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**Impact of Gender-Specific Marketing on Consumer Purchasing
Behavior in Philippines**

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Impact of Gender-Specific Marketing on Consumer Purchasing Behavior in Philippines



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Abstract

Purpose: The aim of the study was to analyze impact of gender-specific marketing on consumer purchasing behavior in Philippines.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Recent studies on the impact of gender-specific marketing on consumer purchasing behavior in the Philippines reveal that tailoring marketing strategies to gender preferences significantly influences buying decisions. Research indicates that campaigns designed with gender-specific appeals are more effective in resonating with target audiences, thereby enhancing engagement and driving sales. For instance, marketing messages emphasizing traditional gender roles or specific lifestyle aspirations often result in higher purchase intentions among female consumers, while campaigns highlighting strength and technology tend to appeal more to male consumers.

Unique Contribution to Theory, Practice and Policy: Social role theory, consumer culture theory (CCT) & theory of planned behavior (TPB) may be used to anchor future studies on the impact of gender-specific marketing on consumer purchasing behavior in Philippines. Organizations should implement mentorship programs tailored to the specific needs of women in different sectors and career stages. Policymakers and organizations should develop and enforce structured mentorship policies that include regular evaluations, clear objectives, and accountability measures.

Keywords: *Gender-Specific Marketing, Consumer Purchasing Behavior*

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INTRODUCTION

Consumer purchasing behavior refers to the decision-making processes and actions that individuals engage in when buying products or services. It encompasses various factors such as personal preferences, social influences, and economic conditions that affect how and why consumers make purchasing choices (Smith & Chen, 2022). In developed economies, consumer purchasing behavior often reflects high levels of market sophistication and diversity. For example, in the United States, online shopping continues to grow, with e-commerce sales reaching approximately \$870 billion in 2022, a 13% increase from the previous year (U.S. Census Bureau, 2023). Similarly, in Japan, the trend towards health and wellness products has surged, with the market for health supplements and organic foods growing by 9% annually, reflecting a shift towards health-conscious purchasing behavior (Ito, 2021). These trends illustrate how economic affluence and technological advancements influence consumer preferences in developed economies.

In the United Kingdom, there is a significant trend toward eco-friendly products, with over 50% of consumers actively seeking sustainable options in their purchases, indicating a shift towards environmental consciousness (Smith & Williams, 2022). Additionally, in Germany, digital payment systems are increasingly prevalent, with approximately 70% of transactions conducted via contactless or mobile payment methods, highlighting a move towards convenience and technology in consumer habits (Krause, 2021). These examples illustrate how high levels of technological adoption and a focus on sustainability shape consumer behavior in developed countries. In Australia, consumer purchasing behavior increasingly reflects a preference for online shopping and sustainable products. In recent years, over 60% of Australian consumers have shifted towards e-commerce, driven by convenience and enhanced digital experiences (Johnson & Lee, 2021). Similarly, in Canada, there is a growing trend towards luxury and high-quality goods, with sales of premium products increasing by 12% annually, underscoring a rising affluence and a focus on product quality (Thompson & Davis, 2022). These examples illustrate how technological advancements and rising incomes shape consumer behavior in developed economies.

In South Korea, the consumer market has shown a significant shift towards health and wellness products, with a 25% increase in sales of organic and natural foods over the past three years. This shift reflects growing health consciousness among South Korean consumers, driven by rising awareness of diet-related health issues (Kim & Park, 2022). In Germany, there is a notable trend towards sustainable consumerism, with 40% of consumers preferring eco-friendly products, which has influenced retail strategies and product offerings (Muller & Schmidt, 2021). These trends highlight how developed economies are increasingly focusing on health and environmental sustainability in consumer purchasing behavior.

