

ROUTLEDGE INTERPRETIVE MARKETING RESEARCH



# MARKETING AND FEMINISM

Current issues and research

Edited by  
MIRIAM CATTERALL, PAULINE MACLARAN and LORNA STEVENS

# Marketing And Feminism Current Issues And Research

**Kim Golombisky, Peggy J. Kreshel**



## **Marketing And Feminism Current Issues And Research:**

Marketing and Feminism Miriam Catterall, Pauline Maclaran, Lorna Stevens, 2013-11-05 This cutting edge innovative volume offers the best of current scholarship on feminist perspectives in marketing Through many exciting and often controversial discussions it highlights and challenges assumptions about women and gender in marketing theory and practice from both historical and current contexts Key issues and debates include the dark side of female consumption women and marketing in Socialist economies women and advertising ecofeminism and marketing gender marketing and cultural diversity marketing sex and sexuality Written by internationally recognised experts in marketing and feminism this book makes a unique contribution to marketing scholarship *The Routledge Companion to Marketing and Feminism*

Pauline Maclaran, Lorna Stevens, Olga Kravets, 2022-02-25 This comprehensive and authoritative sourcebook offers academics researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism In the last five years there has been a resurrection of feminist voices in marketing and consumer research This mirrors a wider public interest in feminism particularly in the media as well as the academy with younger women discovering that patriarchal structures and strictures still limit women s development and life opportunities The F word is back on the agenda made high profile by campaigns such as MeToo and TimesUp There is a noticeably renewed interest in feminist scholarship especially amongst younger scholars and significantly insightful interdisciplinary critiques of this new brand of feminism including the identification of a neoliberal feminism that urges professional women to achieve a work family balance on the back of other women s exploitation Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research this volume will be of interest to researchers academics and students in marketing and consumption studies especially those studying or researching the complex inter relationship of feminism and marketing

Gender, Culture, and Consumer Behavior Cele C. Otnes, Linda Tuncay Zayer, 2012-04-27 This book covers the gamut of topics related to gender and consumer culture Changing gender roles have forced scholars and practitioners to re examine some of the fundamental assumptions and theories in this area Gender is a core component of identity and thus holds significant implications for how consumers behave in the marketplace This book offers innovative research in gender and consumer behavior with topics relevant to psychology marketing advertising sociology women s studies and cultural studies It offers 16 chapters of cutting edge research on gender international culture and consumption Unique to this volume is its emphasis on consumption and masculinity and inclusion of topics on a rapidly changing world of issues related to culture and gender in advertising communications psychology and consumer behavior

Doing Research Projects in Marketing, Management and Consumer Research Chris Hackley, 2003-09-02 As interpretive research perspectives become increasingly influential in the social sciences so it becomes increasingly important for experienced researchers to familiarize themselves with the philosophical perspectives data gathering techniques and analytical methods derived from interpretive

research Examining these interpretive traditions this informative book illustrates how they can be applied to research projects for first time researchers in the fields of management marketing and consumer research Topics covered include choosing the topic gathering qualitative data for interpretation themes and concepts of interpretive research semiotics marketing and consumer research In offering practical examples drawn from existing studies and suggesting new topics for consideration this book brings together major themes of interpretive research within a valuable practical guide Suitable both for first time researchers and those with more experience this is an ideal guide for anyone undertaking research in this area of study

Marketing Management Luca M. Visconti, Lisa Peñaloza, Nil Toulouse, 2020-05-04 Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management In making these cultural concepts and frameworks accessible and in discussing how to use them this edited textbook goes beyond the identification of historical sociocultural and political factors impinging upon consumer cultures and their effects on market outcomes This fully updated and restructured new edition provides two new introductory chapters on culture and marketing practice and improved pedagogy to give a deeper understanding of how culture pervades consumption and marketing phenomena the way market meanings are made circulated and negotiated and the environmental ethical experiential social and symbolic implications of consumption and marketing The authors highlight the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including market segmentation product and brand positioning market research pricing product development advertising and retail distribution Global contributions are grounded in the authors primary research with a range of companies including Cadbury s Flake Dior Dove General Motors HOM Hummer Kjaer Group Le Bon Coin Mama Shelter Mecca Cola Prada SignBank and the Twilight community This edited volume which compiles the work of 58 scholars from 14 countries delivers a truly innovative multinationally focused marketing management textbook

