

A background illustration featuring stylized, flat-design portraits of diverse individuals. On the left, a man with glasses and a green shirt is shown in profile. Below him is a woman with dark hair and green-rimmed glasses. On the right, a woman with long white hair and glasses is shown in profile, and below her is a woman with brown hair and black-rimmed glasses. The central text is contained within a large, semi-transparent yellow circle.

Perception of TV ads employing celebrities with traditional and non-traditional gender images

Jingyi Zhang, Kara Chan, Fei Fan

Hong Kong Baptist University

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香港浸會大學

HONG KONG BAPTIST UNIVERSITY

Celebrity endorsers as carriers of meanings

- Celebrities are employed widely to endorse products and services in China
- their meanings can be transferred to brands
- China as a male-dominated society
- used to have a rigid gender images and roles
- With the influx of Western and Asian cultures (esp. Korean pop cultures), some celebrities carry non-traditional gender images



examples



Tomboy Female (Li Yuchun)



Sissy Male (Justin Huang)

Literature review: gender roles in ad

- Advertisers are often selective regarding the images of celebrities and their gender displays when creating celebrity endorsers for brands
- females are more often portrayed in a stereotypical way (Sirakaya and Sonmez 2000).
- Previous studies found that the sissy-type male was culturally pejorative and viewed more negatively than the tomboy female (Feinman 1981; Green 1975; Martin 1995).



Significance of the study

- In China, celebrity endorsement has often been used to advertise products targeting young consumers (Chan 2010)
- Celebrities have played an important role in youth identity development (Boon and Lomore 2001) and their endorsements have been influential.

Research questions

RQ1: How do young Chinese adults perceive celebrities with different gendered images?

RQ2: How do young Chinese adults respond to advertisements featuring celebrities in traditional or non-traditional gender roles?





RQ3: How do young Chinese adults' perceived gender stereotypes influence the persuasiveness of celebrity advertising?



Research method

- Quantitative surveys
- Inspired by Chan, Ng and Liu (2014) study, differences are:
 - Only female images VS both sexes
 - Print VS videos
 - Typical user VS celebrity endorsement
- Distributed through WeChat and Weibo
- April 2019
- N=170 (74%F)
- Age: mostly 18-25 (95%)

Judgmental sampling of 4 TV ads

Tomboy female	Sexy female	Muscular male	Sissy male
Yuchun Li	Chi-Ling Lin	Daniel Wu	Justin Huang
Iced Tea	Underwear	Cosmetics	Cosmetics
			

Measurement

- Eight gendered adjectives from Williams and Bennet (1975) such as strong and caring, ask to check applicable
- Gender stereotype: 4 statements from Attitudes Toward Women Scale (higher more stereotypical)
- Aad: 5 statements ($\alpha=0.83$)
- Ab: "I have a positive impression toward the brand"
- PI: "I would consider purchasing this brand"

