

THE LANTERN TRIBE

**BARBIE  
AND THE  
PINK  
BATMAN;**

*ideologies beyond toys*

EDITION 15

# CONTENT

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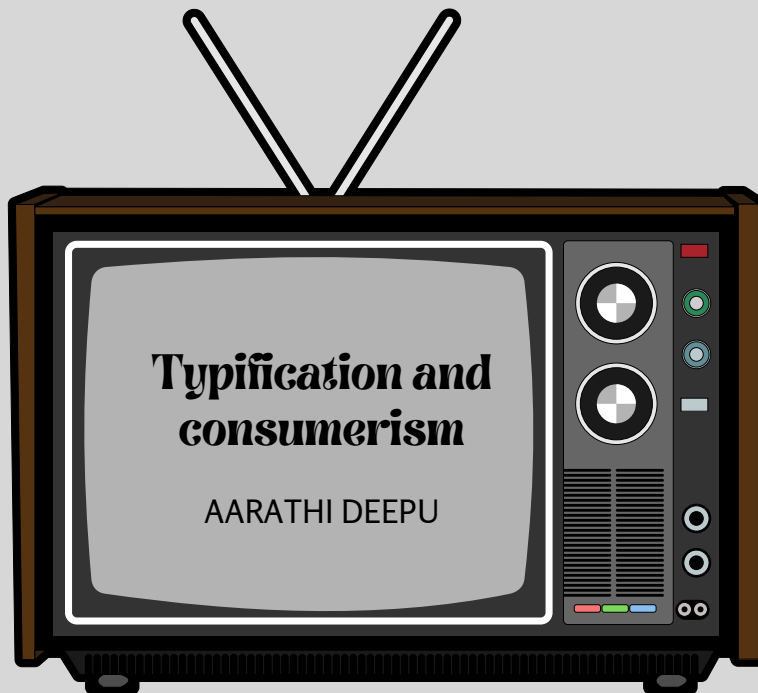


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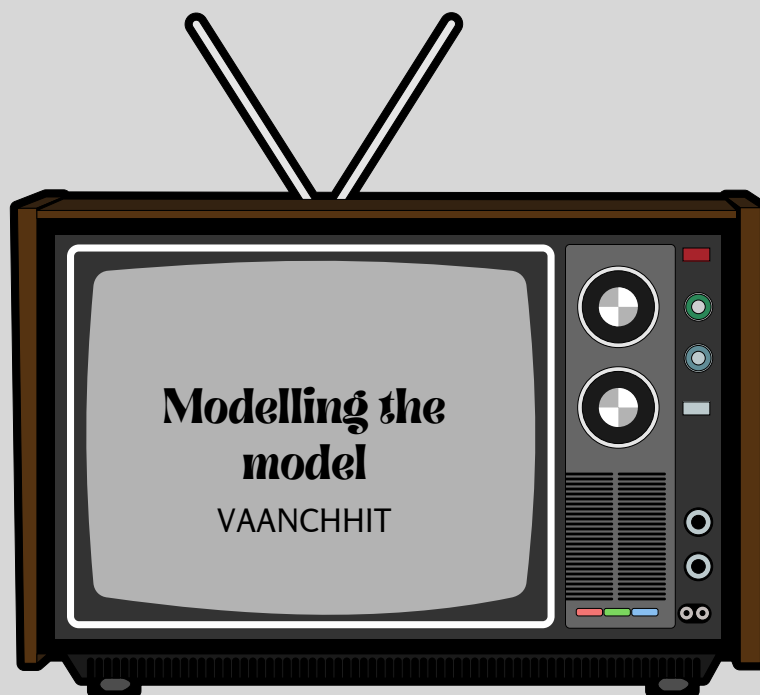


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# SELFLESS TO SELF DISCOVERY

I recently started working with an ngo and the observations I came across are vital to understand the current scenario of our developing societies. We think that India is finally reaching the apex of development though problems such as inequality, gender disparities, Lack of education, poverty, hunger and hygiene still raid the news headlines. The famous lines of W.B. Yeats “ Things Fall Apart; The centre cannot hold” seem to fully make a lot of sense as the fading humanity is getting replaced by mere Dystopia.

It is kind of a relief that Ngos like Selfless Sewa do exist. In a world often driven by personal ambitions and material pursuits, finding a space where selfless giving and unconditional love flourish can be a transformative experience. My journey with Selfless Sewa NGO, an organization rooted in humanity and compassion, offered me exactly that. This NGO has touched countless lives through its relentless efforts in education, health, and social welfare. It has also profoundly changed me, as I discovered the true essence of humanity while working on various initiatives. When I first joined the NGO, I had little idea of the emotional journey that awaited me. My initial hesitation quickly melted away as I found myself surrounded by a team of individuals brimming with positivity and purpose. One of my first experiences was participating in an education drive for underprivileged children. Standing in front of a group of eager little faces, I felt both nervous and inspired. These children, despite their hardships, displayed a hunger for knowledge that was deeply moving. Over time, I developed a close bond with them. Their innocent laughter, curious questions, and unquenchable thirst for learning became a source of joy and motivation for me. I realized that education is not just about teaching; it is about building confidence, nurturing dreams, and instilling hope. Another initiative that left an indelible mark on my heart was the pad donation drive. In our society, menstrual health is often surrounded by stigma and misinformation, especially in marginalized communities.

Distributing sanitary pads and conducting awareness sessions was a humbling experience. Women and girls who initially hesitated to discuss such topics began opening up, sharing their challenges and embracing new knowledge. It was a small step, but it felt monumental to witness their empowerment. The “Good Touch, Bad Touch” workshops were equally impactful. Explaining these sensitive topics to children in a way they could understand was challenging but essential. Seeing their eyes light up with comprehension and confidence was incredibly rewarding. In those moments, I realized that protecting innocence and empowering children with knowledge is one of the most important acts of service. Among my most cherished memories was a wall-painting drive at a cancer home. Armed with brushes and vibrant colours, we worked to transform dull walls into cheerful canvases of hope. Each stroke of paint felt like a small act of rebellion against the darkness of illness. The gratitude in the eyes of patients and their families filled my heart with a profound sense of purpose. The dance workshops we conducted were equally uplifting. Watching children from the slums shed their inhibitions and dance with abandon was a sight to behold. It reminded me that joy often resides in the simplest of things—a song, a rhythm, a moment of togetherness. The cloth distribution drives brought warmth and smiles to families living in dire conditions. The gratitude they expressed was humbling, and it reinforced the importance of sharing what we have with those in need. Working with Selfless Sewa NGO was not just about contributing to society; it was also a journey of self-discovery. Each initiative taught me something invaluable. I learned that humanity transcends all barriers of caste, class, and religion. I witnessed the power of collective action and the impact of small, consistent efforts. Most importantly, I experienced the unparalleled joy of giving.

Through these experiences, I realized that true happiness lies not in what we acquire but in what we give. It lies in the bonds we form, the lives we touch, and the love we share. The children I worked with taught me resilience and hope. The women I interacted with showed me strength and courage. The communities we served reminded me of the beauty of unity and kindness. Selfless Sewa NGO is more than just an organization; it is a beacon of hope, a testament to the power of humanity.



It has not only transformed the lives of countless people in need but also those of its volunteers. As I reflect on my journey, I feel immense gratitude for the opportunity to be a part of this beautiful mission.

In a world that often seems fractured, organizations like Selfless Sewa remind us of the goodness that still exists. They remind us that every act of kindness, no matter how small, has the power to make a difference. And as I continue this journey of giving, I know that the love and lessons I have received will stay with me forever.

**SAMRIDHI SAXENA**



# INTRODUCTION TO GENDER BASED CONSUMERISM

GARGI SINGH

Gender-based consumerism is a highly relevant concept in marketing and consumer behaviour, wherein products and services are marketed and advertised differently based on the perceived preferences and behaviours of different genders.

