

Marketing addressed to women

Gender marketing

Considering the issue of making the use of gender potential in marketing we should start with asking ourselves a question about the consumers' diversity and their needs – particularly in the context of biological and psychological gender identity. We are different, and the difference is not the antithesis of equality. It may also express the equality that means freedom of choice. When a given person has a chance for realization of his or her plans and satisfaction of needs and when he or she may consciously decide about it, then we may refer to the complete equality.

Women and men may not want the same things; they may have different motivations when shopping. Communicating with the representatives of both sexes with the use of the comprehensible language in compliance with social codes and gender culture codes offers chances for better understanding and achieving better effect in marketing. Gender marketing does not mean marketing addressed to women or marketing addressed to a biological sex. It means marketing that based on survey results and gathered knowledge uses communication codes of cultural/psychological gender in order to reach effectively a selected group of consumers.

Gender marketing is an element of a larger entirety – gender business, where diversity is the force subdued and utilized as a win-win principle. This principle should be remembered when we think in business categories, as gender marketing means the modern outlook on the market, which translates into measurable financial effects.

For everyone who is involved in marketing on a daily basis or has encountered it even once, it is obvious that the addressee of actions depends on

the target group for which products or services were created and which decides their purchase. However, does it really happen?

Targeting products or services at women becomes fashionable. Following the “call of times” producers sometimes create utterly disappointing feminine variants of the already existing products – usually pretty, but technically worse than the original. A wrong form of communication or its complete absence may break even the excellent business idea. For many years, men used to earn money and they decided how to spend it, they also launched most of marketing campaigns or decided their shape. Therefore, since its very beginning marketing have had masculine – “androgenic” – face. In reality, many campaigns targeted at women used male communication codes, while women did not have any chances to read them in full, decode them and react to them with the interest in a product.

The most strongly felt on the Polish market is still a low level of knowledge concerning differences in decision-making process of women and men, combined with lack of knowledge of the differences between female and male communication codes and stereotypical thinking that effective communication to women requires colour pink, floral motifs and sentimental subtext (and obviously excludes men from communication). Poland is not exceptional here – even on such well-developed market as the American one, women constitute only 3% of creative directors in advertising agencies. Whereas a new market needs knowledge and support of women as the projects are created for them (it does not mean though that advertising to women must be created by them; nevertheless it cannot be created without women).

It often happens that the fact of realizing the necessity for effective communication to women does

not result in its understanding. It may seem unbelievable, but we keep repeating the American mistakes from the 1950s, despite the fact that they were so often described and analysed. The most spectacular is actually the error of thinking in pink. Nevertheless, so many marketing specialists know the story of a beautiful feminine automobile – Dodge La Femme, which appeared in the brand offer on the American market 1955 and “managed” to stay there for a year. Chrysler Concern, the Dodge brand owner paid attention to two facts important for development of female motorization. Firstly: already in the middle of the XX century, women had a significant impact on decisions concerning a car purchase made by men (not only regarding its colour). Secondly, in those times increasingly larger number of American households could afford a second car. From such a perspective, already in 1954 the idea of introducing a female car into the market had been initiated. At the beginning of 1955, the folders introducing the model Custom Royal Lancer were sent to the Dodge dealers’ salons; not much later, the La Femme version was offered with special equipment and fittings. The femininity of Dodge La Femme automobile was expressed through both: bodywork colours (they were: pink, sapphire and white), and the exclusive trimmings and equipment that were thought “specially for Her Highness ... American Woman”. There were gold plaques with the name “La Femme” on the front fenders, while feminine accessories were included in the standard equipment. There was a place in the special compartments for a raincoat, rain hat, umbrella, and shoulder bag containing powder compact, lighter, lipstick, and cigarettes case. The style of the pattern and texture of the fabric covering the seats resembled exclusive tapestry (rosebuds were interwoven in the silver-pink background). The same pattern was copied on an umbrella, rain bonnet and raincoat. “Super feminine” pink entirely dominated all elements of the car interior decoration – even the steering column was pink. The pink was harmonized with dark burgundy of other elements of the interior equipment, e.g. carpets.

What were the effects of those such carefully thought actions targeted at women? None. Only between three hundred and a thousand cars were sold during two years. This financial business fiasco became legendary¹, but one thing is certain: the fact that men created this car not for a real woman, but for the one they imagined. Therefore, they created a product for a nonexistent market. They showed female consumers what they needed and they in re-

turn showed that it was not what they had expected. Probably sales would not have been so catastrophic, if another mistake had not been made – certainly the most fateful and devastating financially. The Chrysler concern produced the car and forgot about it. All efforts were devoted to promoting other models! Nobody made any efforts to analyse the target group, to check what she expects of the product and how to initiate a dialogue with her. No actions were initiated to interest women with the Dodge La Femme car. In most cases, women simply did not know about the car! In reality, a real female consumer was disregarded and shock caused by lack of financial success lasted for a long time.

This exemplary project shows how not to think about women as consumers. It is not only about the use of a particular colour. A product may be addressed to women – even a pink one – and succeed! The key though is the mentioned respect for one’s own market and professionalism. This is confirmed by another example from the American market – BlackBerry telephone. The survey results published by the “New York Times”² indicate that in the USA as many as 75% of women and only 42% of men use *smartphones* for entertainment, pleasure and social contacts. This information inspired local concern of advanced telephony Verizon Wireless, which regularly surveys the market and is aware that as many as 71% women in the USA decides the choice of a telephone operator for herself, her business and family, selecting the device, tariffs options and equipment. How important is a woman for this concern is obvious already on the operator website www.verizonwireless.com – practically almost all people presented in the photographs as using the products and services offered by the company are women. Knowledge of the needs and behaviours of female consumers became the base of the new company project targeted at promotion of a telephone addressed to women. They started from professional marketing surveys, which showed that a large group of female consumers in the USA declared interest in a pink telephone. Finding the most appropriate shade of pink was extremely difficult. However, after many consultations, delicate pearl pink was chosen, suitable for both the business and personal needs – Verizon Wireless and RIM decided to introduce the pink BlackBerry Pearl into the market. The venture had a huge success, while the RIM marketing boss admitted that the key to his success was sensitivity about the market needs and finding the “right shade” of pink.

