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How Females Perceive Masculine Advertising Models?

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Abstract

This research helps to discover: (1) relevant masculinity types for male advertising models in China; (2) Chinese female consumers' reaction to different masculinity types of male advertising models; (3) different characteristics of Chinese females that are relevant for reactions to different types of male advertising models in China. Based on a online survey with 384 female respondents in China, we found that Stern and Sophisticated masculinity type would be the most welcomed one among female's view. Our results also show the importance of fashion leaders who hold totally different opinions with fashion followers. Moreover, we do not find the significant differences between different age groups, gender identity or living environment. But we confirm that fashion leaders tend to be younger, more masculinity urban female in our survey. These results should be an innovative field to the existing literature and provide implications for future male model studies.

Keywords: Male masculinity types; Fashion Leadership; Stern and Sophisticated; Hofstede's cultural dimensions; Metrosexuality.

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1. Introduction

1.1 Background

In today's advertising world, the selection of the most suitable image is a crucial decision for marketers (Martin and Gnoth, 2009). Information is not only the element to make advertising more effective, emotional and visual elements also influence consumers' preferences (Vakratasa and Amber, 1999). An important aspect herein is the choice of advertising models. According to classic conditioning learning systems, consumers can easily combine the images of models with advertised products. Previous researchers have already shed light on the role of attractive images for ad effectiveness (Belch, Belch and Virrereal, 1987; Joseph, 1982; Andersen and Paas, 2012). Bower and Landreth showed that height, figure and facial beauty decide the level of attractiveness and thinness is an essential part of attractiveness in many cultures (Bower and Landreth, 2001). Another well researched topic concerns body size of advertising models, where research particularly addressed this amongst female advertising models (Antioco, Smeesters and Le Boedec, 2012; Eisend and Moller, 2007; Janssen and Paas, 2014). As for female body size, researchers have found that women would get the mental health or health-related diseases because too much exposure to extremely thin models (Halliwell and Dittmar, 2004). Andersen and Paas (2014) found that extremely thin models have negative influence on advertising attitudes and purchase intention. However, this type of female advertising model is still popular in today's advertising market (Tiggemann and Polivy, 2010).

Male models in advertisement received far less attention. The history of male images used in advertising originated from 1950s in the Western world and for advertiser to combine them with their male targeted products, for instance, fitness products, technology products and so forth (Yuan and Shaw, 2011). After that, the male advertising world experienced several changes and recently they paid more attention on their bodies and personal appearance (Boni, 2002). In general, masculinity of male images refers to mental and physical characteristics that are defined by cultures as unique and appropriate to a man (Bem, 1974; Longman

dictionaries, 1995). Male images are associated with masculinity, which would be defined differently with various cultures (Strate, 1992; Shaw & Tan, 2014). For example, Western masculinity is based on the male body while Asian masculinity is constructed with male face (Frith, Cheng and Shaw, 2004).

The research reported in this thesis was conducted in China. This is an important context because, firstly, China with the biggest area and population in Asia is the world's second largest economy and is the largest advertising market in Asia-Pacific region (Datamonitor, 2010). Also, China is the fifth largest market in advertising spending since 2007 (Zenith Optimedia, 2008). Although Chinese advertising market had a late start, China experienced a dramatic increase during the past three decades (Beijing Advertising Association, 2009; Gao, Zhang and Li, 2014). In addition, China advertising spending had already increased to \$27.8 billion in 2008 (Madden, 2009). Moreover, most research on advertising models is carried on Western countries or Asian countries/cities that have earlier westernized experience like Taiwan and Hongkong (Shaw and Tan, 2014). However, China as the biggest economy in Asia has definitely inherent hybridity in its culture and its mainland must be different from what Taiwan shows. Also, there are officially 56 ethnic groups in China according to the National Bureau of Statistics of China. Thirdly, researchers found that more and more cross-culture groups who are homogenous in Asian countries have similar needs and these can be achieved by the same way, for instance, advertising appeals that are effective for Japan would be useful in Taiwan and Korea as well (Javalgi, Cutler and White, 1994). Huang and Lowry (2012) agree that Chinese advertising industry is not only the "melting pot" of different cultures, but also the one of many advertising practices. That is to say, next to the western masculine male models, consumers in China will also be exposed to Asian and local advertising models, which are different. So, the diversity in masculinity and advertising models makes China an interesting context to study. In sum, it is worth to study China who has complex cultures but gradually become receptive to Western models and masculinity trends (Frith et al, 2004).

A more general conceptual motivation for conducting this study is related to the limited

knowledge on consumer reactions to male advertising models. How to apply or arrange the representations of males in advertising has yet to be appropriately acknowledged by existing literatures (Shaw and Tan, 2014). Although there are many studies focusing on how female view body size of female models or how male perceive male models, research on how female perceive masculinity of male models in advertising is rare (Wolin, 2003; Fowler and Thomas, 2013).

1.2 Problem Statement

1.2.1 Main question

Yuan and Shaw (2011) develop male masculinity into seven types: (1) Tough and Macho, (2) Refine and Gentle, (3) Stern and Sophisticated, (4) Vigorous and Sunny, (5) Trendy and Cool, (6) Sensual and Sexy and (7) Androgynous. These seven masculinity types would be discussed in detail in chapter 2, and compare with other types. However, researchers until now mostly addressed the relationship between female consumers and female models, but how women actually view male images is still understudied (Jaffe, 1994; Jaffe and Berger, 1988; Lopukhova, 2015). Janssen and Paas (2014) showed the optimal body size of male models should be intermediate, not too small and not too large, just as for female models, but they also suggested that effects of male body size with a clear masculine shape should be researched. Moreover, according to social role theory, the female is the household member who shops while male is the one who builds (Eagly, 1987). This is another reason for study reactions of female consumers to male advertising models.

Besides, this thesis would focus greatly on the fashion industry in order to choose product category because fashion has already become the key part to styles of masculinity used in advertising, especially in cosmetics and grooming products (Ricciardelli, Clow and White, 2010). In 2012, Chinese apparel industry has already reached the export value of \$153.219 billion and the sales value of RMB 1.7 trillion among domestic market. In the fashion industry, model is more relevant and important in the body or facial enhancing products (Shaw and Tan,

2014). Since the huge consumption of fashion related products, the current thesis aims to research or answer the following main question: *How do different female consumers in China react to masculine advertising models?*

1.2.2 Sub questions

Previous research found that there are seven common masculinity types used in advertising male models as mentioned above (Shaw and Tan, 2014; Yuan and Shaw, 2011). However, the relationship between different masculinity types and taste of Chinese female consumers is still unknown, then, the first sub-question should be: *What types of masculinity are relevant for male advertising models in China?*

Although the relationship between model figures and model attractiveness is still unknown, model attractiveness can definitely influence advertising effectiveness (Shaw and Kemeny, 1989; Andersen and Paas, 2014). Kuksov, Shachar and Wang (2013) proposed that many companies are interested in delineating their products' own identity attributes. The reason is that consumers now evaluate brands not only for their functions but also for how this product can express their ideals (Aaker, 1997 & 1999). Thus, the second sub-question is: *How do female consumers in China react to different masculinity types of male advertising models?*

In addition, Jaffe pointed out that masculine females prefer to see female models who behave as powerful women instead of housekeeper (Jaffe, 1994). There are other issues that need to be taken into consideration, for instance, perceive self-attractiveness, age or their involvement. For example, younger female consumers who are born after 1990s may have different opinions with females who are born before 1960s. Other factors than age may also influence reactions of female consumers to male advertising models, such as personal values, media consumption. In this way, the last sub-question is: *What characteristics of Chinese females are relevant for reactions to different types of male advertising models in China?*

1.3 Theoretical Contributions

Researchers showed that female images have already received major focus, however, study on male advertising images is almost absent (Good and Sherrod, 2001). This is maybe because marketers and researchers think that female images are in greater need of change (Gentry and Harrison, 2010). Most of the time, male images are used as the comparison point of female images, which leads to the lack of study that only focuses on how male images work (Rudy, Popova and Linz, 2010). Nevertheless, there are still some improvements for male images. According to Martin and Gnoth (2009) they have already studied that gender identity can work on masculine male consumer's response to male images in advertising while self-construal and the perceived gender identity of male images can affect feminine or androgynous male consumer's response. They found that feminine and androgynous male consumers both react to masculine model positively because social pressure, though their personal identities are feminine or androgynous (Martin and Gnoth, 2009). Flower and Thomas (2013) showed that although the role of men is changing time after time, USA male consumers still prefer to the macho "Marlboro men" showing on TV commercials. This shows that men still prefer to choose the masculine body images in USA, however, it is hard to say whether they really like it or just because social pressure (Rudman and Fairchild, 2004; Martin, 2004, Martin and Gnoth, 2009). Although researches mentioned above focused on male-male (how male view male images), how female view male masculine images is an innovative field to be discovered. Then, this article aims to lift the veil of it.

Besides, research on how representations of male images work in advertising, to a great extent, restrict on Western market, especially in UK and USA (Ricciardelli et al, 2010). That is to say, Asian market still needs to be studied. As mentioned above, Asian countries who are homogenous share similar needs and China as the second economy in the world has the most complex cultures in Asian. In this way, this article can help to find that which is the most popular masculinity male image among female in China mainland and this would be applied in other Asian countries and even Western countries who share the similar cultures with China.

Last but not least, although many researchers suggest that traditional male image with Tough and Macho (defined as model has cowboy look with determined facial expression and represents strong-will) is the focus of most advertisers, there are still some arguments about whether other male masculinity images are more useful or not (Ganahl, Prinsen and Netzley, 2003; Vigorito and Curry, 1998; Martin and Gnoth, 2009; Yuan and Shaw, 2011). In addition, research showed that Asian male models are often different from Western models, making the Asia context more diverse in terms of male advertising models (Shaw and Tan, 2014).

1.4 Managerial Relevance

As for practical relevance, because 90% of the advertising effects dissipate after three to fifteen months, it is important to gain knowledge or as much effects as possible during this period (Vakratsas and Ambler, 1999). In this way, advertising would be more profitable and effective if advertiser can apply the most appropriate male images. Besides, today's Asian market has already become the most aggressive one throughout the world (Shao, Alan, Raymond and Taylor, 1999). In addition, Nielsen, the most prominent marketing research company, reported that the sale of male products in Asian now is enjoying the biggest growth (Shaw and Tan, 2014). At the same time, consumer tastes in Asian are becoming similar, then, it is good chance to transfer international advertising strategies into Asian markets (Tai, 1997). This article can help marketers to choose the most popular masculinity male images used in their advertising and then increase consumer purchase intention indirectly.

Besides, Orth and Holancova (2004) pointed out that most studies that focus on the female models' role portrayals found that women are described usually as mother, housewife and generally rely on men (Belkaoui and Belkaoui, 1976; Courtney and Lockeretz, 1971; Ferguson, Kreshel and Tinkham, 1990; Wiles and Tjernlund, 1991; Ford, LaTour and Honeycutt, 1997). Meanwhile, some researchers found that men are often described as businessmen, sportsmen and father characteristics (Kolber and Albanese, 1996; Skelly and Lundstrom, 1981; Wolhether and Ammers, 1980). However, Orth and Holancova (2004) also found that consumers' prior attitude about different sex role portrayals in advertisements

would influence consumers' reactions. In this way, this article aims to help improve the diversity of male masculinity types used in advertising in China instead of just using one single type.

1.5 Content

The first introduction part of the thesis has clarified that the topic of this thesis is to study how female view male masculinity image in advertising. The second chapter describes hypothesis that need to be tested and the third chapter is for methodology used in this article. Then, the fourth chapter discusses analysis results in which hypotheses are tested. Finally, the author will conclude what has been found during the research and provide some suggestions.

