

TCR 2025 - TRACK 1

Womanhood, Gender Equity, and Intersectionality Across Consumption Contexts: An Exploratory Framework for Conducting Research on Gender Well-Being (GWB) in Consumer Behavior

Previous work on gender studies in consumer research has often adopted an essentialist ‘gender-as-a-variable’ approach (Haynes 2008) to enable ‘sex difference’ research where straightforward manipulations are designed to assess how cisgender men and women respond to various stimuli (Bettany et al. 2013). Although, there has also been significant and impactful research on gender and consumption that includes and interrogates notions of norm creation, social construction, and cultural context (Dobscha 2019, Dobscha and Ostberg 2021).

This project intends to develop a *Gender Well-Being (GWB)* framework through which to conduct impactful consumer behavior research related to gender and womanhood. We seek to consolidate and classify existing consumer research related to gender across disciplines to better equip researchers with the language and tools necessary to understand and conduct gender-based research in marketing. Our work is intended to enable practitioners, educators, and policy makers to induce prosocial change. Relevant gender-related theories and phenomenon span a wide range of interdisciplinary topics and areas of impact. Economic gender discrimination remains hidden and thus proliferates in “the pink tax” and other forms of health inequities (Ginsburg et al. 2023; Souza et al. 2024; White et al. 2024) and economic inequities in finance and law (Lafferty 2019). With an understanding of the vast universe of gender-related issues in society and the marketplace, we plan to create a unifying framework (Gender Well-Being) through which to study gender and equity in healthcare, economic, cultural, and sociological, and business contexts that bridges different frameworks and discourses.

We intend to explode the ‘gender-as-a-variable’ approach with the understanding that distilling gender into a discrete manipulable variable ignores heterogeneity and fundamental differences across cultures and historiographies. That is, while empirical ‘sex difference’ research is certainly useful and meaningful in some contexts, it often eschews important nuances in gendered experiences like intersectionality (Crenshaw 1989) and differences across identities that we hope to foreground. We build on existing work and respond to calls to action for research about gender and marketing with different frameworks and perspectives in mind (e.g. Dobscha 2012, Maclaran et al. 2010, Maclaren 2015). Our objective is to provide a framework unconstrained by boundaries of discipline, discourse, and perspective that embraces the need for expansive approaches to gender well-being (GWB).

We identify several distinct goals for this track: (1) to establish a taxonomy of gender-related research in consumer science and consumer humanities, (2) to delineate structural components of equity imbalances across contexts, (3) to explore shame and secrecy surrounding gender-related experiences and consumptions, and (4) to probe into the role of technology (AI) in shaping gender discourses. We expect more than one research article to be published in a high-quality peer reviewed journal to emerge from this session.

(Please, see other document for details, references, and bios).