

# A Study on the Deviation of Female Athletes' Advertising Images: An Empirical Analysis Based on Stereotypes and Value Shift

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## **Abstract:**

This research looks at how female athletes are shown in advertisements and tries to point out the possible bias and problems in such portrayals. By analyzing 36 advertisement samples in the past three years featuring five well-known athletes: Guo Jingjing, Fu Yuanhui, Eileen Gu, Zheng Qinwen and Wu Yanni, and also using 89 valid questionnaires, the study found that the ads often lean towards feminine and daily-life styles. They focus too much on family, appearance, and health, while less attention is given to the athletes' professional spirit and career identity. The results show that the public mainly expects female athletes to appear "strong, confident, and professional" in the ads, and people highly recognize their fighting spirit and professional ability. However, the ads presented do not match well with what the audience hopes to see. This mismatch not only narrows the diversity of how athletes can be represented but also weakens the persuasive effect of the ads and lowers consumers' willingness to buy. In the end, the ads tend to lock female athletes into a single identity. Based on these findings, this paper suggests that advertisers should pay more attention to athletes' professional role and social value. By combining creative ideas and social media, they can shape a more independent, healthy, and diverse image of female athletes, and help close the gap between advertising practice and public expectation.

**Keywords:** Female athletes, Advertising image, stereotype, Gender, Advertising effect, Social media

## 1 Research Background and Significance

In modern society, the rise of female athletes has kept challenging and breaking gender bias. With strong will, hard work and the courage to face failure, they have written their own glory on the field. Their achievements and strength have broken the restrictions of traditional gender ideas in the past and proved to the world that women in sports also have unlimited potential and possibility. As female athletes win more and more excellent results in competitions, their public influence also becomes stronger. For example, the healthy, positive and inspiring image they show has made them role models and sources of strength for many people and also caught the attention of many brands.

In the business field, advertising and media, as important ways of brand communication, started to choose female athletes as endorsers, using their popularity and influence to raise brand image and reputation. However, when I looked deeper into some advertisements, I noticed that some parts still carry stereotypes. Even though the ads try to deliver the brand message through the image and identity of female athletes, some of them still show biased or unsuitable portrayals. For instance, a few ads put too much stress on the athletes' looks and body shape, while ignoring their achievements and abilities in sports. This makes a sharp contrast with the strong, independent and capable image they show on the field.

Because of this, I want to study more about the problems in how female athletes are represented in ads, so that the public can understand their true value and contribution, and at the same time help advertisements develop in a healthier way. Therefore, this paper will focus on the issue of how female athletes' images are shaped in advertisements. Through case examples and detailed analysis, it will point out the problems and suggest possible solutions.

## 2 Literature Review

The author mainly looked through papers collected in CNKI, and from them tried to analyse how social, health and economic aspects interact, so as to provide support for promoting gender equality and developing female values.

### 2.1 Studies on Women's Image in Advertising

In traditional social ideas, there are many biases against women's athletic ability. Gai Jiaoyi mentioned in China Youth Daily that the long-existing idea of femininity often conflicts with the male-dominated sports field, and wom-

en's sport in China only started to develop more strongly since the 1990s<sup>[1]</sup>. In Chinese traditional thought, women were seen as weak and dependent on men. Tian Enqing and Qiu Jun pointed out in *Research on Western Women's Sports and Media* that in the ancient Olympic Games women were not allowed to take part, sports were regarded as only for men, and women were excluded because they were thought to be "fragile"<sup>[2]</sup>. With the progress of society, these traditional ideas began to change, and women went from being excluded to actively joining many fields including professional sports. But the old thought of "men are strong, women are weak" has not fully disappeared, and unfair treatment or negative public opinion still exists. Bi Weina and Ma Yuefei in *Media Image of Female Athletes at the Tokyo Olympics* discussed how during Olympic reporting, news often shifts away from the athletes' efforts and results, and instead focuses on their clothing or body, even though the Olympics promote "gender equality"<sup>[3]</sup>.

### 2.2 Studies on Media Image of Female Athletes

Women's sport has long been seen as an important part of the national sport system, and it also provides a way for women to show their values and join society more actively. Chinese female athletes with great performances have also broken away from the passive media construction of their image. In the work of Wang Yixing and Xiao Zhoulu, *Construction and Empowerment: Media Image of Chinese Female Athletes in the New Era*, they noted that in the 2024 Paris Olympics the Chinese team won 23 golds (57.5%), 17 silvers (62.96%), and 17 bronzes (70.83%), showing that female athletes contributed heavily to the medal count<sup>[4]</sup>. This reflects how they break gender stereotypes and at the same time construct values of toughness, diversity and inclusiveness in modern women. They also said that as public figures, female athletes bring new value. For example, in the women's tennis final in Paris, the TV rating reached a record high, and on social media the hashtag "Zheng Qinwen gold medal" reached 840 million views. Related hashtags like "Zheng Qinwen already learned how to control emotions" or "Her 2024 income may break 100 million" also went viral, giving new meaning to female athletes' values.

Song Zongpei et al. in *Female Athletes' Media Presentation and the Construction of China's National Image* also said that a positive female athlete image can not only show the power of women's bodies but also reflect social harmony and culture in China<sup>[5]</sup>. Through media like Xinhua News and People's Daily, presenting women athletes in sports competitions shows a healthy and equal society,

and helps increase national confidence and global attraction.

## 2.3 Studies on Athletes' Advertising Images

Because sport events have wide attention and influence, many brands prefer to invite athletes to endorse their products. Li Xuemo in her report *Athletes as Endorsers*, Both Popular and Official gave examples like Yang Qian, winner of the first gold medal at Tokyo Olympics, whose small duck hair clip and carrot hair tie sold tens of thousands of pieces within half a day on Taobao<sup>[6]</sup>. The reason is that athletes' positive and hardworking spirit is seen as role models for young people. The public generally accepts and likes them as endorsers. At the same time, because many celebrities in the entertainment field recently had scandals that harmed brands, sports stars are seen as safer and more reliable. Their image is healthy, full of positive energy, with high public favor, and they are strictly managed, which makes them trustworthy for brands. Liu Guangzhao in *Study on Political Negative Information, Perceived Sports Performance and Celebrity Identification in Athlete Endorsement of Sports Brands* said that celebrity athletes are noticed because of their top level in certain sports, and this attention crosses regions, countries, and cultures<sup>[7]</sup>. For example, NBA stars are loved globally, showing the huge influence of athletes. When brands sign contracts with athletes, they use their fame and influence to draw attention, improve exposure, and build a brand image.

Looking back at existing research, the topic of this thesis has not been repeated. Most studies focus on the media image of female athletes, gender recognition, or the commercial value of endorsements. Some studies stressed the media's over-focus on female athletes' looks and bodies, showing that their professional achievements are often ignored. Others noted their positive role in national image building, culture, and brand communication. But many of these works stayed at the macro level or discussed single cases, without systematic content analysis or audience effect verification. Also, few works asked whether the advertising image of female athletes really matches audience expectations.

