly Consumers and Retail Sales Personnel* Julie Johnson-Hillery, Jikyeong Kang, 2021-10-28 Originally published in 1997 Based around the author's observations and experiences in the fashion retailing industry and later dissertation research this study looks at the attitudes of retailers towards the elderly The aim of the research presented is to challenge stereotypes suggest practical ways in which improve service for the aging population and identify areas where retailers could improve customer service across all consumer groups as well as the older age groups

**Elderly Consumers and Retail Sales Personnel** Julie Johnson-Hillery, Jikyeong Kang, 1997 This collection will present works that offer illuminating perspectives on the remarkably diverse Asian American populations of the United States As a population that is neither black nor white the range of experiences of these groups many of whom arrived as refugees presents other perspectives on the cultural mosaic that constitutes the United States Studies of Asian Americans sheds light on issues related to immigration refugee policy transnationalism return migration cultural citizenship ethnic communities community building identity and group formation panethnicity race relations gender and class entrepreneurship employment representation politics adaptation and acculturation The writings in this collection are drawn from a wide variety of disciplines to provide a broad and informative array of insights on these fascinating and diverse populations This book examines elderly consumers marketplace preferences and satisfaction and compares them to the perception of these variables by retail sales personnel Focus group interviews were conducted with elderly consumers and retail sales personnel to aid in the development of a mail survey administered to both groups This study provides a new perspective on elderly consumers by revealing the importance of studying them together with retail sales personnel rather than simply focusing on these two groups separately To examine the role that attitudes play in the retail sales encounter between sales people and elderly consumers the theory of person perception was used as the theoretical framework Categories analyzed included service hospitality personnel characteristics price layout accessibility and clothing availability merchandise pricing This study found significant variation in sales personnel's perceptions of elderly consumers preferences Furthermore in accordance with person perception theory the results indicate that elderly consumers view older sales personnel

**Elderly Consumers and Retail Sales Personnel** Julie L. Johnson-Hillery, 1995 **American Book Publishing Record**, 1997-09 **The British National Bibliography** Arthur James Wells, 1999 **Consumer Interests Annual** American Council on Consumer Interests. Conference, 1996

**American Doctoral Dissertations**, 1999 [Subject Guide to Books in Print](#), 1971 **Forthcoming Books** Rose Army, 1997-12 *Exploring the Dynamics of Consumerism in Developing Nations* Gbadamosi, Ayantunji, 2019-01-11 As developing nations increase their consumption rate their relevance in the global marketplace grows Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market However research has not been adequately devoted to explore the developments in consumer behavior in

developing nations which has resulted in numerous unanswered questions Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio cultural dimensions of marketing While highlighting topics such as celebrity influence marketing malpractices and the adoption of e government this publication is ideally designed for researchers advanced level students policymakers and managers

**Hiring and Keeping the Best People** ,2002 Packed with hands on tips and tools this authoritative guide offers managers a clear understanding of how to hire more effectively and increase retention 208 pp *Interdisciplinary Research in Technology and Management* Satyajit Chakrabarti,Ashiq A. Sakib,Rohit Singh,Pradipta Kumar Banerji,Sanghamitra Poddar,Anupam Bhattacharya,Malay Gangopadhyaya,Srijita Chakraborty,2023-07-27 We live in an inter connected world In the era of Industry 4 0 technology is getting embedded more and more in the way we learn live work and play This progression is accelerating at a pace never seen before Interdisciplinary and collaborative research across disciplines within the Technology domain and Management domain and across the Technology Management interface is opening up exciting new possibilities for solving problems whose solutions are beyond the scope of a single discipline domain or practice and helping to create a brave new world The goal of this conference was to bring together scholars researchers consultants and practitioners to share their interdisciplinary research and consultative work in Technology and Management Selected papers were then peer reviewed and authors were invited to present their work in the conference **United States Economist, and Dry Goods Reporter** ,1916 **The Marketing Book** Michael J. Baker,Susan Hart,2016-04-14 The Marketing Book is everything you need to know but were afraid to ask about marketing Divided into 25 chapters each written by an expert in their field it s a crash course in marketing theory and practice From planning strategy and research through to getting the marketing mix right branding promotions and even marketing for small to medium enterprises This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use especially for professionals taking their CIM qualifications Nevertheless it is also invaluable for practitioners due to its modular approach Each chapter is set out in a clean and concise way with plenty of diagrams and examples so that you don t have to dig for the information you need Much of this long awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought Also included are brand new content in direct data and digital marketing and social marketing If you re a marketing student or practitioner with a question this book should be the first place you look

**Chronic Disease Notes & Reports** ,1990 **Shoe and Leather Journal** ,1920 **Marketing Principles with Student Resource Access 12 Months** William M. Pride,O. C. Ferrell,Brian Lukas,Sharon Schembri,Outi Niininen,Riza Casidy,2017-09 This is the printed textbook Marketing Principles Marketing Principles combines a thorough and engaging overview of essential marketing principles The text provides you with the knowledge and decision making skills you ll need to succeed in today s competitive business environment Marketing Principles includes the most current coverage of marketing

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**Marketing Forum** ,1991-04      **Measuring Diets and Food Choice in the Context of a Changing World** Winnie Bell,Christine Blake,Shauna Downs,2025-08-06 Historically research in low and middle income countries has been focused on what people consume with less attention to how and why people choose to consume the foods that they do As incomes rise and local food environments undergo rapid changes providing consumers with a wider array of options at competitive prices understanding the underlying drivers of food choice including the preferences and values that underpin them has become increasingly important In recent years there have been renewed efforts to understand the drivers of food choice in the context of changing food environments and broader food system and how these drivers link with food consumption The goal of this Research Topic is to look beyond dietary consumption what people eat by considering more holistically the various drivers of food choice how and why people eat the foods they do to better understand what underpins individual decisions Ultimately by understanding why people make the choices they do especially when situated in the local food environment and or broader food system we can identify important entry points for behavior change interventions develop a better understanding about the role of food safety in food choice decisions improve the environment climate and food systems through improved knowledge on the drivers of food choice and learn about how changing livelihoods shifts dynamics related to food choice amongst other important research tied to drivers of food choice      *Comprehensive Dissertation Index* ,1989

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