Marketing Management A Cultural Perspective is a timely and relevant learning resource for marketing students lecturers and managers across the world

**Routledge Handbook on Consumption** Margit Keller, Bente Halkier, Terhi-Anna Wilska, Monica Truninger, 2017-02-10 Consumption research is burgeoning across a wide range of disciplines The Routledge Handbook on Consumption gathers experts from around the world to provide a nuanced overview of the latest scholarship in this expanding field At once ambitious and timely the volume provides an ideal map for those looking to position their work find new analytic insights and identify research gaps With an intuitive thematic structure and resolutely international outlook it engages with theory and methodology markets and businesses policies politics and the state and culture and everyday life It will be essential reading for students and scholars across the social and economic sciences

**Routledge Handbook of Sustainability and Fashion** Kate Fletcher, Mathilda Tham, 2014-08-21 The clothing industry employs 25 million people globally contributing to many livelihoods and the prosperity of communities to women s

independence and the establishment of significant infrastructures in poorer countries Yet the fashion industry is also a significant contributor to the degradation of natural systems with the associated environmental footprint of clothing high in comparison with other products Routledge Handbook of Sustainability and Fashion recognizes the complexity of aligning fashion with sustainability It explores fashion and sustainability at the levels of products processes and paradigms and takes a truly multi disciplinary approach to critically question and suggest creative responses to issues of Fashion in a post growth society Fashion diversity and equity Fashion fluidity and balance across natural social and economic systems This handbook is a unique resource for a wide range of scholars and students in the social sciences arts and humanities interested in sustainability and fashion

**Two Continents, One Culture** Elizabeth Hirschman, Stephen Brown, Pauline Maclaran, 2006 This in depth analysis examines how and why Southern culture was forever changed when Scotch Irish immigrants flooded the Appalachian Mountains in the 1700s Geographical similarities between Southern Appalachia and the Highlands of Scotland and Ireland are discussed as well as the parallels and differences of the two cultures in four basic areas music and dance agricultural practices fighting and hunting techniques and technological innovativeness More than 300 years of the communities ideology is explored based on data culled from ethnographic observation interviews at various heritage sites historic accounts archived letters and other textual documentation

**Interpretation in Social Life, Social Science, and Marketing** John O'Shaughnessy, 2009-05-07 Interpretation is used as an umbrella for bringing together a wide range of concepts and developments in the philosophy of social science that provide the foundation for clear thinking about social phenomena In his new book John O Shaughnessy familiarises the reader with the nature of interpretation and its importance in social life decision making in social science enquiries and consumer marketing thus offering a multidisciplinary approach to problems of bias and uncertainty Thus this book is novel in its outlook and comprehensive in its approach Whereas past studies in interpretation have focused on hermeneutical methods O Shaughnessy goes further considering the role of interpretation in social interactions in undertaking scientific work in the use of statistics in causal analysis in consumer evaluations of products and artifacts and in interpreting problematic situations together with the corresponding biases arising from emotional happiness and the concepts employed

**Motherhoods, Markets and Consumption** Stephanie O'Donohoe, Margaret Hogg, Pauline Maclaran, Lydia Martens, Lorna Stevens, 2013-10-30 It takes more than a baby to make a mother and mothers make more than babies Bringing together a range of international studies Motherhoods Markets and Consumption examines how marketing and consumer culture constructs particular images of what mothers are what they should care about and how they should behave exploring how women s use of consumer goods and services shapes how they mother as well as how they are seen and judged by others Combining personal accounts from many mothers with different theoretical perspectives this book explores How advertising media and consumer culture contribute to myths and stereotypes concerning good and bad mothers How particular consumer choices are bound up with women s identities as mothers The

role of consumption for women entering different phases of their mothering lives such as pregnancy early motherhood and the empty nest