Gender identity is rooted in the cultural understanding of what one means by masculine and feminine. The marketing strategy used here is thus rooted in traditional gender norms and stereotypes, which have historically shaped how companies target men and women. Although sometimes these strategies could be effective, they also raise important questions about the reinforcement of gender stereotypes and their implications.

The concept of gender-based consumerism is built on the understanding that men and women have different purchasing behaviours and preferences. For instance, men are often seen as more material and utilitarian shoppers, focusing on efficiency and functionality. At the same time, women are usually portrayed as more emotional and relational in their purchasing decisions.

This differentiation has led to the development of gender-specific products, ranging from personal care items to technology and subsequently the prices of the same also differ. For example, “pink tax” is a rhetoric used for instances where products advertised to women are priced relatively higher than those marketed to men. This pricing strategy not only exploits gender differences but also perpetuates the idea that women should pay more for similar products.





One of the most significant criticisms of gender-based consumerism is its reliance on and reinforcement of gender stereotypes. Marketing strategies often exaggerate traditional gender roles to appeal to their demographic targets. For instance, advertisements for household products may target women by emphasising their role as caretakers, while ads for cars or gadgets may target men by focusing on power and performance.

These marketing strategies can have far-reaching implications. By continuously associating certain products and roles with specific genders, companies contribute to the persistence of outdated gender norms. This not only limits consumer choice but also reinforces societal expectations that can be restrictive and discriminatory.

In recent years, there has been a growing awareness of the limitations and consequences of gender-based consumerism. As society becomes more attuned to issues of gender equality and fluidity, there is a shift towards more inclusive marketing practices. Companies are beginning to recognize the diversity within gender categories and are moving away from binary representations. This shift is reflected in the growing popularity of gender-neutral products and marketing campaigns that challenge traditional gender norms.

There has been a surge of movements and counter-movements against such marketing techniques. Opposition to the gender-specific consumerism trend is presented by “Femvertising” or Feminist Advertising showcasing women in diverse, non-traditional and empowering roles. However, since profit-mongering through marketing is quite a great deal for firms, sometimes such portrayals become misleading, narrow and contradictory; evident through company behaviours like Tokenism and Femwashing.





While gender-based consumerism has been an effective marketing strategy for decades, its reliance on gender stereotypes is increasingly being challenged. As consumer awareness grows, so does the demand for more inclusive and equitable marketing practices. The future of gender-based consumerism will likely see a continued shift towards recognizing and embracing gender diversity, both in terms of products offered and how they are marketed.

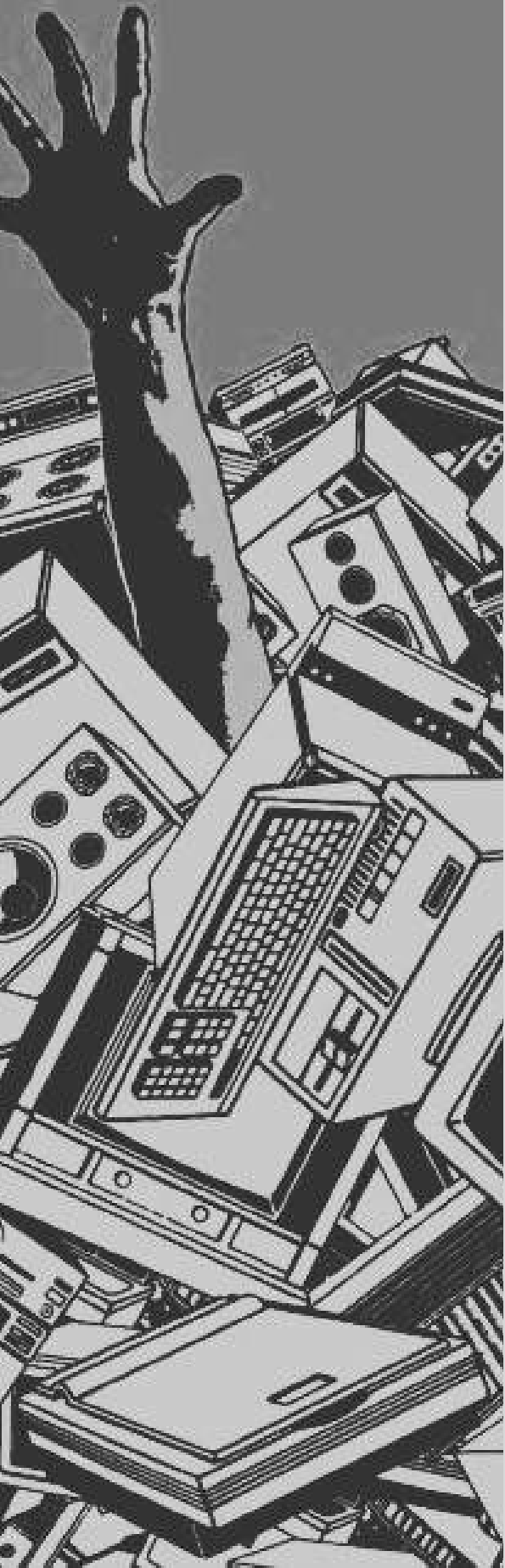
# IDEOLOGY IN THE BAG OR PRODUCT ?

RUDRAKSHI BISHT





# Overdose



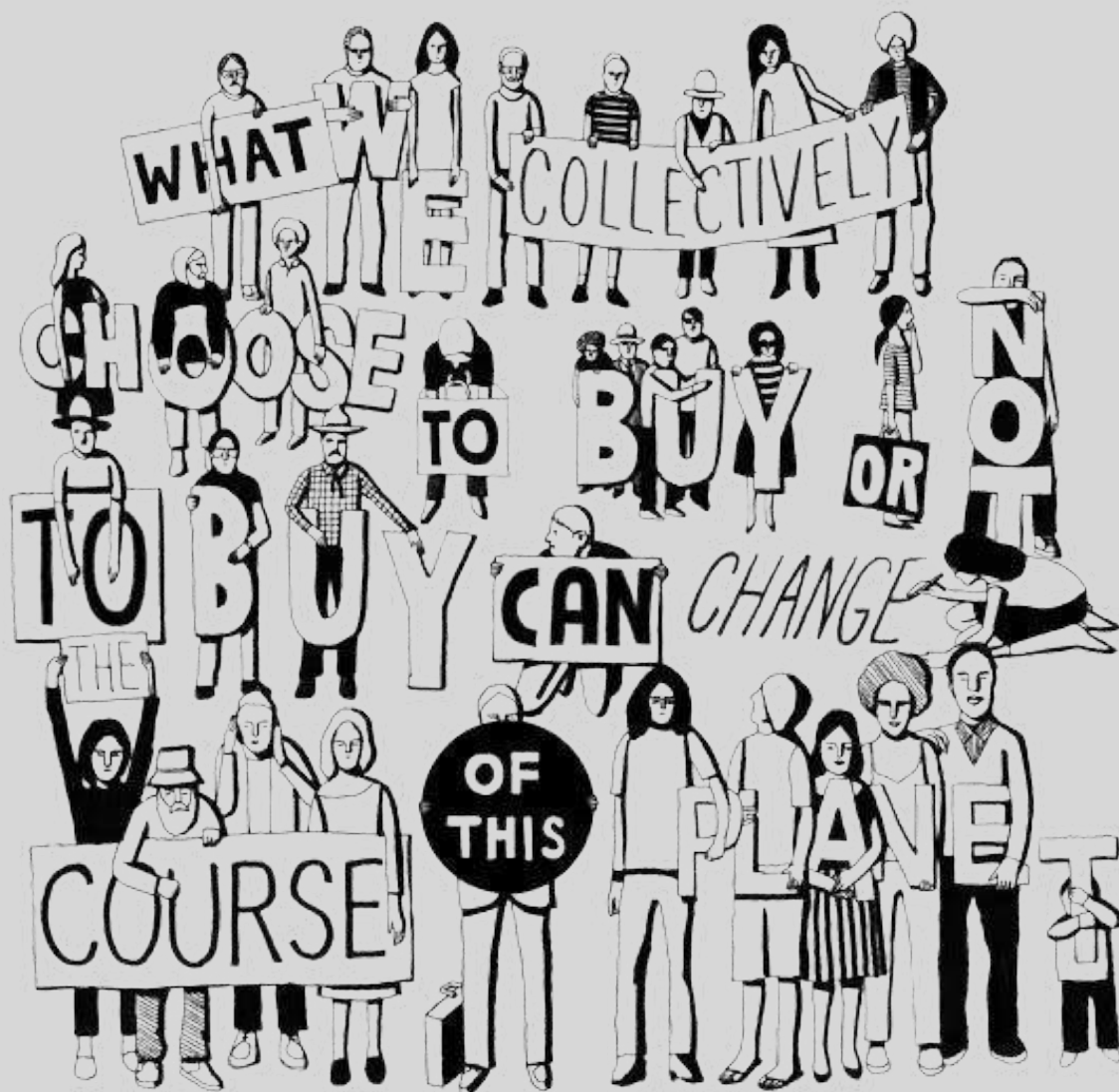
As clarified in the introduction, gender-based consumerism is about marketing of products and services with primary focus on targeting the consumers (here, specific genders) that is often a product of stereotypical assumptions present in the society. Marketing the ideology explores how brands tend to initiate a campaign and how such practice influences consumer behaviour and reinforces societal norms about gender.

