

# Psychological Mechanism of Flowing Male Stars' Cross-gender Endorsement on Young Women's Consumption Behavior

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**Abstract:** The purpose of this study is to explore the psychological mechanism of cross-gender endorsement of mobile male stars on young women's consumption behavior. Through literature review, current situation analysis and empirical research, this paper reveals the psychological motivation and influence behind this phenomenon. It is found that the cross-gender endorsement of flowing male stars has a significant impact on young women's consumption behavior, which is mainly realized through psychological mechanisms such as attention attraction, emotional identity and conformity psychology. Enterprises should make full use of this phenomenon and formulate targeted marketing strategies to meet the consumption needs of young women. Based on these findings, this paper provides enterprises with a series of marketing strategies and suggestions for young women's market. This study not only enriches the relevant theories of consumer psychology and marketing, but also provides a useful reference for enterprises to formulate effective marketing strategies.

**Keywords:** Traffic male star, Transsexual endorsement, Young women, Consumer behavior, Psychological mechanism

## 1. Introduction

In today's society, with the rapid development of the media and the Internet, the influence of traffic male stars is increasing [1]. Because of their broad fan base and strong market appeal, these male stars are often invited as spokespersons for various products [2]. In recent years, a noteworthy phenomenon is that more and more mobile male stars have begun to endorse trans-gender, that is, products that are traditionally considered as female consumer goods, such as cosmetics and women's wear. This phenomenon not only aroused widespread concern from all walks of life, but also had a far-reaching impact on the consumer market [3-4]. Especially among young female consumer groups, this kind of transgender endorsement can often lead to strong consumer desire and purchase behavior [5].

As an important force in the consumer market, young women's consumption behavior is not only influenced by personal preferences, economic conditions and other factors, but also influenced by multiple factors such as social culture and media publicity [6]. Through its unique charm and influence, the transgender endorsements of flowing male stars have a significant impact on the consumption behavior of young women [7]. Therefore, it is of great practical significance and theoretical value to study the psychological mechanism behind this phenomenon for us to better understand the consumption behavior of young women and provide more effective marketing strategies for enterprises.

From a practical point of view, this study is helpful for enterprises to grasp the needs of young women's consumer market more accurately, optimize advertising and product positioning, and thus improve market competitiveness. At the same time, for young female consumers, understanding their psychological mechanism in the process of consumption will also help them make more informed consumption decisions. From the perspective of theoretical value, this study will enrich and improve the relevant theories in the fields of consumer psychology and social psychology, and provide

useful reference for future academic research.

## 2. Literature Review

### 2.1. Cross-gender Endorsement Related Research

As a new marketing method, transgender endorsement has gradually attracted academic attention in recent years. Many scholars have studied this phenomenon from different angles [8]. Among them, some studies focus on the influence of transgender endorsements on consumers' attitudes and behaviors, and find that male spokespersons can arouse consumers' curiosity and attention when they endorse women's products, thus improving the popularity and purchase intention of products. Other studies have discussed the applicable conditions and restrictive factors of transgender endorsement, such as product type and brand image. These studies provide a useful reference for us to understand the mechanism of transgender endorsement.

### 2.2. Young Women's Consumption Behavior

As an important force in the consumer market, young women's consumption behavior has been widely concerned by academic circles. Related research is mainly carried out from the aspects of consumption motivation, consumption decision-making process and consumption preference [9]. For example, some studies have found that young women pay more attention to product design and emotional experience in the process of consumption; at the same time, they are more easily influenced by peers, media and other factors. These research results provide an important basis for us to deeply understand the consumption behavior of young women.

### 2.3. Theoretical Basis of Psychological Mechanism

The application of consumer psychology and social psychology in cross-gender endorsement is an important theoretical basis of this study. Consumer psychology mainly

studies the psychological activities and behavior patterns of consumers in the process of consumption, while social psychology pays attention to the psychological and behavioral reactions of individuals in the social environment [10]. These theories provide strong support for us to analyze the psychological mechanism of transgender endorsement on young women's consumption behavior. For example, the concepts of "sense of identity" and "sense of belonging" in consumer psychology can help us understand why young women are easily influenced by the cross-gender endorsement of flowing male stars; The theories of "conformity psychology" and "imitation behavior" in social psychology can be used to explain the group behavior pattern of young women in the process of consumption.

