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## Hand movement speed in advertising elicits gender stereotypes and consumer responses

DOI: 10.1002/mar.21598

Psychology and Marketing, 2022, 39, 331.

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3	Branding beyond the gender binary. <i>Psychology and Marketing</i> ,	3.9	0
2	Elucidation to Understand Consumers' Decision-Making Psyche and Gender Effects, a Fuzzy Set Qualitative Comparative Analysis. <i>Frontiers in Psychology</i> , <b>2022</b> , 13,	3.4	2
1	The Moderating Role of Age in the Effect of Video Playback Speed on Urgency Perception in the Context of Climate Change. <b>2022</b> , 14, 8923		