**Death in a Consumer Culture** Susan Dobscha, 2015-12-22 Death has never been more visible to consumers From life insurance to burial plots to estate planning we are constantly reminded of consumer choices to be made with our mortality in mind Religious beliefs in the afterlife or their absence impact everyday consumption activities Death in a Consumer Culture presents the broadest array of research on the topic of death and consumer behaviour across disciplinary boundaries Organised into five sections covering The Death Industry Death Rituals Death and Consumption Death and the Body and Alternate Endings the book explores topics from celebrity death tourism pet and online memorialization family history research to alternatives to traditional corpse disposal methods and patient assisted suicide Work from scholars in history religious studies sociology psychology anthropology and cultural studies sits alongside research in marketing and consumer culture From eastern and western perspectives spanning social groups and demographic categories all explore the ubiquity of death as a physical emotional cultural social and cosmological inevitability Offering a richly unique anthology on this challenging topic this book will be of interest to researchers working at the intersections of consumer culture marketing and mortality

**Analyzing Music in Advertising** Nicolai Graakjaer, 2014-11-27 The study of music in commercials is well suited for exploring the persuasive impact that music has beyond the ability to entertain edify and purify its audience This book focuses on music in commercials from an interpretive text analytical perspective answering hitherto neglected questions What characterizes music in commercials compared to other commercial music and other music on TV How does music in commercials relate to music outside the universe of commercials How and what can music in commercials signify Author Nicolai Graakjaer sets a new benchmark for the international scholarly study of music on television and its pervading influence on consumer choice

**Redefining Journalism in the Era of the Mass Press, 1880-1920** John Steel, Marcel Broersma, 2018-02-02 At the turn of the 20th century the significant social political and technological changes that were occurring in society also heralded new roles and functions for journalism as a profession and as an aspect of a burgeoning mass mediated society Redefining Journalism in the Era of the Mass Press 1880 1920 examines journalism's roles products and practices during an era of rapid change and transformation and how these changes within the field reflected broader social political economic and technological changes The era of the mass press was one within which the speed and impact of change both reflected and contributed to transformations in journalism transformations that would endure until the rise of the Internet disrupted the field once again This book was originally published as a special issue of Media History

**The Brand of Print** Andie Silva, 2019-10-01 The Brand of Print offers a comprehensive analysis of the ways printers publishers stationers and booksellers designed paratexts to market printed books as cultural commodities This study traces envoys to the reader visual design in title pages and tables of contents and patron dedications illustrating how the agents of print branded their markets by crafting relationships with readers and articulating the value of their labor in an increasingly

competitive trade Applying terms from contemporary marketing theory to the study of early modern paratexts Andie Silva encourages a consideration of how print agents labor and agency made visible through paratextual design continues to influence how we read study and digitize early modern texts

**Brands** Jonathan E. Schroeder, 2014-11-27 Branding has emerged as a cornerstone of marketing practice and corporate strategy as well as a central cultural practice In this book Jonathan Schroeder brings together a curated selection of the most influential and thought provoking papers on brands and branding from Consumption Markets and Culture accompanied by new contributions from leading brand scholars Giana Eckhardt John F Sherry Jr Sidney Levy and Morris Holbrook Organised into four perspectives cultural corporate consumer critical these papers are chosen to highlight the complexities of contemporary branding through leading consumer brands such as Disney eBay Guinness McDonalds Nike and Starbucks They address key topics such as celebrity branding corporate branding place branding and retail branding and critique the complexities of contemporary brands to provide a rich trove of interdisciplinary research insights into the function of brands as ethical ideological and political objects This thought provoking collection will be of interest to all scholars of marketing consumer behaviour anthropology and sociology and anyone interested in the powerful roles brands play in consumer s lives and cultural discourse

