

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)