2. Theory

2.1 Masculinity Research

Most previous research that studied male models in advertising have learned the construction of hegemonic masculinity types, such as the most popular or honored masculinity types (Connell, 1993; Connell, 1998; Shaw and Tan, 2014). Representations of hegemonic masculinity types consist of physical appearance, sexuality, job, affects and behaviors, and domination (Ricciardelli et al, 2010). Nevertheless, different classes, generations, social groups, regions require different masculinity types due to differences in cultures and histories (Connell and Messerschmidt, 2005). For example, the traditional Western masculinity types used to be a breadwinner with obvious masculine shape while the traditional Asian ideal masculinity type prefers to show brain winner with literary achievement (Louie, 2002).

As mentioned in chapter 1, there are various types of male masculinity images in China's advertising market (Smiler, 2004). However, the definition of masculinity refers conceptually to aspects of manhood, machismo, male identity and men's role (Connell, 1993). To be specific, masculinity concerns both psychological and physical merits that are defined by different cultures, which should be appropriate to males (Kerfoot & Knights, 1993). Masculinities are diachronically created and reinforced by representations of male gender in mass media (Goffman, 1976). Over the past years, global media are more likely to use European and North American models rather than Asian models, even in the advertisement that targeted on Asian female (Connell, 1998; Larson, 2002). Nevertheless, Japanese consumers prefer to see their local models and this leads to a Japanese redefinition of male masculinity (Iwabuchi, 2002; Darling-Wolf, 2004). Section 2.2 will discuss the diversity masculinity types used in China, where the Western models are also not necessarily the standard.

2.2 Masculinity Types in China

This section addresses the first question regarding the predominant masculinity types in China. The Bem Sex Role Inventory (BSRI) defines a male's masculinity and femininity level and based on it, there are four groups divided by individual's features: (1) masculine with high masculinity and low femininity, (2) feminine with low masculinity and high femininity, (3) androgynous with both high masculinity and femininity, (4) undifferentiated with both low masculinity and femininity (Bem, 1974; Martin and Gnoth, 2009). However, it is just the general idea of masculinity types without showing the specific model images. For example, it didn't give the specific idea about how metrosexuality male that defined as urban, successful and well-groomed fashion heterosexual man should look like (Shugart, 2008). With the rise of male product market, the masculine image of the metrosexuality in the United States has focused on the development of personal styles while the traditional masculinity images in China emphasized academic and cultural achievements (Chapman, 1988; Louie, 2002). Moreover, China is gradually becoming receptive to Western masculinity types (Frith et al, 2004). In order to understand better about masculinity types used in China advertising market and have specific masculinity types to study, this thesis uses the seven masculinity types defined by Yuan and Shaw who created after comparing cross-culture magazines and gave comprehensive description about different masculinity types (Yuan and Shaw, 2011; Shaw and Tan, 2014). In this article, we applies their definition because it is one of the most specific description of different masculine images and it has been used successfully in China mainland by Shaw and Tan to analyze the differences between race and masculinity (Shaw and Tan, 2011).

These seven masculinity types are:

- (1) Tough and Macho with a tradition look of cowboy
- (2) Vigorous and Sunny with a look of neighborhood boy who is described as cute

(3) Trendy and Cool with a look of indifferent and contemptuous manner which originates from American male street culture

(4) Refined and Gentle with a look of intellectual and gives a sense of polite and graceful with clean appearance

(5) Sensual and Sexy with a dress of tight clothes and unnatural expressions to seduce readers

(6) Stern and Sophisticated with a look of confident and firm who is often described as successful business man.

(7) Androgynous with a look of delicate make-up as well as feminine manner behavior (Shan and Tan, 2014; Yuan and Shaw, 2011; Darling-wolf, 2004; Majors and Billson, 1992).

Shaw and Tan (2014) found that Trendy and Cool was the common masculinity types in America instead of Tough and Macho. Because Chinese people are becoming more receptive to Western trends, then, Trendy and Cool deserves Chinese consumer's attention (Frith et al, 2004). Refined and Gentle and Trendy and Cool that overlap the idea of metrosexuality and are used frequently in China (Shaw and Tan, 2014; Frith et al, 2010). Metrosexuality that refers to a narcissistic, media-saturated, self-conscious male image just like David Beckham originates from 1980s and then become the popular one until now (Donaldson, 1993; Hall and Gough, 2011). Different from traditional masculinity types like masculine male, metrosexuality pays more attention on appearance and grooming, which coincides with the increasing needs of male fashion style (Segal, 1993). Stern and Sophisticate matched with Connell's (1998) business masculinity types and Kathy's (2002) rational men (Connell, 1998; Kathy, 2002). Moreover, Stern and Sophisticated and Sensual and Sexy masculinity types are based neither racially nor culturally (Shaw and Tan, 2014). In general, these four masculinity types mentioned above are more widely used in China (Shaw and Tan, 2014). Contrarily, Tough and Macho, Vigorous and Sunny and Androgynous are not among the most popular

masculinity types and named as nonhegemonic masculinity styles (Connell and Messerschmidt, 2005). That is to say, these three masculinity types are also used in China, but it is not so popular or widely as types mentioned above (Yuan and Shaw, 2011; Shaw and Tan, 2014). In fact, these nonhegemonic masculinity types would complicate the studies carried on mainstream types (Connell, 1993). For example, Western models are normally portrayed as Tough and Macho and Androgynous because Western cultural traditions pay more attentions on body like fitness and muscularity when they evaluate the masculinity (Yang, Gray and Pope, 2002), and this is not commonly recognized in China who focus more on face as well as literary and societal achievements (Shaw and Tan, 2014). To conclude, main masculinity types used in China include Refined and Gentle, Trendy and Cool, Stern and Sophisticated and Sensual and Sexy and this article will focus on the effect of these four major types.

2.3 Model Credibility

2.3.1 Consumer response towards stimulus

In order to assess how female consumers in China react to male advertising models, sub-question 2, we discuss consumer reactions to advertising models in general and link these reactions to the main masculinity types for China. In the last fifty years, researchers have studied model credibility in many aspects (Zha, Li and Yan, 2015). Based on classic conditioning, consumers can easily create positive or negative evaluations with the stimulus (model) image (Reber, Schwarz and Winkielman, 2004). Normally, model credibility includes three aspects: attractiveness, expertise and trustworthiness (Lord and Putrevu, 2009). In this article, we add two more issues: model likeability and ethical judgment. Most previous research showed that prior exposure to a stimulus can affect consumer attitudes to this stimulus and their behaviors, such as likeability about the advertisement, product and brand (Janiszewski, 1993; Shapiro, 1999; Lee and Labroo, 2004). Model attractiveness may influence consumer's reactions and ad attitudes (Belch et al, 1987; Joseph, 1982; Bower, 2001), and model expertise and trustworthiness also have positive influence on advertising

effectiveness (Chao, Wuhner and Werani, 2005). Although previous research focus more on the relationship between model attractiveness, model expertise and model trustworthiness (Bower, 2011; Bower and Landreth, 2001), model likeability is another important issue to think about because it should be an important element to measure model credibility (Amos et al, 2008).

Besides, female tend to be more emotional than male consumers (Broverman, Vogel and Broverman, 1972). Previous research showed that negative emotions influence ad evaluations negatively, but model likeability is still understudied (Bower, 2001). In this way, this article would find the relationship between model likeability and female consumer's reactions as an additive contribution to model credibility. Moreover, less ethical advertising may have lower evaluations (Tinkhan and Weaver-Lariscy, 1994). Ethical issues that come from the lack of social responsibility involve stereotypical portrayals, use of vulnerable people, manipulative information, preoccupation with materialism and the use of sex appeals (Reed, Aquino and Levy, 2007; Zinkhan, 1994). In China, ethical judgment is especially important because of traditional non-revealing cultures (Yan, 2004; Zhang, 2006). Andersen and Paas also demonstrated that extremely thin model would have negative influence on ethical judgment and then affect consumer's ad attitudes (Andersen and Paas, 2014).

Table1: Masculinity Types and Model Credibility

	Model attractiveness	Model likeability	Model expertise	Model trustworthiness	Ethical Judgment
Refined and Gentle					
Trendy and Cool					
Stern and Sophisticated					
Sensual and Sexy					

In order to have a more specific idea about the relationship between masculinity types and female consumers' reactions, we introduce Table 1 as shown below. Four masculinity types and five possible reactions are arranged in a 4×5 table, and it is totally 20 combinations. Obviously, not each of these masculinity types is going to be relevant with each reaction and this will be discussed in later section.

2.3.2 Model Attractiveness

Model attractiveness refers to the physical beauty that can catch an audience's attention (Ohanian, 1991). Previous research proposes that physical attractiveness of models can enhance advertising effectiveness only when their images match up with products and this is what we called "match-up" hypothesis (Kahle and Homer, 1985; Kamins, 1990). For example, clothing, cosmetics and personal care products that dominated majority in men's advertisements are more likely to be connected with Trendy and Cool as well as Refined and Gentle masculinity types rather than other types (Shaw and Tan, 2014). Some scholars pointed out that physical attractiveness can be an omen of advertising evaluation (Till and Busler, 2000). For example, attractive models may influence consumer's emotions and reactions as well as ad effectiveness either positive or negative while negative emotions would result in negative ad evaluations and purchase intention (Belch et al, 1987; Joseph, 1982; Bower, 2001). Moreover, although model attractiveness can increase consumer's positive attitudes towards advertisement, it can help to push ad evaluation is still uncertain (Baker and Churchill, 1977).

Among seven masculinity types in China, Refined and Gentle that defined as model who with the look of a learned intellectual has very clean and classic appearance and appears graceful and polite manners is popular in Chinese advertisement (Yuan and Shaw, 2011; Shaw and Tan, 2014). Besides, Chinese prefer to see Refined and Gentle masculinity type in advertisement because the traditional Confucian culture pays more attention to literature and cultural achievement (Louie, 2002). In Eastern and Confucius culture, 'face' is extremely important, then, people try to have the best attributes of their appearance in order to keep face (Pan and Jamnia, 2015). Apart from that traditional Confucian images have influence on consumer

evaluations, Chinese advertisement have opened to more international masculinity types over the past ten years (Shaw and Tan, 2014). Trendy and Cool was the most popular one in American advertising, which is also welcomed in Taiwan (Yuan and Shaw, 2011; Shaw and Tan, 2014). As mentioned above, these two masculinity types overlap the concept of metrosexuality image (Ricciardelli et al, 2010).

Traditionally, women are more likely to be concerned about appearance and the attractiveness of the body, and this is why cosmetic and grooming magazines can attract women (Davis, 2002; Ricciardelli et al, 2010). Shaw and Tan (2014) pointed out that metrosexuality models pay more attention on appearance and grooming in order to meet the latest fashion style. Advertising used in cosmetics and grooming techniques especially highlight clean cut and fashion men that just look like metrosexuality models (Ricciardelli et al, 2010). In addition, global marketers prefer to use Asian models alternatively when they want to target Asian market because they find this can increase model credibility and ad evaluations (Hoy and Wong, 2000). Asian models are commonly characterized as refined and trendy to show the metrosexuality style, and this is the combination of Refined and Gentle and Trendy and Cool masculinity types (Shaw and Tan, 2014). Then, we assume:

H1: Refined and Gentle masculinity types have more positive influence on model attractiveness than Stern and Sophisticated and Sensual and Sexy masculinity types, and then would influence ad evaluations.

H2: Trendy and Cool masculinity types have more positive influence on model attractiveness than Stern and Sophisticated and Sensual and Sexy masculinity types, and then would influence ad evaluations.

2.3.3 Model likeability

Model likeability is known as ‘consumer affection towards the model because the model’s physical appearance or behavior’ (Erdogan, 1999, p.299). Research used to treat model

likeability as analogous to attractiveness (Kahle and Homer, 1985). However, researcher mentioned that likeability should be studied separately (O'Mahoney and Meenaghan, 1998). For example, Bower and Landreth (2001) showed that highly attractive model may lead to consumers' dislike of the model because consumer may compare models and themselves, and then their perceived similarity to models would not be as effective as the normal attractive one.

