Products and Gender Stereotypes: Mountain Women, Skateboarders and Bikers

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Special Session

Products and Gender Stereotypes: Mountain Women, Skateboarders, and Bikers

Chair: James McAlexander, Oregon State University

We commonly understand that many consumer activities, products, and brands are associated with a particular gender. Marketers, for example, have long used gender as a tool for market segmentation, and have positioned their products or brands for a particular gender (Morris and Cundiff, 1971). While the identification of a relationship between gender and the preference for some products or brands is noteworthy, many relevant issues have gone largely unnoticed in the consumer behavior literature (Debevec and Iyer, 1986). By bringing together three presentations that examine the consumer behaviors of women who participate in consumption activities that are traditionally dominated by men (mountain men, skateboarders, and bikers), the proposed session will extend our understanding of the nature of the product/gender relationship. Moreover, by examining cases in which consumers violate a product/gender stereotype, the proposed session will offer valuable insights for marketing practitioners concerned with repositioning their products or softening existing product/gender associations.

REFERENCES