Potential and characteristic of the new (feminine) market

“The Economist”³ in the article of January 2nd 2010, *Female Power* suggests, that our civilisation faces hitherto unknown changes and challenges – for the first time the history of humankind observes empowerment of women on a global scale. Never before such a large number of women have worked out of home, which resulted in their financial independence and direct influence on their own and the world’s fate. The Goldman Sachs⁴ research project: the “Power of the purse” indicates that in the future women will dominate the market, thus they will influence a development of branches that hitherto have been of peripheral importance, such as: education, health-care and safety. This, in turn will entirely transform the reality we know today. However, what will really happen is still to see in the future, nevertheless the revolutionary and global change in the position of women will produce the effects unpredictable even to the most practised investigators of trends.

There are still more questions concerning the genesis of the *status quo* than the answers to these questions. However, the fact that our civilisation entered the post capitalist knowledge era where one of the crucial factors of success is the skilful use of talents, instead of basing on the value of strength and physical endurance, has fundamental significance for slow degradation of patriarchal values. The knowledge era does not need physical strength, instead the power of mind and processing are required. Among the most important reasons for the growing role of women, most often is mentioned the necessity to take up work on the developing markets, which required increasingly larger number of extra working hands (or rather brains) for the GNP growth, but also a decrease in the real value of money.

The buying power of women is growing at a very fast pace. In 2005, the statistics showed for the first time that in the largest American cities high-qualified women below 30 years of age earned more than men (during the crisis in the USA as many as 82% of the total number of people who lost a job constituted men⁵). The necessity to take up work by women caused, *i.a.* demographic changes – it is particularly obvious in developed countries, also in Poland. The CSO data indicate that as many as 60% one-person urban households comprise women, in rural areas – 56,4%. **In 37% of multi-person urban households, the household head is a woman (i.e. women’s income is higher than men’s), while in rural areas**

the respective share is 27%. Over 1/3 multi-person urban households and 1/4 multi-person rural households comprise household which head is a woman.

In the world today women control consumer spending amounted to about 20 billion dollars a year, and this figure is to grow in the next five years by 40%. The similar level of growth is expected in case of women’s earnings by 2015 (today women earn about 13 billion dollars a year). According to the Boston Consulting Group, consumers in USA spend annually about 5.9 billion dollars, of which women spend or directly control 4.3 billion. It constitutes about 73% of the total amount of spending⁶.

The surveys published recently univocally indicate prevailing and still growing participation of women in making purchasing decision. The Euro-monitor survey of 2007 which analyses expenditure by gender, age, wealth and education in over 70 market sectors and 35 countries (also in Poland), shows that women influence three quarters of all household spending⁷.

The current data indicate even higher even more decision making power of women – the quoted Boston Consulting Group survey⁸ proved that currently women make over 80% purchasing decisions, controlling expenditure on various products and services:

- 94% spending on household equipment
- 92% spending on holiday
- 91% spending on buying a house or flat
- 60% spending on buying a car
- 51% spending on electronic equipment.

The data of the United Kingdom statistical Office are very similar⁹:

- 90% spending on female clothing
- 85% spending on children clothing
- 80% spending on food
- 78% spending on childcare and education of children
- 59% spending on health and dental care
- 51% spending on household equipment
- 43% spending on cigarettes
- 42% spending on entertainment and recreation
- 40% spending on male clothing
- 34% spending on restaurants
- 33% spending on home repairs.

Even in 2008, Sarah Lawson from Goldman Sachs in the publication of the title referring to the Chinese proverb stating that “women hold up half the sky”¹⁰ presented data indicating that in many countries this proverb manifested rather “wishful thinking” than reality and referred to the undeter-

mined future. However, already the next year, the surveys of the same company¹¹ proved that despite many differences and imperfections and huge amount of work, which is still to be done on behalf of true equal rights of women, their achievements regarding access to education, health care, employment and politics both in developed and developing countries are impressive. In the fastest developing BRIC countries (Brazil, Russia, India and China), which are the object of interests of many world financiers and economists and in the countries from the so-called group N-11 (Bangladesh, Egypt, Indonesia, Iran, South Korea, Mexico, Nigeria, Pakistan, Philippines, Turkey and Vietnam) gender related differences in access to education, employment, health care and politics are changing significantly. The ongoing changes open to women in these regions as well the opportunities to win a deciding role in making consumer decisions.

Gender equality and growing level of women's education have macroeconomic consequences for the world economy influencing demographic changes and economic growth. For each company addressing their offer to both the business and the final consumer, it also has a direct significance consisting in a change in consumers' market behaviours. Goldman Sachs indicate the fact, that when a woman makes independent purchasing decisions or controls them directly in family, than:

- the purpose of purchases evidently shifts its centre of gravity towards health prophylactics and medical treatment, education and wealth of the whole family (such character of expenditure evidently facilitates development of human and social capital, which will facilitate the future economic growth)
- also the level of home savings is increasing, which creates a base for the future wealth.

Due to the acquisition of knowledge and the feeling of being their own masters, women in the world are becoming more optimistic. As many as 66% female respondents surveyed by the Boston Consulting Group¹² in the USA believes that their everyday life will be better in 5 years, also 66% believes that they have succeed thanks to their own hard work.

The Pentor Report: *Purchasing behaviours of Poles 2010* presented current trends regarding making purchasing decision and purchases by the consumers in our country. Women are and – according to forecasts – rather will be responsible for the majority of purchasing decision made by their family. In addition, the range of their impact on these decisions has been growing for a last few years and it also in-

cludes the domains hitherto treated as exclusively male – e.g. finance, investments, insurance, developer services, cars and repairs of motor vehicles.

In November and January 2009, the GfK Polonia agency carried out the survey on the needs and lifestyle of contemporary women. It had a form of an internet questionnaire, which covered a group of about 24 thousand women aged 15–49 years from 17 European countries and Turkey (including a representative group of over 1000 Polish women). The most important element of life for European women is family – it was declared by 93% of respondents, as the second was considered good looks and feeling of one's own attractiveness – 90%, while the third – professional success – 82%. It turned out that Polish women are one of the most ambitious among the European females. They want to combine having a family with success at work and attractive looks. In the first two categories, Polish women had the highest scores among the surveyed – 98% and 97%, whereas in respect to occupational ambitions (92% of the interviewed) they were placed just after Portugal women (95%). **For Polish women family, appearance and professional success are almost equally important; they do not want to achieve any one of these elements on the cost of another.** How they cope with this? They try to distribute the responsibilities in all fields in order to find time for family but also for themselves, their own development and pleasure. It is possible because of their determination and innate multitasking ability¹³.

