Gender and Consumer Behavior Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Understanding consumer behavior through a gender lens is crucial in today's dynamic marketplace. The Gender and Consumer Behavior course explores how gender influences purchasing decisions, brand loyalty, and market engagement. Participants will gain insights into gender-specific preferences, psychological drivers, and socio-cultural factors affecting consumption patterns. Gender and Consumer Behavior Training Course equips professionals with the ability to design inclusive marketing strategies, gender-sensitive product development, and effective consumer engagement initiatives. By integrating real-world case studies and research, learners will bridge the gap between theory and practical application.

In addition, this course emphasizes the significance of equity, diversity, and behavioral insights in shaping consumer interactions. Participants will understand how gender intersects with age, income, and culture to impact buying decisions. With a focus on data-driven analysis, market segmentation, and digital consumer trends, this training ensures participants are prepared to create innovative, gender-responsive marketing solutions that enhance brand reputation and drive business growth.

Programme Curriculum

Gender and Consumer Behavior Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Analyze gender-based consumer behavior trends.
2. Understand psychological factors influencing purchasing decisions.
3. Evaluate cultural and social influences on buying patterns.
4. Apply gender-sensitive marketing strategies.
5. Explore digital consumer behavior and online shopping trends.
6. Identify emerging consumer segments through gender analysis.
7. Design inclusive branding and communication approaches.
8. Utilize behavioral analytics for gender-responsive marketing.
9. Assess consumer loyalty and retention by gender.
10. Integrate equity and diversity principles in product development.
11. Implement sustainable and socially responsible marketing practices.
12. Interpret data for predictive consumer insights.
13. Develop case-based solutions for real-world gendered market challenges.

Target Audience

1. Marketing professionals
2. Brand managers
3. Consumer insights analysts
4. Product development teams
5. Market researchers
6. Business strategists
7. Digital marketing specialists
8. Graduate students in business or social sciences

Course Modules

Module 1: Introduction to Gender and Consumer Behavior

- Definitions and key concepts of gendered consumption
- Gender roles and societal expectations
- Psychological perspectives on gendered choices
- Introduction to consumer behavior models
- Case study: Gender impact on smartphone purchasing

Module 2: Socio-Cultural Influences on Consumption

- Family, peers, and social networks
- Cultural norms and traditions
- Media influence on gendered consumption

- Role of influencers in shaping behavior
- Case study: Cultural variation in fashion retail

Module 3: Psychological Drivers of Consumer Behavior

- Motivation and perception differences
- Attitudes, beliefs, and values
- Decision-making processes
- Emotional vs rational purchases
- Case study: Gender differences in cosmetic buying

Module 4: Gender-Sensitive Marketing Strategies

- Tailoring campaigns to male, female, and non-binary consumers
- Inclusive product messaging
- Gender-neutral advertising approaches
- Brand positioning and identity
- Case study: Successful gender-inclusive campaigns

Module 5: Digital and Social Media Consumer Trends

- Online shopping behavior by gender
- Social media engagement metrics
- Influencer marketing impact
- Mobile commerce trends
- Case study: E-commerce behavior differences

Module 6: Consumer Segmentation and Data Analytics

- Market segmentation by gender and demographics
- Data-driven insights for targeting
- Predictive analytics in consumer behavior
- Customer profiling techniques
- Case study: Gender-based segmentation in FMCG

Module 7: Behavioral Insights for Marketing Decisions

- Nudging and behavioral interventions
- Consumer loyalty programs
- Purchase frequency and retention metrics
- Analyzing gender-specific consumer feedback
- Case study: Behavioral nudges in subscription services

Module 8: Equity, Sustainability, and Ethical Marketing

- Promoting gender equity in marketing
- Socially responsible product campaigns
- Sustainable consumption practices
- Ethical considerations in consumer targeting
- Case study: CSR initiatives influencing gendered behavior

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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