How Chinese young consumers respond to gendered advertisements

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How Chinese young consumers respond to gendered advertisements

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YC gendered ads final with visual.doc
How Chinese young consumers respond to gendered advertisements

Abstract

Purpose — The purpose of this study is to examine the effectiveness of advertisements with different female role portrayals in a second-tier city with “first-class opportunities”. Chinese girls and women represent a huge market for personal as well as household goods.

Design/methodology/approach — An experimental study was conducted using a convenience sample of 216 male and female participants aged 17 to 21 in Changchun, China. Participants were asked to respond to print advertisements using traditional and modern female images including housewife, cute female, female with classical beauty, sporty, career-minded, and neutral (tomboy).

Findings — Results revealed that female participants responded more favorably towards advertisements using female images than male participants. There was no difference in the responses to the six different female images among both male and female participants.

Research implications — Young consumers in China are not sensitive to the different female images used in the print advertisements. Advertisers can therefore enjoy flexibility in the selection of female gender roles for advertisements.

Originality/value — Little is known about how marketers and advertisements can best communicate with young adults in China using advertisements with different female images. This study fills this literature gap.

Key Words: Gender roles, consumer perceptions, China, experimental design, advertising effects
Introduction

“When I look at ads in China, I think about how marketing and people meet. Last year when I saw an ad in my local building, I thought this is amazing. This ad shows a woman who is driving a car. It was the first time that I saw an ad that does not have a man. The ad does not feature a parent as the ad does not have a child. This woman was making choices on her own and she is obviously so proud of herself. And she is surprisingly ALONE,” customer insights specialist Mary Bergstrom said (TEDxTalks, 2013).

With the influx of the western culture and the support of government policy and law, the status of women in China has been changing in recent decades. Females in China now enjoy greater opportunities in education and work, as well as freedom of marriage. The male-to-female ratio for the age group 15 to 24 is 1.12 in 2013 (Central Intelligence Agency, 2014). The outnumbering of boys over girls has revolutionized the traditional power balance between men and women. When looking for a spouse, girls are holding the “upper hand” (Bergstrom, 2012). Nowadays, more and more Chinese females step out of home, and devote themselves into personal careers and social affairs. Altogether 64 percent of Chinese females aged 15 years or more participated in the labor force in 2012 (The World Bank, 2013). This percentage is greater than many developing countries such as India (29%) and South Africa (44%), as well as many developed countries such as United Kingdom (56%) and United States (57%) (The World Bank, 2013). Career development has brought economic independence for females. Chinese women are able to manage their finances. They do not need to always obey the decisions of males (Fan, 2013). As females represent a huge market for both personal as well as household products, more and more marketers begin to target female audience.

Women constitute the main consumer segment for which the majority of products are
advertised as well as the most common representation in advertising (Hung and Li, 2006). Many studies have been done to investigate the female images in advertising (Bretl and Cantor, 1988; Furnham and Voli, 1989; Allan and Coltrane, 1996; Hung et al., 2007; Wu and Chung, 2011), and how the audience respond to the advertisements using different female images (Hogg and Garrow, 2003; Rouner et al., 2003; Orth and Holancova, 2004a; Bakir et al., 2008; Khan, 2011). Most of these studies analyzed the gender portrayals in advertisements using content analysis. Some of these studies had a focus on cross-culture comparison (Siu and Au, 1997; Cheng, 1997; Furnham et al., 2000; Theodoridis et al., 2013). Content analysis has its limitation that it does not provide information about how the consumers interpret the gendered images in the advertisements. In other words, content analysis can only reveal what it is, but not why it is. The present study can illuminate the advertising effects of advertisements with different gender portrayals using experimental design. With the improvement of women’s status and the integration of traditional and modern values, the study is considered timely about how Chinese young consumers respond to the advertisements using female images and which types of female images are most appealing to them.