Polish women are not alone in their search for ideal solutions. The Boston Consulting Group surveys carried out on the group of over 12 thousand women all over the world showed that irrespective of cultural context the key factor for women is their ambiguity regarding the priorities determined by the dimensions of female life that are crucial for them. They are usually: work, home and family. It does not mean, though, that women's interests are limited to housework and childcare, it rather signals that for women extremely significant are:

- everyday logistics (over two thirds of working Polish women, i.e. 69% claims that they have little free time¹⁴) – selection of optimal tools allowing greater effectiveness and flexibility of the undertaken actions,
- solutions facilitating efficient combining of various spheres of life, which allows maintaining relationships and contacts (not only with children or a partner, but also with elderly parents, friends, relatives, neighbours, colleagues) when time is scarce.

All over the world women have similar dreams; everywhere the issue of planning the children's future, looking after well-being of the loved ones, the need to feel safe, and the desire for fulfilment in many areas are the main objectives they pursue.

Depending on age and family status women always put their loved ones: a partner, husband, children, parents, or friends before themselves¹⁵. Women surveyed by Michael Silverstein, Kate Sayre and John Butman, even though they come from different cultures, represent different education level, material and family status, age, etc. claim that love is extremely significant for them – including family feelings and friendship, the same as loving the one special person. They seek products and services that help them to find, keep and strengthen this love. From their partners women expect trust, support, honesty and involvement. The concentrate on building relationships with family, friends, colleagues, neighbours. The most important values for women are¹⁶:

- 77% love,
- 58% health,
- 51% honesty,
- 48% psychical well-being.

Everyday life in case of women combining professional career with family life means continuous struggle to keep balance between desires and responsibilities and bears many frustrations. The greatest everyday challenges in case of women pose:

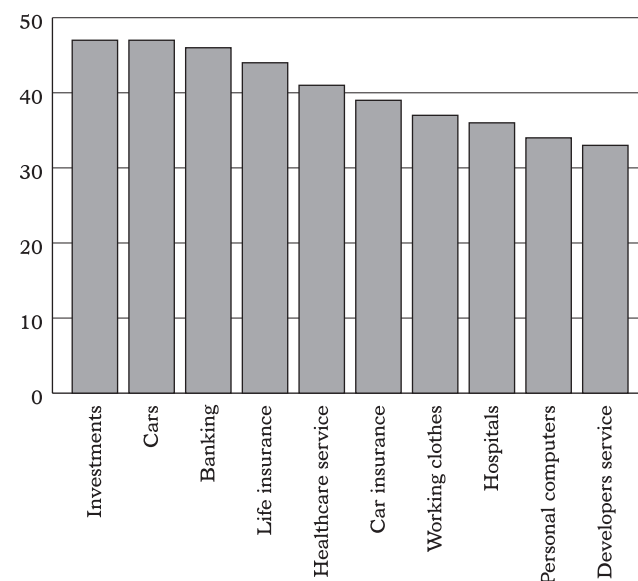
- too much stress,
- too many responsibilities (too many things to do at the same time, no time for herself, contradictory responsibilities, the necessity to manage home budget),
- financial future (too small savings, insecure retirement pension).

Today women are well educated, more influential, they live increasingly better and their buying power is growing. However, their everyday life is not the easiest one – too many activities, overburdening with household work and family responsibilities, demanding work, search for love full of sacrifices. From such a perspective, it is easy to observe that contemporary women need products and services that will help them succeed in their quest for better life. Increasingly fewer women have time for cleaning the house, regular food shopping, spending time in the shopping centres or buying new clothes. In addition, the number of women who do not accept themselves in such a role at all is increasing.

Women expect from the world: equality, development opportunities, honesty, equal treatment at work and society, empathy, understanding, relationships, health, love, safety and happiness. From those who offer them products and services, they expect to be treated as serious and equal partners. They want their opinions to be taken into account. They want the producers to know how women actually use the products offered on the market, to listen to their voice of dissatisfaction. They want new products to comply with their needs. Finally, they want the method of communication they understand and accept.

The BCG research proved also that despite their growing position, women still feel under appreciated on the labour market work, as well as ignored and misunderstood by the producers and service providers. It is not just a matter of a market offer; the problem poses the way it is communicated (women particularly complain about banking and medical branches).

Figure 1. Ten market segments with worst ratings from women [%]



Source: M.J. Silverstein, K. Sayre, *Women Want More*, op. cit., s. 20.

Differences between functioning of both genders have both biological as well as social roots. **For the marketers the crucial significance has a difference in making decision and entirely different purchasing process. Driven by the same need, but often entirely different motivation, women and men make purchasing decisions differently.** While men follow excellently defined and predictable successive stages (activation, nomination, resting and succession), women start a spiral path described in

the publications of Martha Barletta or Tom Peters. A man looks for a good solution, while a woman – for an ideal answer. Women usually return to the subject of purchase several times before they make the final decision and they seek answers to the disturbing them questions in many ways and places.

Awareness of this difference imposes the necessity to adjust marketing communication to the female consumer's needs and female communication codes.

Female communication codes – CZUJESZ? [DO YOU FEEL?]

The analysis of the women's and men's approaches (particularly from the point of view of psychological gender) towards tasks and their motivation allow understanding of the significant differences between both sexes and the impact of these differences on the attitudes toward making purchasing decisions. The main reaction of men is acting, women – feeling. In a stressful or threatening situation men react with a fight or escape, while women with negotiation, “taming the enemy”, making friends. The male way of understanding world comprises functioning through system, female – through empathy.

Many years of experience of developing and implementing communication strategies and products addressed to women allowed me to find the acronym CZUJESZ¹⁷ [SENSE/FEEL] reflecting female communication codes. The acronym itself means the most important code of women's functioning in the world: through empathy, senses, interest in other person (although it does not exclude the obvious influence of mind and intelligence) and indicates the extremely important for women issue of emotional intelligence¹⁸. At the same time, each letter of the word CZUJESZ [Do you feel] marks the beginning of the successive word meaning the important code of female communication.

The knowledge of the codes allows creation of the effective communication strategy and assessment of the marketing message in the context of its impact on female customers (also the verification whether marketing communication includes the specifics of women as its receivers).

