

An Anthropological View into the World of Tupperware®

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Research Question

Do Tupperware® consultants perpetuate the “Stepford” stereotype or have they found a way to break it?

Feminist Views of Tupperware®

Negative:

Tupperware® encourages and glamourizes domesticity. Though women are able to participate in business, their products revolved around the household. This does not allow for personal or professional betterment.

Positive:

Tupperware® allows women of all backgrounds to start their own business. There is no gender discrimination and women are left feeling equal to their male counterparts.

Methodology

- Tupperware® consultant for six weeks
 - Purchased “Executive Business” kit
- Team rallies
 - Discussed sales strategies
 - Introduced new seasonal products
 - Highlighted consultant achievements
 - Consultants discussed their success and usually mentioned their role in the household
- Held a Tupperware® party
 - One full day of preparation
 - Observed party-goers’ attitudes regarding the product, its legacy, and the consultant herself
 - Monitored my feelings/opinions throughout the duration of the party
- Attended motivational workshop
 - Functions to motivate consultants to sell and recruit
 - Hosted by men

Conclusion

Tupperware® consultants have been able to break the “Stepford” stereotype. They are hardworking, modern women who usually maintain another full time career. Some consultants have worked in the company for more than 20 years and are proud of their success. Many vocalize that they are equal breadwinners in the home and are proud that they can run a household, both financially and domestically. With the economic downturn, many families depend on the income generated from Tupperware®. This empowers women and encourages them to continue expanding their business.