GENDER, MARKETING AND CONSUMER BEHAVIOR

Marketing

THIRD CONFERENCE PROCEEDINGS

Editor:
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University of Utah

Association for Consumer Research
Department of Marketing, David Eccles School of Business, University of Utah
Proceedings of the Third Conference on

GENDER, MARKETING, AND CONSUMER BEHAVIOR

June 26-30, 1996
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Chair: Janeen Arnold Costa, University of Utah

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These Proceedings represent the competitive papers, special sessions, invited sessions and presentations of the Third Conference on Gender, Marketing and Consumer Behavior, held in Salt Lake in June, 1996. This conference is co-sponsored by the Association for Consumer Research and the Department of Marketing, David Eccles School of Business, University of Utah.

The First Conference on Gender and Consumer Behavior was held in Salt Lake City in June of 1991; the Second Conference followed two years later. Some of the conference papers were then edited and revised for inclusion in a book, Gender Issues and Consumer Behavior, published by Sage Publications, Inc., in late 1994. Partially as a result of the first two conferences and publication of the book, the gendered dimensions of consumer behavior have received more scholarly attention in recent years. For this Third Conference, the term “marketing” was added to the title to better reflect the interests and work of those attending the conference.

To both broaden and deepen participant experiences at the Third Conference, two innovative sessions have been added. The first, entitled “Important Books Session,” is designed to highlight books that attendees have read that have influenced their thinking in gender studies. In addition to merely attending the session, all conference attendees have been invited to choose a relevant work, ask others of their choice to read the work as well, and to critique the work during the session. This special session is not published in any way in the proceedings. For the second innovative session, I have asked several scholars to participate in an invited panel discussion entitled “Gender 2000.” Here, participants reflect on the milieu and state of gender studies in consumer behavior and marketing today, and speculate upon and advocate directions for research in this field as we move into the next millennium. This panel will close the conference for 1996; abstracts from several of the presenters are included in the proceedings.

The Third Conference also differs from the first two in another significant way; specifically, fewer competitive papers and more invited presentations are included. It appears that the conference is evolving more in the direction of a symposium than a competitive conference, and this seems appropriate to the field at this time. While many repeat attendees plan to participate, the Third Conference is also drawing scholars and practitioners who have not participated in the past; both trends are favorable, in my opinion.

I believe that the study of gendered issues in marketing and consumer behavior is becoming more sophisticated and more accepted as relevant research in the marketing discipline in general. A number of studies have appeared in important journals and at conferences since the last Gender Conference in 1993. We are moving away from the simple societal dichotomy of male/female; a relatively recent development is the focus on consumer behavior and marketing studies with respect to homosexuality, for example. I see this as a gender issue as well, and I hope it will be discussed in some detail at the Third Conference. As I have indicated in my comments for the Gender 2000 panel,
I would like to see an emphasis in the future on the role of gender in marketing and consumer behavior in developing countries. Gendered images pervade our discipline and our society; in conjunction with this, we need to consider the way in which gender issues are framed in terms of Western society, in order to become more self-critical and to understand gender in greater depth.

Finally, I wish to thank all those who have supported the conferences, both now and in the past. In particular, I would like to thank Terry Pavia, Chair of the Marketing Department at the University of Utah. I would also like to thank Ursula Hanly for her help in putting these proceedings together. Finally, I would like to thank all of you who continue to attend and to offer important insights; you are appreciated.

Janeen Arnold Costa, Chair
Third Conference on Gender, Marketing and Consumer Behavior

June 1996
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Conference Program

THIRD CONFERENCE ON GENDER, MARKETING
AND CONSUMER BEHAVIOR

June 26-30, 1996

WEDNESDAY, JUNE 26

Early registration - 6:00 to 8:00 p.m.

Early bird reception - 6:30 to 7:30 p.m.