Therefore, based on the existing academic results, this thesis tries to fill in the gap by adding more detailed research support and audience feedback. It not only shows the problems in how female athletes are portrayed in ads but also offers more practical suggestions for improving advertising work. In this way, the paper has both theoretical and empirical value for further development.

## 3 Content Analysis of Female Athletes' Advertising Images

### 3.1 Sample Selection

To make sure the research is representative and scientific, I used these standards when choosing samples:

- (1) The athlete's popularity and public influence: the chosen female athletes should be famous both inside and outside China and have high exposure in the last three years.
- (2) Diversity of sports: the samples cover diving, swimming, athletics, tennis and skiing, so that differences across fields can be compared.

- (3) Endorsement activity: the athlete must have taken part in several ads or commercial endorsements in the past three years, to make sure there are enough materials.

Based on these standards, five female athletes were chosen: Guo Jingjing, Fu Yuanhui, Eileen Gu, Zheng Qinwen, and Wu Yanni. They all have strong achievements in their sports, and also many advertisement cases.

- (1) Guo Jingjing: a legendary diver, very famous with a good public image. She won many Olympic gold medals, and her steady and tough spirit is well known. Her endorsements cover many areas, so she is representative.

- (3) Eileen Gu: a skier, famous for her great results and fashion style. With her mixed cultural background, she shows diversity, and her ads are quite varied, showing a new type of young female athlete.

- (3) Zheng Qinwen: a tennis player, performing well on international courts and gaining popularity. Tennis has strong global influence, so her ads can reflect both sport vitality and elegance, which is meaningful to this research.

- (4) Wu Yanni: a track and field athlete, noticed for both her looks and her ability. Track is a basic sport, so her ads may show speed and power, but sometimes with fashion elements.

- (5) Fu Yuanhui: a swimmer, famous for her straightforward personality and excellent results. But some ads over-emphasize her funny and lively side, while ignoring her toughness and strength, which makes her image one-sided.

### 3.2 How Ads Were Collected

I mainly searched public online channels:

- (1) Search engines and video platforms like Baidu, Google, Weibo, Douyin, Bilibili and YouTube, usw keywords such as "athlete name + advertisement/endorsement/brand."

- (2) Time range: 2021–2023, keeping the material recent and comparable.

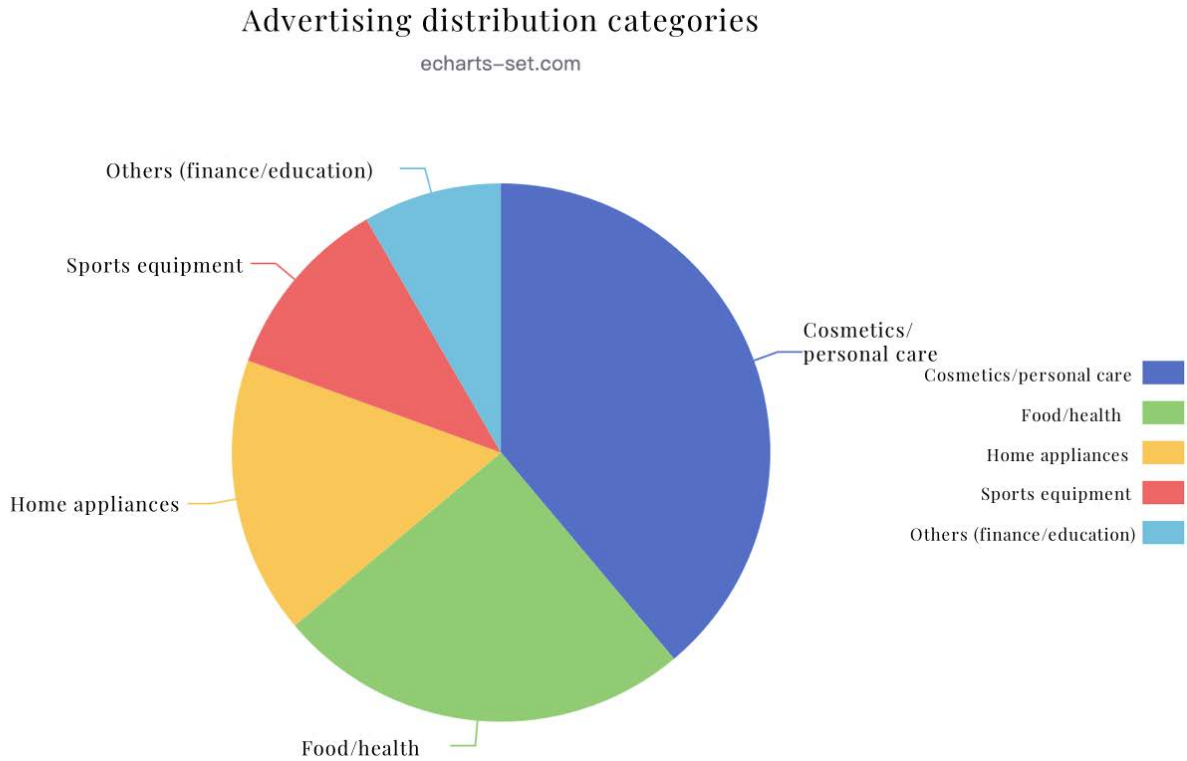
(3) Screening: removes duplicates or different versions of the same ad, kept only independent entries.

Finally, I got 36 ads, covering cosmetics/personal care, food/health, home appliances, sports equipment, and others (finance/education).

### 3.3 Content Analysis of Samples

#### (1) Advertising categories

By sorting out 36 advertising samples from five female athletes (Guo Jingjing, Fu Yuanhui, Eileen Gu, Zheng Qinwen, and Wu Yanni) over the past three years, the category distribution is shown in Figure 1.



**Figure 1. Advertising distribution categories**

As shown in Table 1, from this we see the ads of female athletes lean a lot towards feminine and daily-life content, lacking deep links with professional spirits. Ads about beauty or home easily fix gender stereotypes and do not show the diverse value of athletes. This brings problems: the professional traits of athletes are marginalized, and the

public, who actually expect “strong, confident, professional” images, instead see them mostly in family or beauty context. This weakens the link between their career identity and their ad image, and at the same time strengthens stereotypes.

**Table 1. Advertising category analysis table**

Advertising category	Amount	Proportion
Cosmetics/personal care	14	38.9%
Food/health	9	25.0%
Home appliances	6	16.7%
Sports equipment	4	11.1%
Others (finance/education)	3	8.3%
Cosmetics has the highest share (38.9%), then food (25%).		

