The Examination of the Effects of Biological Gender and Gender Identity Roles on Attitudes of the Consumers to Advertisements Applied by Accommodation Operations

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Extensive Summary

Introduction

In today's world, increasing of needs and expectations of consumers has brought the variety of goods and services with it. There are more than one manufacturers of each good and service anymore. This situation makes it difficult to choose one of the products are similar to each other in terms of visual and content. When marketing activities applied by operations affect decisions of consumers significantly; also consumers' attitudes towards marketing activities are affected by many factors like personal, psychological, social and cultural in the purchasing decision-making process (Kocabaş et al., 1999).

When gender groups of consumers shape marketing activities are examined, not only biological gender groups but also peoples’ psychological sex roles may differ as a result of their culture and their characteristics. So on, it is important to take into account psychological sex roles (gender identity roles), in the process of planning of marketing strategies (Vigorito and Curry, 1998).

The Concept of Gender Identity and Gender Identity Roles

Gender identity is a concept of individuals’ acceptance and descriptions theirself as a masculine or feminine according to their personality traits. Gender identity roles, are also known as the psychological gender roles, are individuals’ existential femininity or masculinity (Bem, 1981). However, except for masculinity and femininity, there are also "androgynous" and "neutral” gender identity roles. Masculinity and femininity
dimension of an androgen person is high equally. When they are in low level both equally (masculinity and femininity dimension), these individuals are identified as neutral (Bem, 1975).

**Purpose and Importance of the Study**

In this study, especially focused on the gender identity roles and researched if there is a distinctive effect of biological gender and gender identity roles (masculinity, femininity, androgynous and neutral) on consumer’ attitudes to advertisements are used by accommodation establishments. Although the effects of gender identity roles on consumer behavior were researched in different areas (Ely, 1995; Catina et al., 1996; Vigorito and Curry, 1998; Kulik, 1998; Fischer and Arnold, 1990; Fischer and Arnold, 1994; Palan, 2001; Yaşç and İlarslan, 2010; Wright and Holtum, 2012), the lack of number of the studies in this issue in tourism increases the importance of this research.

**Research Method**

In this study, Bem Sex Role Inventory was developed by Bem (1974) was used to determine gender identity role orientations of participants. The reliability and validity study of the inventory which is adapted to Turkish by Kavuncu, made by Kavuncu and Dökmen (Dökmen, 1999; Kavuncu 1987). In the validity and reliability study of Dökmen (1999), inventory consists of 40 items, including 20 femininity expressions and 20 masculinity expressions.

In order to determine the participants' attitudes towards the advertisements, the questionnaire was used for data collection. The questionnaire belongs to the study of Yaşç and İlarslan (2010).

The data were collected in Ankara Mogan Lake picnic areas and from 408 respondents. However, due to various reasons (because of the majority of the questionnaire is left blank), 28 questionnaires are not taken into account and 380 questionnaires (93% of the total data) were analyzed.

**Results**

According to the results, it was determined there is a general accordance between biological sex and gender identity roles of individuals and also was determined it is possible to participants have gender identity roles different from their biological sex to some extent. Thus, the results of the previous studies were made in different areas in the same subject was supported. Otherwise; determination of the advertisements of accommodation establishments, contain feminine messages, are more preferred by people who have feminine and androgynous identity than the others; and advertisements of accommodation establishments, contain masculinity messages, are preferred by all gender identity roles are ones of the results.