C = Człowiek [Human being] (“An individual are us”)

Already on the third day after birth, girls keep eye contact with adults for twice longer than boys, at the age of four months they are able to recognise fac-

es of the people they know on photographs. This difference manifests also in the fact, that male infants from the first days of life prefer watching machines in motion, while female ones – animated faces¹⁹.

Girls at pre-school and early school age love painting flowers, animals, people and houses, using a wide spectrum of warm colours, while boys focus on a few dark, cold colours and paint mechanical devices – cars, robots and battle scenes²⁰. The surveys on memorising processes confirm the thesis that girls memorise faces better than objects (unlike boys). In addition, the surveys concerning the most common subjects in adult conversations showed that in case of women they are people and their lives, while men talk about work, sport and politics.

Women more than men focus on people, instead of things. They love team games based on cooperation, they view the world from the group perspective, try to get to know and understand the members of the group they are a part of. They are open to help directed at all. They reject typically male preferences concerning competition in order to beat others. It does not mean, of course, that women do not compete. They do it in a different way, though, and often try not to reveal such behaviours to the world. The women who want to achieve a high position in the social or professional hierarchy can fight for it efficiently and with determination equal to men. However, this position rarely is the goal in itself – it usually serves some idea. Women also do not copy a direct (“male”) relation: focusing on a person means openness to the process of modelling oneself on the outstanding individual (role model) (also because the outstanding individual is alone in his/her uniqueness). Women are not lone riders, they like to feel togetherness and they do not feel the need to show the world their triumph over other people. Work is very important for women, but the way it is done and the place are equally important to taking up work and pursuing their professional goals. Also important is whether they allow achieving other personal goals.

The social unit of women is “we”. Attributes usually ascribed to a woman: caring, protectiveness, responsibility, respecting other people, and fairness require another person in order to be manifested and expressed. The context of communication to women should encompass another individual. Depending on the needs of the target group – from the image of people on the packaging to the brand or project ambassadors, the important thing is supporting one's own actions with authorities and pointing out mu-

tual features and needs of female consumers, who in such a way unify into the community speaking “the same” language.

Z = Zbawicielka [Saviour]

The women’s tendency toward building a better, utopian world manifests itself in all planes of life – from their openness to helping other people, willingness to share their experiences (to prevent other people from wrong solutions), to seeking the best holiday offers for her family or beautifying herself and her surroundings. The surveys carried out all over the world show that this urge to create utopia is observed in every culture and each social group, albeit differently manifested. A woman always desires the best solutions, seeks the ideal answer notwithstanding the fact that her needs are not always precisely defined (they might not even be her own needs – most often a woman does not put herself on top of the hierarchy of values, but she places her loved ones there).

Women want the world to be better and increasingly more often decide to take active actions targeted at implementing their outlook. The Goldman Sachs surveys show that the world *female economy* will strongly develop the branches of education, health care and safety, i.e. the ones that hitherto have been staying outside the mainstream. Thanks to their desire to fix the world, women are voluntary workers of many charity organizations and excellent recipient of the actions related to social responsibility of business, they more often buy products and services of the firms that they know as ethical and considerate towards both the environment and people. Today we know that the actions within the scope of corporate social responsibility not only have a positive impact on the company reputation and the trust it evokes, they also boost sales. The employers should be aware that the so-called company “aura” is one of the most significant elements in the employers’ assessment carried out by women in their search for the desired place of work. Popularity of the so-called *employer branding* emerging on the Polish market (building positive image of the employer in the eyes of a potential employee)²¹ expresses such needs.

The world saving tendency is also observed in the already discussed women’s tendency to help and a choice of occupations involving contacts with other people²². Women like learning because they themselves are open to education; they believe that it may improve our lives. It has been through focusing on helping other people that women have been

devoted to healing and nursing people since the beginning of humankind.

Women want to help in any way they can, therefore facilitating this in everyday life is significant for them. Increasingly more often is offered possibility for sponsoring charities or non-governmental organizations through sending text messages or buying products (the so-called community involved marketing²³ – a part of money gained this way goes to charity). For women it is important whether a company is sensitive to the surrounding world, the people’s needs, and whether it can react to these needs. This sensitivity manifested in social initiatives of large and small enterprises has had a long-standing tradition in Poland²⁴ and is becoming increasingly popular. It also adopts advanced forms of activity such as corporate community involvement (CCI) and social responsibility of companies, manifesting also through responsibility towards customers and employees (CSR, Corporate Social Responsibility). Despite the fact that many female consumers in Poland do not really understand the mechanisms of this activity, they still willingly participate in organized actions.

U = Uporządkowanie [Arrangement]

The arrangement code automatically brings association with a woman taking care of cleanliness and neatness in her own home. However, these stereotypes have nothing in common with the exceptional abilities to arrange enormous volume of data stored and used at the appropriate moment hidden in female brains.

The evolution caused female brains work faster. A woman had to read a child’s mimics in order to be able to react adequately to their needs (therefore women learned to read feelings of happiness, hunger, pain, depression or illness). In addition, when her man failed to catch the prey, or lost a fight he could “compensate” his anger on a woman and child, he could harm them. Therefore, a woman had to learn signals quickly in order to move out of sight and firing line in case of danger. Today, thousands years later, women think contextually. They consider issues from the holistic perspective and pay attention to a huge number of details. The range of these details may vary: from small nuances of body arrangement, facial expression or the tone of voice of the person the women communicate with, through clothes, interior decoration elements, surrounding, etc²⁵. This way of thinking is also referred to as “associated”, which means that the context, i.e. environment, is also included into the representation of things or per-

sons who are the object of women's interest²⁶. Women know more about surrounding them interiors, but also about life, and their acquaintances, the plans of their children, friends, colleague from work, they know what clothes other people wear, etc. Men often cannot tell what colour hair their colleague from work has; they do not know their neighbours, etc.

A synthesis process²⁷ is one of the key elements of the female arrangement code. While men deal with one problem at a time and try to concentrate on it, women act in a multitasking way and they try to integrate. That is why women love details and seek them, because they consider them important, while because of their "bilateral brains" and "multidimensional processing" they can and want to integrate these details into one consistent entirety, instead of rejecting them as insignificant (the extreme example of a pro-detail tendency is curiosity bordering with nosiness). Details are important to women; therefore women read entire articles while men tend to read headlines.

