FOREWORD

In the Fall of 1989, I taught a course for the Honors Department at the University of Utah, entitled "Gender and Consumer Behavior." My perusal of the literature indicated that the topic was just beginning to be explored in our field. Yet, many scholars and other professionals with whom I spoke expressed a keen interest in the subject. A conference bringing together those who had pursued research on gender issues and consumer behavior in the past, those currently in the process of research, and those simply interested in the topic seemed desirable.

Following initial planning, the Association for Consumer Research agreed to join the Department of Marketing at the University of Utah in sponsoring the conference. These Proceedings are the culmination of 18 months' progress toward that goal. I wish to thank Keith Hunt from the Association for Consumer Research and Debra Scammon, Chair of the Department of Marketing at the University of Utah, for their advice and support.

The papers represent a wide array of sub-topics, ranging from sexism and advertising, to gifting behavior, to exploration of self, and much more. Both qualitative and quantitative methodologies were used by the individual theorists. In addition, some of the papers and special sessions adopt a feminist approach, calling on us to look at our profession, our research, our field, and this topic in a critical fashion.

All competitive paper submissions are printed in this Proceedings in full. Special Session participants had the option of submitting full papers or abstracts. The final session of the conference, a panel on academia and research, called for neither papers nor abstracts. However, one participant chose to submit a manuscript; it is printed in this volume.

The Proceedings were prepared from manuscripts submitted by authors on computer discs and/or as hard copy. The assistance of Sonja Dodenbier, Department of Marketing at the University of Utah, was invaluable. Without her, these Proceedings would not now be in your hands.

This conference is the first of its kind in our discipline; considering the interest generated, I believe it will be not be the last.

Janeen Arnold Costa, Chair
Gender and Consumer Behavior Conference

June 1991
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Sung-Joon Yoon, Purdue University
Melissa Martin Young, University of Utah
Nan Zhou, Acadia University, Canada
Mary Ellen Zuckerman, McGill University
WEDNESDAY, JUNE 19
Early registration - 6:00-8:00 p.m.
Early bird reception - 6:30-7:30 p.m.

THURSDAY, JUNE 20
8:30 to 10:30 a.m.

SESSION 1.1: Decisions and Strategies: Gender Effects

CHAIR/DISCUSSANT: Debra L. Scammon, University of Utah

"Female-Headed Single Parent Families: The Mother's Sex Role Orientation as a Predictor of Children's Level of Influence in the Family Decision Making Process"
   Roshan "Bob" D. Ahuja, Xavier University
   Kandi M. Stinson, Xavier University

"Routine Financial Tasks Versus Investment Tasks: Gender-Related Division of Responsibility in Babyboomer Couples"
   George S. Bobinski, Jr., SUNY Binghamton
   Amardeep Assar, SUNY Binghamton

"Consumer Price Estimations: The Price is Right?"
   Frank L. Winfrey, Kent State University
   Anne L. Austin, Case Western Reserve University

"Gender Differences in the Choice of Payment Method for Purchasing Durable Goods"
   Hyuncha Choe, Purdue University
   S. J. Yoon, Purdue University
   Dixie P. Johnson, Purdue University

10:45 a.m. to 12:15 p.m.

SESSION 1.2: Gender Issues in Advertising

CHAIR/DISCUSSANT: Laura M. Milner, University of Alaska-Fairbanks

"In Search of Gender Differences in Advertising: An Historical/Contemporary Analysis"
   Mary Carsky, University of Hartford
   Mary Ellen Zuckerman, McGill University
"Stereotype Images from Advertising: A Reaction to Female Role Portrayals"
Jerome R. Cosgrove, Baruch College, CUNY

"Female Roles in Television Advertising: Viewers' Use of Gender Role Cues in Appraising Stereotypic and Non-Stereotypic Role Portrayals"
Richard H. Kolbe, Washington State University
Carl D. Langefeld, Indiana University

1:30 to 3:00 p.m.

SESSION 1.3: Research in Progress

CHAIR/DISCUSSANT: Janeen Arnold Costa, University of Utah

"Tourism and Gender in Taiwan"
Kung-Mo Kuo, National Chung Hsin University, Taiwan

"Fragrance Use in India"
Rita Jain, University of Utah
Janeen Arnold Costa, University of Utah

Further presentations to be announced

3:15 to 5:15 p.m.