### 3. Overview of Transgender Endorsement Cases of Mobile Male Stars

In recent years, there have been endless cases of transgender endorsements by mobile male stars. Among them, the case of XX male star endorsing a well-known brand of cosmetics is quite representative. The actor successfully attracted a large number of female fans with his handsome appearance and sunny image. In the endorsement advertisement, he showed the nature and charm after using the cosmetic, which made the product quickly popular and the sales volume increased greatly. In addition, there are a number of mobile male stars who have set foot in traditional female consumption fields such as women's wear and jewelry, and have brought unprecedented attention to these brands through their own influence and fan base. These cases show that the cross-gender endorsement of mobile male stars has become an effective marketing strategy, which can quickly enhance brand awareness and market share. At the same time, it also reflects the pluralistic cognition of gender roles in contemporary society and consumers' curiosity and acceptance of new things.

### 4. Psychological Mechanism Analysis and Empirical Research

#### 4.1. Psychological Mechanism Framework

When constructing the psychological mechanism model of the influence of cross-gender endorsement of flowing male stars on young women's consumption behavior, this paper integrates the relevant theories of consumer psychology, social psychology and marketing. The model mainly includes the following parts: (1) Attention attraction: As a public figure, traffic male stars have a high degree of attention. Their trans-gender endorsement behavior can quickly attract the attention of young women, thus increasing the exposure of products. (2) Emotional identification: Young women's love and trust in the flow of male stars is transformed into emotional identification with products. They are more inclined to buy products endorsed by their favorite male stars to meet their emotional needs. (3) Conformity psychology: Driven by social media and fan culture, young women are easily influenced by peers or fan groups, resulting in conformity consumption behavior. The trans-gender endorsement of the flowing male stars intensifies this herd mentality and makes more women choose to follow the trend. (4) Brand image building: The sunshine and healthy image of male stars will help to build the brand image of products and

enhance young women's cognition and goodwill towards products.

In order to deeply understand young women's acceptance of transgender endorsements by flowing male stars, this paper first conducted a survey, and the results are shown in Table 1.

**Table 1.** Investigation results of young women's acceptance of cross-gender endorsement of mobile male stars

Attitude classification	Subdivision viewpoint	Percentage
Actively support	Flowing male stars have added new vitality to female consumer goods.	45%
	The image of male stars enhances the attractiveness and fashion sense of products.	30%
	The sunny and healthy images of male stars accord with modern female aesthetics.	25%
Reservation	Worried that the product quality will be ignored because of the male star effect.	28%
	Worried that the brand image is too entertaining and lacks professionalism.	22%
	It is believed that trans-gender endorsement may aggravate gender stereotypes.	18%
	Worried that trans-gender endorsement is not conducive to the promotion of gender equality.	12%
Totally opposed	Do not accept the cross-gender endorsement of traffic male stars at all.	5%
Have no clear attitude	There is no clear view on this phenomenon.	8%

The results show that most young women interviewed have a positive attitude towards this kind of endorsement. They believe that the participation of the flowing male stars has injected new vitality into traditional female consumer goods, making these products more attractive and fashionable. At the same time, the sunny and healthy images of male stars are also in line with the pursuit of beauty by modern women. However, some women have reservations about this kind of endorsement. They are worried that over-reliance on the male star effect may lead to product quality being ignored and brand image being too entertaining. In addition, some women believe that trans-gender endorsement may aggravate gender stereotypes and is not conducive to the promotion of gender equality.