Metrosexuality is an obviously surprising element in the development of commercial masculinity and it should perform a slow rhetorical transition instead of just an overnight revolution (Sloop, 2004). Since the emergence of metrosexuality, the conventional masculinity types are being challenged according to audience's responses (Hall and Gough, 2011). In general, metrosexuality can help to erase the negative and unfashionable part of the traditional male images, for example, paying less attention on hygiene and appearance or body building (de Visser and Smith, 2007; Gough, 2007). Although responses towards metrosexuality are mixed, the movements to masculine metrosexuality image events mark the lasting appeal of hegemonic masculinity styles (Hall and Gough, 2011). Based on Yuan and Shaw (2014), Refined and Gentle and Trendy and Cool should be the representative of metrosexuality. Besides, these two masculinity types are mostly used in both China and American magazine (Shaw and Tan, 2014), in other words, consumer welcome these types to appear on the magazine to help them choose relative products.

Besides, Cool is a new style of individualism that prefer to have life with enjoyment and consumption rather than work and sacrifice (Shaw and Tan, 2014). Cool images can lead consumer in their desired direction because it can trigger their hidden rebellion and competitive spirit (Pountain and Robin, 2000). During the past centuries, Chinese females have tried to change their images into an independent one and become as competitive as men instead of dependent and sacrifice one (Chen, 2005). China officially promotes gender equality and Chinese female has been supposed to be "half of the sky" (Cheng and Schweitzer, 1996). Then, the rebellion and independence behind Trendy and Cool masculinity type is actually what Chinese female, especially younger like, so, we assume:

H3: Refined and Gentle masculinity type results in higher model likeability.

H4: Trendy and Cool masculinity type results in higher model likeability.

2.3.4 Model Expertise and Trustworthiness

Model Expertise comes from knowledge of the subject while trustworthiness refers to the reliability of the model (McGinnies and Ward, 1980). Model expertise and model trustworthiness are key points to model credibility and should influence consumer's evaluations (Harmon and Coney, 1982; Wu and Shaffer, 1987). Bower and Landreth (2001) pointed out that the advantage of product-model match-up would help consumers to ensure the expertise of the model. That is, 80% of advertisements used in men's magazines are grooming, clothing or personal care products that are often represented by metrosexuality models like Refined and Gentle and Trendy and Cool (Shaw and Tan, 2014). Although highly attractive models are not seen as experts on all products, they are actually perceived as experts with products relevant for physical attractiveness, such as apparel (Bower and Landreth, 2001; Lynch and Schuler, 1994). However, in the mainland of China, Refined and Gentle is more common to see than Trendy and Cool (Yuan and Shaw, 2011; Shaw and Tam, 2014). In our research, we will focus on grooming and clothing product categories, then, we assume:

H5: Refined and Gentle masculinity type results in higher levels of perceived model expertise than other masculinity types.

Besides, although there has been so much research that helps to characterize and distinguish different cultures, Hofstede's five culture dimensions are actually the most acceptable one (Kluckhohn and Strodtbeck, 1961; Hofstede, 1983; Schwartz, 1992; Young and Chan, 2005, Hofstede and Minkov, 2010). Albers-Miller and Gelb (1996) tried to connect these cultural dimensions with advertising appeals and found that Hofstede's cultural model can be an effective tool to test differences in advertising with regard of cultural values. Compared to other culture models, Hofstede's model is maybe the most frequently tested and validated one

that has been used in hundreds of different culture studies ranging from sociology to medicine (Dorfman and Howell; Bhagat and McQuaid, 1982; An and Kim, 2007). Kate (1991) pointed out that most culture classification approaches to compare cross-culture are neither empirically supported nor can differentiate the level of cultural differences.

Hofstede mentioned that the fundamental issue of masculinity is what motivates people: people want to be the best or people like what they do and the assertive and competitive pole is masculinity while the nurturing pole is femininity (Hofstede and Bond, 1988). Hofstede (2001) pointed out masculinity country is the place that men are recognized to be assertive and focus on success while women are supposed to be more tender and modest. (Hofstede, 2001). In a masculine country, women would be relatively more assertive and competitive than women in feminine country, but still not as much as what men do (Hofstede, 1983 Autumn). China with masculinity index of 66 is definitely a masculine country. Chinese females pay more attention on one's success and competitive based on Hofstede's theory (Hofstede, 1988; Hofstede 1983). Moreover, cultural needs include people's respect for cultural beliefs and practices, daily routines, and communication needs, etc (Narayanasamy, 2002). In masculine country, the public hero should be the successor who can achieve something visible and make fortune easily (Hofstede, 1983 Autumn). That is to say, Stern and Sophisticated masculinity type that defined as confident and reliable business man who always has successful career meets what China masculinity culture requests, just like the public hero, and people's cultural beliefs. Then, we assume:

H6: Stern and Sophisticated masculinity type would score better on Model trustworthiness than other three types and then affect consumer's ad evaluations.

2.3.5 Ethical Judgment

The use of sexual appeals in advertising becomes more and more common since 1970s (LaTour and Henthorne, 1994). However, the use of sexual appeals in advertising is still a controversial topic because sometimes consumers have positive attitudes while sometimes

they hold negative attitudes (LaTour, 1990; Alexander and Judd, 1986). LaTour and Henthorne (1994) found that both men and women expressed ethical concerns about using obviously sexual appeals in print ads. Besides, women held more negative attitudes than men about the use of overt sexual appeals (LaTour and Henthorne, 1994). In general, ethical theory can be classified into either teleological or deontological (Murphy and Laczniak, 1981). Teleological theory refers to the level of good or bad included in the results of an act, whereas the deontological theory means the internal rightness of an individual act (LaTour and Henthorne, 1994). Gould (1994) pointed out that the use of sexual appeals regularly is not welcomed by audience and could create potentially negative side effects, such as sex obsessions and senseless sex on the basis of teleological theory. However, previous researches showed that only the combination of teleological and deontological theory can help audience to make ethical evaluations (Reidenbach and Robin, 1988; Hunt and Vitell, 1986; Tansey, Hyman and Brown, 1992).

Besides, China is a typical Eastern country that has modesty and non-revealing traditional cultures (Yan, 2004; Zhang, 2006). Moreover, China tends to have moralistic attitude on sexuality (Hofstede, 1998). And then, this attitude turns into norms concerning about what can be adapt or show in the media (Nelson and Paek, 2008). In this way, Chinese consumers supported their government to set regulation about advertising in China (Gao et al, 2014). A recent research pointed that Chinese consumers prefer ads without sex appeals rather than ads with sexual appeals (Cui and Yang, 2009). In fact, China is still a male-dominated society that prefers to have men in high-level business or professional roles instead of having nudity image on the beach (Cheng, 1997; Nam, Lee and Hwang, 2010). The inappropriate portrayal of sex roles in advertising would cause negative influences on the brand because non-targeted audience may misunderstand (Batra and Ray, 1986; Orth and Holancova, 2003).

Kolbe and Albanese (1996) exclusively investigated male advertising models in six American men's magazines and found that few of male models were shown in bare chest while the majority of them were fully clothed. Besides, the "not at all clothed" types were less than 7% of the total magazines. Besides, Huang and Lowry (2011) found that both in America and

China, the nudity levels of female models are higher than male models. Although China is becoming open to Western models, the male nudity image included in Sensual and Sexy masculinity type is still not broadly accepted (Nelson and Paek, 2008).

In short, because women hold more negative attitudes towards sexual appeals in advertising and it is uncommon to see male nudity image in advertising. Besides, with traditional Chinese cultures and regulations, then, we assume:

H7: Sensual and Sexy would have negative influence on Ethical judgment, and then affect ad evaluations.

2.4 Different Types of Female Consumers in China

2.4.1 Age Groups

Harris (1995) pointed out that age differences should be the strongest variable to influence the conceptions of masculinity with comparison of other variables, like: class, sex-orientation, etc. Older people occupy a little place in the fashion industry, and actually they are intentionally excluded from this area (Twigg, 2007). That is to say, younger people are the majority of fashion industry.

Besides, Trendy and Cool is liked and pursued especially by young people as a new way for Asian youth to express their rebellion (Danesi, 2000). Trendy and Cool is a new image of individualism that encourages people to have life with enjoy and consumption rather than work and sacrifice (Shaw and Tan, 2014), and this drives consumptions among young guys (Pountain and Robins, 2000). In this way, we assume:

H8: Younger female consumer would have more positive attitude towards Trendy and Cool masculinity male models than older consumer.

2.4.2 Fashion Leader

Consumers who are highly involved in a product category may find more product relevant information in advertisement than those who are little involved (Janssen and Paas, 2014). That is to say, the product itself and the useful information will work better for people who are highly involved while the advertising models would strongly affect people who are little involved because their lack of knowledge about the products and more reliance on presented stimuli (Coulter, 2005; Dens and De Pelsmacker, 2010; Janssen and Paas, 2014), just like attributes of the product model, e.g., appearance or clothing.

Fashion leader consumers who have a high level of knowledge and involvement of products focus more on product information and the product itself (Goldsmith, Freiden and Kilsheimer, 1993; Janssen and Paas, 2014). Fashion (image, style and appearance) becomes central to male masculinity representations (Ricciardelli et al, 2010). In addition, fashion leaders normally need a high degree of uniqueness (Bertrandias and Goldsmith, 2006). In this way, the models who can show uniqueness and fashion characteristics may appeal to fashion leaders' taste. Then, I would suggest that fashion leaders accept special and also less traditional types better than fashion followers, such as Trendy and Cool and Sensual and Sexy.

Besides, they should be more familiar with different types of models than other consumers because fashion leaders normally have characteristics that can influence fashion consumption of other consumers and it can be an effective marketing strategy if marketers can target them (Goldsmith et al, 1993; Gutman and Mills, 1982; Janssen and Paas, 2014). Fashion leaders like searching fashion information and read more fashion magazines (Summers, 1970). Because of this, their familiarity with different model masculinity types reached a higher level than others. Familiarity is defined as 'comprehending of the model through exposure' (Erdogan, 1999, p.299; Amos et al, 2008). In this way, they are more likely to see and be familiar with sensual and sexy masculinity male models used in different magazines than other consumers. However, fashion leaders have read so many magazines and their ad evaluations based largely on the models-products fit because their high-involvement in the

advertising (Bower and Landreth, 2001), their ad evaluations may vary according to different situations. Then, we assume:

H9: Female consumers who are fashion leaders would have more positive attitudes towards (a) Trendy and Cool, (b) Sensual and Sexy masculinity types.

2.4.3 Gender Identity

Previous researches pointed out that gender identity is relatively stable and it should motivate and lead people in to behave in the way that is congruence with their gender identities (Burke and Franzoi, 1988; Burkner and Hoeleter, 1988; Burke and Reitzes, 1982). As mentioned above, male characters are congruent with tradition male roles as businessmen sportsmen and someone who has power (Kolber and Albanese, 1996; Skelly and Lundstrom, 1981; Wolheter and ammers, 1980). A traditional cultural rule concerning the gender roles is the female is basically inferior to men (Ortner, 1974). However, some cultures start emphasizing the equality of genders (Sullivan and O’connor, 1988). Because of this, people’s attitudes towards female power and the appropriate role for women should be different in various cultures (Hawkins and Coney, 1976). Jaffe (1994) pointed out that high masculine females prefer to see female models who behave as powerful women instead of housekeeper. Moreover, Chinese females have been supposed to be “half of the sky” (Cheng and Schweitzer, 1996), in other words, female in China try to stand besides men instead of supporting behind men. This phenomenon is more obvious for masculine female (Jaffe, 1994). In masculinity society, women like to describe themselves as the same with men and women’s emancipation means that women can take the job just as what men do (Hofstede, 2001). Although both women and men in masculinity culture are more likely to be assertive and pursue success, it does not mean that masculine women like to see men who are more competitive than themselves. As for Stern and Sophisticated masculinity type, models show the traditional ideal of successful business men just like what male should like, then, we assume:

H10: Female consumer who with a low level of masculinity would have more positive attitude

towards Stern and Sophisticated masculinity type.