#### (2) Ad scenes

As shown in Table 2 and Figure 2, 63.9% of ads did not

use an athlete’s professional identity to support the brand. This makes ads less convincing, the athlete’s career iden-

tity gets blurred, and the image turns one-sided. Many ads instead highlight their looks, temperament, or family role,

showing them as “elegant women” or “lifestyle promoters,” not “sport professionals.”

Correlation between advertising scenes and sports professionalism

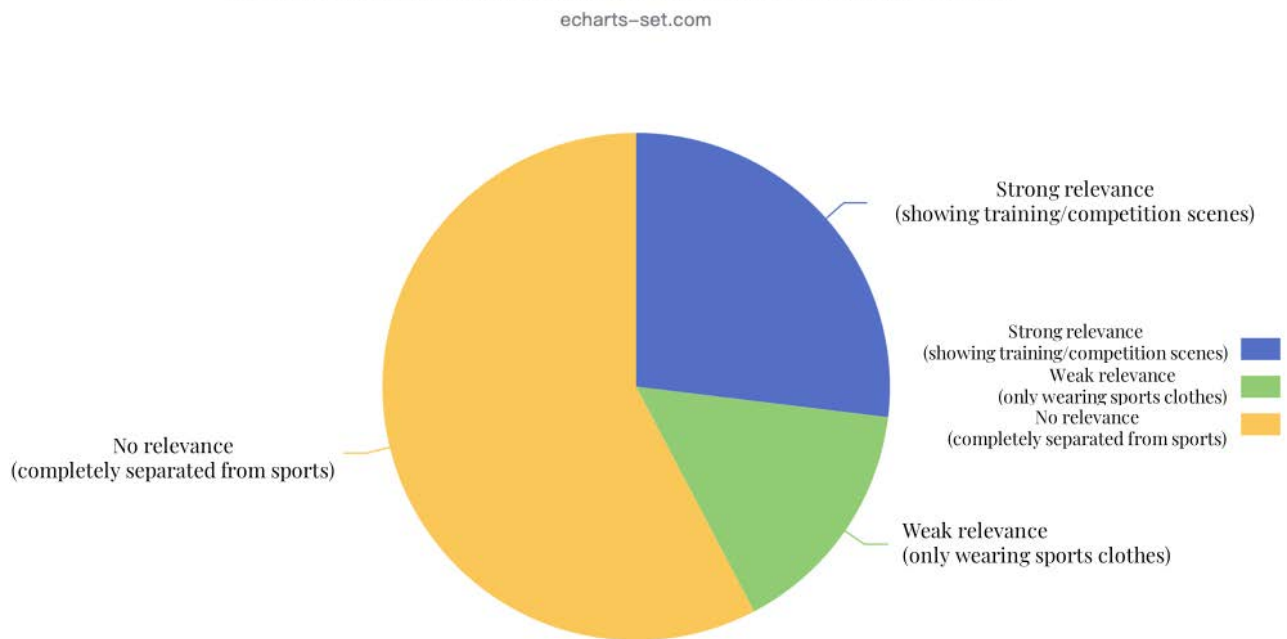


Figure 2. Correlation between advertising scenes and sports professionalism

Table 2. Advertising scenes analysis

Level of relevance	Number of ads	Example
Strong relevance (showing training/competition scenes)	7	Zheng Qinwen racket ad (tennis match shots)
Weak relevance (only wearing sports clothes)	4	Wu Yanni skincare ad (talking in sportswear)
No relevance (completely separated from sports)	15	Eileen Gu perfume ad (pure daily-life scene)
Key point: 63.9% of the ads did not use the athlete's professional identity to deliver brand value.		

So, from the analysis of ad scenes, it can be seen that if advertisers want to make ads more convincing and raise brand value, they should connect more with the athletes' professional identity and training scenes, combining sports spirit with brand ideas, instead of only relying on daily-life or feminine styles.

### (3) Ad themes

Standard: if ads highlight “beauty”, “body”, or “family role”, or weaken sports professionalism, they are put as feminine content.

Result: 27 out of 36 ads (75%) had these elements.

For example, in Guo Jingjing's 6 home ads, all (100%) used family as the main scene, with keywords like “family wisdom” (83%) and “warm company” (67%). None

showed diving or sports scenes. By contrast, Zheng Qinwen's sports ads used tennis courts or gyms in 83% of cases, with keywords like “resilience” and “explosive power”.

### 3.4 Specific Advertisement Analysis

I chose the endorsement cases of Guo Jingjing and Fu Yuanhui for deeper analysis, because they show a common problem: the ads often move away from the athlete's core values. For example, Guo Jingjing's diving strength is covered by a “housewife” image, and Fu Yuanhui's famous “flood power” is turned into a “beauty weapon”. This cut down their multi-layered images into something too single.

In Guo Jingjing's Love Home video ad, she appears at home in a white suit, with scenes changing from different angles. She talks around the idea of "home", using words like "wisdom", "warmth", and "safety" to describe the brand's products. The background music is soft piano, giving a warm family feeling. In my view, if the ad only highlights family wisdom, warmth and safety, it risks turning Guo into just a family figure, limiting her to one role. It doesn't make use of her influence beyond family, like spreading sports spirit or social values. At the same time, the ad ignores her strength as an athlete: Guo Jingjing is a top sportswoman with strong power and professional ability, but this is not shown. Family scenes dominate, and this may even reinforce traditional gender roles, making viewers think women are mainly tied to family matters.

In Fu Yuanhui's ad Focus on Gut Health: Release Healthy Flood Power, she promotes probiotic food as an endorser. The poster headline says, "Unlock Fu Yuanhui's secret weapon for beauty", in big red letters. In the video, with a cartoon background and fixed camera angle, she explains how probiotics help her stomach health. At the start she greets, "Hi everyone, I am Fu Yuanhui, long time no see, do I look prettier?" before talking about the "secret weapon" product in her hand. This puts too much focus on her looks. It shifts public attention away from her professional skills and sports spirit, making her into someone who just cares about beauty. Her real traits like strength, speed and persistence on the field are almost absent. The ad builds a sweet and appearance-focused mood, ignoring the power she shows as an athlete. This locks her again into a traditional female image, not helpful for showing her diverse identity.

In advertising, the image of outstanding female athletes has clear bias and limits. On the one side, as world champions and Olympic athletes, they should be seen mainly for "professional ability, persistence, and strength". But in the ads these features are often weakened or hidden. Instead, they are shaped as "family women", "beautiful faces", or "lifestyle promoters", with a focus on soft, family, beauty, or health labels. On the other side, competitive

scenes and sports spirits that are closely linked with their career are very rare in ads, making their image narrow and one-sided.

So overall, female athletes in ads are often overly feminized, lacking a deep connection with their professional identity. This not only hides their real sports values, but also strengthens gender stereotypes, keeping them inside traditional roles. In other words, the ads use more of their female traits or appearance words to show them, instead of their sports identity, leading to a shift away from their core values and causing a kind of misperception.

