Contents

Acknowled	lgments	xix
	Editors Contributors	
SF	ECTION I Feminist Theory and Discourses	
Chapter 1	• •	
	and Ethics of Empowerment	3
	Catherine A. Coleman	
	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 Twilight Saga	33
	Hope Jensen Schau and Margo Buchanan-Oliver	
	Introduction	33
	Field Site	
	Data and Methodology	36
	Findings	
	Conclusion	
	Note	58
	References	58

SECTION II Media, Advertising, and Gender

Chapter 5	The Carnal Feminine. Consuming Representations
	of Womanhood in a Contemporary Media Text63
	Lorna Stevens and Pauline Maclaran
	Introduction63
	The Carnal Feminine65
	Feminism and the Carnal Feminine67
	Sex and the City as a Woman's Genre69
	Analysis72
	Discussion81
	References
Chapter 4	Climbing the Ladder or Chasing a Dream? Men's
	Responses to Idealized Portrayals of Masculinity in
	Advertising 87
	Linda Tuncay Zayer and Cele C. Otnes
	Introduction87
	Literature Review89
	Method92
	Findings94
	Implications103
	Appendix A: Biographical Information of Informants105
	References
Chapter 5	Is the Selectivity Hypothesis Still Relevant? A
	Review of Gendered Persuasion and Processing of
	Advertising Messages111
	Michelle R. Nelson and Alexandra M. Vilela
	Introduction
	Sex and Gender: Are They the Same?113
	The Selectivity Hypothesis Model116
	Limitations and Future Research
	References133

Chapter 6	Gender and Media Literacy: Women and Men	
	Try On Responses to Objectification in Fashion	1.00
	Advertising	139
	Jacqueline Lambiase, Tom Reichert, Mark Adkins, and Michael S. LaTour	
	Introduction	139
	Review of the Literature	141
	Method	144
	Findings and Discussion	148
	Conclusions	154
	References	157
SF(CTION III Gender, Culture, and the Market	
SLV	STION III Gendel, Culture, and the Market	
Chapter 7	Viewing Gender as a Value-Creative Resource	163
	Gokcen Coskuner-Balli and Burçak Ertimur	
	Introduction	163
	Background	164
	Employing Gender Capital in Value Cocreation	
	Practices	170
	Discussion	185
	Summary	
	References	
Chapter 8	Lived Consumer Bodies: Narcissism, Bodily	
	Discourse, and Women's Pursuit of the Body	
	Beautiful	195
	Helen Woodruffe-Burton and Katie Ireland	
	Introduction	195
	Narcissism and Self	196
	Academic Perspectives on the Body	
	Gym Bodies—The Study	
	Findings	
	Discussion	
	Concluding Comments	
	References	
	***** ****** (IIII	

x • Contents

Chapter 9	Escalated Expectations and Expanded Gender	
	Roles: Women's Gift-Giving Rituals for and	222
	Resistance to Valentine's Day Events	223
	Angeline G. Close	
	Introduction	
	Contextual and Conceptual Foundations	
	Methods	
	Findings	
	Contributions to Theory	
	Discussion	246
	Note	250
	References	250
	CECTION IV Manualina Discouração	
	SECTION IV Masculine Discourses	
Chapter 10	Masculinity and Fashion	255
	Jacob Ostberg	
	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	
Chapter 11	The Rise of 草食系男子 (Soushokukei Danshi)	
•	Masculinity and Consumption in Contemporary	
	Japan	285
	Steven Chen	
	Introduction	295
	Soushokukei Danshi Consumption Practices	
	Scholarly Importance of Soushokukei Danshi	
	Methodology	
	Findings	
	Discussion	301