#### 4.2. Empirical Research Design and Result Analysis

Transgender endorsement has a significant impact on young women's consumption behavior. The participation of traffic male stars has improved the attention of female consumers to products. In advertisements, male stars show the advantages of their products with their unique charm and image, attracting the attention and pursuit of a large number of female fans. This kind of attention is transformed into actual purchase behavior, which promotes the sales of products. Cross-gender endorsement also affects the purchase decision of female consumers. In the face of many similar products, female consumers are more inclined to choose their favorite brands endorsed by male stars. This psychological tendency stems not only from the love and trust for male stars,

but also from the positive relationship between the image of male stars and the quality of products. Trans-gender endorsement has also stimulated female consumers' desire to buy. The fashion and trend elements displayed by male stars in advertisements are in line with the pursuit of beauty by female consumers, which has triggered their desire to buy. This desire is not only reflected in the purchase of products, but also in the pursuit of the same model or related products of male stars.

Based on the above analysis, this section conducted an empirical study. Data were collected by questionnaire, and the samples covered young women of different ages, occupations and income levels, as shown in Table 2. The empirical research results are shown in Table 3.

**Table 2.** Empirical study on the content structure of questionnaire

Questionnaire part	Main content
Basic information of interviewees	Age, occupation income level
Cognition and attitude towards cross-gender endorsement of flowing male stars	Understanding of transgender endorsements of traffic male stars, attitude towards such endorsements and acceptance of products endorsed by traffic male stars.
Purchase intention and consumption behavior	Willingness to buy endorsement products of traffic male stars; Is there any behavior to buy endorsement products of traffic male stars in the near future? Frequency and amount of purchasing endorsement products of traffic male stars.
Consumer psychology and demand	Reasons for choosing to buy endorsement products of traffic male stars; Expectations and demands for endorsement products of traffic male stars; Psychological feelings and considerations during the purchase process.

**Table 3.** Empirical research results

Study found	Specific description
Attention attraction	After the endorsement of traffic male stars, the proportion of product attention increased: 79%.
Emotional identity	The proportion of respondents who expressed emotional identification with the products endorsed by the traffic male stars: 39%. Proportion of respondents who indicated that they increased their purchase intention because of emotional identification: 32%.
Conformity	Proportion of respondents who said they were influenced by social media and fan culture: 43%. Proportion of respondents who bought endorsement products because of herd mentality: 24%.
Brand image building	The proportion of respondents who think that the image of flowing male stars has a positive impact on the brand image of products: 85%. The proportion of respondents who have a good impression on the product due to the improvement of the image of the traffic male star: 42%.

The results of empirical research show that: (1) The transgender endorsements of mobile male stars have significantly improved the attention of young women to products (attention attraction). (2) Young women show higher emotional identification and purchase intention (emotional identification) for the products endorsed by traffic male stars.

(3) Conformity psychology plays an important role in young women's consumption behavior, especially under the impetus of social media and fan culture (conformity psychology). (4) The image of the flowing male star has a positive influence on the brand image of the product, which enhances the young women's cognition and goodwill towards the product (brand image building).

To sum up, the cross-gender endorsement of mobile male stars has influenced the consumption behavior of young women through multiple psychological mechanisms. Enterprises should make full use of this phenomenon and formulate targeted marketing strategies to meet the consumption needs of young women.

## 5. Conclusions

Through in-depth analysis of the phenomenon of cross-gender endorsement of mobile male stars, this study clearly points out its psychological impact on young women's consumption behavior. The research results show that the trans-gender endorsement of mobile male stars can effectively attract the attention of young women and improve their interest and willingness to buy endorsement products. Young women's love and trust in the flowing male stars is transformed into emotional identification and conformity consumption behavior of endorsement products. Behind this phenomenon is the psychological mechanism of young women's pursuit of beauty, following the trend and imitating idols.

Accordingly, this paper provides the following marketing strategies and suggestions for enterprises: enterprises should actively seek cooperation with traffic male stars, make use of their influence and fan base, and enhance the popularity and attractiveness of products; Enterprises should pay attention to the fit between product image and the image of flowing male stars, so as to strengthen young women's emotional identification with products; Enterprises can strengthen the word-of-mouth communication of products and stimulate young women's herd consumption behavior through social media and fan interaction. In the future, with the constant changes in the market and the diversification of consumer demand, the influence of transgender endorsements by mobile male stars will be more complicated and changeable, which deserves further in-depth study.

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