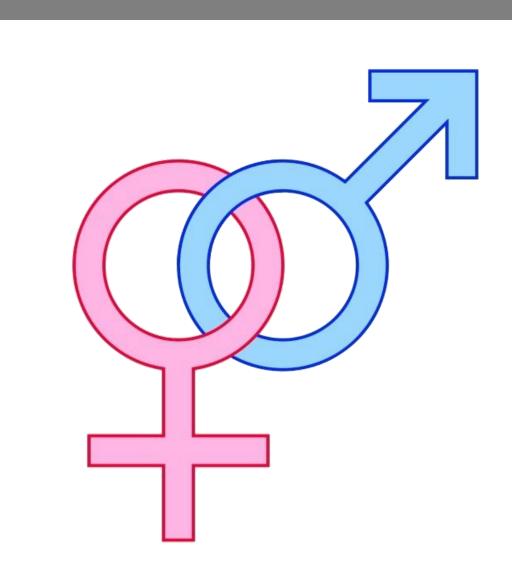
S. Wallaschkowski, E. Niehuis, S. Bekmeier-Feuerhahn, S. Stark



Field

Research gap

Impact of gender on sustainable consumption behavior

Sustainable

Consumption

Clothing

Why focus on clothes?

Gender

Studies

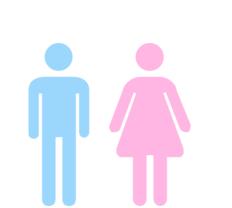
- Global textile industry causes grave socio-ecological issues
- Extensive differences in clothing consumption between men and women

Theoretical background: "Doing gender" ¹ Nurture Gender images / stereotypes Cultural conceptions of 'masculinity' and 'femininity' in terms of attributes and behaviors, which are considered typical Gender expression Sex category and appropriate for men and women Exhibition of activities, habits, Biological distinction between (socially constructed) 'male' and 'female' according to mannerisms, appearance, interests, etc. that are deemed 'masculine' or chromosomes, sex hormones, type 'feminine' within a given society to of gonads, external genitalia and Gender role expectations disclose oneself as having the sex internal reproductive anatomy Societal expectations to behave in category of being 'male' or 'female' (genetically determined) line with one's gender role, which is defined by the prevalent cultural gender image; deviations are often sanctioned socially

⇒ Gender stereotypes as strong <u>personal</u> and <u>social</u> norms for peoples actions

Gender stereotypes as barriers against adoption of sustainable consumption patterns, if...

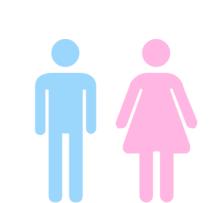
a) ... those are considered unsuitable for a gender expression in accordance with one's sex category







b) ... unsustainable consumption patterns are integral part of the respective individual gender role







Research objectives:

- 1. Identify common socio-cultural perceptions of 'feminine' and 'masculine' ways of acquiring, using and disposing of clothes
- 2. Examine, if and in which aspects these gender stereotypes counteract adoption of sustainable consumption patterns in clothing
- 3. Derive implications for Sustainability Marketing aiming at promoting sustainable clothing consumption



Data

- 8 focus group discussions ²
- Conducted in Germany
- Semi-structured discussion guide
 - 61 participants
- 27 men, 34 women
- Age between 19 and 65
- Various socio-demographic backgrounds



Thematic Analysis ³

- (1) Data familiarization
- (2) Data coding
- (3) Searching for themes
- (4) Reviewing themes
- (5) Defining final themes
- (6) Thick description of themes

Application of the MAXQDA software



Stereotypes of 'feminine' and 'masculine' clothing consumption

• Very interested in fashion • Like to go shopping frequently (leisure event)

Highly intent on appearance

• Purchase behavior untargeted, impulsive and lust-driven

Assume that others pay attention to what they wear

• Want to regularly surprise peers with new and varying outfits

Disposal

Usage

Acquisition

- Sort out garments when these no longer please, are no longer fashionable or when they just have so many new articles that they would not don the item anymore
- Therefore discard single items rather quickly