SESSION 1.4: Special Session--The Social Construction of Gender: Feminist Re-Visions

CO-CHAIRS: Julia Bristor, University of Houston
Eileen Fischer, York University

"Feminist Science and Consumer Research"
Alladi Venkatesh, University of California, Irvine

"Boundary Construction, Feminism and Consumer Research"
Lisa Peñaloza, San Bernardino State University

"The Gender of the Consumer: A Feminist Perspective on the Marketing Concept"
Eileen Fischer, York University
Julia Bristor, University of Houston

"Feminism and Anthropology: The Semiotics of Clerical Work"
Cathleen Almstead, University of California, Irvine

DISCUSSANT: Reba L. Keele, Brigham Young University

6:30 to 7:30 p.m. - Cocktail Reception
FRIDAY, JUNE 21
8:30 to 10:30 a.m.

SESSION 2.1: Special Session--Symbol, Myth, and Interpretive Theory: The Inside of Gender Differences

CO-CHAIRS: Melissa Martin Young, University of Utah
Barbara B. Stern, Rutgers

"Gender Differences in Possession Aspirations"
Wendy Bryce, Western Washington University
T.J. Olney, Western Washington University

"Men and Women on Dating and Gift-Giving: Same Planet, Different Worlds"
Russell W. Belk, University of Utah
Gregory S. Coon, University of Utah

"Gender Symbolism and Usage Expectations in Food"
Deborah D. Heisley, UCLA

"The Waste Land: Males, Females, and Possession Disposition"
Melissa Martin Young, University of Utah

DISCUSSANT: Elizabeth C. Hirschman, Rutgers

10:45 a.m. to 12:15 p.m.

SESSION 2.2: Gender Issues and Research

"Objectivity and Gender in Consumer Research: A Feminist Deconstructionist Critique"
Julia M. Bristor, University of Houston
Eileen Fischer, York University

"Toward a New Paradigm in Marketing Thought: An Exploration of Contributions of Feminist Theory"
Mary Ellen Zuckerman, McGill University
Mary Carsky, University of Hartford

"Gender, Sex Roles and Sexuality: Some Personal and Theoretical Observations on the Pervasiveness of Sexuality in Gendered Consumer Behavior"
Stephen J. Gould, Rutgers, The State University of New Jersey

12:30 to 1:30 p.m. - Luncheon (Doubletree Hotel)

1:30 to 3:00 p.m.
SESSION 2.3: Cognition, Perception, Images and Brands

"Cognitive Availability of Receivers' Gender Schemas as a Mediator of Source Sex Effects with Regard to Perceptions of Source Credibility"
Judy F. Graham, St. John Fisher College

"Exploring Gender Influences on Meanings in Celebrity Endorsers"
Lynn Langmeyer, Northern Kentucky University

"Gender Dimensions of the Alphabetic Characters with Implications for Branding"
Teresa M. Pavia, University of Utah
Janeen Arnold Costa, University of Utah

3:15 to 5:15 p.m.

SESSION 2.4: Specific Products and Gender Issues

CHAIR/DISCUSSANT: Eileen Fischer, York University

"Boys' Toys and Girls' Tools?: An Exploration of Gender Differences in Consumer Decision-Making for High Tech Products"
Fredrica Rudell, Iona College

"Women's Images of Guns: An Exploratory Study"
Laura M. Milner, University of Alaska Fairbanks
Dale Fodness, University of Alaska Fairbanks
Joy Morrison, University of Alaska Fairbanks

"Sugar and Snails: Consumption, Rationing and the Gendered Perception of Wartime Food Deprivation"
Amy L. Bentley, University of Pennsylvania

SATURDAY, JUNE 22
8:30 to 10:30 a.m.