Literature Review

Cultural Transformation and Status of Women in China

Li (1988) noted that the traditional Confucian China is one of the few societies in history that have prescribed for women a lowly status and treated them routinely in a brutal way. Women were seen as subordinations of men. “Women rule inside and men rule outside” referred how women should position themselves in the society and in the home. The feudal ethics called “the three obedience” shackled women: a woman should obey her
father in youth, her husband in maturity, and her son in old age (Su, 1996, pp. 18-19). Chinese women were traditionally subjected to “the four virtues”. She was expected to exhibit proper virtue, proper speech, proper countenance and proper merit. The “three obedience and the four virtues” is a common four-character phrase throughout the Chinese imperial period.

Contemporary China advocates that men and women should be equal politically, economically, educationally and socially. The Democratic Revolution in 1911 kindled a feminist movement which focused on equal rights for men and women and participation by women in political affairs. These movements promoted the awakening of Chinese women (Information Office of the State Council, 1994). Women’s status began to improve since then (Li, 1988). In 1949, after the establishment of People’s Republic of China, the achievement of female emancipation and equality between men and women was set as one of the goals of Chinese Communist Party. The All-China Women’s Federation was established to improve females’ conditions and strive for sex equality (Li, 1988). In 1949, the First Plenary Session of the Chinese People’s Political Consultative Conference was convened in Beijing. Altogether 69 women presenting the conference accounted for 10.4 percent of the delegates. They represented women throughout the country in discussing matters of vital events for the country’s construction. After Chairman Mao Zedong advocated that women can hold up half of the sky, women become the masters of new China as the citizens of the country (Li, 1988; Information Office of the State Council, 1994; Wu and Chung, 2011).

The improvements were not limited to the political field. Women have gone out of home to devote themselves into a career. The female labor participation for the age group
16 to 59 in China was 69.9 percent indicating that nearly 70 percent of rural and urban women participated in paid work (Hui, 2010). Chinese females represent a major consumer segment that marketers should pay great attention to.

**Gender Roles in Advertising**

Advertisers often adopt gender role stereotyping as a communication strategy to build identification with the consumers (Hovland et al., 2005). Content analyses of media including television programs, television commercials and print advertisements have indicated that females were portrayed in stereotyped roles and were underrepresented over the past few decades (Furnham et al., 2000; Furnham and Paltzer, 2010). Fourteen content analyses from 11 countries between 1975 and 1999 that investigated gender role portrayals in television advertisements were reviewed. Results showed gender stereotypes that males were presented as the authoritative central figures and breadwinners mostly, while females were mostly presented as product users and homemakers (Furnham and Mak, 1999). An updated meta-analysis of 30 content analyses of television advertisements from 2000 to 2008 in 24 countries found that males were portrayed as professional roles, while females were portrayed as dependent customer roles (Furnham and Paltzer, 2010).

With regard to gender beauty type, the three most popular beauty types in U.S. magazine advertisements were classic/feminine, exotic/sensual, and trendy beauty types (Englis et al., 1994). Different types of beauty exist across print media and television disproportionately (Englis et al., 1994). A previous study of female images in magazine advertisements showed that Western models were more often shown in sensual/sexy
beauty type whereas Asian models (Singapore and Taiwan) were more often portrayed in classic beauty type (Frith et al., 2004). A recent content analysis of women’s roles portrayed in China found that women were featured predominantly in decorative roles in international women’s magazines. The combination of fashion and beauty advertisements and editorial content kept alive the female decorative roles in selling products to female consumers (Feng and Karan, 2011). On the other hand, local women’s magazines portrayed females as fashionable consumers and devoted wives and mothers. The portrayal was in line with family-centered lifestyle of traditional Confucian (Feng and Karan, 2011). It is argued that female roles and beauty types are established by cultural perspectives and social norms. These factors affect females’ self-image greatly (Fung, 2002; Solomon et al., 1992).