Even if we do not perceive our surroundings meticulously it is apparent in our everyday life examples how brands play a major role in initiating a campaign in which specific vocabulary is used to grab the attention of the target audience- often leading to evocation of new insecurities in them. Further, by utilising visible mediums of media and advertisements through billboards, televisions and more, brands are able to become the harbinger of construction of various ideologies and give a clear-cut definition of normative standards that further persists in the society.



This portion of the article explores how brands influence and continue to rule important societal settings.

To give this a foundational start let's dive into the basics from understanding what a brand is. A brand is a unique product or service that a consumer is able to distinguish and associate by its name, tagline and other attributes. Brands influence the thoughts, behaviour and even consumption patterns by a technique called marketing. It is by this power of marketing that brands are able to deliver what they desire. A brand connects with people at an emotional level and through this emotional appeal, persuasive marketing techniques and limitless social influence backed by social beliefs, it is able to construct ideologies and set a standard defined by existing different norms. In addition, brands mark a distinction between the needs associated with gender and thus create separate lines and cater to perceived preferences demanded.



Brands often use these established stereotypes to communicate their services in the market and that hits the case! The collected analyses of consumer patterns and buying standards allow brands to advertise products in a manner that promotes gender based consumerism. For example- the advertisements designed for dishwashing soaps are set to follow the normative “our soap will take off the burden from the housewife who also has motherly duties to cater to” narrative which strengthens the social norm of a woman having to engage in domestic work as a social standard and mandate. Brand partnerships and faces chosen to promote the brands further help in the effectiveness of selling of the ideology. Brands often associate their product or service to reinforce cultural narratives around gender by either storytelling or using myths that directly target the audience and deeply resonate and affect sacred societal values and beliefs.





Brands create separate sections for toys where kitchen sets and doll houses are associated with girls and 'heavy-duty toys' like guns, cars, construction equipment for boys. Advertisements of cars and electrical appliances have male actors as the lead cast whereas makeup products, mosquito killers and dishwashing soaps are promoted via a female face. Furthermore, baby products like Johnson N Johnson advertisements and brand labels always portray the mother as taking care of the baby and not the male figure, this essentially shows that it is the role of the mother to look after. On the parallel, it is often noticed that advertisements for financial services and automobile commercials never highlight women and keep it men-centric, directly indicating that men are rational decision makers whereas women are better with household chores.



Thus, gender bias created by brands by their depiction and biased portrayals ultimately promotes occupational stereotypes that creates the inner frames of the society. Conversely, balanced advertisements would play a game changer.

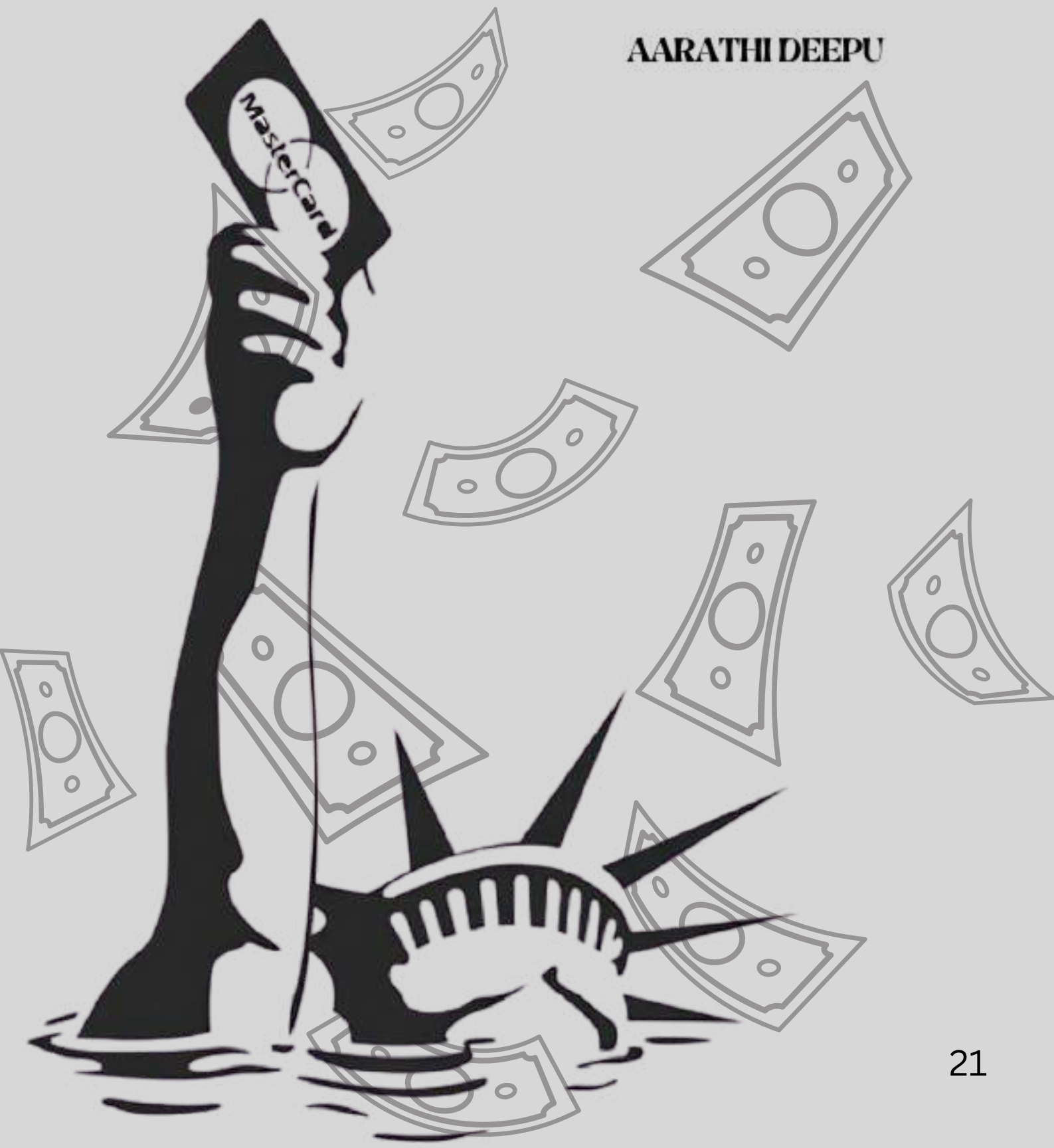


Brands are able to deliver and construct ideologies the way they desire by adding personalised touch to it, this comes from understanding and polishing their service and aligning with the constant needs of the society. Regular feedback allows brands to adjust their strategies to evolve. Furthermore, brand collaborations work well to stabilise their normative standard set.