## 4 Questionnaire Findings and Analysis

### 4.1 Research Method

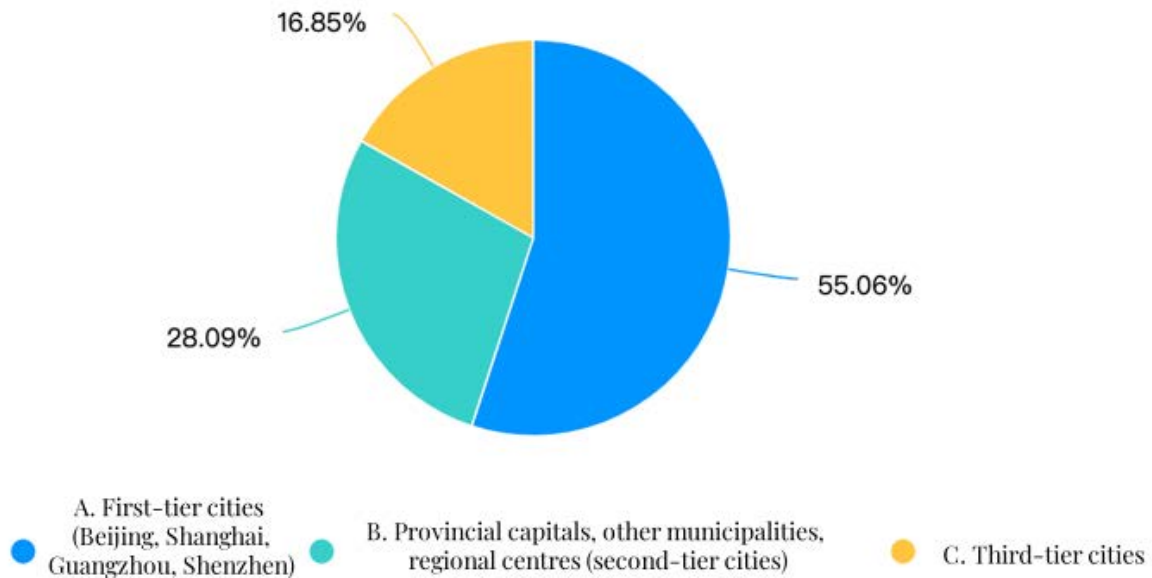
To better understand how the public thinks and feels about female athletes in ads, the questionnaire covered four parts: (1) Basic info (gender, age, region, sports interest and information sources); (2) Advertising impression (first thought of the ad scene or athlete image, reasonableness, and willingness to buy); (3) Athlete value (which traits are most important, what ads should highlight); (4) Social views (opinions on product types and gender stereotypes). The questions were a mix of multiple-choice and open-ended. My aim was to get numbers but also deeper comments.

Data was collected mainly online. First, I sent the link to classmates and friends. Then I used snowball sampling, asking them to share it with their peers, and family members also helped spread it in parent groups or chat groups, so the sample became wider. I set a goal of 60–80 valid responses within two weeks.

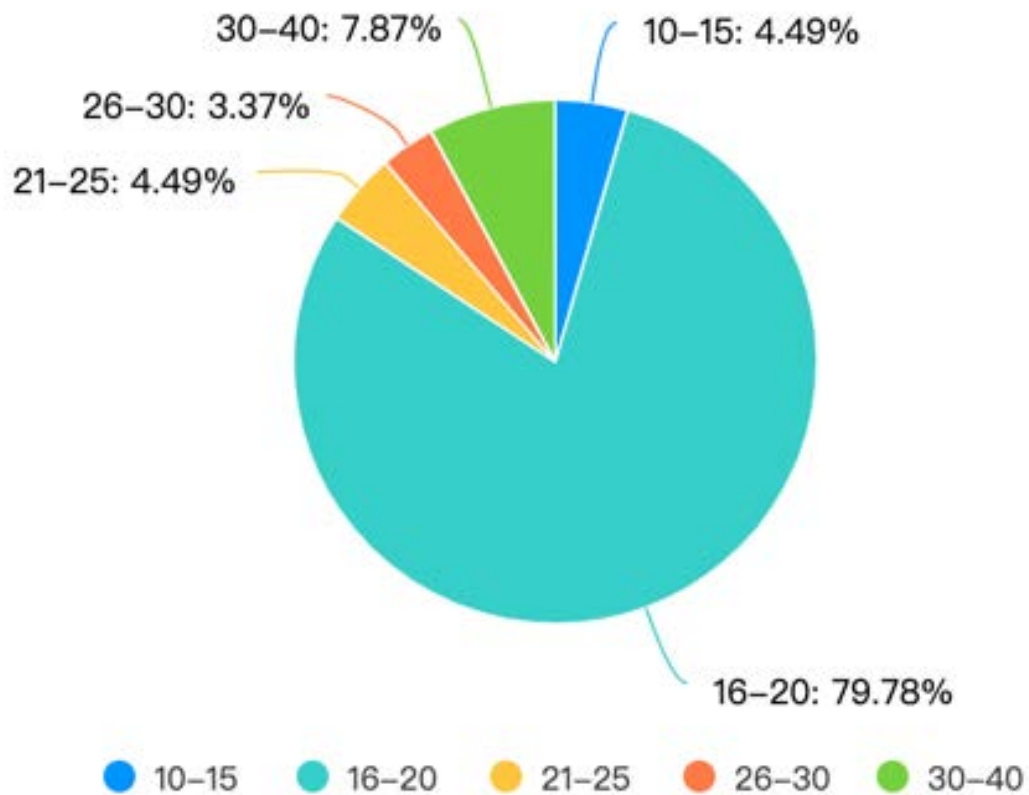
### 4.2 Research Results

In the end, through the Wenjuanxing platform, 89 valid answers were collected. Among them, 16–20 year old students made up 79.8%, and youth in first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen) were 55.06% (as shown in Figure 3 and Figure 4).