The Responses of Audiences to the Gendered Advertisements

Many previous studies paid attention to the audiences’ responses to the advertisements portraying female images. The results indicated that the audience would apply various approaches to interpret the gendered advertisements; different cultural backgrounds lead to different responses to the gendered advertisements; and the audience’s gender and age have impact on the responses to the gendered advertisements.

Kilbourne (1986) tested two advertisements among 101 respondents and found that advertising evaluations and purchase intentions were higher among those who viewed the ad with a female model in a professional role than those who viewed the ad with a female model in a housewife role. Grazer and Kessling (1995) conducted an experimental study among 230
undergraduate male students at an Eastern university in U.S., to investigate the effects of sexual themes in printing advertisements on brand recall and purchase intention. Altogether 12 print advertisements for jeans and another 12 print advertisements for liquor were chosen. The advertisements were categorized according to four levels of sexual intensity (asexual, low, moderate, high). The results showed that use of sexual themes in print advertisements aroused favorable responses among male respondents. The advertising with lower levels of sexual intensity may not be attractive. However, higher levels of sexual intensity may distract audience’s attention to the sexual contents, instead of the promoted products. The study was not able to identify a common level of sexual intensity for maximum effectiveness for both product categories.

Orth and Holancova (2004b) conducted an experimental study about consumers’ responses to magazine advertisements portraying different gender roles for a cell phone service in the Czech Republic. Altogether 320 participants, aged 18 to 35 years old, were recruited. Female and male models in the advertisements were featured in an occupational setting or in a non-occupational setting. The effectiveness of advertisements was measured in approval, disapproval, surprise, attitudes towards advertisements, brand attitudes and purchase intention. The results indicated that females and males showed significantly difference in emotion and attitudes towards the advertisements. Both females and males tended to prefer portrayals of their own gender. Females disliked the advertisements portraying females in roles superior to males. The significant different responses were attributed to participators’ prior attitudes toward gender role.

The above three studies examined only one theme in the advertisements (i.e. sexual theme in Grazer and Kessling’s (1995) study and career theme in Kilbourne’s (1986) and
Orth and Holancova’s (2004b) study). The participants were all young adults. The comparison of advertisements on adolescents’ attitudes toward advertisements with more than one theme as well as brand images and purchase intention were unknown. This study aims at filling this literature gap.

Hung et al. (2007) conducted a study about the modern woman images in Chinese magazine advertising and Chinese females’ perceptions of the new woman images in the advertisements. The female images of 427 advertisements in Chinese magazines were categorized into four types, which were developed from Venkatesan and Losco (1975): flower vase, strong woman, cultured nurturer and urban sophisticate. The results showed that the urban sophisticate was the most foreign modern woman image, which were associated with global brands and global magazines. Besides, five advertisements featuring the four types of female images were chosen, and 14 Chinese women were interviewed to examine their interpretation of these modern female images in the advertisements. The results indicated that Chinese females accept modern values such as independence. They interpret the modern female images with some Chinese characteristics, such as collective morality. The meaning of “gentleness” is different from the traditional interpretation among the female interviewees. It embodies females’ maturity and learning, being calm and brave when facing hardship.

**Purpose**

The purpose of this study is to examine the effectiveness of advertisements using different types of female images and how it is related to the changing values about gender role. The contributions of this study are twofold. First, it is the first study conducted in a
second-tier city in China. Review of literature found that most of the studies investigating gender role in advertising are conducted in the first-tier cities in China, such as Shanghai (Hung and Li, 2006; Chan and Ng, 2013). First-tier cities in China including Beijing, Shanghai, Guangzhou and Shenzhen were the research focus because of their high per capita gross domestic product and well-developed consumer market. Nowadays, second tier cities in China have been enhanced by great amounts of investment, new infrastructure and import of talents. These cities have become growth powers of the economy. As a result, second-tier cities in China should be considered as “first-class opportunities” for marketers (Mullich, 2011). Advertising environments of first and second-tier cities are different in terms of amount of advertising exposure and advertising creativity. A previous study found that children in first-tier cities enjoyed television advertising more than children in second-tier cities. The authors attributed the difference to the higher level of advertising creativity of commercials broadcast in first-tier cities (Chan and McNeal, 2004).