2.4.4 Living Environment

Comparison between urban and rural masculinity and the change of society from production to consumption has changed the concept of masculinity secretly (Gee and Jackson, 2012). The city metrosexual male images with soft manner and attractive appearance gradually replace the traditional rural masculinity images with rough, dirty and unshaved appearance (Pan and Jamnia, 2015).

Although previous researchers pointed out that consumption means the value of product itself or exchange value (Kroger, 1986; Shipman, 2004), Liu (2001) mentioned that it is the consumer's living environment around a product that makes the value instead of the product itself. For example, most people go to Starbucks in China want to get the identity and belonging status instead of just drinking a cup of coffee (Hsu, Liu and Pan, 2006). Thus, the fashion product should be a tool that can help people to show their social rank and purchasing power which is viewed as necessary consumption to their life (Pan and Jamnia, 2015).

In China, rural females tend to be more conservative than city female because their living environment is more serious and what they concern is how to improve their life instead of how to consumer their life (Kang, 2002). Kang (2002) also mentioned that rural women commonly have the idea that 'Man is superior to woman' and prefer to put them below men. Compare to rural female, urban female in China have significant consumption orientation because of their higher income, education level, and it is easier for them to get in touch with the fashion magazine and fashion product consumption (Fang, 2005). Then, we assume:

H11: Rural female consumer have more positive attitude towards Stern and Sophisticated masculinity types than urban female.

H12: Urban female consumer have more positive attitude towards (a) Refined and Gentle (b) Trendy and Cool (c) Sensual and Sexy masculinity types than rural female.

2.5 Conceptual Framework

In order to make hypothesis more clearly, we can refine our hypothesis and fill table as below:

H1: Refined and Gentle masculinity type would score better on model attractiveness, and then affect consumer's ad evaluations.

H2: Trendy and Cool masculinity type would score better on model attractiveness, and then affect consumer's ad evaluations.

H3: Refined and Gentle masculinity type would score better on model likeability, and then affect consumer's ad evaluations.

H4: Trendy and Cool masculinity type would score better on model likeability, and then affect consumer's ad evaluations.

H5: Refined and Gentle masculinity type would score better on model expertise, and then affect consumer's ad evaluations.

H6: Stern and Sophisticated masculinity type would score better on model trustworthiness, and then affect consumer's ad evaluations.

H7: Sensual and Sexy would have negative influence on Ethical judgment, and then affect ad evaluations.

In summary, Refined and Gentle, Trendy and Cool and Stern and Sophisticated masculinity types have a positive effects on ad evaluation mediated by model attractiveness, model likeability, model expertise and model trustworthiness. Furthermore, Sensual and Sexy masculinity type has a negative effect on ad evaluation mediated by ethical judgment.

Table 2 Masculinity Types and Model Credibility (“+” score high, “-” score low)

	Model attractiveness	Model likeability	Model expertise	Model trustworthiness	Ethical Judgment
Refined and Gentle	H1+	H3+	H5 +		N/A
Trendy and Cool	H2 +	H4 +			N/A
Stern and Sophisticated				H6 +	N/A
Sensual and Sexy	N/A	N/A	N/A	N/A	H7 -

To make our hypothesis complete, we will add our moderator into the conceptual framework as below:

H8: Younger female consumers would have more positive attitude towards Trendy and Cool masculinity male models than older consumer.

H9: Female consumers who are fashion leader would have more positive attitudes towards (a) Trendy and Cool, (b) Sensual and Sexy masculinity types.

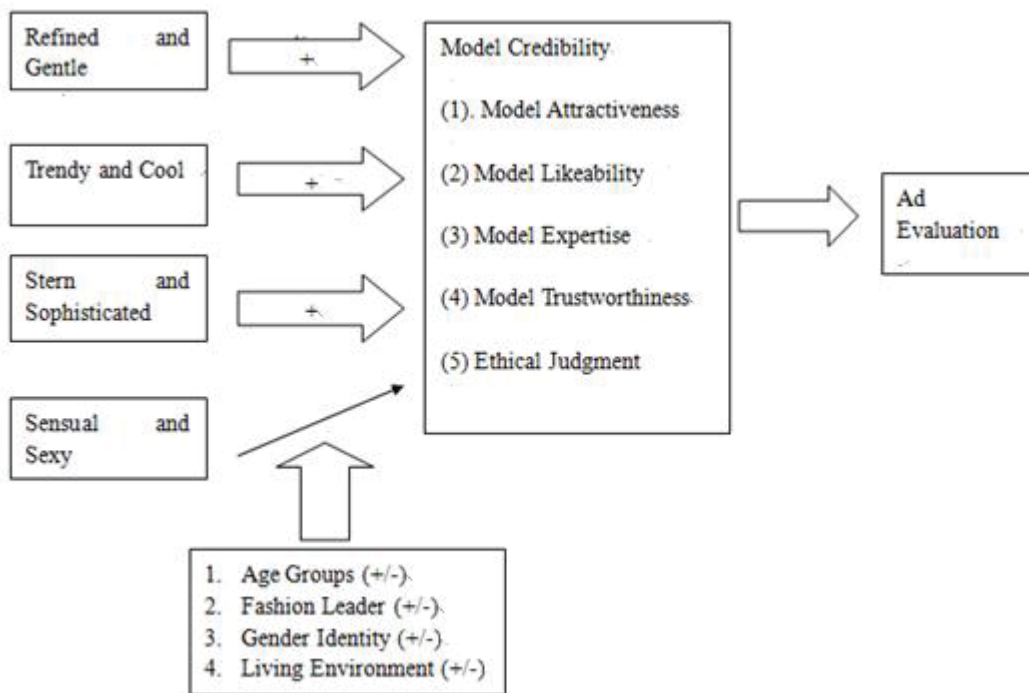
H10: Female consumers who with a low level of masculinity would have more positive attitude towards Stern and Sophisticated masculinity type.

H11: Rural female consumers have more positive attitude towards Stern and Sophisticated masculinity types than urban female.

H12: Urban female consumers have more positive attitude towards (a) Refined and Gentle (b) Trendy and Cool (c) Sensual and Sexy masculinity types than rural female.

To be specific, Refined and Gentle, Trendy and Cool, Stern and Sophisticated and Sensual and Sexy are independent variables. Model Credibility that consists of model attractiveness, model expertise, model trustworthiness, model likeability and ethical judgment is mediator. Ad evaluation is set as dependent variable. Besides, we have age groups, fashion leader, gender identity and living environment as our moderator. Then, we create our theoretical framework just as below:

Figure 1:



3. Methodology

3.1 Research approach

In order to test hypotheses, experimental research is chosen as the main research method in our thesis. First of all, experimental methods are suitable for our research because it can help to test specific causal relationship hypotheses (Sekaran and Bougie, 2013). In order to choose the right experimental method, it is necessary to understand the differences between lab experiments and field experiments. The most different part between them is their internal validity and external validity. Internal validity refers to the level of our certainty in the causal effects while external validity means to the degree of universality of a causal study results to other situations (Sekaran and Bougie, 2013). According to the theoretical framework in Section 2.5, we assumed the relationship between independent variables (4 masculinity types), mediator and dependent variable. Moreover, we still need to make a comparison between different masculinity types. We totally have four different conditions with relatively four masculinity types. However, it would be difficult to organize so many people in one room, so we make the use of online environment to help us reach target respondents and reduce response style bias (Deutsken, de Ruyter, Wetzel and Oosterveld, 2004; Melnyk, Klein and Volckner, 2012). Besides, the online experiment has advantages of reducing demand characteristics, automation and can reach wider populations with more generalization (Dandurand, Shultz and Onishi, 2008). Online experiment can be realized in more settings rather than the highly restricted lab setting, which can give respondents a comfortable environment to finish the experiment because they can join in the experiment at any time they want (Reips, 2000; Repis, 2002a, Salgado and Moscoso, 2003, Dandurand, Shultz and Onishi, 2008). Thinking we are doing the online experiment, so, it is also important to test the internal validity because it helps to check the relationship between variables (Sekaran and Bougie, 2013).

Moreover, as for our pretest, we also use qualitative research that requires personal interviews to generate as many ideas as we can. Qualitative research means “initial or interpretative

research that is not based on numerical analysis” (Zikumnd, Ward, Lowe, Winzar and Babin, 2011, P65). To make the most suitable model images, it is necessary for us to choose qualitative research in pretest because considerable opinions can be achieved from individuals (Zikumnd et al, 2011).

3.2 Model Selection and Pretest

Advertising model selection is a vital part during the whole research and we need largely avoid other elements that could influence consumer’s evaluation, for example, celebrity endorsement or different model faces. In this way, we will choose the same advertising model but in different advertisements, and in each advertisement, the model would have one of the four main masculinity types as discussed above.

First of all, we researched different models on the Internet “Baidu” that is the most famous searching engine in China, just like Google in Western countries and found some images of them. Then, based on the name provided by the Internet, we found their photos in Sina Weibo that is a famous social network in China. However, what we picked are models whose fan numbers are between 2,000 and 10,000 in order to minimize the effect of celebrity endorsement. Moreover, we also collected other Asian countries models, for instance, Japan and Korean to enlarge the range of our model selection. During the selection of male models images, we pay attention to the face, posture and the background. To be specific, we choose the same model in different advertisements with 4 different masculinity types and with the same standing postures. After that, 4 models were picked and each with four masculinity types of Refined and Gentle, Trendy and Cool, Stern and Sophisticated and Sensual and Sexy, and there are totally 19 images of 4 different male models because we offer 3 more pictures as multiple choice for respondents to compare. But this is only relying on the author’s opinions, in other words, we need pretest to see whether these models actually have such senses and their popularity.

We chose 12 females whose ages are ranging from 18 to 65 and then showed them randomly

arranged 19 models images to answer our questions. There are 7 choices under each image with (A) Refined and Gentle, (B) Trendy and Cool, (C) Stern and Sophisticated, (D) Sensual and Sexy, (E) Tough and Macho, (F) Sunny and Vigorous, (G) Androgynous. After comparing the results of pretest, we chose the best suitable model that has the relatively low popularity and high recognition of four different masculinity types.

In Appendix Table 1, firstly, we calculate the mode of each model image and then find the highest score (frequency) of each masculinity types. For example, 11 people think model image 1 belongs to the Trendy and Cool while only 5 people think model image 19 belongs to it, in this way, more people hold the same opinion in model image 1 than model image 19. However, in order to choose the same model that can be used in different advertisement, we need to compare all the images he has. After comparing among those images, we find that model B has the highest unification rate in Refined and Gentle (7/12), Stern and Sophisticated (8/12) and Sensual and Sexy (10/12) rather than other models. Although it's score on Trendy and Cool is not the highest one, it is still over the half number of our respondents with the score of 7. During the pretest, none of our respondent recognizes the model used and everyone is asked to focus on the whole model instead of only focusing on cloth or face. In this way, we choose the model B who is a Japanese model as our material to express different masculinity types in later experiment. In addition, none of our pretest respondents recognize the model we chose is Japanese and we did not mention the country-of-origin of the model, so, we do not expect any country-of-origin effects in our experiments.

3.3 Sample Selection

In order to collecting data and get feedbacks quickly, convenience sampling is selected to carry out our survey. Convenience sampling refers to “the collection of information from respondents who are convenient available to provide it” (Sekaran and Bougie, 2013, p252). It is easily to obtain a relatively large amount of completed questionnaires quickly and economically by using convenience sampling (Zikumnd et al, 2011). Our respondents would cover as many provinces as we can in China in order to test our hypothesis generally, which

definitely needs the convenience sampling. In this way, we divide China into seven parts based on the location: Northern part (Beijing, Tianjing, Hebei, Shanxi, Inner Mongolia), North-eastern part (Liaoning, Jiling, Heilongjiang), Eastern part (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong), Middle part (Henan, Hubei, Hunan), Southern part (Guangdong, Guangxi, Hainan), South-western part (Chongqing, Sichuan, Guizhou, Yunnan, Tibet) and North-western part (Shanxi, Gansu, Qinghai, Ningxia, Sinkiang). We suppose totally 200 people would all include in our research.