Therefore, it is evident that gender-based consumerism is heavily influenced by marketing the ideology. This shapes and sets standards in the society and potentially alienates consumers who do not follow these, raising insecurity and inferiority that gives pressure to conform and not get disconnected from society.

# TYPIFICATION AND CONSUMERISM

AARATHI DEEPU









Typification—the process by which people see and organise the environment through typologies and types—is portrayed as a fundamental and integral part of how actors first relate to their circumstances. It is crucial for organising the "self," conceiving of "roles," and serving as an essential component of institutionalisation and the growth of social structure. There are two main categories of types that are identified: the manufactured type, which is created by social scientists to explain social systems, and the existential type, which is created by participants in social systems. Typification is understood to include ignoring the individual distinctions of the characterised objects that are not essential to the specific goal for which the type has been established, and instead consists of the pragmatic reduction and equalisation of qualities pertinent to that purpose. Types and typologies are said to be pervasive in both ordinary social interactions and social science terminology. It is maintained that Typologizing is still a somewhat "underdeveloped" part of the technique in general, even if it is ubiquitous in social investigation. It is mentioned that one of the main purposes of types and typologies is to locate, make simple, and arrange facts so that they may be explained in a way that allows for comparison.





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-JEFF BEZOS



SAUBHA SRIVASTAVA

QUEERBATING  
IN THE  
CONSUMER  
MARKET  
PRIDE AND PREJUDICE



Let us start with some emo-washing. Confused right? Well in the times when our market is overflowing by queer washing or pinkwashing let's delve into the phenomena of emo-washing.

On one bright sunny day, you are walking past a big cosmetic store and see a gigantic poster that ambiguously represents womanhood and invalidates the whole experience of being a woman. Disconcerting isn't. This is what queer people endure in their daily lives and hence we entered into an era of queerbaiting.

Now what is queerbaiting? According to the Oxford English Dictionary, **queerbaiting is “the practice of trying to attract and capitalise on LGBTQ+ audiences or customers deceptively or superficially”**. The purpose is to attract the audience – to bait, as the word suggests – with the promise that there will be a positive queerness narrative without then bringing that representation to life.



When marketers are making inclusivity an unfulfilled promise leading to an altogether different Pandora's box we can at least be an ally by getting our concept straight. Even this writer, who's rattling the keyboard standing as a spectator on the threshold of the spectrum trying to do just to the vehemence of queer committee. A little insight into the history of the word queerbaiting itself, the graph wasn't easy at all. From being a slang word in the queer community for cis heterosexual men who were considered attractive by queer men, later usage derived from the rise of rainbow capitalism or the soaring relevance of pink money. But why are we labelling if the end goal is inclusivity? It is just like the never-ending chicken and egg paradox.





Are marketers trying to communicate that they are gay for just one day? Ambiguous gender identities that entice queer people into buying a certain product only to realise that it is far away from reality and invalidates the essence of their being and the whole sham of acceptance and normalisation is for propaganda leaves a scar on their self-esteem, making them closeted ever than before. This seclusion might not be wished upon however is a vicious cycle perpetuated by marketers. More than 60% of the LGBTQIA+ members feel rainbow-washing claims are misleading and find themselves cynical about queerbaiting. And rightly so, because painting nails and having a Harry Styles lookbook doesn't necessarily qualify as being queer because the whole narrative is more than just aesthetics and gender fluidity may/may not be as peripheral as the brands show.

In this overtly heteronormative society brands often cross the line without being conscious or considerate of the beautiful gender disparities and distinct beliefs. One example that stands out to me is the beer brand 'Bud Light' where for the marketing gimmick they changed the definition of the acronym 'LBGTQ' and represented it as "Let's Grab Beers Tonight Queens" or Disney which always vacillates between being cliched and bigoted in their approach.



As humans we like ourselves to be reflected in some form that vindicates our idea of us and makes us feel valued, acknowledged, and embraced. But when this idea of us is virulent at the deep core, we end up looking for our reflection on the surface of frozen lakes. Just like queer people always look for reflection and end up in a void.



# THE ECONOMICS OF TAX

KRISHA PANCHAL





The "**Pink Tax**" refers to the phenomenon where products marketed to women are priced higher than similar or identical products marketed to men. This gender-based price discrepancy is evident in a wide range of goods, from personal care products like razors and deodorants to services like dry cleaning and haircuts. Although it's labelled a "tax," it's not a literal tax imposed by governments but rather a pricing strategy employed by manufacturers and retailers, often underpinned by societal norms and consumer behaviour. The economic implications of the Pink Tax are far-reaching, perpetuating gender inequality and placing an undue financial burden on women.



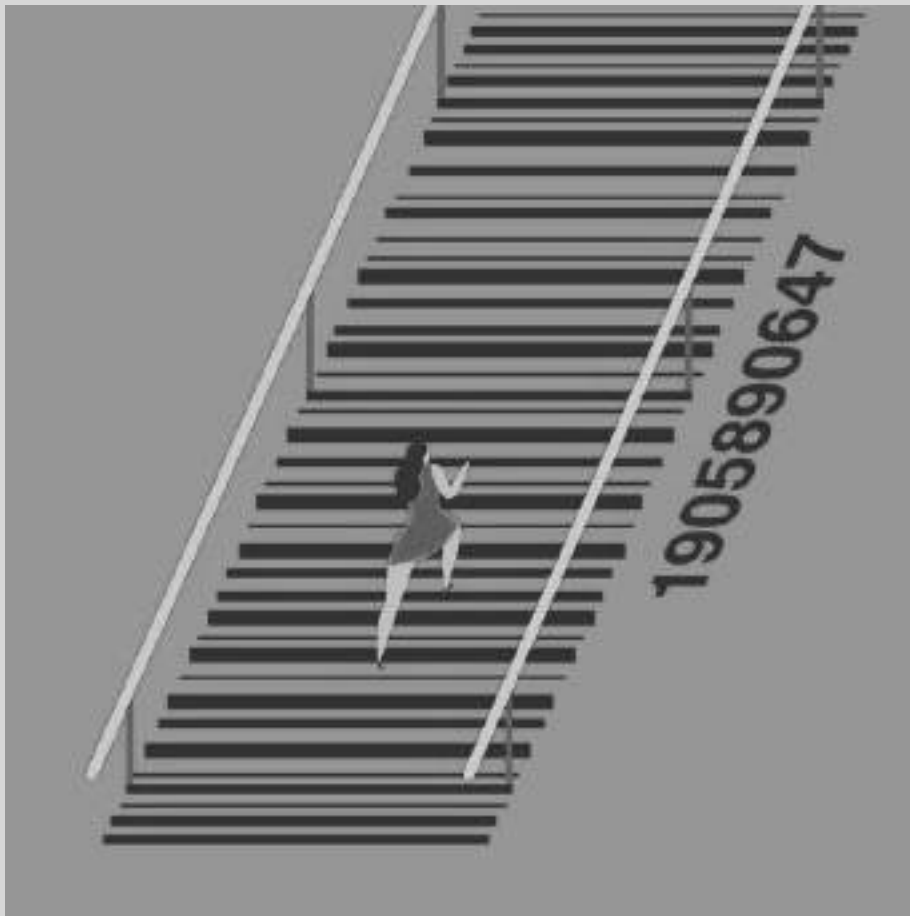
## Gender-Based Price Discrimination

At the core of the Pink Tax is gender-based price discrimination, where businesses exploit perceived differences in consumer demand between men and women. This practice is often justified by companies under the guise of "market segmentation," where slight product variations—such as colour, packaging, or scent—are used to differentiate products and justify higher prices. For instance, a basic razor may be priced differently based on whether it is marketed towards men or women, even though the product's functionality is identical. This price differentiation is not based on the actual cost of production, which is usually the same for both versions, but rather on the expectation that women will pay more for products tailored to them.