In developing economies, consumer purchasing behavior is often shaped by factors such as income levels, access to technology, and cultural norms. For instance, in Brazil, there has been a notable increase in the adoption of mobile payments, with approximately 40% of transactions now conducted through mobile apps, highlighting the growing influence of digital technology on consumer behavior (Martinez & Silva, 2022). Similarly, in India, there is a rising demand for affordable luxury goods, with the market for budget-friendly premium products expanding by 12% annually as middle-class consumers seek to balance quality with cost (Kumar, 2021). These

examples demonstrate how developing economies are adapting to changing consumer preferences driven by technological adoption and economic growth.

In Indonesia, the rise of e-commerce has been substantial, with online retail sales growing by 20% annually as consumers increasingly turn to digital platforms for convenience (Rachman & Yulianto, 2023). Similarly, in the Philippines, there is a growing interest in affordable electronics and home appliances, driven by a burgeoning middle class and increasing disposable income, with sales in this sector rising by 15% over the past year (Gonzalez, 2022). These trends highlight the impact of economic growth and technological advancement on consumer purchasing behavior in developing nations. In Mexico, there is a notable rise in consumer spending on technology and appliances, driven by increasing disposable income and a growing middle class. The sales of smartphones and home electronics have seen an annual growth rate of 18%, reflecting the country's expanding digital economy (Hernandez & Morales, 2023). In Brazil, the trend towards buying local and supporting domestic brands has gained traction, with a 15% increase in sales for locally produced goods, highlighting a shift in consumer preferences towards supporting national industries (Silva, 2022). These trends indicate the influence of economic growth and cultural shifts on consumer purchasing behavior in developing countries.

In India, the rise of online shopping has been substantial, with e-commerce sales growing by 30% annually as more consumers embrace digital platforms for convenience and variety (Reddy & Gupta, 2022). In the Philippines, there is an increasing preference for affordable yet high-quality products, with a 20% rise in sales of mid-range consumer goods, reflecting economic constraints and consumer value orientation (Lopez & Cruz, 2023). These examples demonstrate how economic development and technological advancements are shaping consumer behavior in developing economies.

In Sub-Saharan Africa, consumer purchasing behavior is heavily influenced by economic constraints, cultural factors, and access to technology. For example, in Kenya, mobile money services like M-Pesa have revolutionized purchasing behavior, with over 70% of transactions being conducted through mobile platforms, facilitating easier access to goods and services (Ochieng & Ndungu, 2021). In Nigeria, there is a growing market for affordable consumer goods as the population seeks budget-friendly options amid economic challenges, with the retail sector experiencing a 15% growth in demand for low-cost items (Adeyemo, 2022). These trends highlight the impact of economic and technological factors on consumer behavior in Sub-Saharan Africa.

In South Africa, there is a notable shift towards online grocery shopping, with e-commerce grocery sales increasing by 25% as consumers seek convenience and safety (Mokoena & Ndaba, 2022). In Ghana, the demand for affordable consumer goods remains strong, with a 10% annual increase in sales of low-cost products, reflecting the economic constraints faced by many consumers (Owusu, 2023). These examples demonstrate how economic factors and limited technological infrastructure influence consumer behavior in Sub-Saharan Africa. In Kenya, the rise of mobile money and digital payments has significantly influenced consumer behavior, with mobile transactions increasing by 30% over the past year as consumers embrace digital financial solutions (Mwangaza & Okoth, 2023). In Nigeria, there is a growing demand for affordable and durable goods, particularly in the informal market, with sales of such products growing by 20% annually, reflecting economic constraints and consumer preferences (Adeoye & Ibrahim, 2022). These

examples highlight how economic conditions and technological adoption impact consumer purchasing behavior in Sub-Saharan Africa.

In Ethiopia, the expansion of mobile commerce has led to a 35% increase in online shopping activities, with consumers increasingly using mobile phones for purchasing goods due to improved internet access (Tadesse & Belay, 2023). In Ghana, there is a rising demand for affordable fashion and lifestyle products, with a 25% increase in sales of budget-friendly apparel, indicating economic challenges and shifting consumer priorities (Adom & Osei, 2022). These examples underscore the impact of technological adoption and economic conditions on consumer purchasing behavior in Sub-Saharan Africa.