Thanks to intuition and peripheral perception, a woman sees many elements, which in turn allows checking products and services in many ways. This complex verification process allows their classification and memorisation (also because women on principle do not like disorder, which introduces mental chaos and hinders classification and assessment of information). If something may be touched, tasted, heard, seen or smelled, there is a great chance that a woman will notice something at one of these levels and includes in her overall assessment of a product. A woman knows what she wants, and even better, what she does not want!

J = Jednocześnie [Simultaneously]

Men function through a system, using their analytic skills, whereas women function through a process, usually on the basis on an excellently developed synthesis process. It means that performing many society, work, and family related roles at the same time, women think in a contextual and holistic way, perceiving things through mutual relations (much more difficult for them is "freeing" consisting in recognition of things deprived of their context or natural for them environment).

The anthropologist Helen Fischer suggests that oestrogen is some kind of a gift from nature for women of the XXI century – women's mind pulls data from the environment and associates them with other data that are stored and "waiting" for utilization. In consequence, women often have ability to adaptation, analysing and drawing conclusions. The

memorising system of women is different that that of men (from A to B to C) – more complex and multidimensional. It is because men's thinking is linear, while women are *web thinking*. Women have enlarged area of prefrontal cortex in their brains responsible for simultaneous performing of many tasks and focusing on a few activities at the same time; men are not able to function like this, because their brains have clear division of functions and they can focus on only one thing at a time. Web thinking of women is possible because of oestrogen. Oestrogen also facilitates communication skills of women – girls cope better with conversation and expressing their feelings or opinions at all moments of life. On the other hand, the same hormone is responsible for lack of parking ability and spatial thinking of women.

For no woman doing standard shopping, leaving clothes at the dry cleaner's and phoning her girlfriend at the same time on her way to work poses a challenge – as it constitutes her everyday ritual and is inscribed into the so-called multitasking, of which women are very proud. Multitasking is embedded into the women's life and increasingly more often comprises a feature highly prized by the employers. The ability of simultaneous managing of several projects in professional life derives from the necessity to maintain such multitasking in private life. This information is particularly important for the producers and marketers – multitasking women expect the same products and services. According to the 2008 CSO data presented in the report "Women's work", Polish women on average devote similar volume of time to paid work than men (average 6 hours 35 minutes in case of women and 7 hours 8 minutes in case of men). However, they spend much more time performing household related activities and chores (average of 2 hours 47 minutes in case of men and 4 hours 15 minutes in case of women). The data are average irrespective of the family status of a given persons.

E = Empatia [Empathy]

While the male domain is assertiveness, the female one is protectiveness – Eisenberg and Feingold proved that women present much higher than men ability to imagine feelings and thoughts of other people²⁸. Women perceive themselves and world through empathy. Because women's construction and definition of their own image is based on human relationships, then paying attention to them is only natural. It is necessary for working out and understanding relations between a woman and other people²⁹.

Feeling the world regardless of the assessment of another subject is a great advantage allowing comparison of information from various sources with our “own” feelings. Functioning of even the most technically or mathematically talented women in the world is carried out through empathy and emotions. In female gender culture it is accepted (while men are proud of their self-control and not showing emotions), stereotypical even demanded. It is linked to the women’s focusing on reception of others. The researchers of this phenomenon (Hall, 1978) believe that women are better skilled than men in reading – decoding – and interpreting aural and visual determinants of the state of feeling of other person, they are also more open to listening and acceptance of the point of view of their interlocutor. Such reactions are a direct consequence female relational conception “me”. Empathy combines with the power of oestrogen stirs “maternal instinct” and causes even girls who were brought up as “tomboys” to be more eager than men to work with other people in their adult life. Women prevail in occupations related to taking care of other people, comprise the majority of voluntary workers in charity organizations, they are sensitive to discrimination – we must remember that there is no altruism without empathy. Empathy is responsible for partnership and child nurturing. Oxytocin produced during stress evokes in a woman the need to “pour out all her troubles” (not so long ago, women and men reaction to stress were thought to be similar, i.e. producing adrenalin responsible for hyper energetic effect called “fight or run”)³⁰. Women usually do not need physical strength and violence in order to express their negative emotions.

It is often referred to feminisation of marketing following the fact that it is becoming increasingly more emotional (*brand* are emotions) therefore, it bases on empathy. For the last few decades marketing have actually been changing its faces, moving from a stiff structure and planning to flexibility, from using the strength of arguments to cooperation, from persuasion to encouragement, from rationality to emotions, from promises to actions. Nevertheless, according to marketing experts Faith Popcorn and Tom Peters, one of the greatest business mistakes of the end of the XX century was the fact that the potential of women was not appreciated.

S = Społeczność [Community]

Thanks to their interpersonal abilities developing since childhood and better as compared to men knowledge of grammar, orthography and word for-

mation, women create, build and develop communities throughout communication unlike men who create unity through working together when completing a task or project. Building a community allows communication that is more efficient with the people we know, helping others, giving and receiving on the principle of reciprocating, personalise business contacts introducing personal threads into conversation.

Available today is the knowledge concerning the roots of the differences in verbal communication between women and men³¹. Men get closer to others through doing something together, while in case of women it is through talking to each other – the objective of being together is conversation, giving her a chance for building better world in her own community is crucial to functioning, talking to friends or family creates even deeper ties. Differences between perception of the world and functioning in it in case of women and men are extremely important in the context social life. For a man – a soloist – the most significant is the leader’s position and constant efforts in order to win and then maintain it (thus male tendency toward hierarchy pyramid – “let the best man win”, “a few proud ones”). Whereas for a woman – “a guardian of civilisation” and a team player – the most important is establishing around her a circle of friends functioning according to equal rights – the mutually friendly and helpful people (“one for all and all for one”, “we all were born equal”)³².

The result of entirely different approach to the role of community creation is not only difference in communication abilities, but also entirely different approach to the conversation itself, they way of talking and expectations related to it. Particularly important for marketing and the code “Community” is the difference between a reporting conversation carried out by men, and a contact related one carried out by women. The deep purpose of a reporting conversation is solidifying or establishment of one’s own status, solving a problem or transmitting information. While a contact related conversation is to help create ties and build relations between its participants. Obviously, a contact related conversation is also targeted at passing information and solution of problems, albeit in the different context. Men build positive relations between each other though competition (whose model telephone model or car is better, who does not know the result of a yesterday’s match, etc.), their social currency are facts and attributes – after a fervent fight they can for a drink together and have fun. Women build positive relations supporting each other, exchanging

personal histories and information, a friendly chat, exchanging last gossips and having a cup of coffee after intense argument is rather not possible for them.