SESSION 3.1: Gender and Gifting Behavior

CHAIR: Russell W. Belk, University of Utah

"The Influence of Gender on Gift-Giving Attitudes: (or, Are Men Insensitive Clods?)"
Mary Finley Wolfinbarger, California State University, Long Beach
Mary C. Gilly, University of California, Irvine
"Women’s Exchange in the American Garage Sale: Giving Gifts and Creating Community"
Gretchen M. Herrman, SUNY Cortland

"Gender Stereotypes and Gift Failures: When the Sweet Don’t Want Sweets"
Margaret Rucker, University of California, Davis
Anthony Freitas, University of California, Davis
Deborah Murray, University of California, Davis
Harriet Prato, University of California, Davis

DISCUSSANT: Mary Ann McGrath, Loyola University of Chicago

10:45 a.m. to 12:15 p.m.

SESSION 3.2: International Perspectives on Gender and Consumption

CHAIR: Kung-Mo Kuo, National Chung Hsin University, Taiwan

"Gender Conflict, Production and Consumption in Rural Zimbabwe"
Susie Jacobs, St. Mary’s College, University of Surrey, United Kingdom

"Sex-Discrimination in Advertising: Extent, Regulation and Experiences"
Sidsel Glefjell, National Institute for Consumer Research, Norway

"Gender and Disposition in Yugoslavia"
Bojka Milicic, University of Utah

DISCUSSANT: Anna Olofsson, Umea Business School, Umea, Sweden

12:30 to 1:30 p.m. - Luncheon (Doubletree Hotel)

1:30 to 3:00 p.m.

SESSION 3.3: Attitudes toward Money, Ownership, Self and Other

CHAIR/DISCUSSANT: Russell W. Belk, University of Utah

"Gender and Money Attitudes"
Melvin Prince, Fordham University

"Gender Differences in the Semantics of Ownership: Hazy Hints of a Feminist Theory of Property"
Floyd Rudmin, Queen’s University, Ontario

"Exploring the Dark Side of Consumer Behavior: Metaphor and Ideology in Prostitution and Pornography"
Elizabeth C. Hirschman, Rutgers
3:15 to 5:15 p.m.

SESSION 3.4: Special Session-- The Personal/The Political/The Professional:
A Feminist Review, Overview, New View and Déjà Vu

CO-CHAIRS: Barbara B. Stern, Rutgers
Elizabeth C. Hirschman, Rutgers

"The Conflict of Child-Rearing and Academic Careers"
Mary C. Gilly, University of California, Irvine

"The New View: WF27, Ethnographer. Seeks Homeless Male Informant to
Live with in Platonic Relationship for Purposes of Data Collection and
Research"
Melissa Martin Young, University of Utah

"A Feminist Critique of Marketing Theory: Toward Agentic-Communal
Balance"
Elizabeth C. Hirschman, Rutgers, The State University of New
Jersey

"Déjà Vu: Feminism Revisited"
Barbara B. Stern, Rutgers, The State University of New
Jersey

DISCUSSANT: Barbara B. Stern, Rutgers
"Déjà Vu: Feminism Revisited"

Audience Participation and Questions: Whither Feminism?

SUNDAY, JUNE 23
8:30 to 10:30 a.m.

SESSION 4.1: Dominance, Public and Private Domains, Defining and Learning
"Self"

CHAIR/DISCUSSANT: Margaret Rucker, University of California, Davis

"I Shop Therefore I Am: The Role of Shopping in the Social Construction of
Women's Identities"
Eileen Fischer, York University
Brenda Gainer, York University

"Husband Dominant, Wife Dominant, Joint: A Shopping Typology for the
1990s?"
Marilyn Lavin, University of Wisconsin, Whitewater
"Gender and the Mass-Mediated Material World"
Thomas C. O'Guinn, University of Illinois
L.J. Shrum, University of Illinois
Richard Semenik, University of Utah

"Consumption and Gender: A Common History"
A. Fuat Firat, Arizona State University - West

10:45 a.m. to 12:15 p.m.

SESSION 4.2: Panel Discussion: Gender, Academia and Research

"Women in Business Schools: Some Personal Reflections"
Julia M. Bristor, University of Houston

"Real Men DO Collect Soft Data"
Russell W. Belk, University of Utah

"Women and Numbers"
Teresa M. Pavia, University of Utah

"The Bi-Gender Research Team"
Janeen Arnold Costa, University of Utah

12:15 p.m. - CONFERENCE CONCLUDES