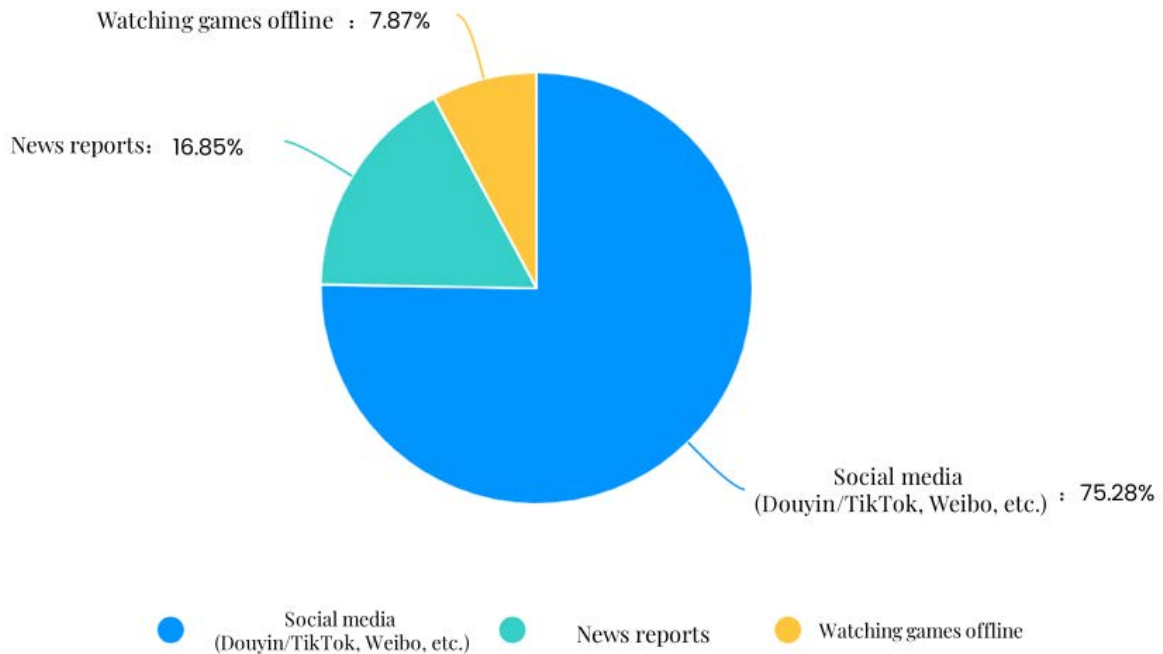
**Figure 3. Distribution of respondents by city**



**Figure 4. Age distribution of respondents**

For information sources, 75.28% said they get athlete news from social media, 16.85% from news reports, and 7.87% from offline games (as shown in Figure 5). This

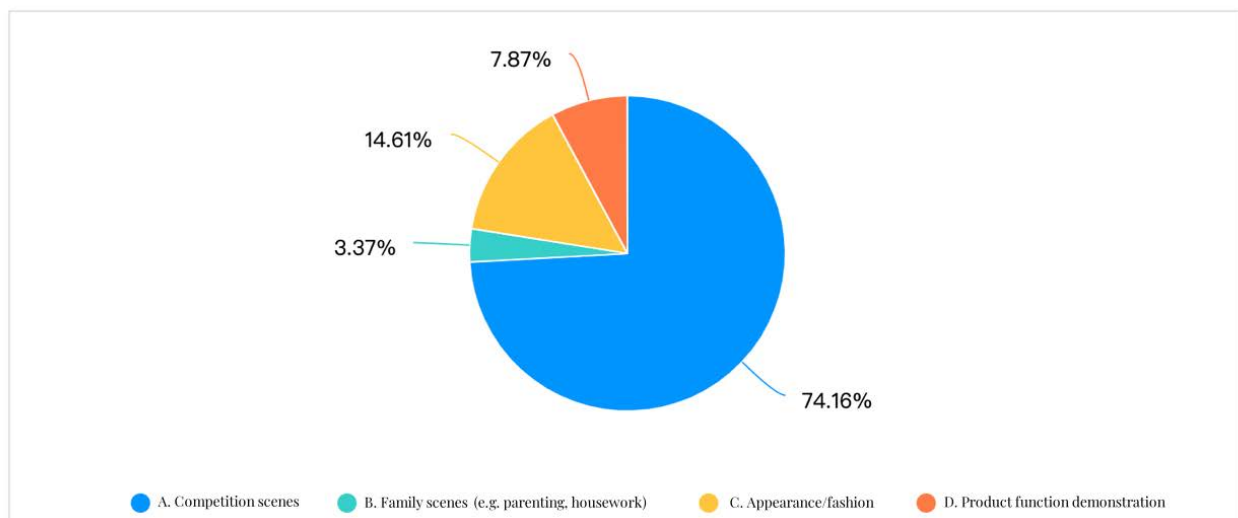
shows a very “social media driven” info path, especially for young people.



**Figure 5. Channels through which respondents obtain athlete information**

When asked about first impressions of female athletes in ads, 74.16% chose competition scenes (as shown in Figure 6), showing strong recognition of their performance on the field. So the professional image is what people mainly think of, while things like appearance, clothes or product display were much less chosen.

8. When thinking of female athlete endorsements, what do you first think of? (Single Choice Questions)



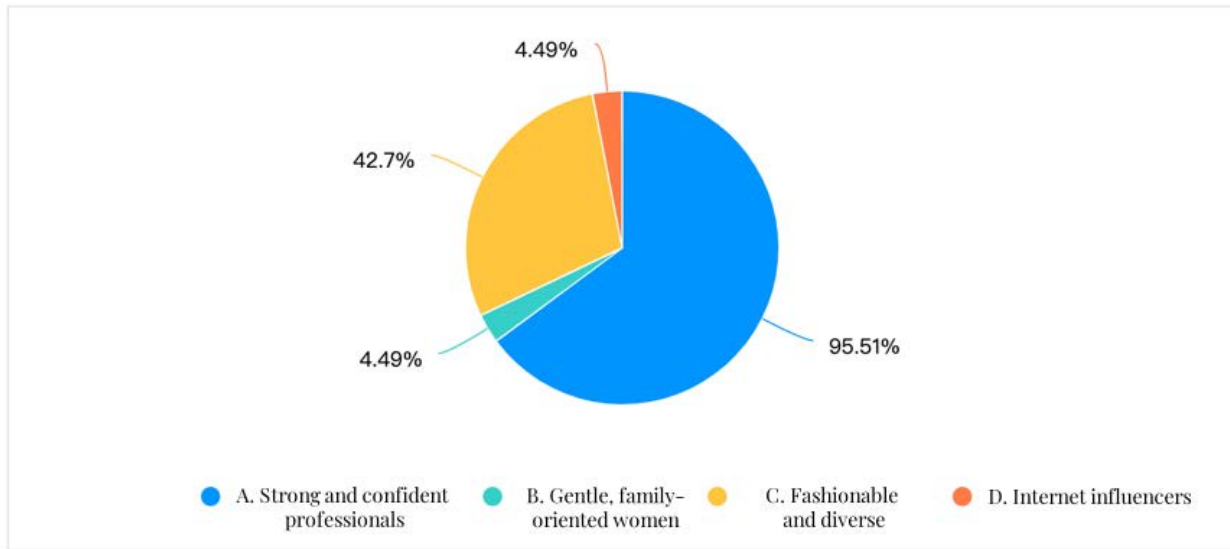
**Figure 6. Respondents' first association with advertisements featuring female athletes**

Survey also showed that 95.51% of respondents expect ads to show female athletes as strong and confident professionals. At the same time, 42.7% also think ads can show a fashionable and diverse side. This means people are

open to multiple identities, but professionalism is the core. Further, 75.28% thought the current ads are "reasonable", only 2.25% said "not reasonable", shows overall recognition is quite high (as shown in Figure 7 and Figure 8).