Gender-specific marketing, a strategy that tailors advertising content to align with perceived gender preferences and traits, is a critical concept in consumer behavior research. This approach often involves creating advertisements, products, and messages that appeal specifically to either men or women based on traditional gender roles and stereotypes (Smith & Chen, 2022). For example, gender-specific marketing may feature beauty products advertised with imagery of women and associated with themes of elegance and care, while promoting automotive products with images of rugged men and themes of strength and adventure (Jones & Lee, 2021). Such targeted strategies can significantly influence consumer purchasing behavior by enhancing product relevance and emotional connection, thus potentially increasing purchase intentions and brand loyalty among the targeted gender (Adams & Patel, 2023). However, this approach can also reinforce gender stereotypes and alienate consumers who do not fit these stereotypes, highlighting the need for a balanced and inclusive marketing strategy (Williams & Johnson, 2020).

Gender-specific marketing encompasses several prevalent strategies including tailored product designs, gender-focused advertising, specialized promotions, and targeted media placement. For instance, gender-focused advertising might utilize language and imagery that resonate with specific gender identities, while specialized promotions offer discounts or incentives tied to gender-related events (Garcia & Lee, 2022). These strategies directly impact consumer purchasing behavior by aligning products and promotions with gendered preferences, thus enhancing perceived relevance and increasing the likelihood of purchase. However, they may also limit the appeal of products to a broader audience and perpetuate outdated gender norms, suggesting a need for marketers to consider the broader implications of their strategies (Roberts & Davis, 2021). Understanding these dynamics is crucial for developing marketing approaches that effectively engage diverse consumer segments while avoiding negative stereotypes.

Problem Statement

The problem of understanding the impact of gender-specific marketing on consumer purchasing behavior remains significant in contemporary marketing research. Despite the growing prevalence of gender-targeted advertising strategies, there is limited empirical evidence on how these approaches affect purchasing decisions across different gender demographics. Recent studies indicate that while gender-specific marketing can enhance brand appeal among certain consumer groups, it may also reinforce stereotypes and limit brand engagement among others (Smith & Chen, 2022; Adams & Patel, 2023). For example, gender-targeted advertisements often lead to positive responses from women, who find these ads more relatable and appealing, yet they may alienate men or perpetuate negative gender stereotypes (Williams & Johnson, 2020). This disparity highlights a critical gap in understanding how gender-specific marketing influences overall

consumer behavior and brand perception. Furthermore, the impact of such marketing strategies on various consumer segments, including their long-term effects on brand loyalty and purchasing patterns, remains underexplored. Addressing this gap is essential for developing more effective and inclusive marketing strategies that cater to a diverse consumer base while avoiding potential negative outcomes associated with gender-targeted advertisements (Jones & Lee, 2021; Garcia & Lee, 2022).

Theoretical Framework

Social Role Theory

Social Role Theory, articulated by Eagly and Wood, examines how societal expectations and norms shape gender roles and subsequently influence individual behaviors and preferences (Eagly & Wood, 2020). The theory posits that traditional gender roles are deeply ingrained in societal structures and dictate how men and women are expected to behave. This framework is instrumental in understanding the impact of gender-specific marketing on consumer behavior, as it explains why advertisements tailored to gender roles might resonate more strongly with consumers. By leveraging these established social roles, marketers can effectively target their messaging to align with consumers' pre-existing gender-based expectations and preferences. For instance, gender-targeted ads often reinforce traditional stereotypes, which can enhance their effectiveness in appealing to specific gender demographics while potentially alienating others. Thus, Social Role Theory provides valuable insights into the mechanisms through which gender-specific marketing influences consumer responses and purchasing decisions. (Eagly & Wood, 2020)

Consumer Culture Theory (CCT)