Gender also influences the way of thinking – the surveys show that while men better memorise information coded in relation to them, women decidedly better acquire and store in memory information coded in respect to other people, as they are more than men focused on human relationships³³. This need to discuss with their loved ones the events, own reflections, consulting decision is one of the most important things which everyone who want to sell effectively products or services to women must be aware of. On the one hand, the Community code is reflected in purchase consulting, while on the other, the contact and talk to vendor increases the purchasing chances and serves keeping a loyal female consumer (satisfied of the servicing she will be awarding the purchaser returning for a further purchase). Moreover, a satisfied female consumer is a walking advertisement and her enthusiasm encourages other female consumer to making purchase. However, beware of a dissatisfied female consumer! When she senses that her good will is being abused, that the message is dishonest, and the offer is does not match actual state, she can talk about to a lot, often and to many people for a long time.

The increasingly stronger need for creating relationships has been manifesting itself over the last few years through the women's activity on the Internet forums and any kind of social networks. The success of such portals as *Nasza Klasa* or Facebook also indicates the women's openness targeted at building relationships via the Internet. There has been the oncoming debate concerning the question why the Internet became the only fast developing medium during the crisis. Being aware of the fact of female domination in this medium (in the world as well as in Poland over a half of the Internet users are women and this figure is still growing), the key role may lie not in the fast access to information, but the interactive character of this information. The forums such as those on the websites *Wizaż.pl* or *E-Dziecko.pl* have thousand entries. Moreover, the discussions carried out there focus not only on the portal main topic (beauty, children), but also on every other area of life. The Internet is a significant communication tool in the age of economy largely created by women, because it comprises an ideal answer to many needs of a contemporary female consumer, excellently translating into the code „Community”.

Z = Zmysłowo and pięknie [Sensually and beautifully]

Specific attributes of female senses are behind the successes of many brands.

Sight. Women can see in darkness better than men, but only at a close distance and in a wide spectrum. From a farther distance and directly, a man sees in darkness much better than a woman who often suffer some kind of “night blindness” – e.g. many women cannot normally drive a car in darkness – they are not able to determine the direction of approaching cars (men almost never have this problem).

Speaking about the differences in the sense of sight between women and men, we often refer first to the so-called peripheral vision of women compared to the so-called linear vision of men. We should remember, that human eye intrinsically is the extension of brain, thus the difference in vision between both sexes is determined by the way brain works. Women have circumferential vision embracing wide angle of almost 180 degrees. It is possible because of setting the reception in the cone mode by female brain and obviously (similar to other features characteristic to vision) is justified in the women's need for making and maintaining contacts with the closest surroundings. Men's brains sets vision in a “tunnel” mode, so it allows seeing object even far away in straight line³⁴.

For a female consumer visual elements – from the brand logotype to the environment where she does her shopping – are of prime importance, starting from Above The Line actions³⁵ to a friendly interior, comfortable chair offered by a consultant, nice colours, elements warming the place and the brand image such as: flowers, colour, and the clothes worn by the staff. None can be forgotten, none can be omitted if we want to convince and attach a woman.

Hearings. A woman and a man have the same number of capillary cells, although the female ones vibrate faster, thus women better hear high sounds. Female brain divides sounds into categories, assesses them and cuts into segments, therefore most women can simultaneously listen to her interlocutor and conversations carried out alongside or talk on the phone when watching the favourite soap on the television. Most men cannot function in such a way. The women's attitude often irritates them. On the other hand, men do not hear a dripping tap, and therefore do not feel the need for immediate repair.

Moreover, the ability to feel the change in a tone of voice is more characteristic for females. Girls

twice more often than boys react to a loud sound. Because of that, they can ideally feel moods and read “between the lines”³⁶.

Touch. Since birth, girls have had different tactility than boys, to the extent that the skin of the least tactile woman is still more sensitive to touch than the skin of the most tactile man. Women’s skin is thinner than men’s skin (thus, e.g. we tend to wrinkle more, but male wrinkles usually form deeper furrows), it has an additional layer of fat that protects women against cold and provides better immunity than in case of men.

Scientific research confirms that touch comprises the key element of the humans’ (and other primates) communication with environment. It also has fundamental significance for establishing children’s self-confidence³⁷. The children who are touched, stroked and cuddled less often suffer from flu, colds, nausea and diarrhoea than the children of mothers who do not touch them. Emotional people who can show tenderness and interest usually bring up healthier and happier children, unlike the children brought up without love, tenderness, and the rejected ones. The hormone that is responsible for the feeling of partnership and childcare which stimulates the need of touching and activates tactile receptors is a typically female hormone – oxytocin. Therefore, it is not surprising, that as female tactile receptors are ten times more sensitive than the male ones, women have natural tendency toward cuddling and tenderly touching their children, men or friends.

Smell. Evolution blunted our sense of smell, so it is much weaker than, e.g. in case of dogs or cats. However, even such blunted and civilised human olfactory sense varies according to gender. Women have a better sense of smell. Female nose cope very well with sensing pheromones and fragrances similar to musk, which resembles the smell of male perspiration. The most interesting thing is the fact that recognition of a smell and diagnosis whether it is or not attractive to women is performed at a subconscious level. It is related to the individual immune system of a man that a woman finds attractive only when it is complementary (and possibly stronger) to her immune system. A woman can also memorize a natural smell of her child so well that she will know him or her in a group of other children³⁸.

Every woman likes to smell nice and she likes her closed ones, home, and flowers in a garden to have a nice fragrance. However, a smell may be allergenic or “incompatible” – sometimes lack of scent may be

equally important. Olfactory sense is extremely significant to a woman; she may be attracted by smell, but also effectively discouraged, which is worth remembering when designing for women.

Taste. Why much more women than men are addicted from seeking comfort in sweet taste of chocolate or ice cream? It is possible because women have stronger than men receptors of sweet taste. In the past, a woman defended her pack, looked after children, and provided food to other members of her tribe when there was no catch from hunting. She was a gatherer; therefore, she had to check whether roots and fruits were ripe enough (therefore sweet), to give them to children and sick people. The well-developed palate that a woman needs to distinguish sweet taste is to blame for the problems of many women suffering from overweight and permanently looking for a right diet.