## The Role of Marketing and Consumer Behavior

Marketing plays a significant role in perpetuating the Pink Tax. Companies often design products and advertising campaigns that reinforce gender stereotypes, leading consumers to believe that certain products are inherently "male" or "female." This segmentation allows companies to charge higher prices for products aimed at women. Research has shown that women are often more willing to pay a premium for goods perceived as being of higher quality or more aesthetically pleasing, which marketers exploit by creating and promoting products specifically for them at a higher price point.



**Consumer behaviour also contributes to the persistence of the Pink Tax. Women, who are often socialised to place a higher value on personal care and appearance, may be more likely to accept higher prices for products that are marketed as enhancing beauty or femininity. This willingness to pay a premium, in turn, encourages companies to continue the practice of gender-based pricing.**

## Economic impact and inequality

The economic impact of the Pink Tax is significant, as it places an additional financial burden on women, who already face income disparities and other economic disadvantages. Studies have shown that women in the United States pay, on average, thousands of dollars more over

their lifetime for goods and services compared to men. This exacerbates the gender wage gap, making it even more difficult for women to achieve financial parity with men. The Pink Tax is particularly problematic for low-income women, who may struggle to afford basic necessities that are priced higher simply because they are marketed to women.



## Legal and policy response

There has been growing awareness and criticism of the Pink Tax in recent years, leading to some legislative efforts to address the issue. In certain jurisdictions, laws have been enacted to prohibit gender-based price discrimination. For example, California passed the Gender Tax Repeal Act in 1995, which makes it illegal to charge different prices for services based on gender. However, enforcement of such laws is challenging, and the Pink Tax continues to persist in many areas.

## Conclusion

The Pink Tax is a clear example of how gender-based consumerism can perpetuate economic inequality. By charging women more for products and services that are often identical to those marketed to men, businesses not only exploit gender differences but also contribute to the broader issue of gender-based economic disparity.

Addressing the Pink Tax requires a combination of consumer awareness, regulatory action, and a shift in marketing practices to ensure that pricing is fair and equitable for all consumers, regardless of gender.





# DISNEY OR BATMAN-

GENDER BASED  
CONSUMERISM  
AND CHILDREN

**RAHUL RATURI**

Gender-marketing, the practice of targeting products and services based on Gender-specific tastes and inclinations is something that has been going on for quite some time in the world market. Even though this approach has worked in pushing up sales, it leaves serious worries particularly about how it affects children. By continuing to reinforce gender stereotypes and mould young minds perception on what they see, think or believe in, gender based marketing can have long term implications on children's development self-worth, and outlook of life.

Gender-based marketing is mostly associated with colours, themes, and stories that match the traditional gender division. For example, pink is usually considered as girls' favourite, while the boy's first choice turns out to be blue. To be more specific, toys, clothes, books, and many educational aids are the most common among the products that are gendered and marketed that way. Boys are typically given action figures, cars, and building sets as their toys of choice, whereas dolls, kitchen sets, and beauty products are given to girls. Moreover, this separation is not only limited to toys, it extends to media, including television shows, movies, and advertisements, which often portray gender roles in a stereotypical manner. Boys are shown as strong, adventurous, and independent, while girls are depicted as nurturing, emotional, and focused on appearance

## Impact of gender based marketing on children

### 1.Reinforcement of Stereotypes:

Gender-based marketing reinforces traditional gender roles, limiting the scope of experiences and interests for children. Boys may feel pressured to conform to notions of masculinity, avoiding activities deemed "feminine," while girls may shy away from pursuits considered "masculine." This can stifle individuality and hinder the development of a broader skill set.

### 2.Influence on Self-Perception:

Children internalise the messages conveyed through gender-based marketing, which can shape their self-perception. For example, girls exposed to beauty-centric advertising may develop body image issues, while boys may feel compelled to adopt aggressive behaviours to align with masculine ideals.





### **3.Impact on Future Career Choices:**

The early imposition of gender roles can influence career aspirations. Girls may be less likely to pursue careers in STEM fields if they are not exposed to toys and activities that foster an interest in science and technology. Conversely, boys may be discouraged from careers in caregiving or the arts due to societal expectations.



### **4.Perpetuation of Gender Inequality:**

By promoting a binary view of gender roles, marketing strategies contribute to the broader societal issue of gender inequality. The portrayal of women and men in limited roles perpetuates stereotypes that can influence how children perceive gender relations in adulthood.

