



Why Men Can't Accept Feminine Brands, But Women Don't Mind Masculine Ones?!

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Introduction

Of late, many brands, typically associated with one particular gender, are extending into the opposite gender category using the same brand names (Cross-Gender Brand Extensions).

In the context of gender mediating the information processing strategies in consumption (Meyers-Levy and Maheswaran 1991), it is interesting to study consumer evaluation of cross-gender brand extensions.

Brand Gender

Brands are perceived by consumers on a scale of masculine to feminine (Alreck et al 1982).

For example,

Masculine	Feminine
Marlboro	Virginia Slims
Lego	Barbie
Davidoff	Lancôme

Cross- Gender Brand Extensions

Example: Ponds → Ponds for Men
Dove → Dove for Men

The gender, of the brand and of the consumers, product type, and direction of the brand extension influence the evaluation of cross-gender extensions (Jung and Lee 2006).

A more positive attitude is likely for an extension from a masculine brand to the feminine category, than from a feminine brand to the masculine category (Jung and Lee 2006).

Marketers want to know the conditions that can increase the chances of success of this increasingly popular strategy.

Information Processing

Females' processing entails detailed elaboration of message content, males processing driven by overall message themes or schemas (Meyers-Levy and Maheswaran 1991).

Research Questions

Question 1: How do the gender-different information processing strategies apply differently to the evaluation of cross-gender brand extensions?

Question 2: Does the gender of a successful cross-gender evaluation mediate the attitude towards the parent brand, post the extension?

References

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