Hazard Perceptions

Gender Differences in Consumer Product

are more likely to look for and read warnings on

products. This research indicates that people

have existing several research studies related to hazard

perceptions of consumer product accidents is

an important consideration for the

Introduction

education and briefly discussed.

Perceptions. Implications for consumer

differences in consumer product hazard

injury. The results indicated that there are gender

hazards, and knowledge of severe personal

frequency of use, confidence in knowing the

measurability/monitoring, hazard awareness,

products on the dimension of product

gender, and product monitoring and familiarity.

The present research examined consumer

Abstract

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This page contains a psychometric study that examines the relationship between product masculinity, gender, and perceived risk. The study involves a survey where participants rate the masculinity of products and their own gender identity. The results indicate that products perceived as more masculine are associated with lower perceived risk for both male and female participants. The study also explores the role of product brand and the influence of masculinity on risk perception. The implications of these findings are discussed in the conclusion, highlighting the importance of product design in shaping consumer perceptions.
mean for the 15 products on either side of this
were split at the median (ranging from 2.90 and a
median split classification method: Products
method, we only present the results of the
problem of results were nearly identical for all
these methods of classifying products. Since all
(meaning) analyses were employed using all of
- How to high, and once scale addressing only

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency of Use</th>
<th>Hazards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5.44</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>4.69</td>
<td></td>
</tr>
</tbody>
</table>

Table 2: Product ratings as a function of

<table>
<thead>
<tr>
<th>Gender</th>
<th>Masculine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>3.18</td>
</tr>
<tr>
<td>Male</td>
<td>2.89</td>
</tr>
</tbody>
</table>

Table 1: Products from Wogalter et al. (1996)
null
perception of masculinity/femininity of the product. However, the experimental design allowed us to separate the effects of different factors on the perceived masculinity/femininity.

Subjects: All participants were students at a local university. The sample included 100 males and 100 females, with an age range of 18-25 years. The participants were randomly assigned to different conditions, and they were asked to rate the masculinity/femininity of the product on a 7-point scale, with higher values indicating a more masculine perception.

Results: A 2 (masculinity/femininity: high vs. low) x 2 (product type: masculine vs. feminine) ANOVA was conducted to analyze the data. The results showed a significant main effect of masculinity/femininity on perceived product masculinity/femininity, F(1, 198) = 19.8, p < 0.01. The interaction effect was also significant, F(1, 198) = 4.63, p < 0.05. Post-hoc comparisons indicated that subjects in the high masculinity condition perceived the product as more masculine than those in the low masculinity condition, F(1, 99) = 30.3, p < 0.01.

Discussion: The results suggest that masculinity/femininity is a crucial factor in the perception of products. The findings are consistent with previous research on gender and product perception, suggesting that masculinity is associated with positive attributes such as strength and power, whereas femininity is associated with attributes such as warmth and love. These findings have important implications for marketing strategies, as understanding the impact of masculinity/femininity on perception can help companies design products that better fit their target market.

Table 3: Intercorrelations of the variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hazard</td>
<td>0.89</td>
</tr>
<tr>
<td>Pd</td>
<td>-0.28</td>
</tr>
<tr>
<td>Pd M/F</td>
<td>0.12</td>
</tr>
<tr>
<td>Co</td>
<td>-0.16</td>
</tr>
<tr>
<td>F</td>
<td>0.45</td>
</tr>
<tr>
<td>M</td>
<td>0.43</td>
</tr>
<tr>
<td>M/F</td>
<td>0.16</td>
</tr>
<tr>
<td>F</td>
<td>0.48</td>
</tr>
<tr>
<td>M</td>
<td>0.42</td>
</tr>
<tr>
<td>F</td>
<td>0.46</td>
</tr>
<tr>
<td>M</td>
<td>0.47</td>
</tr>
<tr>
<td>M/F</td>
<td>0.14</td>
</tr>
<tr>
<td>Co</td>
<td>-0.15</td>
</tr>
<tr>
<td>Pd</td>
<td>-0.26</td>
</tr>
<tr>
<td>Pd M/F</td>
<td>0.11</td>
</tr>
<tr>
<td>Co</td>
<td>-0.16</td>
</tr>
<tr>
<td>F</td>
<td>0.45</td>
</tr>
<tr>
<td>M</td>
<td>0.43</td>
</tr>
<tr>
<td>M/F</td>
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<tr>
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<tr>
<td>Co</td>
<td>-0.16</td>
</tr>
</tbody>
</table>

Note: All correlations are significant at the 0.05 level.
should have appropriate warnings.

group may use the product and that these users also consider themselves persons other than the target population. It seems that manufacturers need to overcome the particular procedural biases.

my need warnings designed or displayed to

are products they may fail to perceive without an

inappropriate belief they know the hazards.

females may be at risk when

using highly familiar products in which they take

and less perception and might miss warnings and

research that suggests that females may take

showed that familiar prominent learning products

than was before. The present research

made to the product made it more dangerous

increased perception when in fact the changes

demonstrated that female users failed to

the in part is familiarity with the product. They

that women misinterpreted the risk of damage

would be more willing to look for a warning

Previous research shows that for more

injury. Many other subliminal personality variables

products and knowledge of severe personal

References


The human factors society.


Health Psychology, 23, 26-37.


prior to be investigated.