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Foreword

These proceedings represent the competitive papers and special sessions of the Sixth Gender, Marketing, and Consumer Behavior Conference, held in Dublin, June 27th-29th, 2002. We are very pleased (and honoured) to be co-chairing this sixth gender conference, the first one to take place outside the United States. We believe that this has enabled us to reach new participants and increase the diversity of perspectives included in the conference. These perspectives build on the inspirational efforts of Janeen Arnold Costa, known as our ‘Founding Mother’, who chaired the first three conferences and the prodigious work of others who have followed, namely, Eileen Fischer, Dan Wardlow, Jonathan Schroeder and Cele Otnes. The papers in this conference continue to question and problematise the ways in which gender and sexuality relate to consumption and marketing. The field has now moved well beyond simple dichotomies of male and female to better explore the underpinning complexities of gender in all its many socio-cultural facets. However, there is still much work to be done and many opportunities remain for more self-critical reflection in relation to our Western society’s views of gender and on the ways that we can translate our insights into altered practice in the classroom and beyond.

There are many people who we would like to thank for their help with this conference. The first is Helena Magis, ESCP-EAP, for the incredible work she has done to help us organise this conference. She has shown wonderful patience with us over the long hours she has put into its organisation. We would have been lost without her! Many thanks also to Naiomh O’Reilly, Dublin City University, who did much of the initial groundwork for us and discovered the Central Hotel. We are also very grateful to all our reviewers for their professional assessments of the papers and their timely responses. Thanks are due as well to Jim Muncy and the Association of Consumer Research for sponsoring this conference. We would also like to acknowledge the support of ESCP-EAP in terms of their administrative assistance and printing of the proceedings. Finally, we wish to give a big thank you to all of you who have participated in this sixth conference and who have made it such a stimulating and enjoyable experience.

Pauline Maclaran
Elisabeth Tissier-Desbordes
June, 2002
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“A Typology of Gender Retail Practices within the Retail Environment”
Krittinee Nuttavuthisit and Benét DeBerry-Spence, Northwestern University

“Voluntary and Non-Voluntary Simplifiers: Exploring Gender-Based Differences”
Margaret Craig-Lees, University of New South Wales
Constance Hill, University of Wollongong

“Consuming Motherhood: An Introspective Journey on Consuming to be a Good Mother”
Andrea Prothero, University College Dublin and Arizona State University

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“An Investigation of Discourse on the Stereotypes of ‘Manliness’”
John Desmond, University of St Andrews

“The Effect of Gender on Addictive Consumption: Reflections on Men, Shopping and Consumption Meaning”
Helen Woodruffe-Burton, Lancaster University
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Richard Elliott, University of Exeter

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Craig Thompson, University of Wisconsin-Madison
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Emma Bannister  
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Cardiff Business School  

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University Of Utah  

Marilyn Carrigan  
University of Birmingham  

Miriam Catterall  
Queens University of Belfast  

Janeen Costa  
University Of Utah  

Andrew Crane  
Cardiff Business School  

Andrea Davies  
University of Exeter  

John Desmond  
University of St. Andrews  

Sue Eccles  
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Appalachian State University  

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Isabelle Szmigin  
University of Birmingham  

Craig Thompson  
University of Wisconsin-Madison  

Darach Turley  
Dublin City University  

Daniel Wardlow  
San Francisco State University  

Helen Woodruffe-Burton  
Lancaster University
Conference Programme

Sixth Conference on Gender, Marketing, and Consumer Behavior

27th-29th June, 2002

Thursday 27th June 2002

Cocktail reception from 5.00-8.00pm, Central Hotel, Dublin

Friday 28th June 2002

SESSION 1.1 Gender and the Body

8.30-10.00 Chair: Darach Turley
Dublin City University

“Finding Ourselves: Women, Breast Augmentation and Identity”
Natalie Seebaransingh, Maurice Patterson and Lisa O’Malley,
Nottingham Business School

“Avoiding Embodying the Negative: The Dialectic between Body Image and Negative Selves”
Emma N. Banister and Margaret K. Hogg, UMIST

“Gender and Consumer Choice: The Influence of Perceived Body Image on the Food Purchasing Behaviour of Generation X Females” (WP)
John Hall and G. Barry O’Mahony, Victoria University

“Subcultures, Women and Tattoos: An Exploratory Study”
Christina Goulding and John Follett, Wolverhampton University

10.00-10.15 Coffee
SESSION 1.2  Gendered Space and Places of Consumption
10.15-11.30  Chair: Eileen Fischer
York University

“Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago”
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11.45-1.15  Chair: Tanya Drollinger
Purdue University

“Female Nudity in Advertising: What do French Women Think?”
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1.15-2.15 Lunch
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2.15-3.45  Chair: Pauline Maclaran
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“What Does a Gal Have to Do to Get a Guy to Talk?”
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3.45-4.00  Coffee

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4.00-5.15  Chair: Natasha Tolstikova
           University of Maine

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Linda Scott, University of Illinois at Urbana-Champaign

“Fairy Tales Can Come True, It Can Happen To You: Women’s Transformational Myths in an Informercial”
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“Your Sofa Awaits: Getting Carried Away by Experiential Consumption”
Lorna Stevens, University of Ulster

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Cele Otnes, University of Illinois
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8.30-10.00  Chair: Linda Tuncay
            University of Illinois

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4.00-5.30  Chair: Siok Tambyah  
National University of Singapore  

“An Exploratory Investigation of the Shopping Behavior of Female-to-Male Consumers: Before, During, and After Transition”  
Eva Hyatt, Appalachian State University  

“The Perfect Age? Consumption Choices for Women in their Forties”  
Isabelle Szmigin and Marylyn Carrigan, University of Birmingham  

“Hair as Attribute, Hair as Symbol, Hair as Self”  
Elizabeth C. Hirschman, Rutgers University  

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