	Conclusion and Limitations	. 306
	References	. 307
Chanter 12	Masculinity, Intimacy, and Consumption	311
Chapter 12	•	511
	Nacima Ourahmoune	211
	Introduction	
	Gender and the Male-Female Couple	
	Intimacy Contemporary Masculinities and Intimacy	
	Masculinities and Consumption	
	Method	
	Findings and Discussion	
	Conclusion	
	References	
	Telefologia	
Chanter 13	A Grounded Theory of Transition to Involved	
Chapter 13	Parenting: The Role of Household Production and	
	Consumption in the Lives of Single Fathers	337
	•	. 557
	Robert L. Harrison, James W. Gentry, and Suraj Commuri	225
	Introduction	
	Changing Family Gender Norms	
	The Single-Father Phenomenon	
	Findings	
	Reprioritization Strategies	
	References	
	References	. 304
	SECTION V New Directions	
Chamtan 14	(Da) I miting Costainable Computation and Draduction	
Chapter 14	(Re)Igniting Sustainable Consumption and Production Research Through Feminist Connections	371
	Susan Dobscha and Andrea Prothero	
	Introduction: Pathways to Research	371
	Sustainability Research in Marketing and Consumer	
	Research: Lack of Impact or "Benign Neglect"?	374

Sustainability Research 37 Integrating Four Branches of Environmental Feminist Theory Into Marketing and Consumer Research on Sustainability 37 Conclusion 38 References 38 Chapter 15 Beyond Gender: Intersectionality, Culture, and 39 Consumer Behavior 39 Ahir Gopaldas and Eileen Fischer 39 Introduction 39 An Overview of the Intersectionality Literature 39 Intersectionality in Consumer Culture Theory 39 Intersectionality and Consumption: Avenues for 40 Future Research 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and 40 Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43 </th <th></th> <th>The Marketing Paradigm's Legacy of Unsustainable</th> <th>275</th>		The Marketing Paradigm's Legacy of Unsustainable	275
Theory Into Marketing and Consumer Research on Sustainability		•	3/3
Sustainability			
Conclusion 38 References 38 Chapter 15 Beyond Gender: Intersectionality, Culture, and Consumer Behavior 39 Ahir Gopaldas and Eileen Fischer 39 Introduction 39 An Overview of the Intersectionality Literature 39 Intersectionality in Consumer Culture Theory 39 Intersectionality and Consumption: Avenues for Future Research 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43		,	378
References 38 Chapter 15 Beyond Gender: Intersectionality, Culture, and Consumer Behavior 39 Ahir Gopaldas and Eileen Fischer 39 Introduction 39 An Overview of the Intersectionality Literature 39 Intersectionality in Consumer Culture Theory 39 Intersectionality and Consumption: Avenues for Future Research 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43		•	
Consumer Behavior 39 Ahir Gopaldas and Eileen Fischer 39 Introduction 39 An Overview of the Intersectionality Literature 39 Intersectionality in Consumer Culture Theory 39 Intersectionality and Consumption: Avenues for 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 References 42 References 42 Notes 42 References 42 Rolessary 43			
Consumer Behavior 39 Ahir Gopaldas and Eileen Fischer 39 Introduction 39 An Overview of the Intersectionality Literature 39 Intersectionality in Consumer Culture Theory 39 Intersectionality and Consumption: Avenues for 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 References 42 References 42 Notes 42 References 42 Rolessary 43	Chapter 15	Beyond Gender: Intersectionality, Culture, and	
Introduction	•	Consumer Behavior	. 393
Introduction		Ahir Gopaldas and Fileen Fischer	
An Overview of the Intersectionality Literature		_	393
Intersectionality in Consumer Culture Theory			
Intersectionality and Consumption: Avenues for Future Research		·	
Future Research 40 Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43		·	
Conclusion 40 References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43		·	. 402
References 40 Chapter 16 Gender Research as the Ingénue of Marketing and Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43			
Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43			
Consumer Behavior 41 Janeen Arnold Costa and Gary J. Bamossy 41 Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43	Chapter 16	Gender Research as the Ingénue of Marketing and	
Introduction 41 The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43	•	· ·	. 411
The Ingénue Finds Her Voice 41 Final Reflections 42 Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43			
Final Reflections		Introduction	411
Acknowledgments 42 Notes 42 References 42 Glossary 43 Name Index 43		The Ingénue Finds Her Voice	414
Notes		Final Reflections	422
References		Acknowledgments	. 424
Glossary		Notes	424
Name Index43		References	425
	Glossary		. 433
Subject Index44	Name Index	x	. 439
·,	Subject Ind	ex	.445