The sense of aesthetics. Web thinking, multitasking, with the urge to save the world – also through its beautifying³⁹ – and with acute senses, a woman is the best possible ambassador of pursuing beauty. The sense of aesthetics is present in women’s life so strongly that they often do not even realize it. Flowers in the office, decorative kitchen cloths, sometimes even a multitude of bric-a-bracs in the living room, colourful walls in the children’s room with stickers, as well as modern, austere interiors in subtle shades of rough walls, etc. – all of this do credit mainly to women. Even if a man paid for it, it was a woman who made a choice. Looking at well-kept, comfortable, and clean surroundings, a woman feels good; she can rest, while dirt and disorder for her are the antithesis of feeling safe.

The need to be attractive and surrounded with beautiful things usually remains crucial for women (note the above mentioned surveys indicating the importance of attractive looks to Polish women); obviously, this code includes thousands of complex elements, often of strongly individual character. It is usually connected to other codes. However, it always includes the innate to our culture belief that a woman is judged by her looks, while a man for his deeds⁴⁰.

Therefore, it is worth to remember that women choose nice products and willingly visit well-kept places. Colours, texture, shades, shapes – all elements determining the looks of a female consumer and surrounding her world are important, but not always placed first on the list of the necessary conditions that a product or a service must meet before they are bought.

The question mark at the end of the word “czujesz” [do you feel?] is:

? = Prudence = THERE IS NO ONE TARGET GROUP NAMED “A WOMAN”

The base of success in marketing comprises thorough recognition of a target group and their needs.

Sales addressed to women

Who makes purchasing decision? Who strongly influences it? Who buys, and who pays? The seemingly prosaic questions are puzzling to many marketers, because they bring the answer concerning the final target of marketing. It very often turns out that even if a man pays or makes a purchase it is a woman who plays a deciding role in the selection of a product (sometimes children are also decision makers). Therefore, the initiator (a person who comes up with the idea of buying a product or services), the decision maker (a person who controls all decision making elements – if, what, where and when to buy), the buyer (a person who actually makes a purchase) and the user may (and often) are not the same person.

A woman does not consider accepting two or three main features of a product as sufficient; she keeps searching until she finds the product/service that satisfies all her needs or fulfils all criteria. Because checking whether the product characterises with all these desired features is time-consuming, women’s purchasing process takes much longer than in case of men. However, a woman is a more loyal customer. When she is satisfied with a purchased product, she will recommend it willingly to other women for whom such opinion is significant. She will also keep returning to the seller, because she is aware of the fact than her extended “indecisiveness” and asking about details “steals the vendor’s time” (she sometimes comes back to ask some more) and she needs greater investment, therefore she tries show her gratitude through loyalty and recommendation to others. This principle is always valid, although women buy many products spontaneously. There is also a group of female consumers focused on buying only novelties; nevertheless, they still prefer particular brands, shops, restaurants and they keep coming back to them.

Such well-known marketing assumption of a conscious need and making a deliberate decision is rationally rooted. However, consumers made decisions in various ways, also irrationally, depending on

a particular situation. There is possible involvement of learned reactions to some external stimulators (behavioural perspective) or other irrational elements (perspective empirical).

A woman buys differently – unlike men, she does not expect a technical description of a product (even if it is household equipment or other kind of new technologies), and she prefers to consult a purchaser whose opinion is important to her. Because a woman perceives world as a social group and she feels safe in this group, the contact with other people is for her also a fundament of consumer behaviours. When interacting with a seller, a woman explains her expectations. She often tells the whole story connected with a desired product. Therefore, the vendor who can listen to these disclosures and is able to react adequately offering the optimal product is a huge asset.

The opposite of well-considered, rational purchases is impulsive and compulsive shopping. Impulsive – as the names indicates – is the shopping influenced by a momentary impulse. Women are more than men susceptible to impulsive behaviours. However, susceptible to such purchase are by principle basic or everyday products (basic food, medicines without prescription, detergents, etc.). In this case women do not need much time for seeking and enquiry, they are often influenced by an advertisement or heuristics, simplified inference principles, i.e. “more expensive means better”, “my well-off and educated neighbour buys Pampers nappies for her child, i.e. they must be good”, “a product in a large package is cheaper individually”, etc.

An impulse is possible when a woman buys products of low individual value (low risk), purchases are quite frequent, and they do not require special involvement of a female consumer. It is the antithesis of habitual purchases when the attachment to a known product or brand prevails over the urge to get acquainted with a novelty. Of course, the purchases of impulsive shopping are stimulated through the physical closeness of a product (e.g. “end of the line” in supermarkets, “displays” on the counter of cosmetics shops), they are also related to the emotional activation of a female consumer.

In order to increase sales, one should start from:

- Standardisation of potential customers’ needs carried out in particular groups based on the realization of their life goals. At this stage, the huge role plays cooperation between marketing and market communication section and research and product development section, which

views a product/service from the perspective of needs, expectations and biological features. The attention should be paid to relations between target groups representing opposite sexes. Moreover, needs also evolve within the same gender depending on the consumers' age. We must remember that we sell ideas (not just products) addressed to different groups of customers. The offered product is a part of the *brand*, which has a "personality" and evokes customer particular association.

- Describing purchasing process of promoted products/services with the map of purchasing criteria (finding reasons for buying products).
- Describing a product/service from the point of view of the customer's advantages and "translation" of the product attributes into the customer's key needs. Underlining/emphasising require value „added" for women that a product/service carries. The sellers err mainly in selling the things they themselves are interested in instead of the ones that a customer is interested in.
- Combining verbal communication codes with female consumers behaviours. We must remember though, that purchasing is based on relations (despite the ages of experience it is still possible not to know what is hidden "behind those blue eyes", but it must be also remembered that "beauty lies in the eye of beholder"). Do not forget that the decided majority of people function in a "social mirror", while only few create it.
- Getting to know the results of studies concerning women's in respect to servicing (e.g. when purchasing cosmetics women often prefer to be served by a woman, *i.a.* because of a physical contact during a product presentation).
- Analysing the possible methods to evoke the feeling of "winning" in a customer, how to draw his or her attention and awake their imagination. The full sensory capacity and "physical" closeness of the offer should be used to reach this target.
- Taking into the account the basic differences in purchasing process of women and men.