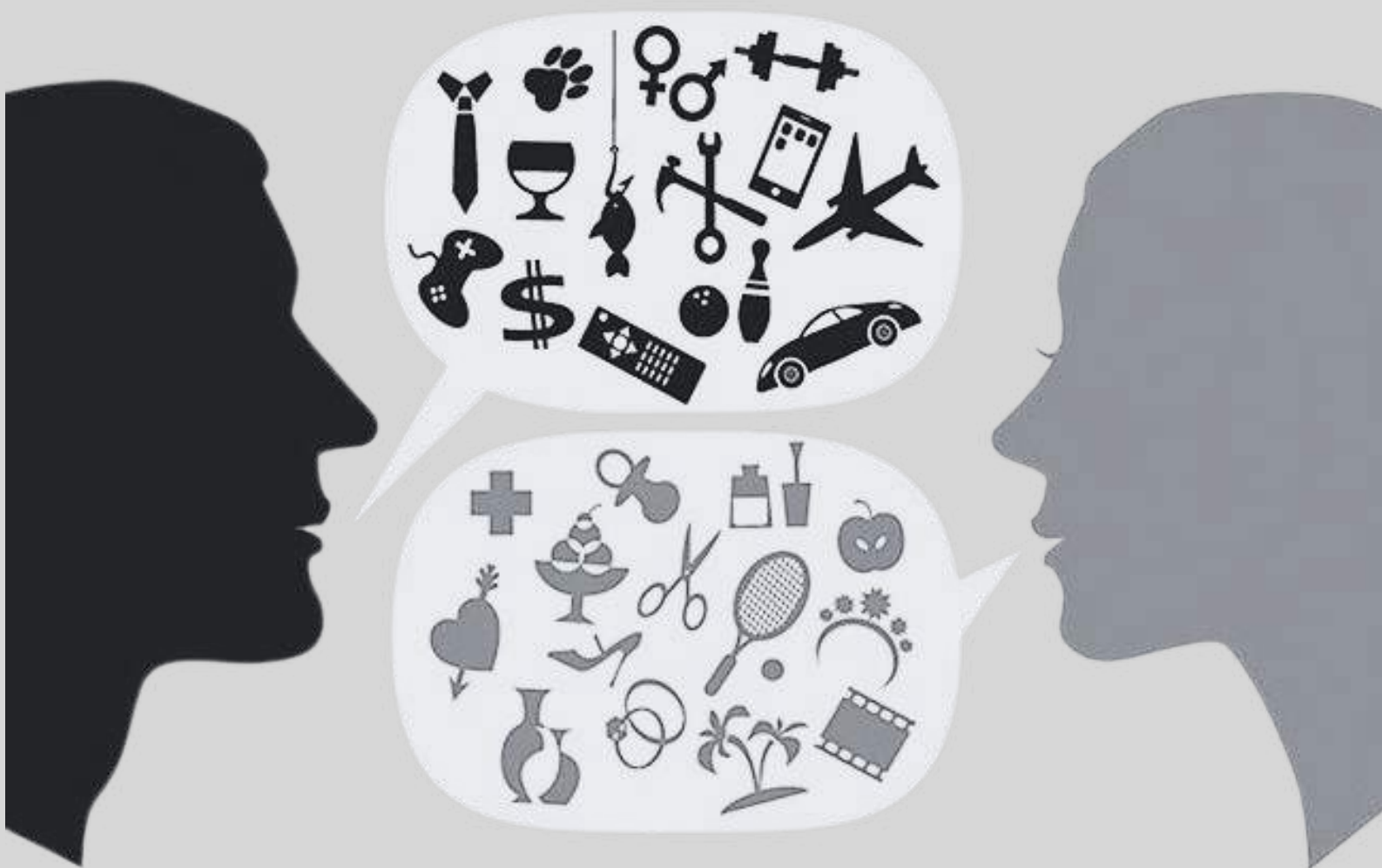


## The Indian context

In India, gender-based marketing is deeply intertwined with cultural traditions and societal norms. The concept of gender roles is strongly embedded in Indian society, where expectations for boys and girls are often distinct and rigid. Marketing strategies in India reflect and reinforce these norms, with products for girls often emphasising beauty, modesty, and domestic skills, while products for boys highlight strength, leadership, and technical skills.

In recent years, there has been a gradual shift in Indian marketing practices, with some brands attempting to challenge gender stereotypes. For example, campaigns like "Share the Load" by Ariel, a detergent brand, have highlighted the importance of equal household responsibilities, challenging the notion that domestic work is solely the domain of women. Similarly, educational toy brands have started promoting gender-neutral products that encourage both boys and girls to engage in STEM activities.





## Conclusion

*Gender-based marketing has a profound impact on children's development, shaping their perceptions of themselves and the world around them. While the practice is deeply entrenched, it is not insurmountable. By promoting gender-neutral marketing, challenging stereotypes, and fostering inclusivity, society can help children grow up with a broader and more diverse understanding of gender roles. In both the global and Indian contexts, it is imperative to address the issue, ensuring that the next generation is free to explore their full potential, unencumbered by outdated gender norms.*

AKSHAT ARORA

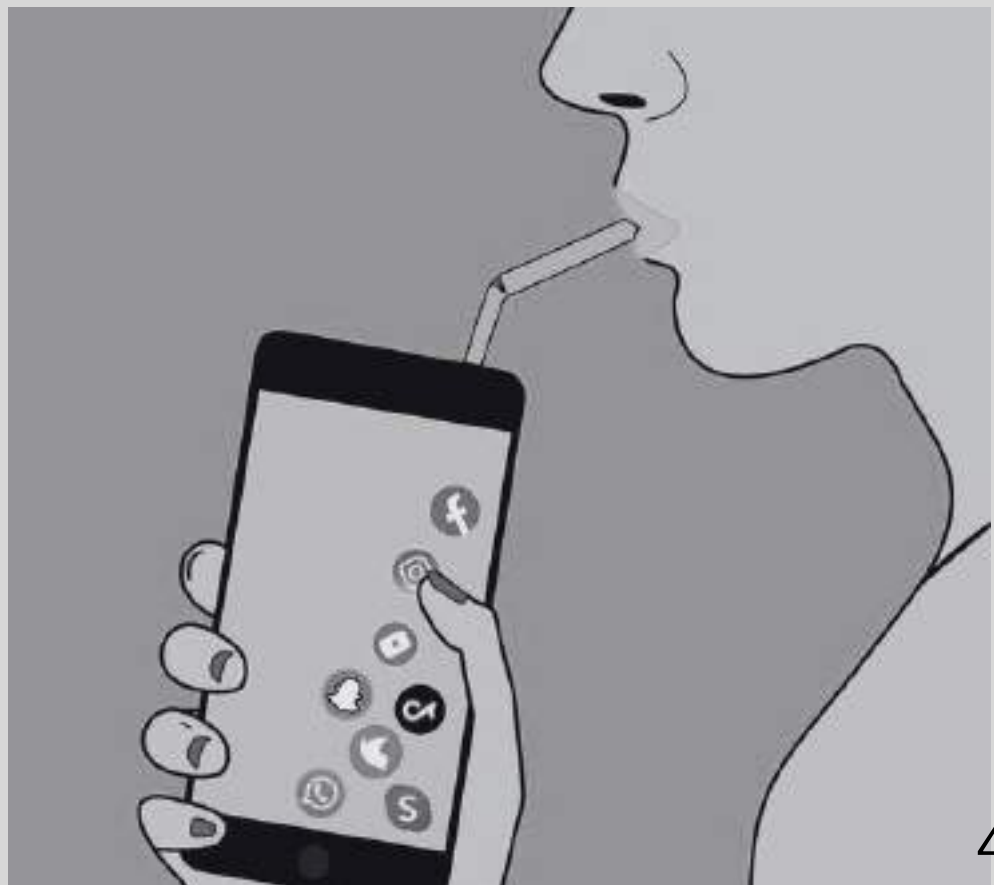
ROLE OF  
SOCIAL MEDIA  
ON GENDER  
BASED  
CONSUMPTION  
CONSUMERISM



IDENTITY

Ever since the popularity of social media across the globe, the perceptions and ideologies of individuals regarding their consumption has taken a large hit on a personal basis.

Not only that, but also many of the brands engaged in clothing and beauty businesses target customers based on their gender preferences and consumption patterns to sell more. There are two sides of social media which show very different ideologies among themselves. First, it is the side which believes that a person should consume those products that are given to them and accepted as norm in the society such as males should not use beauty products or wear clothes which caters more to the females. On the other hand, there is a digital population that promotes individual happiness and considers that a person, whether a male or female can use any products, such as a male person can wear clothes with a feminine connotation or even polish their nails if it makes the person happy. This has created a paradox and therefore the topic of the role of social media in consumption of people has taken an importance.





The LGBTQ movement also has a huge impact which has normalised the way a person wants to show themselves on social media. It is understood by now the two totally opposite sides of social media and how they operate in making the norms more rigid or evading them. Therefore it becomes necessary for the business to understand and analyse consumer behaviour.

Since social media has given people a way to express themselves, they buy products which help them amplify their choices and not only that but they also create a digital environment around themselves which understands their choices on different platforms. Many brands such as H&M, Zara, and souled stores nowadays have started to create products which are unisex to gather a larger target audience present on these social media sites.



MODELS



In this day and age, there are also social media influencers who promote the perception of people with respect to a product such as a male fitness influencer may show that wearing loose t-shirts help them feel good about their body whereas a male fashion influencer may show a totally different opinion. This sort of creates an echo-chamber for many people to feel comfortable with themselves. Along with gender it is also important to assume the age of the consumer and their behaviour. A 28 year old male would show different characteristics than a 15 year old consumer and similarly this would occur in the female population. It may be possible that the older population may be shown products according to their preferences but the young population may be shown the same products regardless of gender to influence their view to garner an audience. So we can conclude that social media plays a big role in this day and age when a person wants to buy a product.

HEALTH LAND  
AND THE  
GENDER  
BASED  
MARKETING  
WAND



**RITIKA GOEL**



AS THE HEALTH AND WELLNESS INDUSTRY IS EXPANDING IN RECENT TIMES, WE CAN OBSERVE HOW THIS INDUSTRY NOT ONLY PROMISES WELL-BEING BUT ALSO SELF-CARE. IT'S ESSENTIAL TO EXAMINE HOW GENDER INFLUENCES THE DEVELOPMENT, MARKETING, AND CONSUMPTION OF HEALTH AND WELLNESS PRODUCTS. THAT CAN BE CALIBRATED THROUGH AN UNDERSTANDING OF HOW GENDER SHAPES THE MARKET AND THE CONSUMPTION DEMANDS OF HEALTH AS WELL AS WELL-BEING PRODUCTS.



