

Adolescent girls in three Chinese cities: Globalization or localization?

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Girls in China

- largest girls population in the world: 83 million adolescent girls aged 10-19 in 2012
- (US population 312 million in 2014)
- Major target of foods, cosmetics and skincare, media products, travel and educational services

Economic changes

- Urbanization release the economic power of rural girls
- In 2000 right to choose his/her own sexuality
- One-child policy: girls receive all resources from family
- More white collar works for women

Social changes

- Higher age at first marriage
- Increasing percentage of never-marrieds
- Fewer barriers to divorce
- Declining marital fertility
- Great social acceptance of premarital, extramarital, and same-sex intimate relationships

Successful marketing cases

Dove Meets Ugly Betty

Challenge

Change a long-established belief among Chinese women that beauty can only mean 'white and flawless' using Dove's 'Real Beauty' philosophy.

Solution

Partner Dove with the Chinese version of Ugly Betty to communicate the 'Real Beauty' message through seamless storyline integration and programme themes, plus title sponsorship, product placement, Dove-branded bumpers, trailers and credits, Ugly Betty TVCs and a full 360 campaign.

Results

- 929,000,000 aggregate viewers over the first season
- 75% increase in unaided brand awareness overall
- 211% increase in unaided brand awareness among viewers
- Dove sales nearly doubled in the month following broadcast



Contemporary girls image in TVC

优酷





HOW TO COMMUNICATE TO URBAN GIRLS IN HK & CHINA?

Female market segmentation studies

- Individualists, endorsing western values of gender equality and personal freedom
- Traditionalists, endorsing traditional domestic roles of females
- Pro-societalists, show much concern about societal issues (Sin et al., 2001; HK adult females)