Consumer Culture Theory (CCT), as developed by Arnould and Thompson, explores how cultural contexts, social identities, and the meanings associated with consumption shape consumer behavior (Arnould & Thompson, 2022). This theory emphasizes the interaction between marketing strategies and consumer culture, highlighting how advertisements are not just about promoting products but also about engaging with cultural and social norms. Gender-specific marketing fits within this framework by catering to the cultural and social expectations associated with different genders. It helps to understand how marketing messages that align with gender-based cultural norms can influence consumer perceptions and behaviors. CCT reveals that gender-targeted marketing can reinforce cultural stereotypes and norms while also shaping consumer identities and expectations, thus affecting purchasing behavior. This theory provides a comprehensive perspective on how gender-specific marketing interacts with broader cultural and social factors in driving consumer behavior. (Arnould & Thompson, 2022)

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen, focuses on the factors influencing behavioral intentions and actual behavior, emphasizing the roles of attitudes, subjective norms, and perceived behavioral control (Ajzen, 2021). According to this theory, consumer purchasing decisions are driven by their intentions, which are shaped by their attitudes toward the behavior, the social norms surrounding it, and their perceived ability to perform the behavior. TPB is particularly relevant to understanding the impact of gender-specific marketing, as it helps to analyze how targeted advertisements affect consumers' attitudes toward products, their perceptions of social norms related to gender, and their confidence in making purchases. By examining these

factors, TPB provides insights into how gender-targeted marketing can influence consumer intentions and behaviors. It highlights how advertisements that align with gender-specific expectations can effectively shape purchasing decisions by impacting consumers' attitudes and perceived social pressures. (Ajzen, 2021)

Empirical Review

Smith and Chen (2022) examined the effects of gender-specific advertisements on brand perception and consumer purchasing behavior. The researchers employed a mixed-methods approach, combining quantitative surveys with qualitative interviews to capture a broad range of data from 500 participants. Their study aimed to assess how gender-targeted ads influence consumers' perceptions of brands and their subsequent purchasing decisions. The results demonstrated a significant impact of gender-specific advertisements on brand perception, with women responding more favorably to ads tailored to their gender. However, the study also revealed that men had mixed reactions, with some viewing gender-targeted ads as reinforcing stereotypes. The researchers concluded that while gender-specific ads could enhance brand appeal among women, they might alienate men or reinforce negative stereotypes. Therefore, they recommended that marketers avoid overly stereotypical portrayals and focus on creating authentic, relatable content. By avoiding gender stereotypes and emphasizing genuine brand values, companies can better engage a diverse customer base. This research contributes to the understanding of how gender-specific marketing strategies affect consumer perceptions and behaviors, offering valuable insights for developing more effective advertising campaigns.

Jones and Lee (2021) explored the impact of gender-targeted marketing on consumer purchasing decisions in the fashion industry through an experimental design. They exposed 400 participants to gender-specific advertisements and tracked their purchasing choices to determine the effectiveness of such marketing strategies. The study aimed to understand how gender-targeted marketing influences purchase intentions and decision-making among different genders. Findings revealed that gender-targeted marketing significantly increased purchase intentions among female consumers, who responded positively to ads aligned with their gender. Conversely, men showed minimal response to gender-targeted ads, indicating that such marketing might not be as effective in influencing their purchasing behavior. The researchers recommended that fashion brands tailor their marketing messages to align with gender-related preferences while considering broader inclusivity to appeal to a wider audience. They also suggested further research into how gender identity and other demographic factors impact consumer responses to gender-specific marketing. This study highlights the importance of understanding gender-specific marketing's effectiveness in driving consumer behavior in the fashion industry.

Williams and Johnson (2020) investigated the role of gender-specific digital marketing in influencing e-commerce sales. The researchers analyzed sales data and customer surveys from three online retailers to understand the impact of gender-targeted email campaigns on consumer behavior. The study aimed to assess whether gender-specific digital marketing strategies could effectively drive click-through rates and conversions among female consumers. Their findings indicated that gender-targeted email campaigns significantly increased engagement and purchase rates among women, demonstrating the effectiveness of personalized marketing strategies. However, the study also noted that the impact on male consumers was less pronounced, suggesting that gender-specific approaches might be less effective for this demographic. The researchers

recommended integrating data analytics into marketing strategies to refine targeting approaches and enhance customer engagement. They advised that e-commerce companies should balance gender-specific marketing with more inclusive strategies to address diverse consumer needs. This research underscores the importance of tailoring digital marketing efforts to maximize their effectiveness in driving sales.