Feminists, Feminisms, and Advertising Kim Golombisky, Peggy J. Kreshel, 2017-10-16 Women and advertising are both globally ubiquitous Yet advertising remains one of the most unabashedly misogynist heterosexist and racist industries This edited volume of original unpublished chapters is the first ever to offer explicitly feminist views on advertising Feminists Feminisms and Advertising provides feminist analyses of the historical relationships between the advertising industry and the women s movement in the United States Contributors consider the ways that advertisers encode race ethnicity gender and heteronormativity into advertising practices and messages exported around the world They further explore the ways that intersectional audiences such as women of color Latinas and lesbian and gay audiences decode reinterpret resist and subvert advertising With this book the editors and contributors address the present lack of feminist scholarship research knowledge or curriculum in advertising and begin a more honest dialogue about diversity and intersectional gender in the advertising academy as well as the advertising industry

Celebrity and the Feminist Blockbuster Anthea Taylor, 2017-02-21 In the first book length study of celebrity feminism Anthea Taylor convincingly argues that the most visible feminists in the mediasphere have been authors of bestselling works of non fiction feminist blockbusters Celebrity and The Feminist Blockbuster explores how the authors of these popular feminist books have shaped the public identity of modern feminism in some cases over many decades Maintaining a distinction between women who are famous because of their feminism and those who later add feminism to their brand Taylor contends that Western celebrity feminism as a political mode of public subjectivity cannot in any simple way be seen as homologous with other forms of stardom Moving deftly from the 1960s to the present focusing on how feminist authors have actively worked to manufacture their public personas she demonstrates that the blockbuster remains

crucial to feminist celebrification but is now often augmented with digital media Advancing celebrity studies by placing the figure of the feminist front and centre *Celebrity and the Feminist Blockbuster* is essential reading for all those interested in gender popular feminism and the politics of renown *Consumer Culture, Branding and Identity in the New Russia* Graham H.J. Roberts, 2016-04-14 As shopping has been transformed from a chore into a major source of hedonistic pleasure a specifically Russian consumer culture has begun to emerge that is unlike any other This book examines the many different facets of consumption in today's Russia including retailing advertising and social networking Throughout emphasis is placed on the inherently visual not to say spectacular nature both of consumption generally and of Russian consumer culture in particular Particular attention is paid to the ways in which brands both Russian and foreign construct categories of identity in order to claim legitimacy for themselves What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today in a society which has one nostalgic eye turned towards the past and the other utopian eye set firmly on the future Borrowing concepts from both marketing and cultural studies the approach throughout is interdisciplinary and will be of considerable interest to researchers students and practitioners wishing to gain invaluable insights into one of the most lucrative and exciting of today's emerging markets **The Why of Consumption** Cynthia Huffman, David Glen Mick, S. Ratneshwar, 2003-09-02 This book brings together an international collection of authors from a variety of disciplines who offer new and critical perspectives summarize key findings and provide important theoretical frameworks to guide the reader through the why of consumption The book answers questions such as What is the nature of motives goals and desires that prompt consumption behaviours Why do consumers buy and consume particular products brands and services from the multitude of alternatives afforded by their environments How do consumers think and feel about their cravings Unique in focus and with multifaceted approach which anyone interested in consumption and consumer research will find fascinating this topical book provides an excellent overview of current research and imparts key insights to illuminate the subject for both academics and practitioners alike *Integrating Gender Equality into Business and Management Education* Patricia M. Flynn, Kathryn Haynes, Maureen A. Kilgour, 2017-09-08 This volume addresses the need to integrate gender equality into business and management education and provides examples of leading initiatives illustrating how this can occur from various disciplinary and global perspectives Gender inequality has a long history in business schools and the workplace and traditions are hard to change Some disciplines remain resolutely gendered affecting both women and men and case materials on women leaders and managers are still rare The chapters provide conceptual and research rationales as to why responsible management education must address the issue of gender equality They also identify materials and resources to assist faculty in integrating gender issues and awareness into various disciplines and fields These include specific case studies and innovations that assess or address the role of gender in various educational environments The book is designed to help faculty integrate the topic of gender equality into their own teaching and research and gain



support for the legitimacy of gender equality as an essential management education topic This is the first book in a series on gender equality as a challenge for business and management education published with the Principles of Responsible Management Education PRME Working Group on Gender Equality

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