

**Young Adults' Perception of TV Advertisements Employing Celebrities with Traditional and
Non-traditional Gender Images in China**

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Abstract

Celebrity appeals are frequently used in Chinese television advertising. To overcome the advertising clutter, some advertisers used celebrities with non-traditional gender images. How do Chinese young adults perceive advertisements with celebrities in traditional or non-traditional gender roles? Do attitudes toward the celebrities and the advertisements differ by sex of the respondents? To answer these questions, a survey was conducted with 170 young Chinese adults in 2019.

Findings indicated that male and female respondents held different attitudes toward celebrities with gendered images. Male respondents perceived sexy female celebrity as creative and intellectual while females perceived sissy-typed male celebrity as creative and muscular male celebrity as intellectual. The attitude toward celebrities had positive correlation with respondents' attitude toward the celebrity advertisements. Although respondents disliked the advertisement featuring a sissy-typed male celebrity, such negative evaluation was stronger among males. Moreover, gender stereotype demonstrated an influence on advertising persuasiveness.