

Impact of brand de-gendering on consumer responses

In the wake of a wider discourse around the need to move towards an egalitarian social set-up, the rationale of gender-based market segmentation is being questioned. Moreover, over time, a segment of consumers more comfortable with carrying a unisex image has emerged. Recognizing this opportunity many marketers are coming up with unisex offerings. For instance, Zara, the apparel retailer, launched its line of unisex clothing named *Ungendered*. Retailers like Target and Selfridges going for gender-neutral shopping zones in their stores are some of the other popular instances. In India, scooters are now being marketed as unisex offerings, such as Honda *Activa*.

Despite the growing interest of the consumers as well as the marketers around unisex products, there is limited research in the area. How would men and women react to unisex offerings? Would the evaluation vary with the type of product? Is there a way market response to unisex offerings? Also, as

Our research aids in improving our understanding of consumer evaluations of unisex offerings;
also outlines the managerial implications of the findings.