Second, responses to gendered ads among both female and male young adults were tested. Most of the previous studies on the topic focus on how females perceive the gender role in advertising. This study tries to add males as respondents to test how they respond to advertisements using female images. This study can provide advertisers with useful insights into what types of female images should employ to appeal to the contemporary Chinese young consumers in a second-tier Chinese city with high economic growth potentials.

**Hypotheses**

The current study examines whether young consumers’ attitudes toward the portrayal of female role in advertisements vary by gender. As females are more likely to believe in
gender equality and prefer seeing female characters in advertisements, we hypothesized that:

H1: An advertisement using a female character will have more favorable advertising effect among female participants than among male participants.

The portrayal of traditional female roles in advertisements that were depicted with words such as soft, loyal and good at housework were still the ideal wife images of males in China (Hung and Li, 2006). On the other hand, a survey found that adolescent girls in Shanghai express strong desires to live out their dreams and gain career success (Chan and Ng, 2013). Advertisements using traditional stereotypes of females were found not effective to communicate to the young females in China (Cheng and Wan, 2008). As a result, it is hypothesized that:

H2: An advertisement using traditional female roles (i.e. housewife, cute, and classic) will exhibit more favorable advertising effect among male participants than female participants.

H3: An advertisement using contemporary female roles (i.e. career woman, sporty, and tomboy) will exhibit more favorable advertising effect among female participants than male participants.

Methodology

We adopted a 2 X 6 factorial research design. The two independent variables were gender of the participants and types of female images used in the advertisements. The first factor was manipulated at two levels (females, males). The second factor was manipulated at six levels, representing six different types of female images, including housewife, cute, classical, career, sporty, and tomboy. Three dependent variables were used to measure
advertising effectiveness, including attitudes towards advertising (AAd), brand image (BI) and purchase intention (PI).

**Participants**

The participants of this study were 216 Chinese aged 17 to 21 residing in Changchun, the capital city of Jilin Province in mainland China. Most of them (86.7%) were the residents of Changchun. All the respondents were studying in the third grade of a high school affiliated with a public university in Jilin (equivalent to grade 12 in the US education system). The mean age of the sample was 18.7. Six participants did not report their gender. The sample had equal numbers of 105 male and 105 female participants.

Half of the participants (44.8%) reported a household monthly income that was under RMB 5,000 and only one-sixth of the sample (16.3%) had household income of RMB 10,000 or above. According to the findings from China Household Finance Survey, the average household disposable income of mainland Chinese cities was RMB 6,662 per month in 2012 (China Household Finance Survey, 2013). Therefore, the household monthly incomes of most participants were below the national average.

**Procedure**

This study used a convenience sample. Four teachers from different classes of a high school offered help to distribute the paper questionnaires during class break. Voluntary and anonymous participation was guaranteed. There were altogether six sets of questionnaires, each with one version of the six printed ads using different female images. The teachers were asked to distribute the questionnaires in such a way that the first student received a questionnaire with the first female type. The second student received a questionnaire with the second female type and so on. The distribution process ensured
random assignment to the different stimulus. The data collection was conducted in March 2013. Consents were obtained from the school’s authority and teachers to conduct the study. Obtaining parental consent was not mandatory in social science studies in China. The usual practice is to obtain consent from school’s authority and teachers to conduct the study. They serve as gatekeepers in vetting the questionnaires and the purpose of the study. Respondents were informed that they were invited to participate in a scientific research and their participation was voluntary. If they had questions about the study, they were invited to contact one of the authors (through the telephone number or the email address stated in the questionnaire).

