



Lopes, A., Amaro, S., Henriques, C. (2023).  
Gender Differences in Factors Affecting Impulsive Buying Behavior.  
In J. D. Santos, I. V. Pereira, P. B. Pires (Eds.), *Management and Marketing for Improved Retail Competitiveness and Performance* (pp. 17).  
IGI Global.  
DOI: [10.4018/978-1-6684-8574-3.ch016](https://doi.org/10.4018/978-1-6684-8574-3.ch016)