Recapitulation

Women make decisions, including purchasing, decisions in a different way than men. To effect emotional and social differences between them. The acronym „czujesz" (*Człowiek, Zbawicielka, Uporządkowanie,*

Jednocześnie, Empatia, Społeczność, Zmysłowo) [*Dou you feel? – Human/Individual, Arrangement, Simultaneously, Empathy, Community, Sensually*] synthetically describes female communication code: emotional values that incorporated into marketing message to women may increase its effectiveness. Division of marketing communication message into the one addressed to women or to men, or enriching the already existing message with the elements that will strengthen the message to female consumers are strategies that may be effective nowadays. Selling products to women requires preparation and openness to dialogue, but it also generates measurable profits in the form of an increased turnover and the acquisition of a loyal, promoting the brand female consumer.

- ¹ L. Howard, *The International Dodge La Femme Website and Registry*, www.dodgelafemme.com, July 2003; J. Guyette, *La Femme: a fancy and feminine statement of the chauvinist '50s*, Aftermarket Business, January 2004.
- ² L.M. Holson, *Smartphones Now Ringing for Woman*, "New York Times", 10 June 2008.
- ³ *Female Power*, „The Economist" 2 January 2010.
- ⁴ *The Power of the Purse: Gender Equality and Middle-Class Spending*, Goldman Sachs, Global Market Institute, 5 August 2009.
- ⁵ P. Underhill, *What Women Want*, Simon & Schuster, New York 2010, p. 4.
- ⁶ M.J. Silverstein, K. Sayre, *Women Want More*, Boston Consulting Group, New York 2009, p. 6.
- ⁷ *Who Buys What: Identifying International Spending Patterns*, Euromonitor, February 2007.
- ⁸ M.J. Silverstein, K. Sayre, *Women Want More*, op.cit., p. 46.
- ⁹ UK Office for National Statistics, *Family Expenditure Survey*, 2001 <http://www.statistics.gov.uk/STATBASE/Source.asp?vlnk=1385&More=Y>.
- ¹⁰ P. Lawson, *Women Hold Up Half the Sky*, "Global Economics Paper" No. 164, 4, March 2008.
- ¹¹ *The Power of the Purse*, op. cit.
- ¹² M.J. Silverstein, K. Sayre, *Women Want More*, op.cit., p. 38.
- ¹³ K. Pawlikowska, M. Poleszak, *CZUJESZ?... czyli o komunikacji marketingowej and sprzedaży skierowanej do kobiet, [Do you feel? ... about marketing communication and purchasing addressed to women]* CeDeWu, Warszawa 2011, p. 56.
- ¹⁴ <http://www.wirtualnemedi.pl/arttykul/kobiety-maja-bardzo-malo-czasu-dla-siebie-czesto-pracuja-w-weekendy>.
- ¹⁵ M.J. Silverstein, K. Sayre, *Women Want More*, op.cit., p. 26.
- ¹⁶ Ibidem, p. 20.

- ¹⁷ Because it cannot be exactly translated into English, we decided to leave Polish words in order to present the concept to the Readers.
- ¹⁸ M. Lewis, J.M. Haviland-Jones (red.), *Psychologia emocji*, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2005, p. 439.
- ¹⁹ P. Pinker, *Paradoks płci. Zobacz jak różnica płci wpływa na każdy aspekt współczesnego życia*, [The Sexual Paradox: Men, Women and the Real Gender Gap takes a hard look at], Wydawnictwo Czarna Owca, Warszawa 2009, p. 50.
- ²⁰ J. Cunningham, P. Roberts, *Inside Her Pretty Little Head*, Marshall Cavendish Business, London 2006, p. 16–17.
- ²¹ M. Armstrong, *Zarządzanie zasobami ludzkimi* [Human Resources Management], Oficyna Wolters Kluwer, Kraków 2007.
- ²² J. Cunningham, P. Roberts, *Inside Her Pretty Little Head*, op.cit., p. 46–51.
- ²³ M. Yunus, *Przedsiębiorstwo społeczne, kapitalizm dla ludzi* [Social enterprise, capitalism for the people], ConCorda, Warszawa 2011.
- ²⁴ <http://www.filantropia.org.pl>.
- ²⁵ H. Fischer, *Pierwsza płęć. Jak wrodzone talenty kobiet zmieniają nasz świat*, Wydawnictwo Jacek Santorski & Co, Warszawa 2003, p.21.
- ²⁶ B. Wojcieszke (red.), *Kobiety i mężczyźni: odmienne spojrzenia na różnice* [Women and men: varied views on the differences], Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2002, p. 60.
- ²⁷ M. Barletta, *Marketing skierowany do kobiet* [Marketing to women], CeDeWu, Warszawa 2008, p. 58–59.
- ²⁸ p. Pinker, *Paradoks płci...* [The sexual paradox...], op.cit., p. 120–121.
- ²⁹ B. Wojcieszke, *Kobiety and mężczyźni: odmienne spojrzenia na różnice* [Women and men: varied views on the difference], op.cit., p. 68.
- ³⁰ M. Barletta, *Marketing skierowany...* [Marketing to...], op.cit., p. 51.
- ³¹ P. Witelson, I. Glezer, D. L. Kigar, *Women Have Greater Density of Neurons in Posterior Temporal Cortex*, "Journal of Neuroscience" 1995, No. 15.
- ³² M. Barletta, *Marketing skierowany...*, [Marketing to...], op.cit., p. 80.
- ³³ B. Wojcieszke, *Kobiety and mężczyźni...* [Women and men...], op.cit., p. 67.
- ³⁴ K. Pawlikowska, M. Poleszak, *Czujesz?...* [Do you feel? ...], op.cit., p.118.
- ³⁵ ATL - Above The Line describes the marketing strategy carried out in the traditional media, such as television, radio, press, billboards, outdoor and indoor advertising, etc.
- ³⁶ A. B. Pease, *Dlaczego mężczyźni nie słuchają a kobiety nie umieją czytać* [Why men do not listen, and women cannot read maps?], Dom Wydawniczy REBIS, Poznań, p. 49.
- ³⁷ J.W. Prescott, *Early somatosensory deprivation as an ontogenetic process in the abnormal development of brain and behavior*, Karger, Basel 1971.
- ³⁸ D. Kimura, *Are men's and women's brains really different?*, "Canadian Psychology" 1987, No. 28.
- ³⁹ J. Cunningham, P. Roberts, *Inside Her Pretty Little Head*, op.cit., p. 79.
- ⁴⁰ Ibidem, p. 81.

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