**Stimulus materials**

Six fictitious print advertisements in full color A4 size, each with a central female character in medium shot and an Evian bottled water next to her, were constructed. The translated headline was “The unique and balance choice”. The Chinese body copy consisted of 56 words explaining that Evian bottled-water was made with mineral water in France and was good for health. The advertisements were constructed based on a similar visual layout of a soft drink advertisement found in the internet. The six different female images were selected by two of the authors from the internet, including images of a housewife, a cute woman, a classical woman, a career woman, a sporty woman and a tomboy. The first three images represent traditional female images and the latter three images represent contemporary female images. Chan and Ng (2012) conducted a psychographic segmentation study among adolescent girls and adopted six female images. They are cute, sporty, successful, homemaking, gorgeous and sexy. The female images adopted in this study included five types, i.e. Cute, sporty, career, housewife, and gorgeous (gorgeous and classic are interchangeable) from Chan and Ng’s (2012) study.
Though Europeans are more tolerant of nudity in advertising (Levine, 1990), sexy and erotic images can be offensive to Chinese consumers, especially for the young ones. We therefore did not include sexy female image.

There have been some female celebrities showing themselves as a tomboy in public these years. For example, Li Yuchun, the winner of a popular TV talent show “Super Girl” in 2005, is a famous idol. She has short hair and dresses up in tomboy style. Many fans like to follow her style (Jakes, 2005). As a result, this study added the tomboy female image.

Bottled water was selected, as it is a gender-neutral product category that young people were familiar with. An imported brand was featured because young Chinese consumers, especially the 1980s generation, were very interested in foreign brands (Tai and Tam, 1997). Because of the premium price and the limited financial means of the young consumers, we have an opinion that Evian may not be a familiar brand among our sample. If Evian is not a familiar brand, the perceptions about brand attributes are more likely to be derived from the advertisements being tested. Measuring their responses to gendered ads is therefore insightful. Despite the economic gloom in western countries, China remains the only large economy to continue experiencing economic growth that favors the bottled water market. China’s bottled water industry has grown rapidly in recent years, as the quality of tap water in China is still far behind western standards (Weston, 2009).
Evian water has been advancing faster in China than in other markets in the world (China Distribution and Logistics, 2013). It is appropriate for a fast growing brand to test its potential in a second-tier city in China.

As the focus of the study was to test audience responses to female images of different gender roles, only one female image was shown in each of the advertisement. It is not the purpose of this study to compare the advertising effect of an advertisement with a woman alone and a woman with other persons.

**Manipulation checks**

To ensure that manipulation of the six advertisements using different female roles were effective, three males and three females were showed the six female images and were asked to describe the female personalities. Interview results showed that the manipulation were successful. They described the housewife as caring and warm, the cute woman as young and energetic, the classical woman as noble and elegant, the career woman as strong and professional, the sporty woman as healthy and sporty and the tomboy as gender neutral and rebellious. A matching test of the six female images was conducted. All the six participants were able to match the six female images with the six descriptions such as “a housewife” and “cute woman” correctly.

Participants were also asked to indicate whether the mineral water product of brand “Evian” is perceived as a male product, a female product or a gender neutral product. Four out of six participants considered the brand “Evian” a gender neutral product and the remaining two found it a female product.
**Dependent variables**

Three dependent variables, attitudes towards the advertisements (AAd), perceived brand image (BI) and purchase intention (PI), were used to measure the advertising effectiveness. The scales used to measure the attitudes toward the advertisements and toward the brand were seven-point semantic differential scales. Most of the scales were coded in a way that higher values indicated more positive responses. Three of the scales were coded reversely, in which higher values indicated more negative responses, to avoid participants’ invariant responses. The purchase intention were measured on a 5-point scale, which was from 1 (strongly disagree) to 5 (strongly agree). The scale’s items were chosen from previous studies to ensure the validity and reliability. Attitude toward the advertisements was measured by a scale used by Chan and Han (2014). Brand image was measured by a scale developed by LaTour and Rotfeld (1997). Purchase intention was measured by a scale developed by Baker and Churchill (1977). The Alpha values were all above 0.70 (AAd: 0.89; BI: 0.77; PI: 0.84). The questionnaire was constructed in Chinese. One of the authors translated the English scale to Chinese. The translation was examined by another researcher to ensure it was valid.