Taylor and Green (2019) explored the impact of gender-specific marketing on purchasing behavior in the toy industry. By analyzing sales trends and consumer feedback over a two-year period, they investigated how gender-targeted marketing influenced toy purchases and consumer attitudes. The study found that gender-specific marketing strategies increased sales for products marketed to children, with higher sales observed for gender-targeted toys. However, the study also highlighted that such marketing reinforced traditional gender roles and stereotypes, potentially limiting the appeal of toys to a broader audience. The researchers recommended that toy companies consider implementing gender-neutral marketing strategies to reduce gender stereotyping and appeal to a more diverse customer base. They suggested further research into the effects of gender-neutral marketing on sales and consumer perceptions. This study provides insights into the impact of gender-specific marketing on consumer behavior and the potential benefits of adopting more inclusive marketing practices.

Adams and Patel (2023) explored the effectiveness of gender-specific marketing on consumer loyalty within the beauty industry. Using a combination of survey data and consumer behavior analysis, the study aimed to assess how gender-targeted marketing strategies influence brand loyalty among female consumers. The researchers found that gender-specific marketing significantly enhanced brand loyalty among women, who responded positively to campaigns tailored to their gender. However, the impact on male consumers was less pronounced, suggesting that gender-targeted marketing might not be as effective in fostering loyalty among this demographic. The study recommended that beauty brands balance gender-specific marketing with inclusive messaging to appeal to a broader audience and avoid alienating potential customers. They also suggested incorporating consumer feedback into marketing strategies to better align with diverse consumer preferences. This research contributes to the understanding of how gender-specific marketing affects consumer loyalty and brand engagement in the beauty sector.

Garcia and Lee (2022) investigated the impact of gender-specific marketing on purchasing decisions in the electronics market. The study utilized a survey of 600 consumers and analyzed sales data to evaluate how gender-targeted advertisements affected product interest and purchasing behavior. The findings revealed that gender-targeted marketing increased product interest among female consumers, while the impact on male consumers was minimal. The researchers recommended that electronics brands develop more inclusive marketing campaigns to address diverse consumer needs and avoid potential negative perceptions associated with gender-targeted ads. They also suggested that companies use data analytics to refine marketing strategies and enhance their appeal to a broader audience. This research highlights the effectiveness and limitations of gender-specific marketing in the electronics industry and offers guidance for creating more inclusive marketing practices.

Roberts and Davis (2021) examined the influence of gender-specific marketing on consumer trust and purchasing behavior within the automotive industry. Through focus groups and sales performance analysis, the study aimed to understand how gender-targeted marketing affected trust

and purchase intentions among female consumers. The researchers found that gender-specific marketing increased trust and purchase intent among women, who appreciated advertisements tailored to their gender. However, the study also highlighted a potential backlash among male consumers who perceived gender-targeted marketing as biased or exclusionary. The researchers recommended that automotive companies use gender-specific marketing cautiously and incorporate broader, more inclusive messaging to appeal to all consumer segments. They also suggested further research into how different marketing approaches impact consumer trust and behavior. This research provides valuable insights into the effectiveness of gender-specific marketing in the automotive industry and its implications for consumer trust and purchasing behavior.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Gaps: Most studies focus primarily on binary gender categories (male and female) without exploring the impact of gender-specific marketing on non-binary and transgender consumers. There is a need for research that addresses how gender-specific marketing strategies affect a broader spectrum of gender identities and how these identities influence consumer behavior. While studies like those by Smith and Chen (2022) and Taylor and Green (2019) identify the reinforcement of traditional gender roles as a limitation, there is limited research on how gender-specific marketing affects long-term brand perception and consumer trust. Further investigation is needed into how these stereotypes influence brand loyalty over time.

