

1. According to the text, write true or false next to the sentences.

- a) Most people think that women only shop for certain things.
- b) Women can represent many different groups at once when shopping.
- c) Gender differences do not affect the marketing strategies.



2. Answer the questions about the text.

- a) Why do women shop more than men?

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- b) What can help to make women feel the emotional connection in marketing?

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