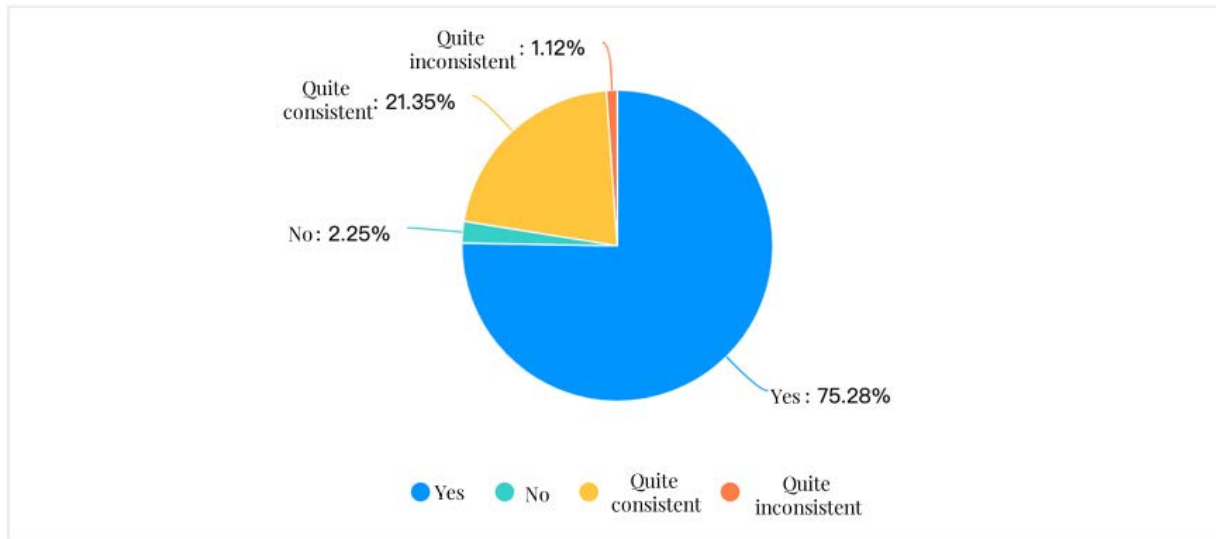


9. In your view, female athletes in ads are usually (multiple choice):



**Figure 7. Respondents' perception of the image of female athletes**

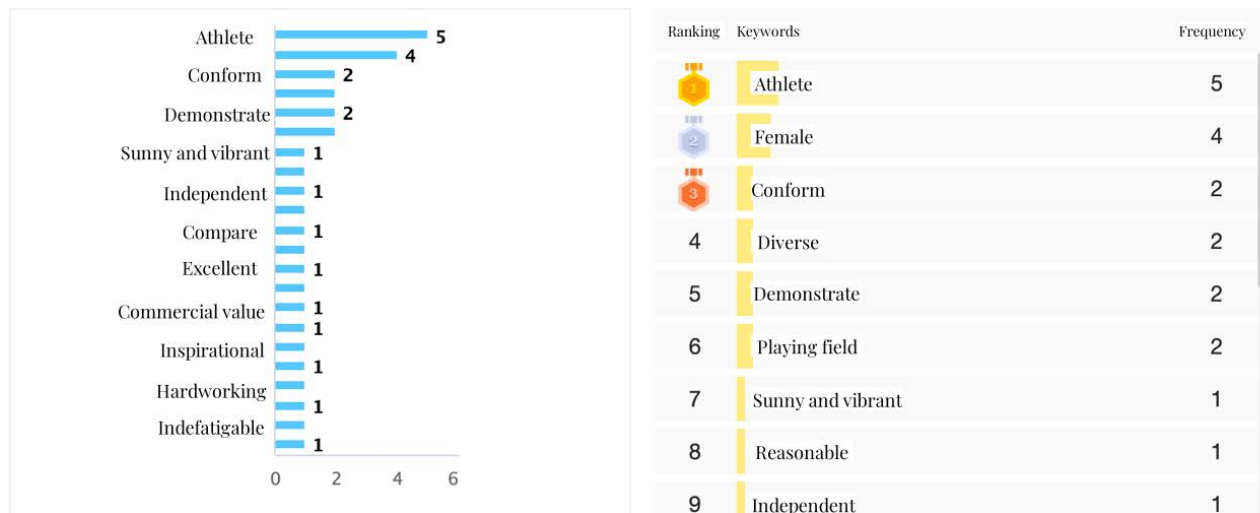
10. Do you think this image is reasonable? (Single Choice Questions)



**Figure 8. Respondents' evaluation of the legitimacy of female athlete images in advertisements**

But the gap is clear: people want to see athletes as tough, confident and professional, yet ads often use beauty, home or health scenes, so the sports spirit gets weakened. In other words, the public wants to see fighting on the field,

but ads show gentle or appearance-based roles. This mismatch lowers the professional value of endorsements and makes people question the ad's truth and persuasiveness (as shown in Figure 9).

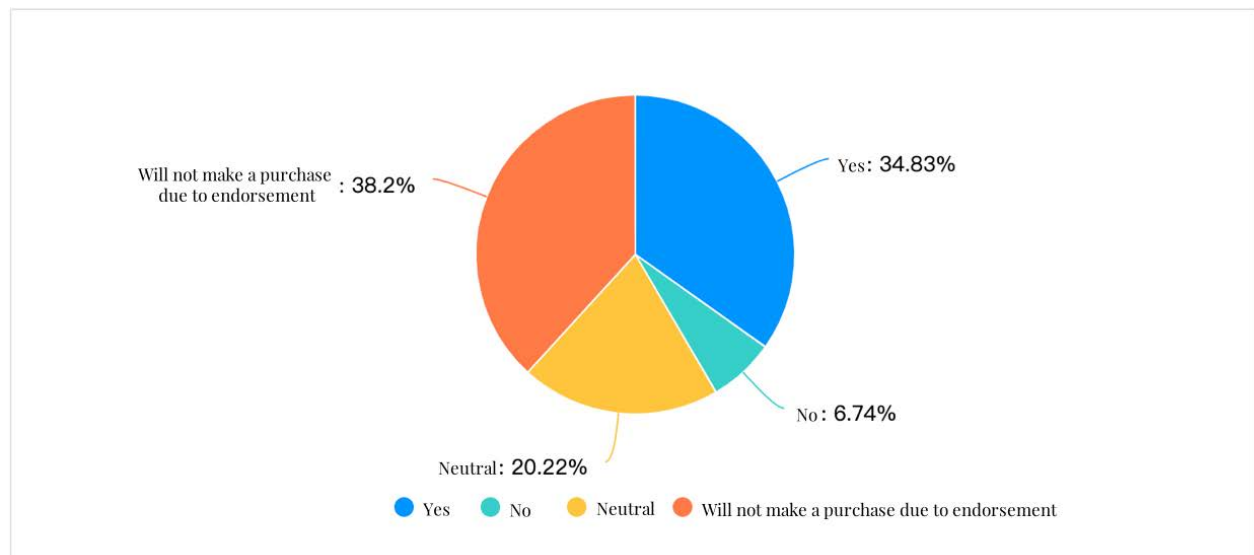


**Figure 9. Respondents' preferences for the image of female athletes**

On purchase intention, only 34.83% said endorsement makes them want to buy, while 38.2% said it will not affect their buying (as shown in Figure 10). So, endorsement

