

THE ART AND SCIENCE OF ANDROGYNY MARKETING

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Abstract

The art of selling have a come long . Marketing is nor more a conventional and straightforward process. Uncertainty and unpredictability in the environmental factors and complex consumer behaviorism ,have forced the organization to adopt and opt for unconventional selling strategies and promotional strategies .This article deals with an unconventional marketing strategy , which has been proving effective and popular and also increasing revenue for the organization .

Key words: Chauvinism , Feminism , Ida , pingala .

The art of selling has come a long way .Perhaps reaching its saturation point. The marketers and organizations are desperately trying to find out new methodologies to woo the prospects and customers, some are fortunate and some lose the market . Modern Man is a very complex animal . He is confused with his needs, wants and desires. And on the other hand , Organization are trying transform a person's desire into needs .Customer perception is heterogeneous and intricate . The rational and mental aspect of person assists in scripting out the plan and decisions .Man is torn and confused between his emotional and rational dimension.

Man's decision is based on the emotional and rational platform. One of the strategy adopted to increase the sales and generate revenue is to promote the product to entirely a new segment of users ,especially directed to the opposite gender simultaneously expressing the opposite gender qualities through the product and service .A product that can be used by both gender .It seems confusing , yet it has got a deep significance in captivating the target audience.

This type of marketing is called "Androgynous marketing". Bem coined the term androgynous (from "andro" meaning male, and "gyn" referring to female) to describe individuals who embrace both masculine and feminine characteristics .Offering men's aesthetics ,re-engineered for the female form or vice versa. Products that are simply elegant, classy for women made to fit for men. Individuals, female or male, who exhibit high levels of both feminine and masculine personality traits are said to demonstrate androgyny

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<http://social.jrank.org/pages/36/Androgyny.html#ixzz2suSk92cM>

Tough competition .High saturation in the market has forced much organization, especially in the FMCG sectors- Health drinks, face-creams etc.to opt for this strategy. It has become imperative and inevitable to re-modify and re-shape the product to fit into new segmentation and cater to the new users.

Male chauvinism and Female feminism ,the two intricate , subtle and core behavior of human personality .The two types of behavioral qualities ,boost the ego and self-esteem in human beings. Furthermore , it acts as challenge and defiance to the opposite sex. For instance , a lady holding high office is respectfully addressed as ‘Sir’ and not madam., once this title was monopolized by men high offices. The Egoistic struggle between male dominance and female supremacy, is very much visible in the functional strata of society. And one of the potent and influential ways to supplement and catalyze the personalities of either gender is through various products and service.

Psychotherapist Carl Jung ,proposed that every person has both an *inner male and female energy*, labeled as **animos**(male) and **anima** (female).Carl Jung further stated that key to optimizing mental health was embracing both sides.

But long before Carl Jung stated this findings, it was already written very scientifically in an ancient text of Indian origin .” Swara Yoga” –The Tantric Science of Brain Breathing , originally written in Sanskrit ,translated very lucidly and logically in English. Swara yoga equates Shakti(Female) and Shiva(Male) , which manifest in the body as the two nadis,

Pingala(male) and ida(female) otherwise known as *prakriti(female) and purusha(male)*. It is necessary to understand that ida and Pingala are opposite aspects of one's personality.

Neurologists have found correlations between male /female responses and left/right brain functions. The emotion, intuitions, are symbolic of feminine personality while Logic, Rationality are part of masculinity. As far as science has probed, the difference in mental capacities is possibly related to different ratios of sex hormones affecting the structure of the brain. Whatever physiological cause may be, it definitely corresponds to the fact that Ida –the left part is considered the female and pingala –the right part to be considered as male.

Whatever may be the reasons of human complexities, undeniably the human emotions have been well exploited by the marketers. There was a time when fairness cream was meant for women and it was embarrassing for men for even to think about using it. They were shy to use it. But today, with a little change in the chemical composition of the product, there are dozens of fairness cream in the market, exclusively meant, only for men or for both. The result is unbelievably positive. The new strategy has overwhelmingly generating revenue for the organization.

Men who have feminine qualities, are very much desirous to use women products like :- creams, nail-polish, long hairs, hair-band etc. They want to look like or to behave like the opposite gender. Similarly women with Male qualities, will prefer to use pants, shirts, t-shirts etc. These are very natural cravings for them. But the real success of the marketers is to deliberately market a conventional product/service to women, meant, for example, exclusively for Men. For instance, Women, becoming a civil engineer, riding bike, women using auto-rickshaw, driving bus etc.

Nowadays we find both genders using Kurtas and Jeans , keeping long hairs . Sometimes, very difficult to identify from behind ,whether he is “he or she” .For marketers this strategy has proved very powerful and potent.

