



The Female Consumer

Jessica L. Harris



The Female Consumer:

The Female Consumer Rosemary Scott, 1976 **The Myth of the Female Consumer** Behavior Research Institute, 1969* **The Female Consumer in the 21st Century**, 2013 *Consuming Subjects* Elizabeth Kowaleski-Wallace, 1997 An insightful examination of the history of the female shopper *Consuming Subjects* explores the origins of current ideas about women and consumerism calling into question the natural link between women and the commodities they buy While previous scholars have considered the nineteenth century department store and arcade as the crucial place for understanding the emergence of the modern female consumer Kowaleski Wallace argues that it is the eighteenth century that yields a keener understanding of the foundations of contemporary cultural practices By focusing on the eighteenth century she develops a clear sense of how women's appetite was diverted toward goods how shopping became gendered as feminine and how women's bodies became configured in relation to consumerism The book is organized around three aspects of consumption The Tea Table illustrates the disciplining of the female body and its potential for unruliness Shopping concerns a female consumer who is both compliant and insatiably desirous Business explores a gender differentiation which excludes women as wanton irregular and inconstant and defines business as male *Consuming Subjects* is concerned with eighteenth century literary texts with social spaces like the tea table and with material objects like porcelain and fine china Kowaleski Wallace links the rise of shopping to the appearance of modern pornography like pornography shopping embodies a cultural fantasy claiming to locate and control female pleasure Jacket *Italian Women's Experiences with American Consumer Culture, 1945-1975* Jessica L. Harris, 2020-06-30 This book analyzes the spread of American female consumer culture to Italy and its influence on Italian women in the postwar and Cold War periods eras marked by the political economic social and cultural battle between the United States and Soviet Union Focusing on various aspects of this culture beauty and hygiene products refrigerators and department stores as well as shopping and magazine models the book examines the reasons for and the methods of American female consumer culture's arrival in Italy the democratic consumer capitalist messages its products sought to sell to Italian women and how Italian women themselves reacted to this new cultural presence in their everyday lives Did Italian women become the American Mrs Consumer As such the book illustrates how the modern consuming American woman became a significant figure not only in Italy's postwar recovery and transformation but also in the international and domestic cultural and social contests for the hearts and minds of Italian women **Reshaping the Female Body** Kathy Davis, 2013-10-15 *Reshaping* looks at women's involvement in cosmetic surgery and raises the question of why women put themselves under the knife for operations which are painful risky and expensive and often leave them in worse shape than before *The Neuro-Consumer* Anne-Sophie Bayle-Tourtoulou, Michel Badoc, 2020-04-24 Neuroscientific research shows that the great majority of purchase decisions are irrational and driven by subconscious mechanisms in our brains This is hugely disruptive to the rational logical arguments of

traditional communication and marketing practices and we are just starting to understand how organizations must adapt their strategies This book explains the subconscious behavior of the neuro consumer and shows how major international companies are using these findings to cast light on their own consumers behavior Written in plain English for business and management readers with no scientific background it focuses on how to adapt marketing and communication to the subconscious and irrational behaviors of consumers the direct influence of the primary senses sight hearing smell taste touch on purchasing decisions and the perception of communications by customers brains implications for innovation packaging price retail environments and advertising the use of nudges and artifices to increase marketing and communication efficiency by making them neuro compatible with the brain s subconscious expectations the influence of social media and communities on consumers decisions when collective conscience is gradually replacing individual conscience and recommendation becomes more important than communication and the ethical limits and considerations that organizations must heed when following these principles Authored by two globally recognized leaders in business and neuroscience this book is an essential companion to marketers and brand strategists interested in neuroscience and vital reading for any advanced student or researcher in this area

The Female Consumer Rosemary Scott,1976 *The Gender and Consumer Culture Reader* Jennifer Scanlon,2000-08 In this consumer culture studies anthology 23 reprinted essays 1934 98 consider both the empowering and disempowering elements of consumerism In her introduction Scanlon women s studies Plattsburgh State U of New York views consumer culture as a collaborative process not simply a matter of perpetrators and victims The themes the essays address are stretching the boundaries of the domestic sphere you are what you buy the message makers and sexuality pleasure and resistance in consumer culture The book features bandw illustrations promoting the cults of domesticity and identity through proper consumption It lacks an index c Book News Inc

Encyclopedia of Consumer Culture Dale Southerton,2011-09-15 The Encyclopedia of Consumer Culture is the first reference work to outline the parameters of consumer culture and provide a critical scholarly resource on consumption and consumerism

Delve into the emotional tapestry woven by in Experience **The Female Consumer** . This ebook, available for download in a PDF format (Download in PDF: *), is more than just words on a page; it is a journey of connection and profound emotion. Immerse yourself in narratives that tug at your heartstrings. Download now to experience the pulse of each page and let your emotions run wild.

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