Proceedings of the Fifth Conference on Gender & Maritifiting, Aiyd Consumer Behavior

Jonathan Schroege, Royal Institute of Technology
Cele Otnes, The University of Illinois at Urbana-Champaign

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Proceedings of the Fifth Conference
On
GENDER, MARKETING, AND CONSUMER BEHAVIOR

June 22-24, 2000
Chicago, Illinois

Sponsored by the Association for Consumer Research

Co-Chairs: Jonathan Schroeder, Royal Institute of Technology
Cele Otnes, The University of Illinois at Urbana-Champaign

Gender, Marketing and Consumer Behavior
Proceedings of the Fifth Conference
Urbana, IL: The University of Illinois Printing Services

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Acknowledgements

We are extremely pleased to present the proceedings of the 5th Gender, Marketing, and Consumer Behavior conference, held in Chicago, June 22-24 2000. When we started planning this conference back in 1998, Cele Otnes was close to Chicago and I was on the East coast. In the interim, Cele moved to New Jersey and I moved to Stockholm. However, with the help of the authors, reviewers, and friends, we managed to bring the conference together over the distances.

I would like to thank Janeen Costa for starting the Gender conference, and to Eileen Fischer and Dan Wardlow for a superb job of running the 1998 conference. Thanks to Cele Otnes for being an enthusiastic co-chair. Thanks, too, to the reviewers—the reviews came in quickly and this made my job much easier. Finally, thanks are due to Keith Hunt and the Association for Consumer Research for co-sponsoring this conference.

I also want to acknowledge the support of my Department at the Royal Institute of Technology in Stockholm, Claes Gustafsson, chair, and the Swedish Foundation for International Cooperation in Research and Higher Education.

Jonathan Schroeder
Stockholm, May 2000

I would like to echo my thanks to the participants of the Gender, Marketing and Consumer Behavior conference who sent us their materials and papers on time—it made editing the Proceedings a smooth process. In addition to those people above whom Jonathan has already acknowledged, I would like to thank Mark Otnes for the cover of these proceedings, and Kelly Woodward of Printing Services at the University of Illinois for printing them. Also, Kelly Miller at the Swissotel was a pleasure to work with, as she kept us abreast on reservations and facilities. A special thanks to Eileen Fischer, for acting as intermediary with our bank account in Canada, and to Pam Lowrey and Amanda Ronanye for help with registration and registration materials.

We hope that these proceedings will be stimulating and enlightening both for those of you who are just becoming interested in issues pertaining to gender, marketing, and consumer behavior—and for those who have spent many years exploring the intersection of these topics.

Cele Otnes
Somerset, New Jersey
May, 2000
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Johanna Moisander, Helsinki School of Economics and Business Administration

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Miriam Caterall, Queen’s University, Belfast
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San Diego State University

Lori Wohlin
Florida Atlantic University

Ali Yakhlef
Stockholm University

Detlev Zwick
University of Rhode Island
Conference Program

FIFTH CONFERENCE ON GENDER, MARKETING, AND CONSUMER BEHAVIOR

June 22-24, 2000

THURSDAY, JUNE 22

Cocktail Reception, 4:00-7:00 p.m., Swissotel, Chicago

FRIDAY, JUNE 23

Breakfast, Conference Room, 8:00-9:00 a.m.

SESSION 1.1: Gender and Consumption – 9:00-10:30 a.m

"Masculinity and Consumption: A Qualitative Investigation of French and American Men"
    Allan J. Kimmel, Ecole Superieure de Commerce de Paris
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"The Spectacle and the Speculum: Voyeurism and Women's Consumption of Magazines"
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    Steven Kates, Monash University

"Wrapping the Soul: Ritual Products and Gendered Consumption in Japanese Culture"
    H. Rika Houston, California State University-Los Angeles

Break – 10:30-10:50 a.m.

SESSION 1.2: Special Session: Gender, Production, and Consumption in Developing Societies, 10:50-11:50 a.m.

Janeen Arnold Costa, University of Utah

Lunch – Noon-1 p.m., Conference Room
SESSION 1.3: Marketing Communications, 1:00-2:30 p.m.

"Gender Issues in Advertising: A Review of Three Decades of Research"
Lori Wolin, Florida Atlantic University

"Gender Role Portrayal in Children’s Advertising"
Judy Cohen, Rider University

"Ethnic Advertising"
Anthony Cortese, Southern Methodist University

"Shades of Black: The Crossover Appeal of Minority Female Models in Advertising"
Subir Sengupta, Marist University

Break: 2:30-2:40 p.m.

SESSION 1.4: Special Session: Gender in the Millennial Imagination, 2:40-4:00 p.m.

Co-Chairs: Pauline Maclaran, De Montfort University
Jonathan Schroeder, Royal Institute of Technology, Stockholm

"Utopian Discourses of Gender Equality"
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"Cute, Smart and Confused: Postfeminist Icon or Patriarchal Play?"
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"Governing Brands and the Negotiation of Sexual Identities"
Benoit Heilbrunn, E.M. Lyon

Discussant: Miriam Catterall, The Queen’s University of Belfast

Break: 4:00-4:10 p.m.

SESSION 1.5: Special Panel Discussion: Doing Gender Research in A Gendered World, 4:10-5:45 p.m.

Eva Hyatt, Appalachian State University
Annamma Joy, Concordia University
Mary Joyce, Emerson College
Danusia Malina, University of Teesside
Richard Pearce, University of Central Lancashire
Ozlem Sandikci, Bilkent University
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SESSION 2.1: Gender, Identity, and Consumer Lifestyles, 9:00-10:20 a.m.

“Sons and Daughters: The One-Child Policy, Education, and Gender Stratification in Urban China”
Ann Veeck, Western Michigan University
Laura Williams, San Diego State University
Naihua Jiang, Yangzhou University

“Adolescent Self-Concept and Narcissistic Vulnerability: An Exploration of Gender Differences”
Karen Olivier, San Francisco State University

“Psychological Gender Differences in Ethical Perceptions: An Exploratory Analysis”
Catherine McCabe, University of Kentucky
Rhea Ingram, University of Kentucky
Mary Conway Dato-on, University of Kentucky

Break, 10:20-10:30 a.m.

SESSION 2.2: Special Session: “Beyond the Stereotypes of Male Consumption,” 10:30-11:50 a.m.

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Eric J. Arnould, University of Nebraska

Lunch Break: 11:50 a.m.-1:30 p.m.

SESSION 2.3: Coolness and Cultural Capital, 1:30-2:50 p.m.

"You're Not Cool if You Have to Ask: Gender in the Social Construction of Coolness"
Gary Bamossy, University of Utah
Michael R. Solomon, Auburn University
Basil G. Englis, Berry College
Trinske Antonides, Vrije Universiteit

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Miriam Caterall, Queen's University, Belfast
Pauline Maclaren, De Montfort University

Closing Remarks: 5:45-6:00 p.m.