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Case studies and practical applications

Gender differences in consumer evaluations of service quality: self-service kiosks in retail

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✓, Ann Fairhurst & Hyeon Jeong Cho

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Source: Computers in Human Behavior

Gender differences in cognitive and affective impulse buying

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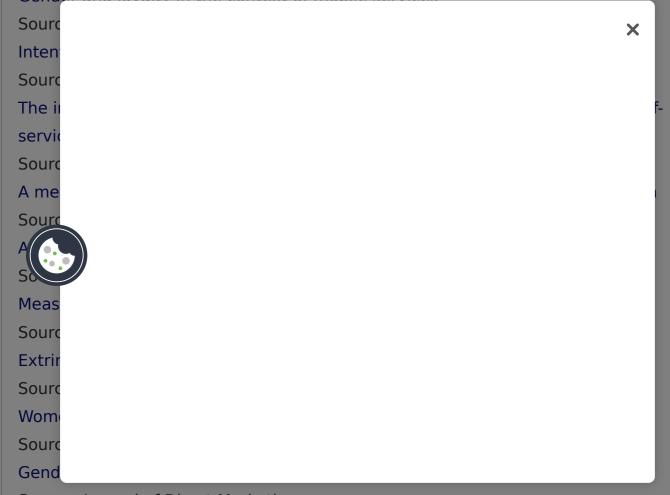
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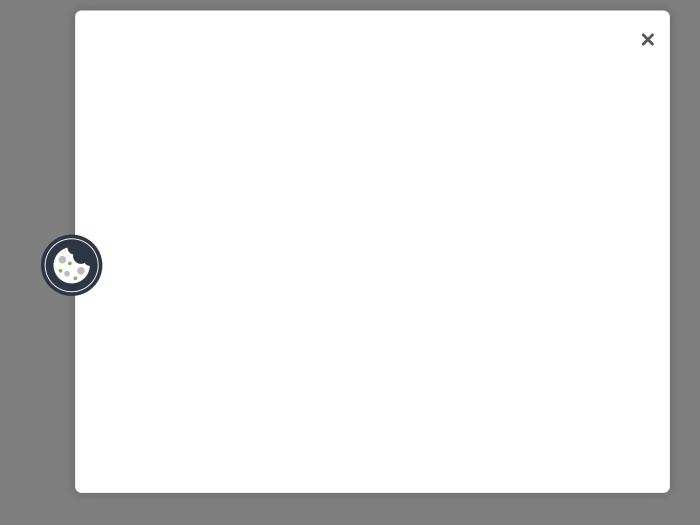
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