THURSDAY, JUNE 27

Registration - 8:00 a.m. to noon

OPENING REMARKS - 9:00 to 9:15

SESSION 1.1: Gender and Advertising - 9:15 to 10:45

"Gender and Age Differences in the Importance of Physical Attractiveness: Advertising Presentations and Motives for Comparison for Pre-Adolescent Children"
  James W. Gentry
  Mary C. Martin
  Patricia F. Kennedy

"Resisting the Irresistible Meaning of Ads? Advertising and Representations of Femininity"
  Ozlem Sandikci

"Constructing Gender: Gender Inversions and Expansionist Ads in Cosmopolitan Magazine"
  Joyce Hammond

Break - 10:45 to 11:15
SESSION 1.2: Gender and Feelings - 11:15 to 12:15

"It's the Luck of the Draw, Baby: Gender Behavior in High Stress Situations"
Shay Sayre
David A. Horne

"Expressing Our Feelings: A Gendered Look at Mood and the Process of Mood Management"
Jackie Kacen

Luncheon (Doubletree Hotel) - 12:15 to 1:30

SESSION 1.3: Reading Images of Women (Invited Presentation) - 1:30 to 2:00
Linda Scott

SESSION 1.4: Narratives of "Gendering": A Poststructural Analysis of Consumers' Fashion Discourse and the Negotiation of Gender Boundaries (Special Presentation) - 2:00 to 2:30
Craig Thompson
Diana L. Haytko

Break - 2:30 to 3:00

SESSION 1.5: Gender and Ritualistic Consumption (Special Session) - 3:00 to 5:00
Chair: Cele Ottes

"Gender in Children's Birthday Stories,"
Kimberly Dodson and Russell W. Belk

"An Analysis of the Framing of Women as Marriage Partners Through Subcultural Patterns of Wedding Gift Giving,"
Basil Englis and Mary Ann McGrath

"New Insights Into the Role of Gender During Christmas Shopping,"
Cele Ottes and Julie A. Ruth

Discussant: Michael Solomon

Preparatory Comments for Following Day - 5:00 to 5:15

Cocktail Reception - 6:30 to 7:30
FRIDAY, JUNE 28

SESSION 2.1: Gender and Products - 9:00 to 11:30

“Gender and the Culture of Cyberspace” (Special Presentation)
Alladi Venkatesh

Break - 10:00 to 10:30 (middle of session)

“Gender Differences in Learning to Use the Computer”
Gary J. Barnossy
Paul Jansen

“Stereotypes Related to Firearm Purchases by Women”
M. Elizabeth Blair
Eva M. Hyatt

Luncheon (Doubletree Hotel) - 11:30 to 1:00

SESSION 2.2: “Important Books” Session - 1:00 to 3:00

All Conference Participants

Break - 3:00 to 3:30

SESSION 2.3: Gender and the Video Arcade Culture (Research in Progress) - 3:30 to 4:00

Kimberly Dodson
Troy Nielson

SATURDAY, JUNE 29

SESSION 3.1: “When the Shopping Gets Tough: Gender, Ethnicity and the Acquisition of Apparel” (Special Session) - 9:00 to 10:30

Chair: Margaret Rucker, University of California at Davis

“Clothing Consumption via Television: The Woman’s Perspective,”
Nancy F. Stanforth and Sharron J. Lennon

“Gendered Identities and Career Clothing: The Hispanic Perspective,”
Margaret Rucker, Linda Arthur, April Kangas, Jinah Lee
Harriet McLeod and Mary Lynn Damhorst

**Break -** 10:30 to 11:00

**SESSION 3.2:** "Women's and Men's Experiences in Service Settings" (Special Session) - 11:00 to 12:30

Chair: Eileen Fischer

"Exploring Gendered Servicescapes,"
Eileen Fischer, Brenda Gainer, Julia Bristor

"Matrimonial Metaphors: Women's Wedding Planning Experiences in the Bridal Salon,"
Cele Ottes

"Gendered Perceptions of Ideal Retail Service Venues,"
Mary Anne McGrath

**Luncheon** (Doubletree Hotel) - 12:30 to 1:30

**SESSION 3.3:** Gender 2000 (Invited Panel) - 1:30 to 4:00

Eileen Fischer

"Will Men Really Ask For Directions in the Year 2000?"
Terry Pavia

Daniel Wardlow

"The Politics of Gender and Consumerism in the Global Context"
Alladi Venkatesh

"Advocating a Critical, Cross-Cultural Perspective"
Janeen Costa

Linda Scou

**Break -** 2:30 to 3:00 (middle of session)

**CLOSING REMARKS** - 4:00 to 4:15