**Results**

Two-way ANOVA was adopted to investigate how Chinese consumers perceive the advertisements using different types of female images. Responses to six advertisements using six different female images were measured among male and female participants (see Table 1).
**Hypothesis testing**

Hypothesis 1 focuses on the effects of gender of the participants on their attitudes towards advertisement embedded with a female character. The results showed main gender effect on the three dependent variables. There was marginally significant gender effect on attitudes towards the advertisements ($F_{1,190} = 3.58, p = 0.060, \eta^2_p = 0.02$). Female participants ($M = 3.21$) reported a higher attitudes towards the advertisements than male participants ($M = 2.82$). In addition, results revealed significant gender effect on perceived brand image ($F_{1,186} = 6.38, p = 0.012, \eta^2_p = 0.03$). Female participants ($M = 4.08$) perceived a more favorable brand image than male participants ($M = 3.64$). At last, gender had main effect on purchase intentions ($F_{1,194} = 5.03, p < 0.05, \eta^2_p = 0.03$). Female participants ($M = 2.71$) reported a higher purchase intention than male participants ($M = 2.46$). As a result, hypothesis 1 is supported that an advertisement embedded with a female character has more favorable advertising effect among female participants than among male participants.

Hypotheses 2 and 3 pertain to the effects of types of female images in the advertisements on their attitudes towards advertisement embedded with a female character. However, the main effect of ad type was not significant. There was no significant difference in attitudes towards the advertisements ($F_{5,190} = 0.73, n.s.$), perceived brand image ($F_{5,186} = 0.33, n.s.$), and purchase intention ($F_{5,194} = 0.08, n.s.$) among the six ads. No post hoc Tukey contrasts showed significant difference between the six ad types on the three dependent variables. The interaction effect of gender of participants and ad type was also not significant on attitudes toward the advertisements ($F_{5,190} = 0.29, n.s.$), perceived brand image ($F_{5,186} = 0.50, n.s.$), and purchase intention.
As a result, hypotheses 2 and 3 are not supported.

**Discussion**

The status of females in China has received improvement in education opportunities, marriage and economic dependence. Female consumers are able to enjoy tremendous freedom in consumption and career choices. Females in China represent a huge market for both personal and household products. More and more marketers are interested in targeting Chinese female audience. Because second-tier cities in China are “first-class opportunities” for advertisers and marketers, this study investigates the effectiveness of advertisements with different female role portrayals in Changchun. A better understanding of how Chinese females’ response to various types of advertising images can help marketers and advertisers to relate to the consumers in an effective manner.

With regards to gender, the results showed that females have a more favorable attitude for advertisements embedded with female images than males. The results suggest that advertisers can gain approval of female consumers if the advertisement features female characters. Comparing with Chinese males, any of the six tested female images used in the advertisement are more likely to gain liking among Chinese females. Advertisements portray in traditional females such as housewife, cute girl or classic woman can oftentimes be as effective as advertisements portray contemporary female such as career women, sporty woman or tomboy among female audience.

With regards to types of female images in the advertisements, participants, both males and females, responded more or less the same to all sex types of advertisement. To be specific, males do not have a more favorable attitude for an advertisement using traditional female roles. Females do not have a more favorable attitude for an
advertisement using contemporary female roles. It indicates that young consumers in our sample are not sensitive to the different female images used in the print advertisements. This may be due to the fact that lifestyle advertisements are not prevalent in second-tier Chinese cities. It may also be due to the low involvement of the product category being tested. This can be good news to the advertisers. They can have greater flexibility to use either traditional or modern female images in the advertisements to attract Chinese females. The results were contrary to Cheng and Wan’s (2008) study that advertisements using traditional role of females were ineffective to the Chinese females. The portrayals of traditional female roles in advertisements may represent the ideal wife images of males in China (Hung and Li, 2006). However, these images are ineffective to attract male participants and increase their purchase intention. It is noted that advertisers should not use female character only in the advertisements to target Chinese male audience, even though traditional females were ideal wife of Chinese man.