3.4 Questionnaire

Internet questionnaires are chosen as our main tool to reach respondents and collect data, because it can cover a wide geographical area during the survey (Sekaran and Bougie, 2013). Internet questionnaire means that “a self-administered questionnaire posted on a website” (Zikumnd et al, 2011 p156). The main advantage of this questionnaire is that it can be sent to respondents who can finish it at their convenience, in their homes or at their own pace (Sekaran and Bougie, 2013). Thinking about some elderly or people who are not available to use Internet, we also get help from some volunteers to help us collect data from those respondents by having personal interview directly or having a telephone interview. To be specific, according to the China Internet Network Information Center (CNNIC) report in 2015, the internet coverage rate in rural area has already arrived 27.5% while in urban area is 62%. In my data collection, some volunteers help me to collect data during Spring Festival because their relatives who live in rural area would come to urban to get together with them and then I get data from rural area people.

Besides, it is necessary to design our pretest and questionnaire with mandarin instead of English. Mandarin is the official language used in China and it is the mother language for most Chinese. Due to we want to study Chinese female consumer’s opinions, we need definitely Chinese Cultural mode. Besides, it would be easier for respondents to turn into English cultural mode with subvocalizing written words if we use English written word (Tavassoli and Lee, 2003).

In order to translate the English word into Chinese accurately, one translator is invited to help me check the translation of the name and definition of seven masculinity types. Moreover, we have four different masculinity types and we need to avoid the comparison of different masculinity types. Therefore, we design four questionnaires with the same questions but with different model images. With the help of ‘Qualtrics’ that is a common survey software used in website, each of these four questionnaires has equal chance to be sent randomly to our respondents. We suppose that each masculinity type would cover about 50 respondents.

Moreover, it is important to choose the measurement scales to evaluate respondents’ answers in the correct way. As for model credibility, firstly, Ohanian’s (1990) five-item, seven-point scale is used to measure a person’s opinions of attractiveness of a model because it has the relatively high Cronbach’s alpha of 0.85. Secondly, we apply Ohanian’s five-item, seven-point semantic differentials scale as well to evaluate model expertise and trustworthiness and the Cronbach’s alpha is 0.91 and 0.92 relatively (Ohanian, 1990). In order to test model likeability, Forehand and Deshpande’s (2001) four-item, seven-point semantic different scale is used with the Cronbach’s alpha is 0.94. Finally, we use a six-item, seven-point scale to measure their Ethical judgment that origins from Reidenbach and Robin (1990). In a related group, this scale tends to be unidimensional rather than multidimensional as it used to be (Nguyen and Biderman, 2008; Reidenbach, Robin and Dawson, 1991) and its Cronbach’s alpha is 0,94 (Tansey, Weigold and Garrison, 1992; Simpson, Brown and Widing, 1998).

As for moderator, we choose a five-item, seven-point scale to measure respondent’s fashion leadership (Gutman and Mills, 1982). Moreover, in order to test gender identity, we choose different female images ranging from masculine to feminine to ask respondents to choose which one can be the best one to describe them. In addition, we also ask our respondent to answer their gender in order to ensure all respondents are female. Age groups are divided into 8 groups ranging from below 10 to above 70. Finally, we have options with different location as mentioned above and their living environment with the choice of rural/urban.

As for dependent variable, ad attitude, brand attitude and purchase intention are used to measure it. For example, a seven-item, seven-point scale is used to test respondents' brand attitudes (Shamdasani, Stanaland and Tan, 2001). Besides, Mackenzie and Lutz's (1989) three-item ad attitude scale is applied because the high reliability recognized in previous studies (Andersen and Paas, 2014). Finally, Bower (2001) and Bower and Landreth's (2001) six-item, seven-point scale is used to test their purchase intention with Cronbach's alpha are 0.9 and 0.8 respectively. However, it is unusually for a consumer to have an idea to buy some fashion products like cosmetics or clothes as soon as they see the ad, so, we delete two items that may influence movement towards the product rather than a simple purchase intention (Andersen and Pass, 2014).

3.5 Analysis

First of all, although previous research had already found the relationship between elements of model credibility (attractiveness, expertise, trustworthiness, likeability) and their effects on model effectiveness, it was just a very general idea and details need to be completed (Amos et al, 2008). To be specific, in this thesis, we studied female's evaluation on how model credibility can work on ad evaluation as well. In this way, linear regression model is used to analyze the results. Multiple regression analysis means that "more than one independent variable can explain variance of the dependent variable" (Sekaran and Bougie, 2013, p 317). It is one kind of multivariate technique and often used in business studies (Sekaran and Bougie, 2013). Then, we can analyze the relationship between model credibility and ad evaluation. In this way, we can finally calculate an equation like: Ad Evaluation (Y_{AE}) = β_0 + a_1X_A + a_2X_E + a_3X_T + a_4X_L + a_5X_j .

Y_{AE} = Ad attitude

X_A = Model Attractiveness

X_E = Model Expertise

X_T = Model Trustworthiness

X_L = Model Likeability

X_J = Ethical Judgment

Besides, ANOVA and T-test are also applied in this thesis. ANOVA can help to “explain the obvious mean differences within more than 2 groups on an interval or ratio-scaled dependent variable” (Sekaran and Bougie, 2013, p314). For example, age is one of moderators used in this article, so, ANOVA can easily help us to compare the differences across different age groups. In addition, T-test refers to an analysis that helps to state the differences between two groups on interval or ratio-scaled variables (Zikumnd et al, 2011). In this article, T-test can help to compare consumers who are fashion leader and who are not, their different gender identity and their living environment. Finally, we will use Cronbach’s Alpha to test the effect of different masculinity types on model credibility as well as its effects on ad evaluation.

4. Analysis

4.1 Manipulation Check

We totally collected 427 questionnaires, but there are 41 respondents that did not finish the whole questionnaires, so, our completion rate is 90.3%. Note that we cannot calculate how many people open our questionnaires without answering anything. Therefore, the response rate is unknown

In order to make sure the model image we choose from pretest is representative and distinctive, we have the manipulation check by asking respondents to choose the option that they think can be the most suitable words to describe the model showed in their questionnaire. The results are showed in the table 3 below. From the table, we can see as for Refined and Gentle masculinity type, 64 of 110 respondents think model image 1 showed to them belongs to Refined and Gentle masculinity type and the rate is 58.18%. However, 95 of 118 respondents view model image 2 as Trendy and Cool that has the rate of 80.5%. As for Stern and Sophisticated, 67 of 101 people recognize the model image meets the description of Stern and Sophisticated masculinity type and the rate is 66.34%. For Sensual and Sexy, 50 of 57 respondents hold the same opinion about this model image belongs to Sensual and Sexy masculinity type and the rate is 87.72%.

However, as we can see in the table 3, there are relatively high rate for respondents who choose Stern and Sophisticated types with the model image of Refined and Gentle and vice versa. In other words, there are still 30% people who think model image 1 (Refined and Gentle) belongs to Stern and Sophisticated masculinity type while 22.7% respondents who believe model image 3 (Stern and Sophisticated) represent Refined and Gentle type. For Trendy and Cool and also sensual and sexy, the distinction is stronger.

Table 3**Crosstabulation**

Count

		Please choose the option that you think can be the most suitable words to describe the model showed above				Total
		Refined and Gentle	Trendy and Cool	Stern and Sophisticated	Sensual and Sexy	
Model_type	1.00	64	9	33	4	110
	2.00	11	95	7	5	118
	3.00	23	7	67	4	101
	4.00	2	3	2	50	57
Total		100	114	109	63	386

Overall, we just plus the number of people who match the model image with the masculinity type correctly and then divide by the total 386 people to calculate the successful rate, then we get the figure is 71.5% , that is to say, our manipulation check is relatively successful. In this way, we realize our manipulation check and we chose reasonable model images.

4.2 Reliability

In our questionnaire, we totally have included nine scales to measure: fashion leadership, model attractiveness, model expertise, model trustworthiness, model likability, ethical judgment, ad attitude, brand attitude and purchase intention. To measure the reliability of these scales, we use Cronbach's Alpha to test our nine scales and the results are showed on Table 4 showed below.

Among all the completed questionnaires, the Cronbach's Alpha of model attractiveness is 0.89 and the figures for model expertise and model trustworthiness are 0.96 both. Besides, as for model likeability, the Cronbach's Alpha is 0.88. For ethical judgment, the Cronbach's Alpha is 0.95. In this way, the results of all independent variables are good. Moreover, as for dependent variable, the Cronbach's Alpha for ad evaluation, brand evaluation and purchase intention are 0.96, 0.97 and 0.97 separately. All of them have a high reliability. Furthermore, fashion

leadership as one of moderators also shows high Cronbach's alpha with 0.93.

Table 4

Reliability Statistics

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Fashion Leadership	.930	.929	5
Model Attractiveness	.890	.895	5
Model Expertise	.962	.962	5
Model Trustworthiness	.964	.964	5
Model Likeability	.882	.888	4
Ethical Judgment	.953	.953	6
Ad Evaluation	.966	.967	3
Brand Evaluation	.975	.976	7
Purchase Intention	.972	.972	6

To conclude, all of our variables have relatively high Cronbach's Alpha, which means our variables have enough reliability to continue the further research.

4.3 ANOVA

4.3.1 Model Credibility

In order to test hypothesis 1 to hypothesis 7, we need to test whether there are differences between model attractiveness, expertise, trustworthiness, likability and ethical judgment

across the four model images. In this way, one-way ANOVA is used to show the differences and results are showed below as table 4.

Table 5 Comparison between Masculinity types on Model Credibility

	Attract	Expertise	Trustworthiness	Likability	Ethical Judgment	Ad attitude
Sig.	0.00	0.012	0.00	0.00	0.00	.006
Refined and Gentle	4.33	4.46	4.95	4.57	5.30	4.44
Trendy and Cool	4.10	4.30	4.40	3.92	4.82	4.35
Stern and Sophisticated	4.74	4.82	5.33	4.71	5.52	5.10
Sensual and Sexy	4.77	4.66	4.43	4.26	4.18	4.11

From the table 5, firstly, we can see the significances are 0.00 (<0.05 , model attractiveness), 0.012 (<0.05 , model expertise), 0.00 (<0.05 , model trustworthiness), 0.00 (<0.05 , model likability) and 0.00 (<0.05 , ethical judgment). So, all elements of model credibility show significant differences.

In order to test hypothesis 1 and 2 that Refined and Gentle and Trendy and Cool masculinity type would score better on model attractiveness. Then, as for model attractiveness, we can see that means of Stern and Sophisticated (4.74) and Sensual and Sexy (4.77) are higher than Refined and Gentle (4.33) and Trendy and Cool (4.10). In other words, respondents give higher mark to Stern and Sophisticated and Sensual and Sexy on model attractiveness and think that these two masculinity types are more attractive to them. So, our hypothesis 1 and 2 that concern Refined and Gentle and Trendy and Cool masculinity types work better on model attractiveness are not supported. Then, in order to test hypothesis 3 and 4 with model likeability, we find that the means of Refined and Gentle (4.57) and Stern and Sophisticated (4.71) are higher than the other two. So, we confirm our hypothesis 3 that Refined and Gentle masculinity type would score better on model likeability, while not finding support for

hypothesis 4 that Trendy and Cool works better on model likability. In the aspect of model expertise, we can realize that the marks of Sensual and Sexy (4.66) and Stern and Sophisticated (4.82) are higher than the other two. Then, our hypothesis 5 that Refined and Gentle masculinity type has positive effect on model expertise is not supported again.

However, Stern and Sophisticated (5.34) and Refined and Gentle (4.95) rank definitely higher than others in model trustworthiness, which represent our respondents trust these two masculinity types more than the other two. In this way, our hypothesis 6 that Stern and Sophisticated masculinity type has positive influence on model trustworthiness is proved. As for the 7th hypothesis, we can see that Sensual and Sexy ranks the lowest in ethical judgment and the mean is only 4.18, but, this figure is still over 4 that represent “Neutral” in our questionnaires. Although the figure of Sensual and Sexy is over 4 on ethical judgment, there are still huge gaps between it and the other three, then, our hypothesis 7 Sensual and Sexy would have negative influence on Ethical judgment is almost proved. What is needed to be mentioned here is that the figures of Stern and Sophisticated in model trustworthiness and ethical judgment are extremely high with 5.33 and 5.52 separately. Moreover, the mark of Trendy and Cool in model likeability is the lowest and the mean is only 3.92 that are inclined to negative effects.

