Keywords: Lesbian, gay, homosexual, review

Abstract

The purpose of this paper is to review the recent literature on children of lesbian and gay parents.
THE VERSATILITY OF CONSUMER SURVEY AND OPINION-SCALE MODELS.

Measure (1983): 200 (N: 13)

A survey of consumer attitudes and opinions is a powerful tool in the field of marketing research. It allows researchers to gather information about consumer preferences, behaviors, and attitudes. By understanding these factors, companies can make informed decisions about product development, pricing, and marketing strategies. However, the effectiveness of consumer surveys relies on the quality of the data collected. Techniques such as scales and questionnaires are commonly used to measure consumer opinions and preferences.


Consumer satisfaction is a multidimensional construct that includes various aspects such as product quality, service quality, and value for money. Understanding consumer satisfaction is crucial for businesses as it directly impacts customer loyalty and the likelihood of repeat purchases. Effective strategies for improving consumer satisfaction include enhancing product quality, providing excellent customer service, and offering competitive pricing. Businesses that excel in these areas are more likely to achieve long-term success.

THE ROLE OF CONSUMER SATISFACTION IN MARKETING DECISION MAKING. By Lisa M. Thompson (1999)

Consumer satisfaction plays a significant role in the decision-making process for both consumers and businesses. Satisfied customers are more likely to repurchase a product or service, recommend it to others, and engage in positive word-of-mouth marketing. Therefore, businesses that focus on providing high levels of satisfaction are positioned to gain a competitive advantage in the market.

THE IMPACT OF CONSUMER SATISFACTION ON BEHAVIORAL INTENTIONS. By Mark A. Czepiel (1990)

Consumer satisfaction influences various behavioral intentions such as repurchase intention, recommendation intention, and word-of-mouth communication. Businesses that prioritize customer satisfaction are more likely to see positive outcomes in these areas, leading to increased customer loyalty and market share.


A strong relationship exists between consumer satisfaction and repurchase intention. Satisfied customers are more likely to repurchase a product or service, making satisfaction a critical factor in customer retention and repeat business.
social development

Social development (Connel, 1992; Elgin, 1986; Flanagan, 1983; Smith, 1986) can be impacted by a variety of factors including genetic, environmental, and social factors. The interplay of these factors can influence a child's development in a complex manner. Genetic factors, such as genes, can influence physical and cognitive development. Environmental factors, such as nutrition and health, can also impact development. Social factors, such as relationships and community, can further influence a child's development. Understanding these factors is crucial for supporting healthy development in children.
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