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Role of emotions in shopping behaviors for automobile industry: A gender based perspective

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Introduction

Marketers have long been working on understanding consumer's need and wants, their buying decision making process and their shopping behavior. The socio-economic factors along with demographic factors affect consumer's buying behavior. Out of these factors, gender has a significant influence on consumer buying behavior. Men and women have different physiological needs. They need different products to satisfy these needs and have different ways of buying these products (Tanner et al., 2010). It is still questionable that whether these are biological differences or different interests of men and women, and the differences in their personalities that cause their different buying behaviors (Hoeger et al., 2006). Men and women make different decisions and so they do shopping differently (Lunt and Livingstone, 1992). Females are much more interested in activities than their male counterparts (Campbell 1997). Men buy things while women shop till they drop (Tanner et al., 2010). Additionally, it is evidently proven that stereo typed men usually influence the purchase of different types of beverages while stereotypical female buyers mostly influence the purchase of household items.