Finally, we carry out another one-way ANOVA to see how four masculinity types work on ad attitude and the results showed obvious differences among four masculinity types (Sig= .006, <0.05). Among four types, Stern and Sophisticated masculinity type with the means of 5.10 works definitely better than the others whose means come from 4.11 to 4.44 on ad attitude.

Basically, except the Trendy and Cool masculinity type in model likability, all other figures are above 4. Our hypothesis 3 that Refined and Gentle masculinity type results in higher model likeability, hypothesis 6 that Stern and Sophisticated masculinity type would score better on Model trustworthiness and hypothesis 7 that Sensual and Sexy would have negative influence on Ethical judgment are proved to be true. However, hypothesis 1 that Refined and Gentle masculinity type would score better on model attractiveness, hypothesis 2 that Trendy

and Cool masculinity type would score better on model attractiveness, hypothesis 4 that Trendy and Cool masculinity type would score better on model likeability and hypothesis 5 that Refined and Gentle masculinity type would score better on model expertise are unproved. Besides, Post-hoc and Turkey's b in SPSS helps us to demonstrate clear differences and rank four masculinity types' effect on model credibility accordingly. The results are summarized on the below table 6.

Table 6 Results of Hypothesis

	Attractiveness	Likeability	Expertise	Trustworthiness	Ethical Judgment
Refined and Gentle	H1: ○ Found: -	H3: + Found: +	H5: + Found: ○	No H Found: +	No H Found: +
Trendy and Cool	H2: + Found: -	H4: + Found: -	No H Found: -	No H Found: -	No H Found: ○
Stern and Sophisticated	No H Found: +	No H Found: +	No H Found: ○	H6: + Found: +	No H Found: +
Sensual and Sexy	No H Found: +	No H Found: -	No H Found: +	No H Found: -	H7: - Found: -

The reason that Stern and Sophisticated masculinity type rank the highest among all elements of model credibility is may be because the Chinese culture tends to be masculinity. In masculine society, people pursue success and fortune, so, Stern and Sophisticated type just meets what Chinese consumers want, no matter for themselves or for their related males. However, Trendy and Cool as the mark of Western culture should be different from Chinese culture and this should be the reason that Trendy and Cool has the lowest mark in most model credibility elements. According to Hofstede, China is a highly collectivist culture where people prefer to live in the group (Hofstede, 1983; Hofstede and Bond, 1984). But Trendy and

Cool gives people a sense of distance and this may lead to the low mark for this masculinity type.

4.3.2 Moderating Effects

In order to test effects between model type, model credibility and moderators consisting of age group, fashion leadership, gender identity and living environment, we need to create different groups with young and old age, three fashion levels (low, medium and high). Then, we find that model types and fashion leadership have a significant interaction effect (Wilks' Lambda: Value= 0.848, F= 1.849, df= 30, Sig= 0.004, <0.05) and this means fashion leadership has obvious effects on model type. However, we did not find other interaction effects to be significant, for example, between model types and age groups (Wilks' Lambda: Value= 0.967, F= 0.734, df= 15, Sig= 0.751, >0.05), living environment (Wilks' Lambda: Value= 0.929, F= 1.641, df= 15, Sig= 0.058, >0.05) and gender identity (Wilks' Lambda: Value= 0.884, F= 0.917, df= 45, Sig= 0.630, >0.05). Although the interaction effect between gender identity and living environment is obvious (Wilks' Lambda: Value= 0.908, F= 2.151, df= 15, Sig= 0.007, <0.05), it is just the correlation between two moderators and there is no hypothesis on this interaction. That is, we find that urban female have more masculine gender identity while rural female have more feminine gender identity, which should be an interesting direction for future study.

Table 7 Fashion Leadership: Relationship with Other Moderators

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.396	.415		12.992	.000
	age groups	-.447	.135	-.154	-3.297	.001
	Where do you live in?	-1.196	.173	-.332	-6.924	.000
	Gender identity	.488	.142	.167	3.430	.001

a. Dependent Variable: fashion_leadership

Moreover, we find another relationship between fashion leaders and their gender identity, living environment and ages (Sig= 0.00, <0.05). In other words, 23.3% variance of fashion leadership can be explained by age, gender identity and living environment. According to the table 7 showed above, we can see that fashion leaders are those who tend to be younger, more masculine and living in urban area. Moderating effects of age, living environment and gender identity are via fashion leadership to influence relationship between masculinity types and model credibility. These three variables that we considered to be moderators actually do not have moderating effects, but they have effects to work on fashion leadership.

4.3.3 Fashion Leadership

Since fashion leadership is an important moderator in our research, we divide our respondents into three groups that consist of high fashion leadership, medium fashion leadership and low fashion leadership with the help of SPSS. Each group has around 1/3 respondents in order to compare them more equally.

Table 8 – Fashion Leadership: Effects on Model Credibility

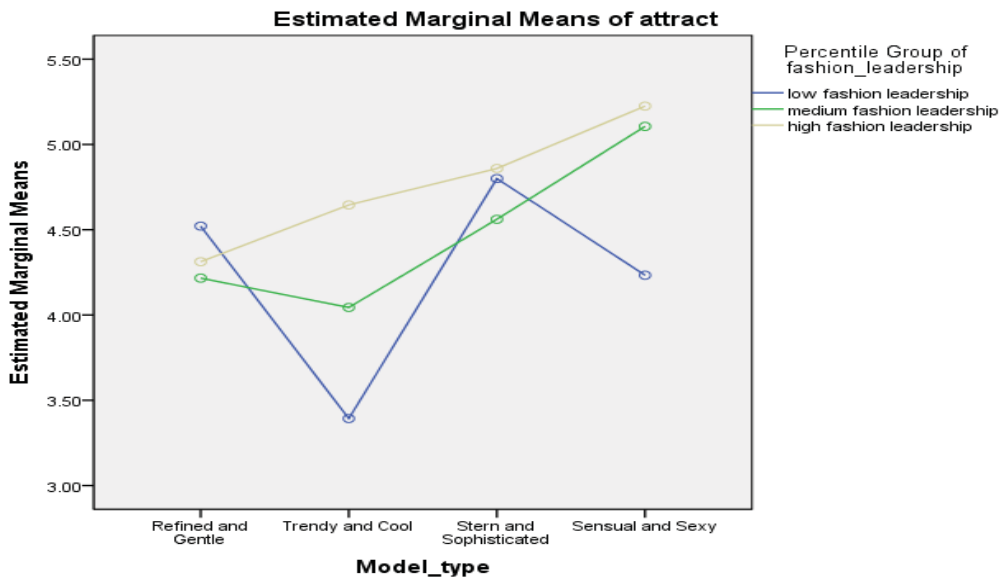
Source	Dependent variable	Type III of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power ^f
Nfashion	attract	15.291	2	7.646	5.742	.004	11.584	.885
	expertise	9.769	2	4.885	3.264	.036	6.728	.633
	trustworthiness	4.760	2	2.380	1.701	.184	3.402	.357
	likability	24.439	2	12.219	9.086	.000	18.172	.975
	ethical_judgment	21.938	2	10.969	8.781	.000	17.561	.970

In order to test hypothesis 8, we need to compare the differences between three groups. As tables 8 showed above, we can see the significances of Nfashion are almost less than 0.05 except the model trustworthiness (Sig= 0.184, >0.05) when there is no interaction effect with model types. Nfashion is new variable created to represent three fashion groups, that is to say, three different fashion leadership groups show obvious differences in aspects of four

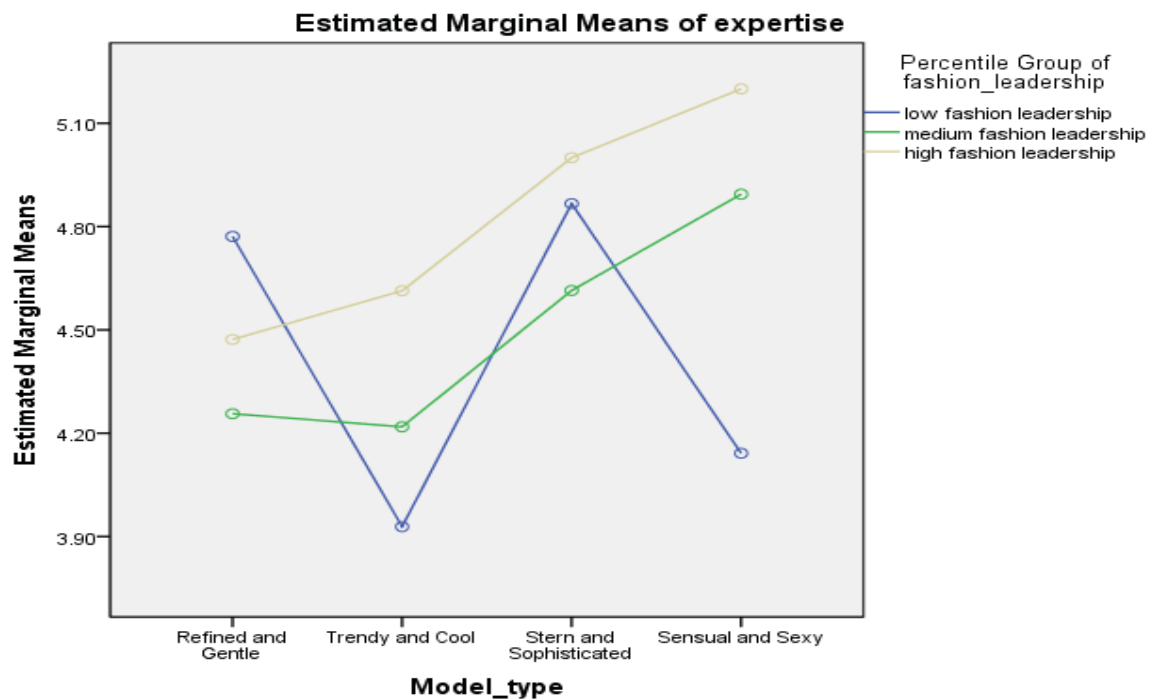
masculinity types.

