

Gender, Culture, *and* Consumer Behavior

Edited by

Cele C. Otnes

University of Illinois at Urbana-Champaign

Linda Tuncay Zayer

Loyola University Chicago

Contents

Preface	xiii
Acknowledgments	xix
About the Editors	xxi
About the Contributors.....	xxiii

SECTION I Feminist Theory and Discourses

Chapter 1 Construction of Consumer Vulnerability by Gender and Ethics of Empowerment	3
<i>Catherine A. Coleman</i>	
Introduction	3
Constructing Gender and Power	5
Constructing the Vulnerable Woman	10
Dialogic Ethics of Consumer Vulnerability	22
Conclusion: An Ethics of Empowerment.....	26
References.....	27
Chapter 2 “The Creation of Inspired Lives”: Female Fan Engagement With the <i>Twilight</i> Saga	33
<i>Hope Jensen Schau and Margo Buchanan-Oliver</i>	
Introduction	33
Field Site.....	35
Data and Methodology	36
Findings	36
Conclusion.....	56
Note	58
References.....	58

SECTION II Media, Advertising, and Gender

Chapter 3	The Carnal Feminine: Consuming Representations of Womanhood in a Contemporary Media Text.....	63
	<i>Lorna Stevens and Pauline Maclaran</i>	
	Introduction	63
	The Carnal Feminine	65
	Feminism and the Carnal Feminine	67
	<i>Sex and the City</i> as a Woman's Genre.....	69
	Analysis.....	72
	Discussion.....	81
	References.....	84
Chapter 4	Climbing the Ladder or Chasing a Dream? Men's Responses to Idealized Portrayals of Masculinity in Advertising	87
	<i>Linda Tuncay Zayer and Cele C. Otnes</i>	
	Introduction	87
	Literature Review.....	89
	Method.....	92
	Findings	94
	Implications.....	103
	Appendix A: Biographical Information of Informants.....	105
	References.....	106
Chapter 5	Is the Selectivity Hypothesis Still Relevant? A Review of Gendered Persuasion and Processing of Advertising Messages.....	111
	<i>Michelle R. Nelson and Alexandra M. Vilela</i>	
	Introduction	111
	Sex and Gender: Are They the Same?	113
	The Selectivity Hypothesis Model.....	116
	Limitations and Future Research.....	130
	References.....	133

Chapter 6 Gender and Media Literacy: Women and Men
 Try On Responses to Objectification in Fashion
 Advertising 139

*Jacqueline Lambiase, Tom Reichert, Mark Adkins, and
 Michael S. LaTour*

Introduction139
 Review of the Literature141
 Method.....144
 Findings and Discussion148
 Conclusions 154
 References157

SECTION III Gender, Culture, and the Market

Chapter 7 Viewing Gender as a Value-Creative Resource..... 163

Gokcen Coskuner-Balli and Burçak Ertimur

Introduction163
 Background164
 Employing Gender Capital in Value Cocreation
 Practices 170
 Discussion.....185
 Summary189
 References189

Chapter 8 Lived Consumer Bodies: Narcissism, Bodily
 Discourse, and Women’s Pursuit of the Body
 Beautiful 195

Helen Woodruffe-Burton and Katie Ireland

Introduction195
 Narcissism and Self196
 Academic Perspectives on the Body199
 Gym Bodies—The Study..... 204
 Findings 205
 Discussion.....212
 Concluding Comments214
 References216

Chapter 9	Escalated Expectations and Expanded Gender Roles: Women's Gift-Giving Rituals for and Resistance to Valentine's Day Events.....	223
	<i>Angeline G. Close</i>	
	Introduction.....	223
	Contextual and Conceptual Foundations.....	225
	Methods.....	228
	Findings.....	231
	Contributions to Theory.....	244
	Discussion.....	246
	Note.....	250
	References.....	250

SECTION IV Masculine Discourses

Chapter 10	Masculinity and Fashion.....	255
	<i>Jacob Ostberg</i>	
	Introduction.....	255
	Literature Review: A Brief Introduction to Men's Fashion.....	259
	Empirical Case: Speaking of Socks.....	265
	Method.....	267
	Discussion.....	278
	Notes.....	280
	References.....	280
Chapter 11	The Rise of 草食系男子 (<i>Soushokukei Danshi</i>) Masculinity and Consumption in Contemporary Japan.....	285
	<i>Steven Chen</i>	
	Introduction.....	285
	Soushokukei Danshi Consumption Practices.....	286
	Scholarly Importance of Soushokukei Danshi.....	287
	Methodology.....	288
	Findings.....	289
	Discussion.....	301

Conclusion and Limitations.....	306
References.....	307
Chapter 12 Masculinity, Intimacy, and Consumption	311
<i>Nacima Ourahmoune</i>	
Introduction.....	311
Gender and the Male–Female Couple.....	313
Intimacy.....	315
Contemporary Masculinities and Intimacy.....	317
Masculinities and Consumption.....	321
Method.....	323
Findings and Discussion	324
Conclusion.....	330
References.....	331
Chapter 13 A Grounded Theory of Transition to Involved Parenting: The Role of Household Production and Consumption in the Lives of Single Fathers	337
<i>Robert L. Harrison, James W. Gentry, and Suraj Commuri</i>	
Introduction.....	337
Changing Family Gender Norms.....	338
The Single-Father Phenomenon	340
Method.....	341
Findings	345
Reprioritization Strategies.....	351
Discussion.....	363
References.....	364

SECTION V New Directions

Chapter 14 (Re)Igniting Sustainable Consumption and Production Research Through Feminist Connections	371
<i>Susan Dobscha and Andrea Prothero</i>	
Introduction: Pathways to Research.....	371
Sustainability Research in Marketing and Consumer Research: Lack of Impact or “Benign Neglect”?	374

The Marketing Paradigm’s Legacy of Unsustainable Sustainability Research.....	375
Integrating Four Branches of Environmental Feminist Theory Into Marketing and Consumer Research on Sustainability.....	378
Conclusion.....	387
References.....	388
Chapter 15 Beyond Gender: Intersectionality, Culture, and Consumer Behavior	393
<i>Ahir Gopaldas and Eileen Fischer</i>	
Introduction.....	393
An Overview of the Intersectionality Literature	394
Intersectionality in Consumer Culture Theory	399
Intersectionality and Consumption: Avenues for Future Research.....	402
Conclusion.....	406
References.....	407
Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior	411
<i>Janeen Arnold Costa and Gary J. Bamossy</i>	
Introduction.....	411
The Ingénue Finds Her Voice.....	414
Final Reflections	422
Acknowledgments.....	424
Notes.....	424
References.....	425
Glossary.....	433
Name Index.....	439
Subject Index.....	445