**Optional Literature References**

**Gender & Stereotypes:**

1. Gender Stereotypes and Vote Choice, Author(s): Kira Sanbonmatsu, Source: American Journal of Political Science, Vol. 46, No. 1 (Jan., 2002), pp. 20-34

**Classes**

**Fashion & Shopping: merch, consumption of items/goods**

1. Grewal et al. 2003, Otnes & Mcgrath 2001
2. Tifferet, Sigal, and Ram Herstein. "Gender differences in brand commitment, impulse buying, and hedonic consumption." *Journal of Product & Brand Management* 21.3 (2012): 176-182.
3. Kuruvilla, Shelja Jose, and K. Ranjan. "GENDER AND MALL SHOPPING: An Anaysis Of Patronage Patterns, Shopping Orientation And Consumption Of Fashion Of Indian Youth." *International Journal of Business Insights & Transformation* 1.2 (2008).

*In spite of the fact that gender roles in other walks of life have stretched due to women being employed outside the home, women continue to be the principal buying agents for the majority of families (Alreck&Settle, 2001, Miller 1998, Lunt &Livingstone 1992) .This has lead to gender stereotypes. Both men and women associate shopping as a feminine activity or a “female typed task” (Dholakia & Chiang, 2003, Firat & Dholkia, 1998, South&Spitze, 1994).*

1. Wong, Yue-Teng, et al. "Moderating effect of gender in repatronage behavioral intention: The role of personal characteristics." *Asian Social Science* 10.1 (2014): 106*. Literature Review: 2.4 Gender Differences in Shopping Behavior  
     
   Male and female shoppers have different shopping motivations whereby male shoppers are driven by information seeking and convenience attainment while female shoppers more apt to browsing behavior, variety seeking and social communication Moreover, male shoppers are found inclining to the individualistic goals by gathering information for making product or price comparisons. However, an inconsistent result has observed in the study of Hart, Farrell, Stachow, Reed and Cadogan (2007) proposing that hedonic value derived from shopping experience has a considerable favorable influence on shoppers’ repatronage intentions especially among male shoppers. The inconsistencies in the arguments have created a space to investigate the intervention of gender in the relationships between personal characteristics and repatronage behavioral intention.*
2. Workman, Jane E., and Siwon Cho. "Gender, fashion consumer group, need for touch and K orean apparel consumers' shopping channel preference." *International Journal of Consumer Studies* 37.5 (2013): 522-529.

*NFT and genderWomen had a greater NFT – total, autotelic, and instrumental –than men (Workman, 2010; Cho and Workman, 2011). Women’sscores did not differ significantly for autotelic and instrumentalNFT but men scored higher on instrumental than on autotelictouch. Citrinet al. (2003) found women had a greater need fortactile input than men. Women rated the importance of all sensorymodalities, including touch, higher than men (Schifferstein, 2006).The following hypotheses were proposed.*

**Health & Nutrition: cooking, diet, bodyweight, drugs, diseases**

**Humanities: social science, educational science, philosophy,**

1. Machin, Stephen, and Patrick A. Puhani. "Subject of degree and the gender wage differential: evidence from the UK and Germany." *Economics Letters* 79.3 (2003): 393-400.
2. Crump, S., & Moloney, E. (1994). Gender and the humanities: The view from the pupils. *English in Australia*, (107), 45. -> No access?

* **Technology & Electronics: engineering,** 
  1. Grint, Keith, Rosalind Gill, and Rosalind M. Gill, eds. *The gender-technology relation: Contemporary theory and research*. Taylor & Francis, 1995. ***PAGE 8***
  2. Cockburn, Cynthia. *Machinery of dominance: Women, men, and technical know-how*. Northeastern Univ Pr, 1988.
  3. Tabassum, Nayyara. "All engineering work is not men’s work’: The curious case of ‘gendered’and ‘non-gendered’engineering work." *Intl. J. of Gender & Women’s Studies* 3.1 (2015): 134-142.
  4. Wajcman, J. (2000). Reflections on Gender and Technology Studies:: In What State is the Art? *Social Studies of Science*, *30*(3), 447–464.
* **Vehicles: bikes, cars, all means of transportation**
* **Natural sciences: maths, chemistry, physics, biology**
  1. Holstermann, N., & Bögeholz, S. (2007). Interesse von Jungen und Mädchen an naturwissenschaftlichen Themen am Ende der Sekundarstufe I [Gender-specific interests of adolescent learners in science topics]. *Zeitschrift für Didaktik der Naturwissenschaften*, *13*, 71-86.

*A principal component analysis identified 13 factors of science interest, of which eight were found to be gender-related. While boys were found to be more interested in research, dangerous applications of science, physics and technology, females showed a higher interest in diseases, bodily functions, awareness of the body, transcendental and natural phenomena.*