Chart 1

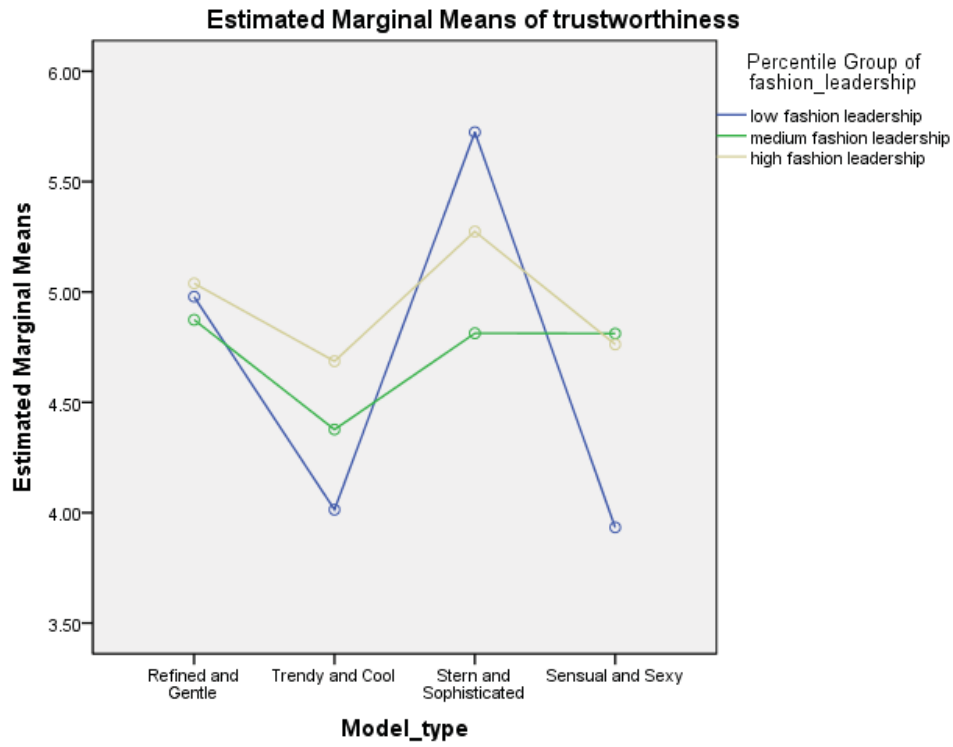
(a) Attractiveness



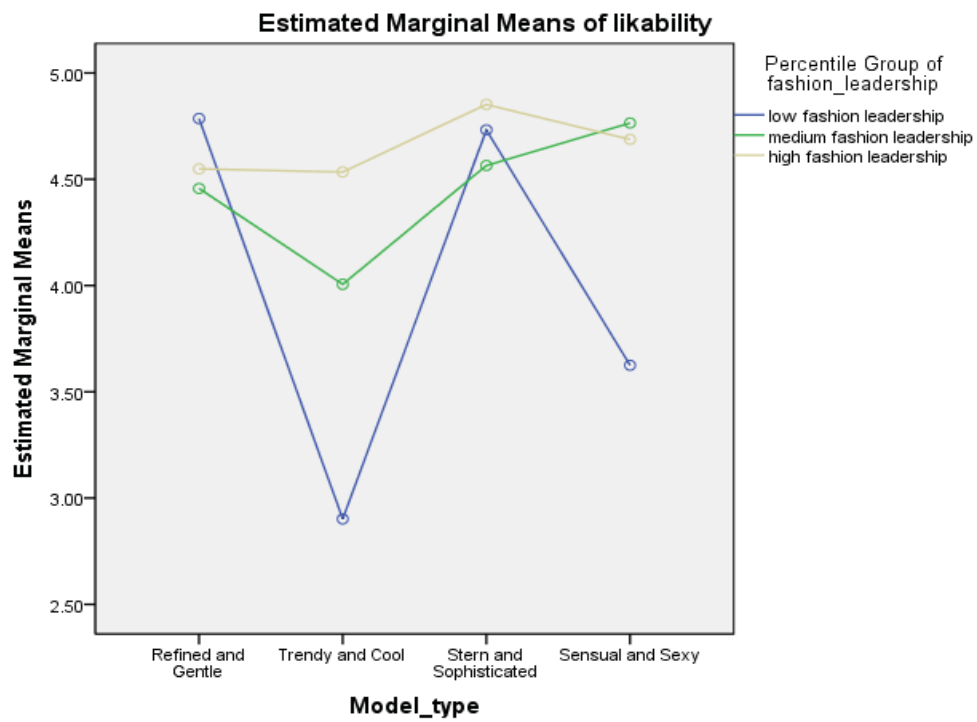
(b) Expertise

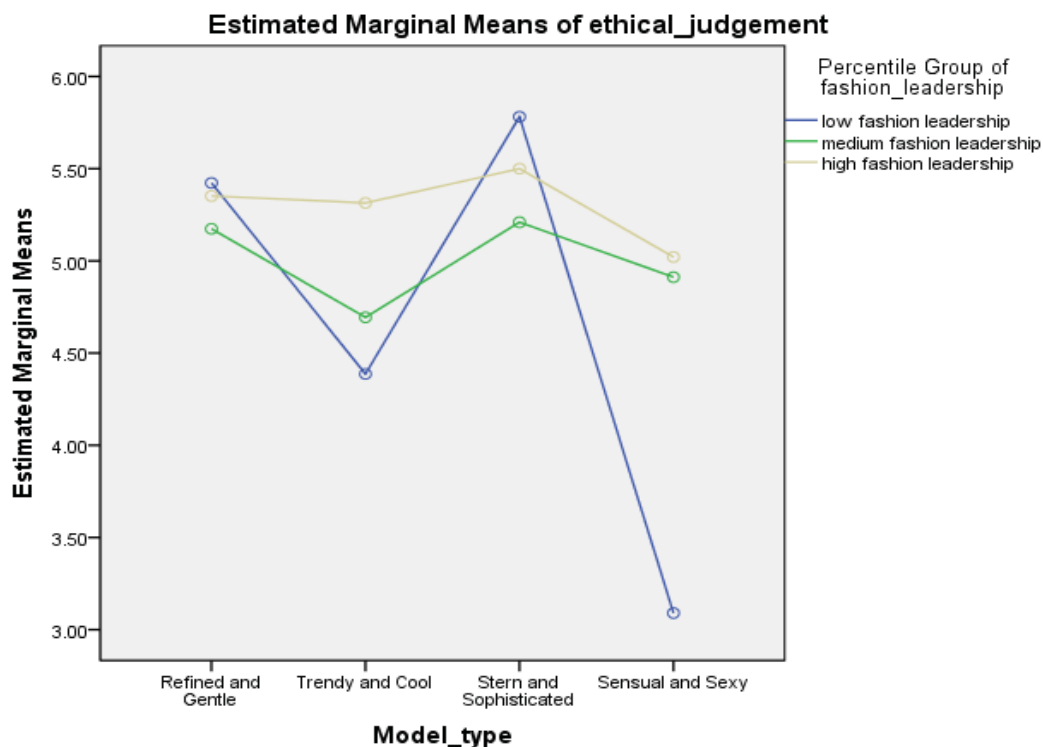


(c) Trustworthiness



(d) Likability



(e) Ethical Judgment**Table 9 – Fashion Leadership: Effects on masculinity types and model credibility**

Source	Dependent variable	Type III of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power ^f
Model_type*Nfashion	attract	18.333	6	3.055	2.369	.030	14.214	.811
	expertise	9.922	6	1.654	1.163	.326	6.975	.458
	trustworthiness	13.105	6	2.184	1.659	.130	9.952	.632
	likability	21.592	6	3.599	2.721	.014	16.325	.870
	ethical_judgment	27.827	6	4.638	3.777	.001	22.665	.963

We can see from the table 9 about how fashion leadership can work on the relationship between model types and model credibility. Fashion leadership has significant effects on the model attractiveness, model likability and ethical judgment because the significance levels are 0.030, 0.014 and 0.001 that are all below 0.05. What is need to be mentioned here is that Trendy and Cool and Sensual and Sexy masculinity types score significantly lower among

fashion followers on model attractiveness, model likability and ethical judgment while the other two variables about model expertise and model trustworthiness are in the same direction but insignificant. In this way, we can say that fashion leadership has significant interaction effects with model types and model attractiveness, model likability and ethical judgment. To be specific, fashion leaders score better on almost every variable than fashion followers.

Besides, as result showed in line charts above, for Refined and Gentle, respondents who have high fashion leadership score higher on model trustworthiness (mean for high = 4.98, mean for low = 4.87) but lower than respondents who have low fashion leadership on model attractiveness (mean for high = 4.31; mean for low = 4.52), model expertise (mean for high = 4.47; mean for low = 4.77), model likeability (mean for high = 4.555; mean for low = 4.79) and ethical judgment (mean for high = 5.35; mean for low = 5.42). Respondents who have medium fashion leadership always have the lowest figures. In this way, we cannot say that consumers who are fashion leaders would have more positive attitude towards Refined and Gentle masculinity type, but, respondents who have low fashion leadership prefer this masculinity type.

As for Trendy and Cool, respondents who have high fashion leadership rank the highest on all elements of model credibility, followed by respondents who have medium fashion leadership and the lowest means belong to the low fashion leadership. Moreover, fashion leaders and people who have low fashion sense have huge gaps in model likability (mean for high = 4.53; mean for low = 2.90) and ethical judgment (mean for high = 5.31; mean for low = 4.39). However, the mean in ethical judgment is still over 4 while the mean for model likability is less than “3” that shows negative attitude towards Trendy and Cool masculinity type in model likability within low fashion groups. So, we can say consumer who is fashion leader would have more positive attitude towards Trendy and Cool masculinity type

In the aspect of Stern and Sophisticated, respondents who are fashion leader rank highest on model attractiveness, model expertise and model likability while people who have low fashion sense rank higher on model trustworthiness and ethical judgment. Furthermore, all

means of stern and sophisticated on model credibility within different fashion groups are high than other masculinity types.

As for Sensual and Sexy, respondents who have high fashion leadership definitely get higher means in all aspects. However, people who are in the medium fashion leadership group show a little bit higher means on model trustworthiness and model likability than fashion leadership. Overall, it does not influence the identification of our hypothesis.

With the regarding of interaction, we see that fashion followers score relatively low on less traditional masculinity types like Trendy and Cool and Sensual and Sexy on all variables like model attractiveness, model likability and ethical judgment while fashion leaders have similar attitudes towards different masculinity types on model credibility. However, fashion leaders have higher scores on evaluating different types with model attractiveness, model likability and ethical judgment. Fashion leaders like models more on all variables than followers except the direction of model trustworthiness is not applied, but there are insignificant differences between fashion leaders and followers on the model trustworthiness.

There are three possible reasons to explain this. Firstly, as mentioned above, fashion leaders are masculine young females who are living in urban areas. These people have more chance to see and learn about different models and innovative things than those who live in rural area and conservative females. They tend to be more open-minded and progressive and are willing to accept new things, so, masculinity types like Trendy and Cool and Sensual and Sexy can be accepted easily by them. Secondly, fashion leaders who are exposed to multiple model images would have positive attitude towards models. Because habituation is a process in which multiple exposures can change the original negative attitude towards new things (Berlyne, 1971). Fashion leaders would often look for fashion information and have abundant knowledge about models and this lead them have the habit, then they would hold more positive attitude towards different masculinity types than fashion followers (Summers, 1970). The third reason is that fashion leaders would pay more attention on the combination of model and products. They are highly involved in products and model images and think more

details such as whether the models match the product or how this model can express the merits of the product. In this way, they evaluate the model credibility based on their knowledge about models and products rather than fashion followers who evaluate models only based on personal tastes.

All in all, we can almost prove our hypothesis 9 that female consumer who tends to be fashion leader would have more positive attitudes towards Trendy and Cool and Sensual and Sexy. Nevertheless, we cannot find significant interaction effects between model types, model credibility and other moderators like age groups, gender identity and living environment. Thus, our hypothesis 8 that younger female consumer would have more positive attitude towards Trendy and Cool masculinity male models than older consumer, hypothesis 10 that female consumer who has low level of masculinity would have more positive attitude towards Stern and Sophisticated masculinity type, hypothesis 11 that rural female consumer have more positive attitude towards Stern and Sophisticated masculinity types than urban female and hypothesis 12 that urban female consumer have more positive attitude towards Refined and Gentle, Trendy and Cool and Sensual and Sexy masculinity types than rural female are all unproved. However, these three moderators could influence the relationship between model types and model credibility via fashion leadership.

4.4 Regression Model

First of all, in order to test the relationship between model credibility and ad evaluation, we need to build the regression model that uses ad attitude as dependent variable. We can build equation like:

$$Y_{AT} = \beta_0 + A_1X_A + A_2X_E + A_3X_T + A_4X_L + A_5X_J + e_t$$

Y_{AE} = Ad attitude

X_A = Model Attractiveness

X_E = Model Expertise

X_T = Model Trustworthiness

X_L = Model Likeability

X_J = Ethical Judgment

This regression model is used to test hypothesis 1 to hypothesis 7 and help to explain how model credibility (model attractiveness, model expertise, model trustworthiness, model likeability and ethical judgment) could influence consumer's ad evaluation.

This regression model basically used to test that whether ad and brand attitude could influence purchase intention and help us to prove our hypothesis 1 to hypothesis 7 that model credibility can work on ad attitudes.