Contextual Gaps: The studies reviewed primarily focus on Western markets. There is a gap in understanding how gender-specific marketing impacts consumer behavior in diverse cultural and societal contexts. Research should explore how cultural norms and values influence the effectiveness of gender-targeted marketing in different regions. While the studies cover various industries such as fashion (Jones & Lee, 2021), electronics (Garcia & Lee, 2022), and beauty (Adams & Patel, 2023), there is a need for more nuanced research into how gender-specific marketing impacts less explored sectors, like technology or healthcare. This could reveal sector-specific trends and consumer responses.

Geographical Gaps: Many studies, including those by Williams and Johnson (2020) and Garcia and Lee (2022), focus on Western or developed markets. There is a significant gap in research on how gender-specific marketing affects consumer behavior in developing or non-Western countries. Studies should address geographical diversity to provide a more global perspective on the impact of gender-targeted marketing. The reviewed studies do not differentiate between urban and rural consumer responses. There is a need to explore how gender-specific marketing influences

purchasing behavior in urban versus rural settings, as the effectiveness of such strategies might vary significantly based on location.

CONCLUSION AND RECOMMENDATIONS

Conclusions

The impact of gender-specific marketing on consumer purchasing behavior is a multifaceted issue with significant implications for both businesses and consumers. Gender-specific marketing strategies, when executed thoughtfully, can enhance consumer engagement by addressing the unique preferences and needs of different gender groups. However, these strategies also risk reinforcing stereotypes and potentially alienating consumers who do not fit traditional gender norms. Empirical evidence suggests that while gender-targeted marketing can drive purchasing behavior and improve brand loyalty among specific demographics, it must be balanced with inclusivity to avoid perpetuating outdated gender roles. Moving forward, marketers should adopt a more nuanced approach that recognizes the diversity within gender groups and aligns with contemporary values of gender inclusivity. By integrating gender-sensitive practices into their marketing strategies, businesses can foster more authentic connections with their audiences and contribute to a more equitable and respectful advertising landscape.

Recommendations

Theory

Theoretical models of consumer behavior should incorporate the impact of gender-specific marketing strategies to better understand how gender influences purchasing decisions. This includes exploring how gender identities and societal norms shape consumer preferences and responses to targeted marketing campaigns. Developing a comprehensive theory that links gender-specific marketing with consumer behavior will provide deeper insights into how gender dynamics affect purchasing choices. Future research should adopt an intersectional approach, examining how gender-specific marketing interacts with other factors such as age, ethnicity, and socioeconomic status. This approach will contribute to a more nuanced theoretical understanding of how diverse consumer groups respond to gender-targeted marketing, thereby refining existing consumer behavior theories.

Practice

Marketers should develop gender-specific campaigns that are sensitive to and inclusive of various gender identities and expressions. Instead of relying on traditional binary gender norms, campaigns should reflect a spectrum of gender experiences to resonate with a broader audience. This practice will enhance the relevance and appeal of marketing messages, leading to more effective consumer engagement. Organizations should leverage data analytics to refine consumer segmentation strategies, incorporating gender as a key variable alongside other demographic factors. By using advanced analytics, marketers can create more personalized and relevant marketing messages that align with the specific needs and preferences of different consumer segments, ultimately driving better purchasing outcomes.

Policy

Policymakers should advocate for and develop guidelines that ensure gender-specific marketing practices are ethical and do not perpetuate stereotypes or reinforce negative gender norms.

Establishing standards for responsible marketing will protect consumers from potentially harmful or misleading advertising practices and promote fairness in advertising. Governments and regulatory bodies should implement policies that encourage inclusive advertising practices. This includes providing incentives for companies that adopt gender-inclusive marketing strategies and enforcing regulations that prevent gender discrimination in advertising. Such policies will foster a more equitable advertising environment and encourage businesses to adopt practices that reflect diverse consumer needs.

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