influence is limited. Open answers showed that ads which feel “real”, “professional”, “match well with the product”, or “show fighting spirit” are more persuasive.

12. Does endorsement make you more willing to buy?(Singal choice)



**Figure 10. The impact of female athlete endorsement advertising on respondents' purchasing intentions**

Earlier analysis showed 63.9% of ads (like Eileen Gu's perfume ad in a pure lifestyle scene) had no link with sports professionalism. These kinds of endorsements weaken persuasion. On the other hand, Zheng Qinwen's racket ad (83% of scenes on tennis court or gym, with words like “resilience”, “explosive power”) fit audience expectations better and had more chance to push buying.

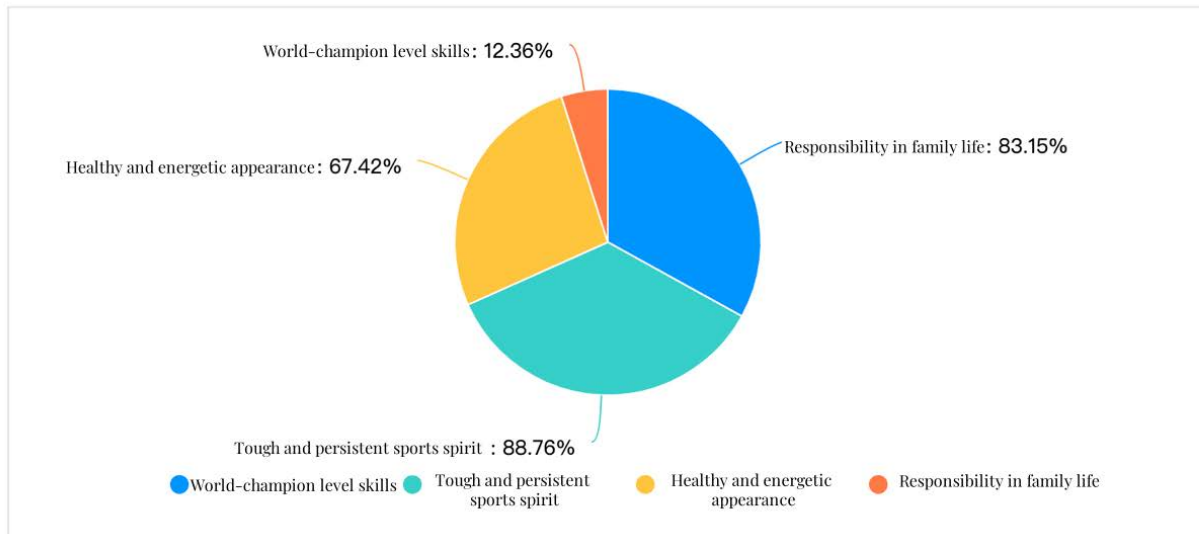
The questionnaire supported this point: without a professional link, the endorsement effect is weak or even negative.

When asked which trait matters most, 88.76% chose “tough sports spirit”, far above “healthy looks” or “family responsibility”. Also, 75.28% said ads should highlight a positive and confident life attitude, then training stories

and sports achievements. This shows the public highly values an athlete's spirit, not just their outside look (as shown in Figure 11 and Figure 12).

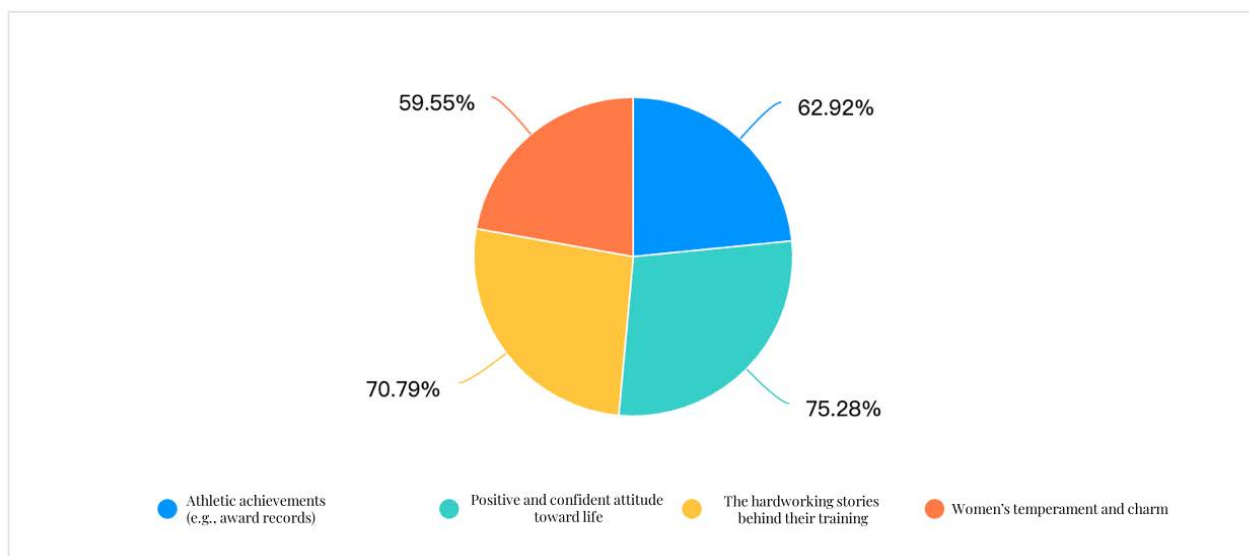
### III. Athlete Value Perception (Multiple Choice Questions)

What traits of female athletes deserve the most attention?  
(Multiple Choice Questions)



**Figure 11. The most noteworthy qualities of female athletes according to respondents**

What traits do you think the advertisement should focus on highlighting in them? (Multiple Choice Questions)



