

Breaking the Mold: How Shifting Gender Norms are Reshaping Consumer Behavior

Danit Ein-Gar

Tel-Aviv University

Andrea Weihrauch

University of Amsterdam

Carlos Eduardo Caldas de Souza

BI Norwegian Business School

Peeter Verlegh

Vrije Universiteit Amsterdam

Cite as:

Ein-Gar Danit, Weihrauch Andrea, Caldas de Souza Carlos Eduardo, Verlegh Peeter (2025), Breaking the Mold: How Shifting Gender Norms are Reshaping Consumer Behavior. *Proceedings of the European Marketing Academy*, 54th, (124002)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