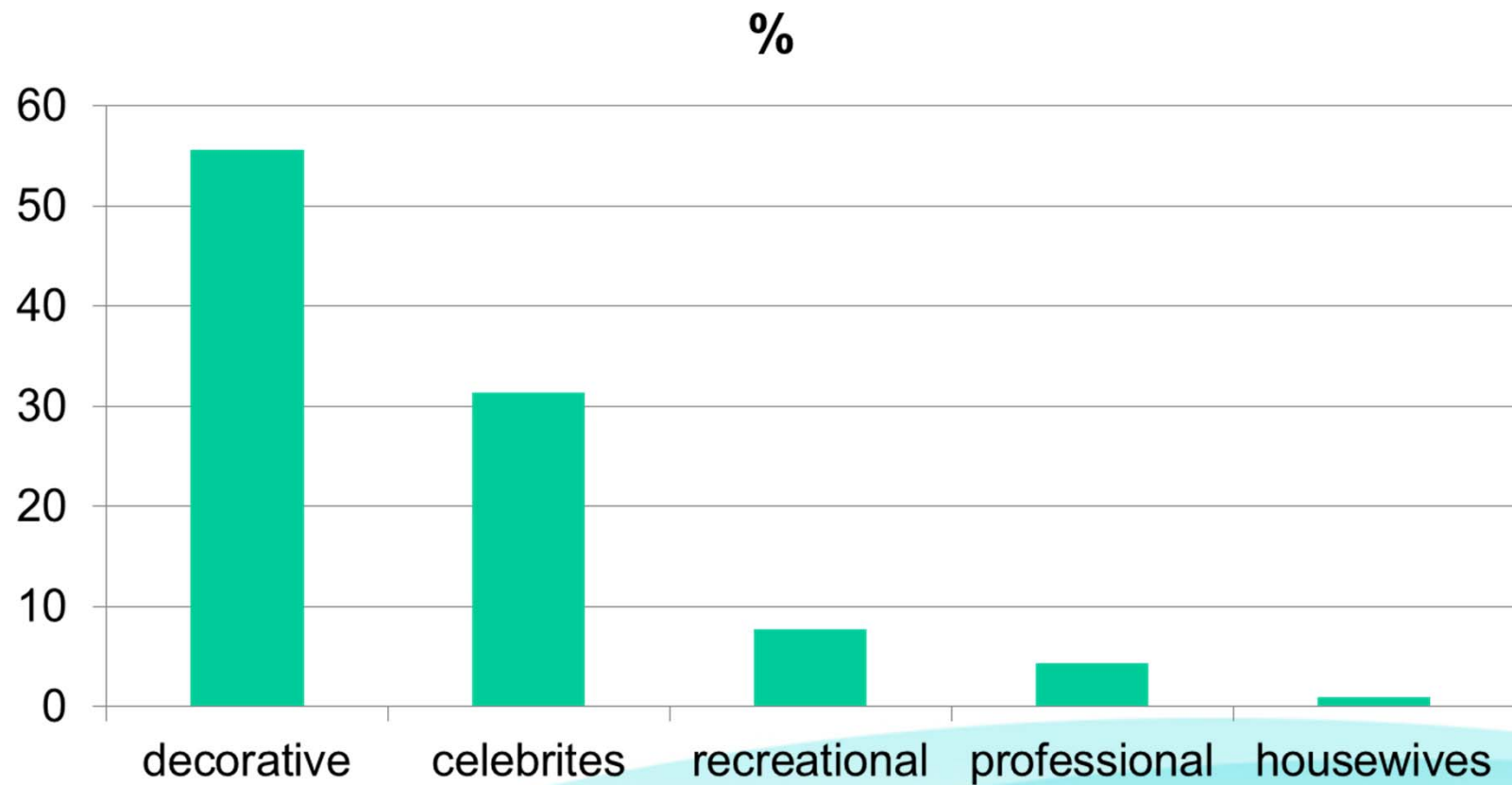
Female market segmentation studies

- Conventional group, filial piety and family over career
- Contemporary group, family-work balance
- Searching singles, focus on career
- Followers, no strong opinion (Tam and Tai, 1998; HK/China/Taiwan)

Female images in Chinese ads

- 1. Rely on males for affection
 - 2. smart and talented
 - 3. concerned about appearance
 - 4. enjoy luxury and leisure
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- (4 presented the most, 1 the least; Hung et al., 2007)

Female images in HK ads



Research objectives

- To update current evidence of psychographic profiles of adolescent girls in Hong Kong and China
- To examine if it is a global market, or a localized market in terms of perceived gender roles and identities

Study method

- Survey in HK (online), Beijing and Shanghai (paper)
- N= 355 (HK); 331 (Shanghai), 379 (Beijing)
- Age: 12 to 20 ($M=15.66$, $SD=1.73$)
- Conducted in 2011 and 2012

Measuring instrument

- A battery of 35 statements about female gender roles and identities generated from a qualitative study using autovideography method (Chan and Williams, 2012)
- 5-point scale from 1 (strongly disagree) to 5 (strongly agree)
- Six photos 1(not my ideal f image) to 5(my ideal f image)

Is she your ideal female image?



Cute



Sporty



Homemaking



Gorgeous



Career



Sexy

Results: exploratory factor analysis of 36 items

- First round: 8 factors; 18 items with cross loadings were removed
- Second round on remaining 18 items: 4 items with cross loadings were removed
- Remaining: 14 items and four-factor solution, accounting for 61% of variance



Factor 1

Empowerment

- Females should be truthful to themselves
- Females should pursue their dreams
- Females should appreciate their own strengths
- Female should have courage to express their views
- Females should have good manners

Factor 2

Housekeeping and motherhood

- Females should be responsible for housework
- “Men are breadwinners; women are homemakers” is appropriate
- Taking care of children is the sole responsibility of mothers
- Females who bear children enjoy a complete life

Factor 3

Fashionable appearance

- It is fashionable for females to have a slim body
- Females should have flawless skin
- Females should wear makeup on social occasions