## **GENDERED MARKETING**

The health and wellness industry of the world has developed their own gendered marketing strategies that target specific consumer segments and fulfil their needs. These products are highly associated with particular gender roles and stereotypes. The marketing strategies vary from gender to gender; for example, feminine hygiene products related to the menstrual health of women, focusing on their hygiene, comfort, and discretion; weight loss or gain products for both genders, focusing on curbing out the insecurities one feels; and the marketing of products that relies on the notion of masculinity enhancement and performance.

These gender-specific marketing products not only reinforce harmful stereotypes but also contribute to body image issues. All this in collaboration leads mental and physical health into dangerous conditions.

## **GENDERED DIFFERENCES IN HEALTH AND WELLNESS NEEDS**

Biological differences and different needs of different gendered bodies necessitate different healthcare needs. These differences can be hormonal differences, such as women's reproductive health, which requires specific products and services such as contraceptives and prenatal care. On similar lines, the chronic conditions can also vary between different genders, such as women being more likely to suffer from certain chronic conditions such as autoimmune diseases and osteoporosis. Similarly, mental health does have a gender angle. Women are more vulnerable when it comes to mental health issues, as they not only suffer depression and anxiety due to unfavourable conditions at workspaces but also due to their family and related issues as compared to their male counterparts.

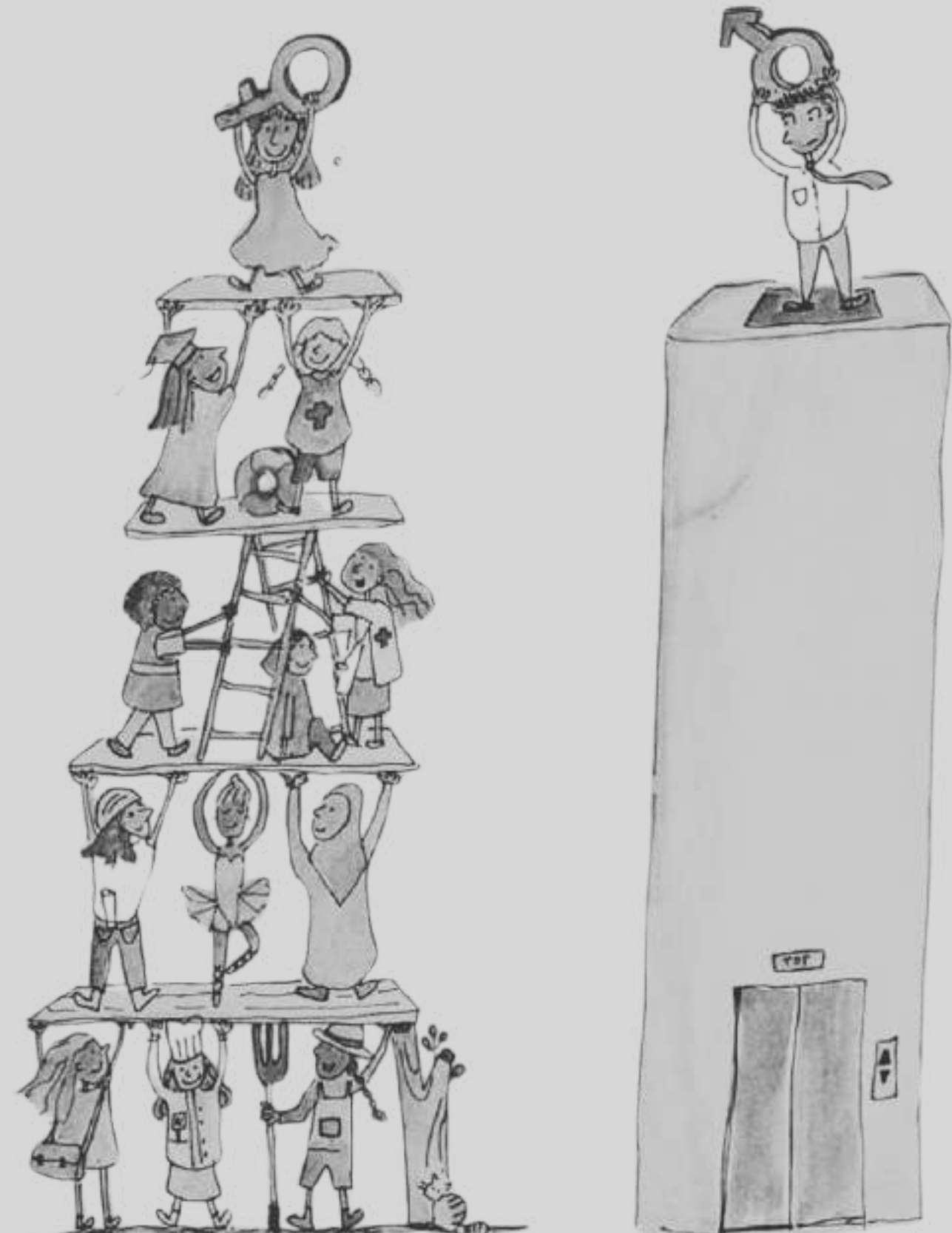
This can be further calibrated with the help of examples like Dove's real beauty campaign started by a beauty soap brand, where they have tried to illustrate how society tries to make beauty standards and forces people to set those certain standards. The campaign focused on highlighting that every shape and colour is beautiful in itself and highlighted the importance of inclusive marketing with a challenge to traditional beauty standards and promoting body positivity. Similar ideals were accepted by a menstrual hygiene management initiative that tries to break taboos around menstruation and provide access to menstrual products to change gender norms and improve women's health. Hence, we can conclude that the health and wellness industry plays an important role in gender equality and well-being. There is a need to challenge the traditional stereotypes, address the specific gender health needs, and adopt an inclusive framework to address the challenges.