Acquisition

Usage

- Shopping as a chore which is only done if really necessary
- Act goal-oriented and efficient when purchasing clothes Heed quality and durability
- Do not pay much attention to their appearance • Value comfort over fashion

Emphasize that the social standing of females does not depend only on how they look

• Stay with a style for a long time

Disposal

• Only sort out what have become shabby or does not fit anymore

No gender differences in eco-friendliness and social compatibility

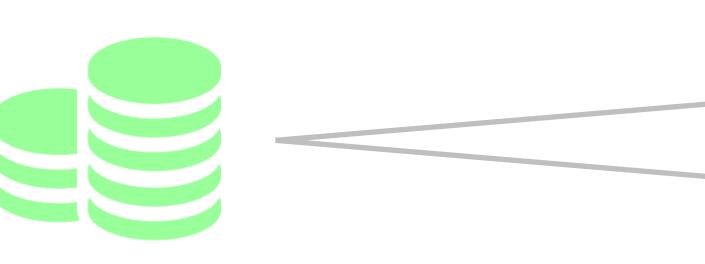
Acquisition

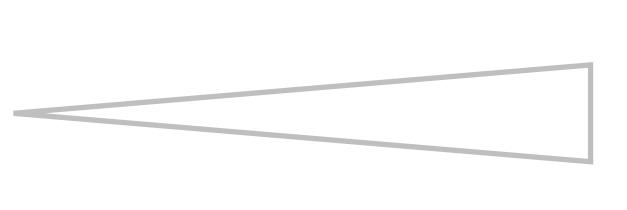
- Attention to ecologic production, fair trade etc. neither widespread with men nor women
- No gender issues in respective rationales (main barriers: perceived costs, image as scratchy and unfashionable)

Laundering

no gendered rationales)

- Both, men and women, usually load the washer full, select the energy saving mode etc.
- Mostly not for sustainability reasons but for cost (→ again







Substantive gender differences in sufficiency



"Well, no problem" "That's is exactly what men do, when consuming clothes" "I don't think that it

would be hard for me"

"Men never feel like shopping anyway"

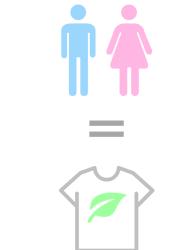
⇒ Gender stereotype of 'female fashion addictiveness' and respective gender role expectations prevent women from consuming clothes more sufficiently

Recommendations for Sustainability Marketing

Aim to invalidate gender role expectation that women have to be intent on their appearance to be considered 'feminine' Stress the social acceptance of females who have found their own style and do not join every trend

Expose the stereotype of the 'female fashionista' as a social construction

- Make it a subject of deliberate discussion
 - Question the underlying role model
- Do not accentuate the 'masculinity' of consuming clothes sufficiently as this could imply consumption inducing effects with women



Represent sufficient clothing

and desirable behavior in

men and women alike

Further research

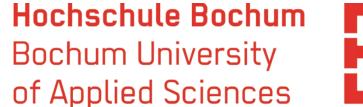
- Dependence of content and reflexivity of gender stereotypes on socio-demographic background
- Influencing factors for impact of gender stereotypes on individual consumption patterns in clothing
- Potential measures to overcome prevalent gender stereotypes in clothing consumption
- Effectivity of different Sustainability Marketing tools in addressing obstructive gender stereotypes to foster sustainable clothing consumption



References

- 1) West, C. & Zimmerman, D. H. (1987): Doing gender. *Gender & Society*, Vol. 1 (2), p. 125-151.
- 2) Kruger, R. A. & Casey, M. A. (2015): Focus groups A practical guide for applied research, Vol. 5. London: SAGE. 3) Braun, V. & Clark, V. (2006): Using thematic analysis in psychology. Qualitative Research in Psychology, Vol. 3 (2), p.77-101.







Results