Table 10 – Regression Model: Ad Attitude and Model Credibility

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.821 ^a	.674	.669	.83193	.674	156.166	5	378	.000

a. Predictors: (Constant), ethical_judgement, attract, expertise, trustworthiness, likability

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.506	.193		-2.624	.009
	attract	.164	.060	.139	2.706	.007
	expertise	.354	.059	.302	6.038	.000
	trustworthiness	.048	.062	.042	.773	.440
	likability	.289	.063	.251	4.559	.000
	ethical_judgement	.242	.053	.214	4.535	.000

As showed in the Table 10 (ad evaluation) above, we can see the R^2 is 0.674. That is to say, 67.4% variance of the ad attitude can be explained by model credibility (model attractiveness, model expertise, model trustworthiness, model likeability and ethical judgment). Moreover, the significance is less than 0.05 (Sig=.000) and this represents that there is a meaningful relationship between independent variables and dependent variable in this regression model. Then, based on our data, we can improve our equation as $Y_{AT} = -0.506 + 0.164X_A + 0.354X_E + 0.048X_T + 0.289X_L + 0.242X_J$ (X_A = model attractiveness, X_E = model expertise, X_T = model trustworthiness, X_L = model likability, X_J = ethical judgment). However, what needs to be mentioned here is that the significance for model trustworthiness is above 0.05 (Sig= .440). In other words, there is no obvious relationship between ad evaluation and model trustworthiness.

To be specific, model expertise plays relatively important role on influencing ad attitude, followed by model likability, ethical judgment and model attractiveness. Model trustworthiness plays the least important role on affecting ad attitude. Overall, we proved our hypothesis 1 to 7 that all of them actually have positive effects on ad attitude.

Table 11 – Correlation: Ad Attitude, Brand Attitude and Purchase Intention

		Correlations		
		purchase_intention	ad_attitude	brand_attitude
Pearson Correlation	purchase_intention	1.000	.749	.776
	ad_attitude	.749	1.000	.878
	brand_attitude	.776	.878	1.000
Sig. (1-tailed)	purchase_intention	.	.000	.000
	ad_attitude	.000	.	.000
	brand_attitude	.000	.000	.
N	purchase_intention	386	386	386
	ad_attitude	386	386	386
	brand_attitude	386	386	386

Moreover, we can see from table 11 that there is obvious correlations between ad attitude, brand attitude and purchase intention. Thus, ad attitude can affect brand attitude as well as purchase intention. Then, our hypothesis can be supported even better that model credibility

can influence ad attitude and then affect consumer's purchase intention.

5. Discussion

5.1 Conclusion

We investigated the relationship between different masculinity model types and model credibility, and we also studied how model credibility can work on ad attitude. We assumed that Refined and Gentle masculinity type can work better on model attractiveness (H1), model likability (H3) and model expertise (H5). Besides, we also conjectured that Trendy and Cool masculinity type can score better on model attractiveness (H2) and model likability while Stern and Sophisticated masculinity type (H4) has positive effect on model trustworthiness (H6). Moreover, Sensual and Sexy masculinity type can cause negative influence on ethical judgment (H7). After that, we assumed that age groups (H8), fashion leadership (H9), gender identity (H10) and living environment (H11 and H12) can be moderators and work between masculinity types and model credibility. However, there are few researches that focus on how female view male research, thus, our research can be an innovative one and this push us to build 12 hypothesis while only 4 hypothesis are supported.

Based on our table 6, we can find that Stern and Sophisticated and Refined and Gentle masculinity types are doing pretty well almost on everything. But the new model types like Trendy and Cool and Sensual and Sexy are doing worse than the other two. To be specific, Trendy and Cool is doing poorly on anything while Sensual and Sexy type scores relative well on model attractiveness and model expertise. This is similar to the “Halo” effect that respondent’s attitudes towards one thing can be influenced by beliefs on perceived results of it (Bagozzi, 1998). For example, when people think Stern and Sophisticated type is attractive, then they would think it is expertise, trustworthy and so on while people who think Trendy and Cool is unattractive would believe it is not so expertise or trustworthy.

Refined and Gentle actually works better on model likability and this is mainly because the metrosexuality effect and Chinese traditional Confucius image. Besides, Stern and Sophisticated have positive influence on model trustworthiness because China is still a

masculine country and this leads people to pursue success and competitive. In a masculine country, people believe that their hero should be those successors who can make fortune easily (Hofstede, 1983 Autumn), and this matches what Stern and Sophisticated masculinity type shows to us. Also, in our manipulation check, even though our respondents have distinguished Refined and Gentle and Stern and Sophisticated masculinity types successful, the correct rate is not so high as Trendy and Cool or Sensual and Sexy. In this way, respondents would have similar feelings about Refined and Gentle and Stern and Sophisticated masculine types because these two are traditional Chinese model images and fit Chinese cultures well.

Furthermore, we also found that fashion leaders who are young, progressive and urban females have significant effect on model types and model credibility. We supported our hypothesis that fashion leader would have more positive attitudes towards Trendy and Cool and Sensual and Sexy. No matter our respondents are fashion leader or not, they have positive attitude towards Refined and Gentle and Stern and Sophisticated. In this way, what we found is that fashion leader is not easily influenced by ethical judgment and this is in line with previous research (Janssen and Paas, 2014).

Basically, fashion leader should be one important factor to be taken into consideration because some previous researches have ignored it just like Martin and Gnoth's (2009) or Shaw and Tan's (2014) research. Our research focus on effects that how fashion leader can affect model types and model credibility and our results are similar with Janssen and Paas's research (2014).

5.2 Implications

Despite some limitations, we contribute to literature on male advertising models because it is the first time to study about female consumer's opinion about male models in China (e.g., Rudy, Popova and Linz, 2010; Martin and Gnoth, 2009; Yuan and Shaw, 2011; Shaw and Tan, 2014), demonstrating that model masculinity type could work on model credibility and Asian

female consumers who prefer to see the traditional successful male image like Stern and Sophisticated masculinity type rather than metrosexuality masculinity types like Refined and Gentle or Trendy and Cool. To be specific, we added that female consumers who want to buy men's relevant products for someone prefer to see Stern and Sophisticated masculinity type to show these products in China, even though the most popular type used in China men's magazine is Refined and Gentle (Shaw and Tan, 2014). Our results are partly different from previous research that Refined and Gentle masculine type is the most popular used in China but meeting previous researches that Trendy and Cool is better to use in Western Culture rather than in China (Shaw and Tan, 2014). Besides, it is the first time to learn about model credibility differences among these four masculinity types and confirm the definition or description of these masculinity types again that is supported by results of our manipulation check (Yuan and Shaw, 2011; Shaw and Tan, 2014). Because the female is the household member who shops, our research is really an addition on male model field that study on how female view male models (Eagly, 1987; Martin and Gnoth, 2009; Yuan and Shaw, 2011; Shaw and Tan, 2014).

We also show that previous research indicating that fashion leadership should be an important moderator in model study (Janssen and Paas, 2014) and mentioned that fashion leadership should be a necessary moderator that was ignored by most previous researches in studying male models (Martin and Gnoth, 2009; Shaw and Tan, 2014). As a managerial implication, we advise that fashion industry like normal clothing and cosmetics firms should mostly use male model that has sense of Stern and Sophisticated masculinity just like a success person when their targeting consumers are Chinese female consumers. Also, this article helps to improve the diversity of male masculinity types than can be used in China. To be specific, Sensual and Sexy masculinity type is not as terrible as we imagined and this type can be used in special products, such as men's swimsuit or underpants. Besides, in extremely fashion products whose target consumers are fashion leaders, Trendy and Cool should be an appropriate option to think about because it is totally less traditional image and fashion leaders can accept them easily, but it should create backfires to use it on fashion followers market directly.

5.3 Limitation

First of all, during the data collection, we cannot prevent our respondents to answer only one of the four questionnaires. I received some feedback from my respondents indicating that they filled in multiple questionnaires. Because when we sent questionnaires as a snowball method, some of respondents pay less attention about that one people should answer only one questionnaire. In this way, some respondents answered multiple questionnaires and this would lead to the comparison between model types and to some extent would influence their choice. We don't know the exact number for respondents who answered more than one questionnaire and this should be a limitation for our study. Although this situation happened just in several cases, this is still a drawback for our questionnaires.

Besides, some of my respondents told me that the model I chose is too common and what they pay more attention is how the model looks like rather the whole sense. Although I have already told them that they need to pay attention to the whole sense instead of the appearance, I cannot stop them to do this because Asian masculinity is constructed with male face (Frith et al, 2004). In addition, Chinese cultural traditions pay more attentions on face as well as literary and societal achievements when they evaluate the masculinity (Shaw and Tan, 2014). Some of my respondents gave feedbacks that the model we chose is too common, thus, we cannot say this would not influence their choice on some questions, even though we have satisfied manipulation check.

Finally, the most data we collected are restricted to the eastern China especially in Jiangsu province and Shanghai because it is easier for author to collect data from this area. Although we also collected data from other areas, it is still not equal about the number of respondent. According to the "Baidu" that is the biggest search engine in China, the GNP in eastern area has already arrived 13 trillion CNY, which takes up 39.7% of the whole country. Due to the highly developed economy, the respondent's opinions about fashion and their living environment should also be influenced. This should be one of reasons why most of our hypotheses are rejected.

5.4 Further Research Suggestions

For further study, it is important to compare Asian and Western female consumer's opinion about male masculinity images in order to use the most suitable model when targeting different market. Besides, because China is a masculine country and the situation in China should be different from those feminine countries, in this way, it is also interesting to compare the difference between masculine country and feminine country.

Moreover, it is really interesting to study fashion leaders as an important variables in fashion-related study since so many researchers have proved its vital roles in model field. As our explanation mentioned above, fashion leaders are tend to be younger, progressive and open-minded and these characteristics lead them to accept more models than fashion followers. In this way, future research can work on reasons that fashion leaders view model more equally because their highly involvement on products or because they are younger and their openness to differences or because their frequently exposure to different models. Last but not least, it is also worthy to study about fashion followers, their opinion should be different from fashion leaders when they see different model. In this way, how to target fashion followers should be another topic to be thought about.

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Appendix

Table 1

	1 (Age10-19)	2 (Age10-19)	3 (Age20-29)	4 (Age20-29)	5 (Age20-29)	6 (Age30-39)	7 (Age30-39)	8 (Age40-49)	9 (Age40-49)	10 (Age50-59)	11 (Age50-59)	12 (Age60-69)	Mode	Frequency
Model A 1	B	B	B	B	B	B	G	B	B	B	B	B	B	11
Model A 2	F	F	E	B	D	B	F	E	E	D	D	E	E	4
Model A 3	C	F	C	A	F	C	E	C	F	C	C	C	C	7
Model A 4	G	A	F	A	A	B	B	E	F	F	C	F	F	4
Model B 1	A	A	A	B	E	A	E	A	C	A	A	C	A	7
Model B 2	C	C	A	C	B	B	C	A	F	F	C	F	C	5
Model B 3	C	A	C	C	C	C	C	C	C	A	A	A	C	8
Model B 4	D	D	D	D	D	D	G	D	D	D	D	B	D	10
Model B 5	B	B	B	A	B	B	B	A	B	F	F	G	B	7
Model C 1	D	E	D	D	D	D	E	B	D	D	B	D	D	8
Model C 2	G	C	G	B	A	G	B	A	G	A	A	A	A	5
Model C 3	A	C	C	B	A	A	B	C	A	A	A	G	A	6
Model C 4	F	B	B	B	B	B	B	F	B	B	F	F	B	8
Model C 5	F	E	D	D	B	D	E	E	D	B	B	F	D	4
Model D 1	A	G	A	A	G	A	G	C	B	C	A	A	A	6
Model D 2	G	D	D	D	D	B	F	B	D	F	D	B	D	6
Model D 3	G	G	G	G	G	B	G	G	B	G	G	B	G	9
Model C 4	F	B	B	B	B	B	B	F	B	B	F	F	B	8
Model D 5	F	G	D	B	G	B	F	F	B	B	B	G	B	5