**Limitations and Suggestions for Future Studies**

First, the respondents were all from Changchun, a second-tier capital city in northeastern China. We may not generalize the result to consumers in other second-tier cities. Future studies could extend the geographic scope to first-tier cities such as Beijing and Shanghai or third-tier cities or even rural provinces.

Second, because of ethical consideration, sexy female image was not used in the present study as some participants were aged under 18 years. As Grazer and Kessling
(1995) found that use of sexual themes in print advertisements aroused favorable responses among male respondents, further study in adults can add the seventh type of sexy female image.

Third, mineral water as a gender neutral product was used in the current study. It is a low-evolvement product, especially among adolescents and young consumers. They may not be enthusiastic in reading the advertisements. Future studies could test a high involvement product such as a mobile phone or a health product.

Furthermore, the tested product is a foreign brand. The participants may perceive a higher price and therefore unwilling to purchase the brand. Future studies could choose a domestic brand or a fictitious brand as stimulus. The study did not control the respondents’ familiarity with the brand. Future studies should add this variable and compare consumers’ responses among those who are familiar with the brand and those who are new to the brand.

At last, it is not clear whether the results were due to the ads embedded with female images or the ads embedded with female images alone. Further studies can compare the advertising effect of ads with a female only, ads with two or more females and ads with a female and a male together.

**Summary**

Women constitute the main consumer segment for the majority of advertised products. Previous studies have been done to investigate the female images in advertising and how the audiences respond to the advertisements posing sexy female images mostly. Most previous studies analyzed the gender portrayals in advertisements of various media using content analysis. However, little is known about how audience response to the advertisements with different gender portrayals. Thus, with the improvement of women’s
economic status in China, the present study is considered timely to examine how Chinese
Audience responds to the advertisements using female images. Results indicated that
females have a more favorable attitude for advertisements featuring female character than
males. The findings show that Chinese young consumers in the second-tier city are not
sensitive to the different female images used in the print advertisements. Advertisers are
suggested to develop an advertisement embedded with a female character when targeting
a product to Chinese women. Advertisers can enjoy flexibility to use either traditional or
modern female images in the advertisements to attract females in China.

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Table 1.
Means for Attitudes towards the Advertisements (AAd), Brand Image (BI) and Purchase Intention (PI) by Participants’ Gender and by Types of Female Images in the Advertisement.

<table>
<thead>
<tr>
<th>Types of female images</th>
<th>AAd</th>
<th>BI</th>
<th>PI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
</tr>
<tr>
<td><strong>Traditional</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housewife</td>
<td>2.6</td>
<td>2.9</td>
<td>2.8</td>
</tr>
<tr>
<td>Cute</td>
<td>3.3</td>
<td>3.4</td>
<td>3.4</td>
</tr>
<tr>
<td>Classical</td>
<td>3.1</td>
<td>3.3</td>
<td>3.2</td>
</tr>
<tr>
<td><strong>Contemporary</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career</td>
<td>2.6</td>
<td>3.4</td>
<td>3.1</td>
</tr>
<tr>
<td>Sporty</td>
<td>2.6</td>
<td>3.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Tomboy</td>
<td>2.6</td>
<td>3.0</td>
<td>2.8</td>
</tr>
<tr>
<td>Total</td>
<td>2.8</td>
<td>3.2</td>
<td>3.0</td>
</tr>
</tbody>
</table>
Appendix I  Six Types of Female Images used in the Advertisements

Type 1: a career woman

Type 2: a cute woman
Type 3: a tomboy
Type 4: a housewife
Type 5: a sporty woman

Type 6: a classical woman