



Effects of gender marketing on consumer behaviour

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GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.1in. x 5.7in. x 0.2in. Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, BI - Norwegian School of Management (Norwegian School of Management), course: Understanding the Consumer, 12 entries in the bibliography, language: English, abstract: Introduction Consumers decision-making styles are supposed to represent a durable cognitive orientation towards shopping and purchasing that dominates choices. Therefore they should be important to marketers because they are linked to purchase behaviour and sales inseparably (Mitchell and Walsh 2004). Bristor and Fischer (1993) stated, gender is a social concept referring to psychologically, sociologically, or culturally rooted traits, attitudes, beliefs, and behavioural tendencies. Because gender is a pervasive filter through which individuals experience their social world, consumption activities are fundamentally gendered. When Gender Marketing was developed in the United States 15 years ago, it evolved out of the diversity approach. To realize that mens and womens needs are different and that products are not gender neutral was just a logical consequence out of the practice with differing consumer needs within different ethnical, religious or cultural groups (Flocke 2006). The main goal of...



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