Factor 4

Citizenship

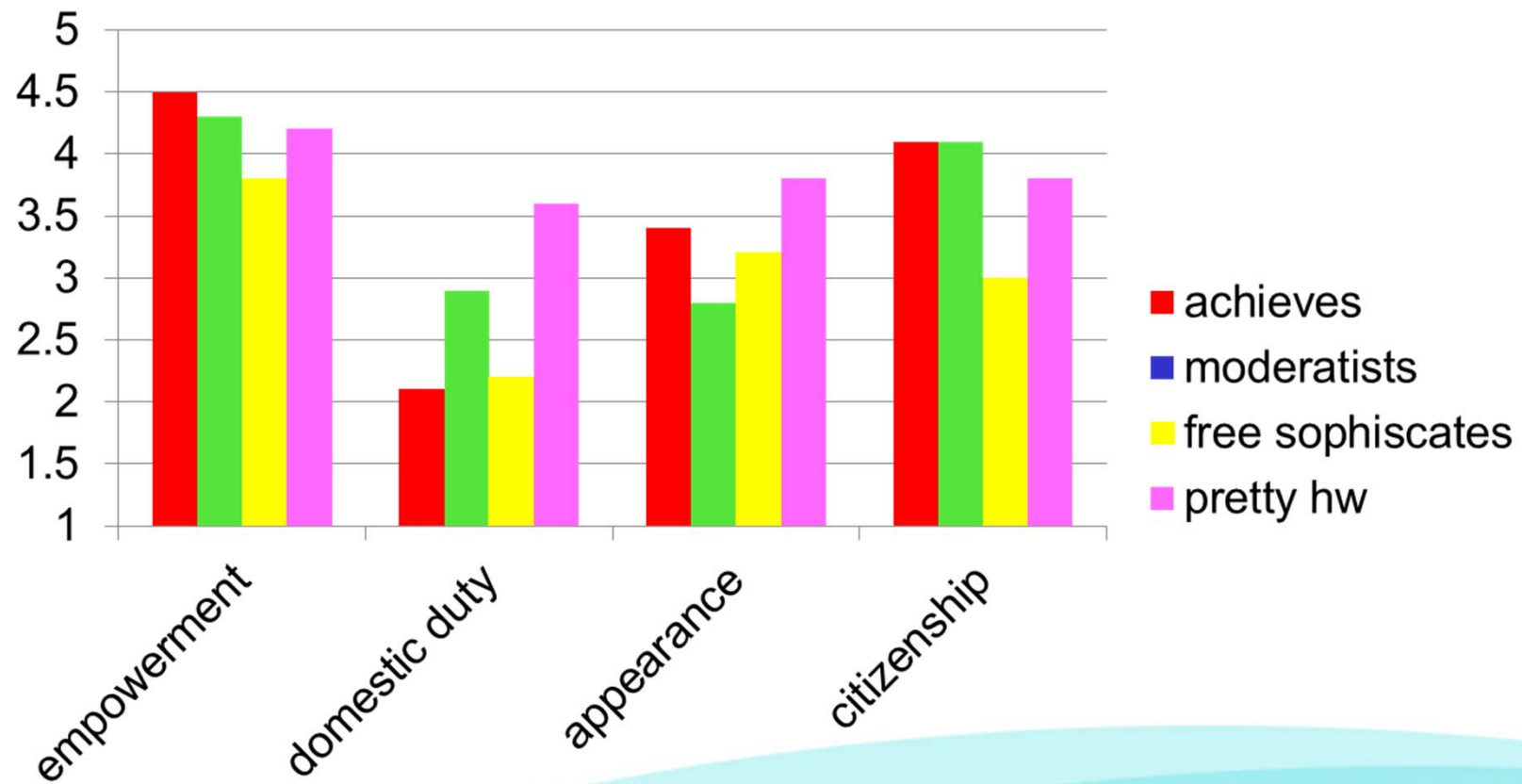
- Females should participate in voluntary work
- Females have a responsibility to protect the environment



Four clusters of girls

- Achievers
- Moderatists
- Free sophisticates
- Pretty housewives

Four clusters



Achievers:
Career



Moderatists:
Career & Cute



Free sophisticates:
Cute



Pretty housewives:
Homemaking & Cute



HK, Shanghai and Beijing girls

- 40-48% of achievers (the largest cluster)
- Shanghai: largest no. of achievers; smallest no. of free sophisticates
- Hong Kong: largest no. of pretty housewives (23%)
- Beijing: largest no. of free sophisticates

discussion

- The Chinese female adolescent market is not a global market, but a segmented market
- A surprise: Shanghai girls and Beijing girls were more non-traditional than Hong Kong girls



Marketing implications

- Marketers and advertisers should use female images and communication strategies that best related to the target in terms of aspiration and gender ideals

Theoretical implications

- The batch of 36 statements can be used for future adaption or adoption in measuring male and female perception of ideal female roles and identities in other cultures and societies
- Facilitate cross cultural comparison studies
- Factor scores can be used to measure associations with other marketing variables e.g. materialism orientations



Q and A