Results

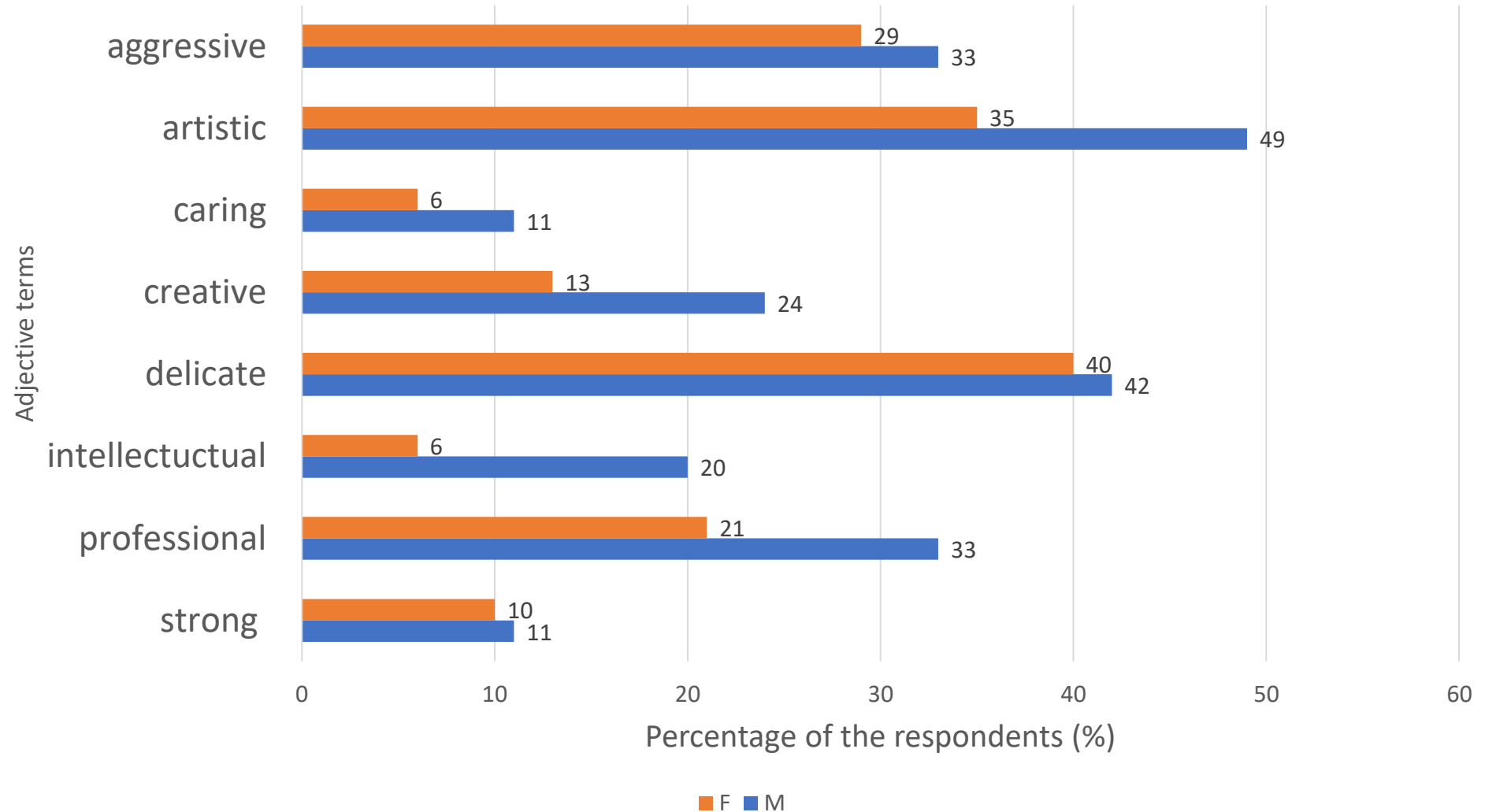
Chinese audiences perceived the four selected celebrities differently on the following items:

- “aggressive” (Wilks Lambda = .77, $F(3, 166) = 16.27$, $p < .001$),
- “artistic” (Wilks Lambda = .92, $F(3, 166) = 4.61$, $p < .01$)
- “creative” (Wilks Lambda = .91, $F(3, 166) = 5.23$, $p < .01$),
- “intellectual” (Wilks Lambda = .91, $F(3, 166) = 5.59$, $p < .01$),
- “professional” (Wilks Lambda = .84, $F(3, 166) = 10.37$, $p < .001$),
- “strong” (Wilks Lambda = .34, $F(3, 166) = 104.51$, $p < .001$),
- “delicate” (Wilks Lambda = .71, $F(3, 166) = 22.20$, $p < .001$)