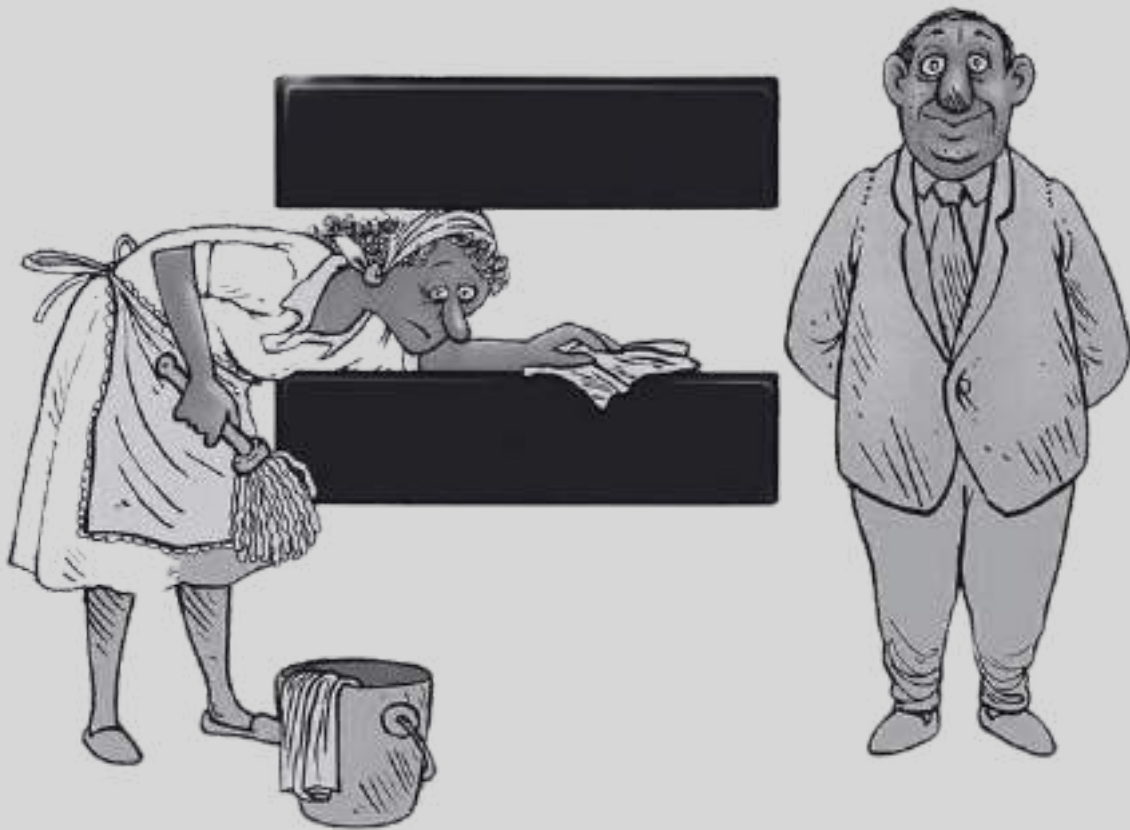
VAANCHIT

# MODELLING THE MODEL



This topic puts emphasis on the larger impact of gender based consumerism that manifests in the form of practising sexism and promoting biased ideologies. Companies tend to use certain faces as models for their campaign figures with a face and name that is known to the locals. This leads to trust building and consumption of not only the product but also the ideology.





Every now and then you will find an abstract thread of chatter more often than not laced with bigotry, cancelling some latest marketing campaign. However, in an appalling trend of events the reasons are almost always communal and rarely reasonable arguments challenging the gender-biassed stereotypes. As far as marketing goes, ones that ingrain your subconscious with subtleties are far more effective than those calling for immediate action, unfortunately as a society over the years, we have constructed, conformed and now constantly condone gender-based consumerism.

In today's hyper-commercialised world, consumerism extends far beyond the simple act of purchasing goods or services. It has become a potent tool for shaping ideologies, often reinforcing harmful stereotypes and biases. One of the most pervasive manifestations of this phenomenon is gender-based consumerism, where products and advertisements are specifically tailored to appeal to particular genders, often perpetuating outdated and harmful ideologies.

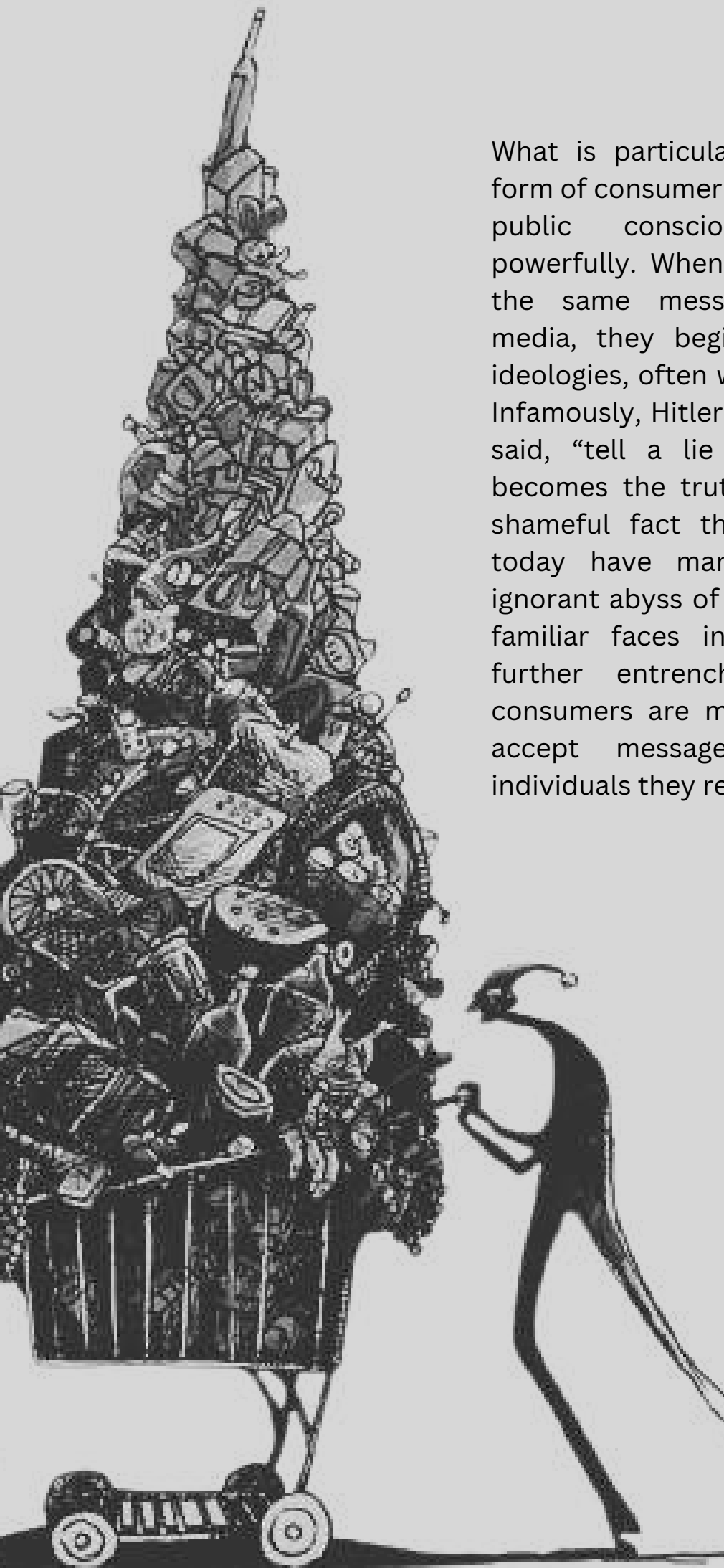


MODELLING THESE MODELS IS A DOUBLE-EDGED SWORD, WHILE THE COMPANIES ENJOY THE PRE-EXISTING CREDIBILITY OF THESE DECORATED PERSONALITIES WHO ARE BLINDLY TRUSTED BY THE TARGET AUDIENCE, THE PLOT BARELY UNDERGOES SCRUTINY BECAUSE OF THE FAMILIAR FACES. THIS FEEDBACK LOOP REINFORCES PATHETIC CHAINS OF THOUGHT AND IMBIBING A GENDER-BASED STEREOTYPE IN THE CONSUMER'S MIND.









What is particularly spiteful about this form of consumerism is its ability to shape public consciousness subtly yet powerfully. When people repeatedly see the same messages across different media, they begin to internalise these ideologies, often without even realising it. Infamously, Hitler in his book *Mein Kampf* said, “tell a lie often enough, and it becomes the truth” and it is an utterly shameful fact that our advertisements today have manifested into such an ignorant abyss of stereotypes. The use of familiar faces in marketing campaigns further entrenches these ideas, as consumers are more likely to trust and accept messages that come from individuals they recognize and admire.

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## Article 2

Gender Affirmative Lifespan Approach (GALA) and Emerald Insight

## Article 3

-Typification in Society and Social Science: The Continuing Relevance of Schutz's Social Phenomenology - Research Gate

- The Psychology of Consumerism: Understanding Our Drive to Acquire - Medium

- Typification, Typologies, and Sociological Theory - John C. McKinney

- What is Consumerism? Understanding the Impact of Consumer Culture – All About That Money

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