

Gender Issues and Consumer Behavior



Why, how and to what extent does gender influence consumer behaviour? Beginning with a general introduction to gender and consumer behaviour, this volume addresses a range of topics including: gender as a cultural construct; comparison of self to advertising models; gender socializations; and changing gender roles. Each chapter begins with a discussion of the current issues and literature in psychology, sociology, history and anthropology, then proceeds to a presentation of current research on the interaction between gender, consumer behaviour and marketing.

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