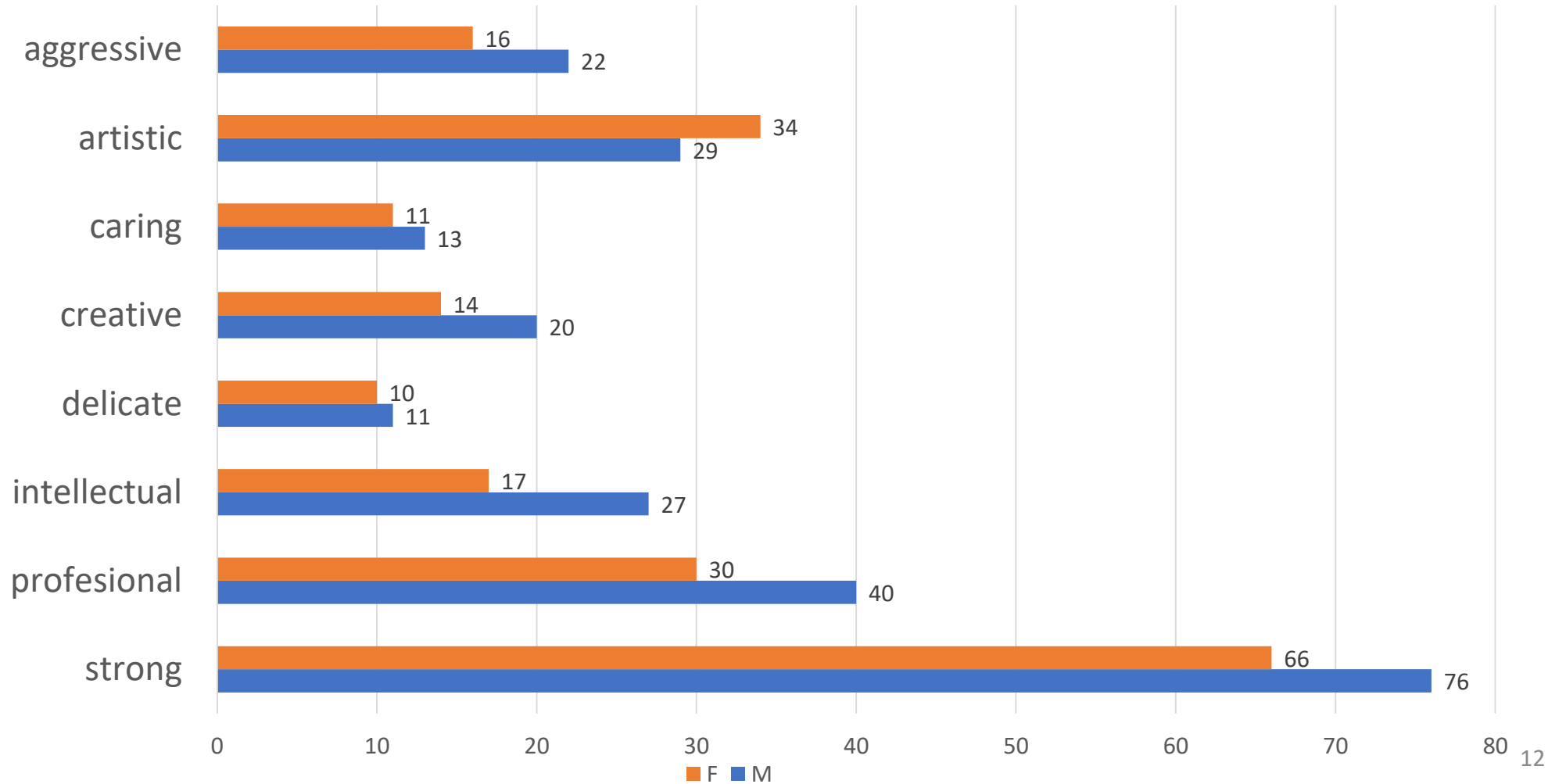
Perception of the celebrity

Sexy female



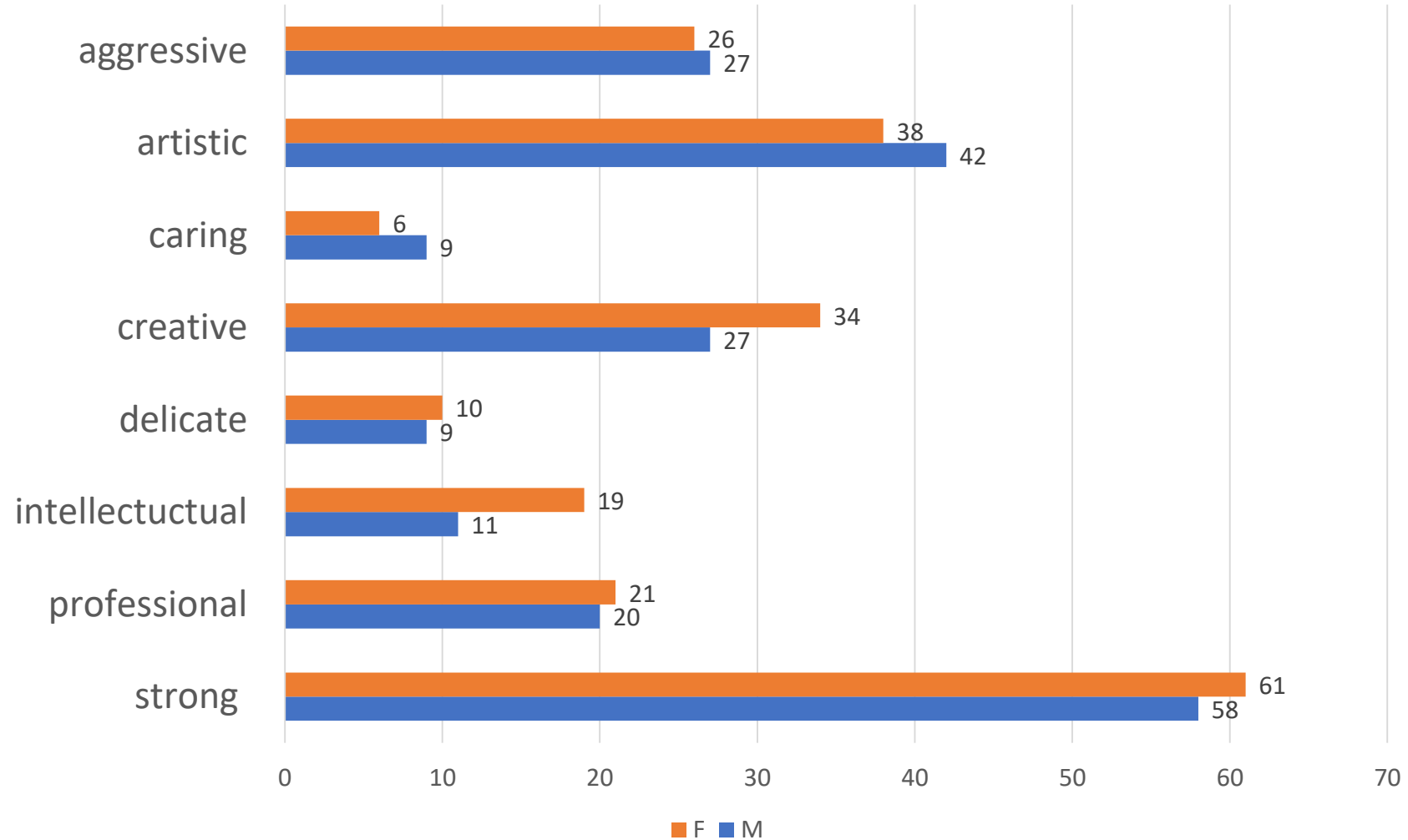
Perception of the celebrity

Muscular male



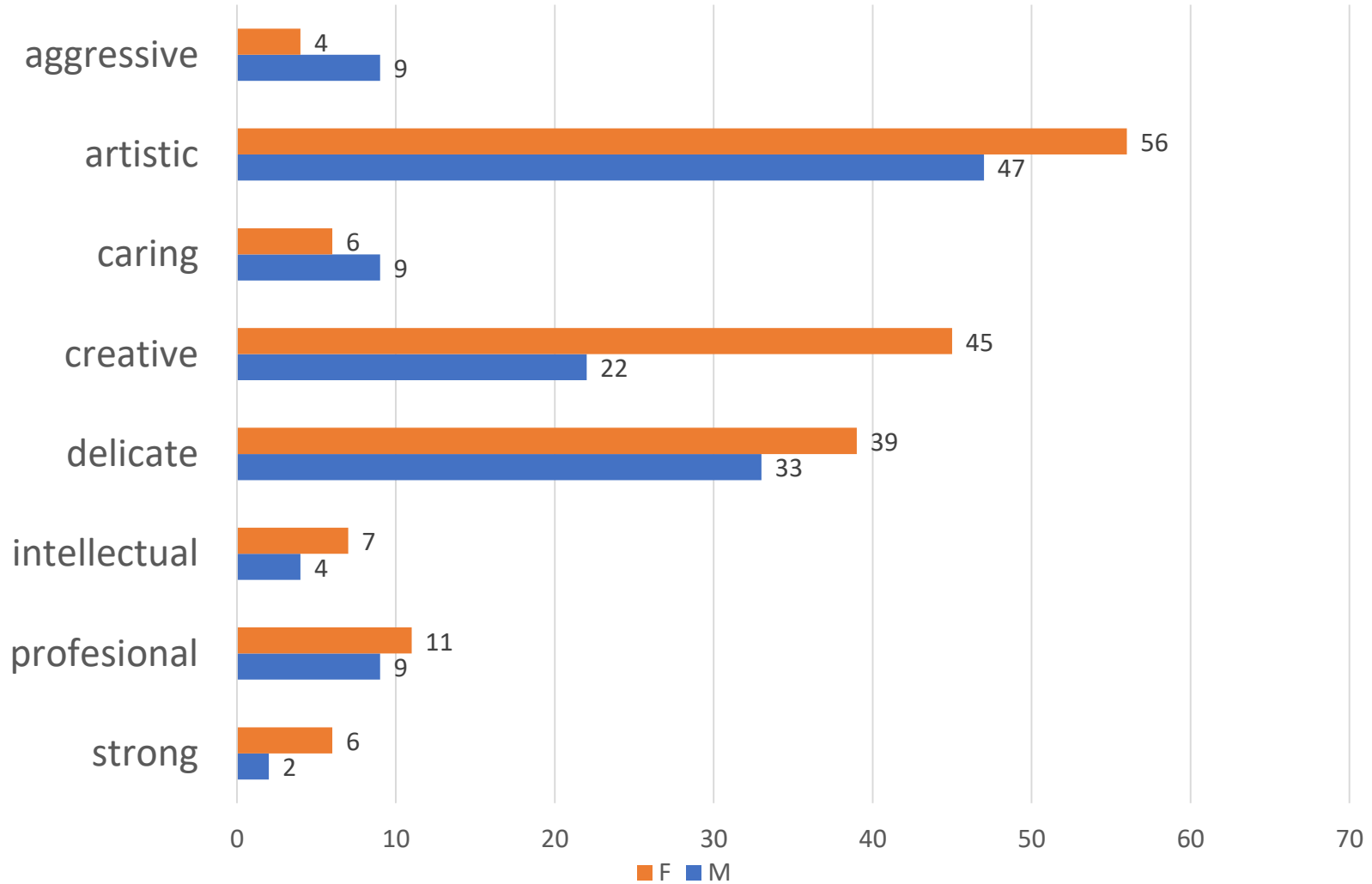
Perception of the celebrity

Tomboy female



Perception of the celebrity

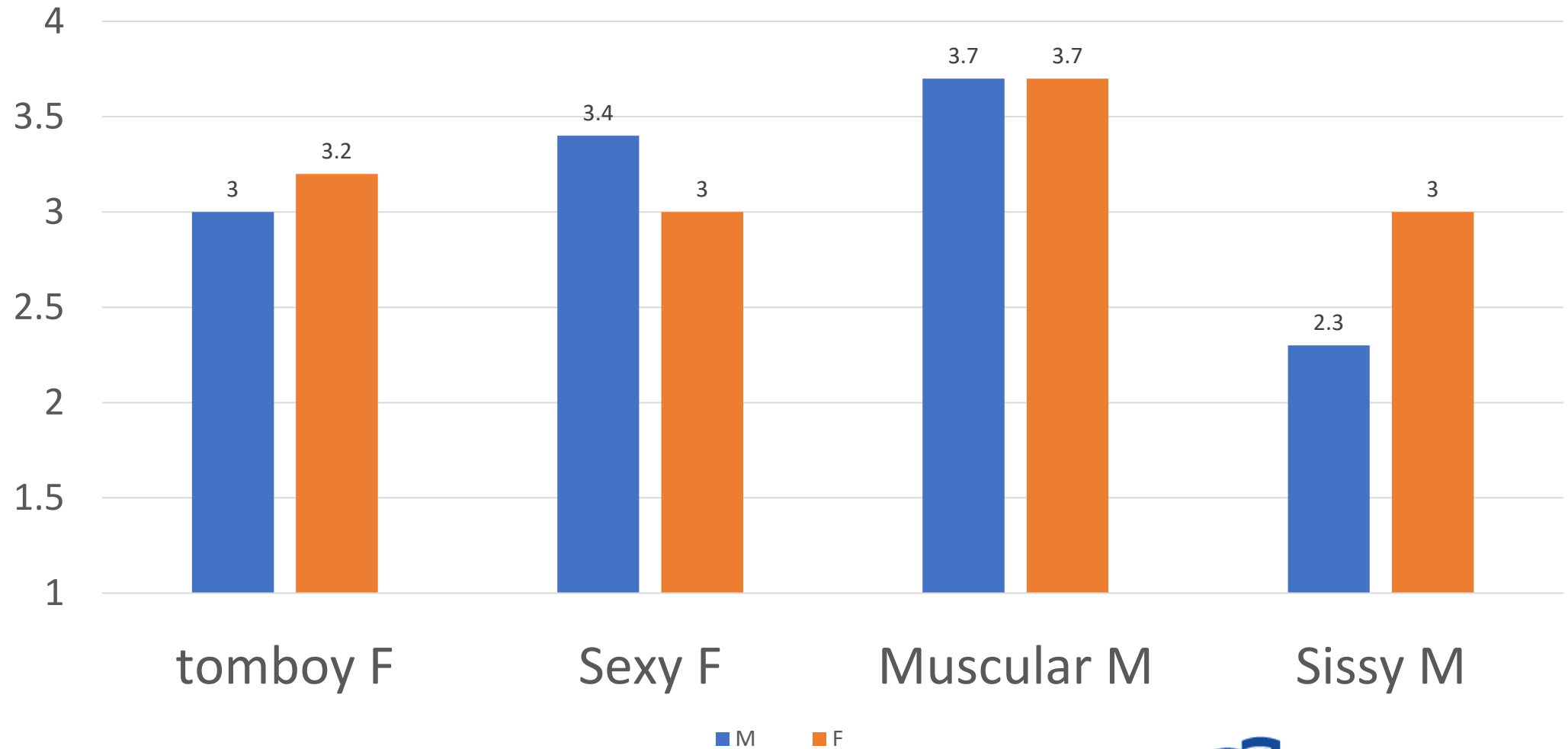
Sissy male



Persuasiveness of celebrity advertisements

	Tomboy female		Sexy female		Muscular male		Sissy male		Celebrity main effect	Celebrity x sex	Celebrity x gender stereotype
	M	F	M	F	M	F	M	F	p	p	p
Aad	3.0	3.2	3.4	3.0	3.7	3.7	2.3	3.0	.000	.000	.000
Abrand	3.3	3.5	3.1	2.8	3.6	3.5	2.4	3.2	.000	.001	.002
PI	3.0	3.1	2.2	2.6	3.5	2.9	2.1	3.2	.000	.000	.007

Aad by celebrity by sex of respondents



Discussion

- Marketing communication insights:
 - Brands are suggested to consider how traditional values relating to gendered images and identity in the target market influence consumers' perceptions of celebrity advertising → Gender-specific preferences are common in patriarchal societies like China (Chan et al. 2002).
 - Use of celebrities with nontraditional gendered images in the ad: tomboy better than sissy male

Limitations and future research

- More covariates (e.g. respondents' sexuality) might be introduced to future study
- Sampling limitation: 74% female → Future studies may consider quota sampling or stratified sampling methods

Q and A

Thank you for your attention!