Androgyny,in its most basic definition ;- possessing qualities and characteristics that is both male and female. However in its most flattery form ,androgyny is not only a form of flattery or appearing to be male or female but also appearing to be attractive as either gender. Especially in the case female , a pretty good number of products are there for their experimentation.

Women have greater say in today’s busy world . “Customer is the Queen and not King”. She decides and she knows what is best , nutritious ,healthy and beautiful for her husband , parents , and children. She knows what is best for the family –She may be a working women , mother ,sister , daughter/daughter-in-law ,teacher ,house-wife etc., .The Queen is the “decision maker” of the family .

The role she plays is those of a wife ,mother, friend, and daughter –in-law, teacher to her children, and caretaker of her home .she spends her time and money on the various activities concerning the household members , with a small fraction on her. She worries about the breakfast nutrition of her children and husband .she realizes how important it is, to protect her children and other members of her family from germs and bacteria .She decides what is good for everyone , what things are required for beautifying the house . Eventually ,she has the patience and temperament to buy things wisely and economically .She –**“the customer is the Queen”** who makes and implements the decision. The marketers are focusing their attention toward women folks. Making all the products to their discretion to buy. Products that were meant for men too are focused on women to decide . Her liking and interest is more important than

anyone .They will beautify them or otherwise beautify others through their choice. Now that's what we call the art of selling . The indirect way for flattery ,praising and boosting the ego of a person to buy or influence others in buying is indeed an art .

The belief that people don't belong in boxes — that in fact, most people don't fall neatly into the simplistic divides between "menswear" and "womenswear." Therefore,we reject the notion that only "men" wear "menswear," and we're re-engineering menswear to fit the female body; to fit the women who prefer button-ups to pencil skirts. Our mission is simply to inspire personal confidence by providing clothes that fit as true as one's own skin¹.It has become hip for women to experiment with the androgynous look. It allows women to incorporate the best of both worlds: the comfort of men's clothing, along with the style of women's clothing. Androgynous fashion is everywhere these days, so it is important to have a clear understanding of this current trend. Androgynous fashion is becoming more popular as more women enter the professional workforce and assert themselves in positions of power. Androgynous women are re-defining what it means to appear sexy, fashionable and most importantly comfortable at a time in history where women are taking on and accomplishing more than ever before.²

Some examples of androgyny :

- MAN-icure- Evolution Man, founded by makeup artist Marco Berardini, recently launched a line of men's nail polishes to meet the increasing manicure needs of males everywhere.
- Is This The World's First Androgynous Beer Bottle?. “From Denmark, an attempt to recognize that women are beer drinkers too - we're totally mystified by the beer

¹ <http://www.wearandrogyny.com/pages/mission#>

² http://www.lifescrypt.com/soul/self/well-being/a_look_at_modern_day_androgynous_women.aspx

industry. Research has shown that women make up an alarming 25% of the beer market³.

Marketers may identify the most profitable segment with real critical mass as the segment where male/ boy-oriented products overlap with products that have universal appeal. In essence, the assumption is that girls are far likelier to utilize male-oriented stuffs /themes (action, sports, etc.) Than boys are to engage in female-oriented utilities .

Even in the natural life style of human beings , the gender balance is changing .It very much evident that more women are encouraged and able to participate in activities that were once deemed as predominantly “male.” Girls once considered “tomboys” for playing sports are now considered to be just as feminine as their counterparts. Thus, widespread social acceptance of girls liking “boy” activities, products and media could be an important consideration. And a tremendous opportunity for the organization. Recent research indicates that women become more attracted to sensitive, intuitive men when choosing a long-term mate or father to their children .The potential increase in androgynous characteristics among members of both genders affect these long-engrained principles of attraction..

Conclusion:

³ <http://www.fastcodesign.com/1663819/is-this-the-worlds-first-androgynous-beer-bottle>

The modern male culture – particularly urban male culture –is becoming increasingly “metro sexual” (spending much more time focusing on their appearance, fashion and beauty than ever before), and therefore more feminized. The aforementioned trends –‘feminization of many male adults’; ‘masculinization of many female’ , has become a natural process . It will be interesting to consider whether much of this is being driven directly by marketers who have a financial stake in shaping these markets and behaviors – or whether this is more the result of an organic evolution borne out of the reinforced behaviors in today’s social environment. The question of ethic and morality in this process more of subjectivity rather than populous demand for right and wrong .The individual life , and his /her idiosyncrasies as long as it does not harm the society, will remain and continue in the social stream. As long as this type of behavioralism is exhibited and expressed by the human beings , undoubtedly ,business will continue as usual, satisfying the customer and maximizing profit .

Thank you ,

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Reference.

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