**Figure 12. What respondents think advertisements should highlight**

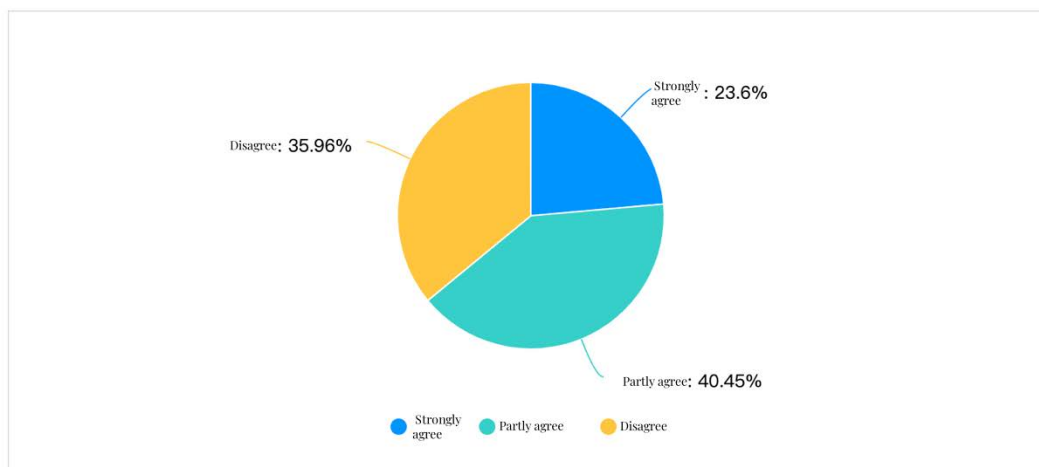
The original purpose of the questionnaire was closely in line with the research direction of this paper, aiming to explore what values female athletes the audience truly cares about. The results strongly support the core argument of

this study: advertisements should focus on athletes' professionalism, their struggle stories, and their spirit, instead of simplifying them or putting them into traditional female role frames.

On whether endorsement of home products strengthens gender stereotypes, 40.45% partly agreed, 23.6% fully agreed, while 35.96% disagreed. So, society is still changing in how it sees gender roles, but more than half link it with stereotype reinforcement (as shown in Figure 13).

#### V. Social Views (Single Choice Questions)

Do you agree that "female athletes endorsing household products may strengthen gender stereotypes"?  
(Single Choice Questions)



**Figure 13. Public opinion on whether female athletes endorsing household products reinforces stereotypes**

## 5 Conclusion

By combining the questionnaire results and the content analysis, it can be seen that public expectations for female athletes in ads have shifted. Instead of only focusing on looks or traditional roles, people now hope to see a more professional, diverse, and positive image. First, most respondents believe female athletes should not just be shown as family figures or appearance symbols, but their core should be professional skills, fighting spirit, and a healthy image. This matches their real career identity and can also break the long-time problem of ads being too feminized. Second, highlighting their sports qualities and competition charm, like training details, game moments, and strength, can show their unique value, and also combine "power and beauty", making ads more persuasive. In addition, the survey showed a growing sense of gender equality: ads of female athletes should be closer to those of male athletes, not over-emphasizing gender differences,

Word frequency analysis of "ideal ad" showed:

(1) Core words: "athlete", "strength", "spirit", "professional", which match the audience's first thought of "competition scene".

(2) Business side: frequent words like "product", "ad", "show", prove people also notice the brand goals.

(3) Gender and identity: the word "female" often appeared, showing a strong focus on gender traits, which links to the "feminization" problem discussed in the paper.

but stressing their shared traits as professionals. Finally, an ideal ad should give positive values, showing confidence, energy and persistence, so that the audience not only watches an ad but also feels the positive influence of the athletes.

In general, the future design of female athlete ads should move away from the old frame that relied too much on cosmetics or home products and instead connect more with their professional identity and social value. This way, the ad image can match what the public expects, avoid one-sided or stereotyped portrayals, and truly show the diverse value and unique influence of female athletes.

## 6 Summary and Suggestions

This survey made a detailed analysis of how middle school students see female athletes in advertisements. The results show that most respondents hold a positive attitude: they think female athletes should appear strong,

confident and professional in ads, with also a positive life-style. Most of them focus on the athlete's fighting spirit and professional ability, believing these are the most valuable traits.

However, even though the image of female athletes is recognized, the results also show that endorsements have a limited effect on purchase intention. This means consumers care more about the product itself than the endorser. Also, opinions are divided on whether endorsing home products strengthens gender stereotypes, reflecting the change in how society understands gender roles. Therefore, when brands make ads with female athletes, they should show more of their professionalism and sports spirit, avoid over-stressing traditional roles, and help push the idea of gender equality.

At the same time, combining the survey results with the content analysis and theory in this paper gives a clear picture of the main problems and the possible improvements in shaping female athletes' images. Advertisers must realize that young audiences value most the professional image of a strong and confident athlete, together with the tough and persistent sports spirit. Ads should take this as the main theme, link with their professional field like training and competition, and highlight achievements, stories and spirits. If ads only chase short-term commercial gains through beauty or home product content, they risk cutting away the core value, making the image too narrow, and lowering buying willingness.

Advertisers also need to notice the complexity and progress in gender views. In ad creativity, they should break the limits of labels like "gentle housewife" or "looks first", as seen in the cases of Guo Jingjing and Fu Yuanhui. Ads should show female athletes as independent individuals, with charm and strength in careers, life and social participation. In product choice, endorsements can move more into sports equipment, tech products, or financial services, where professionalism, strength, wisdom and leadership can be better shown.

In short, only by truly valuing the character and image of female athletes, and putting their professionalism, independence and social influence at the center of ads, can advertisers meet the audience's expectations, improve ad effectiveness, and realize both brand value and social value at the same time.

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## Appendix: Questionnaire

Survey on Public Perception of Female Athletes' Advertising Images

### Introduction:

This questionnaire aims to understand how middle school students view sports stars in advertisements. Please answer according to your true thoughts. All data will be collected anonymously.

Part I. Basic Information

1. Gender: ☐ Male ☐ Female
2. Education level: ☐ High school ☐ University ☐ Post-graduate
3. Age: ☐ 15–18 ☐ 18–30 ☐ Above 30
4. Do you follow sports events? ☐ Often ☐ Sometimes ☐ Hardly ever
5. City:
  - A. First-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen)
  - B. Provincial capitals, other municipalities, regional centres (second-tier cities)
  - C. Third-tier cities
6. Main source of athlete information:
  - ☐ Social media (Douyin/TikTok, Weibo, etc.)
  - ☐ News reports
  - ☐ Watching games offline

Part II. Advertising Impressions (Single Choice Questions)

7. Have you seen any ads endorsed by female athletes?
8. Which female athletes' ads have you seen? (Multiple choice)
9. Which female athlete ad impressed you the most?

10. Why?

11. When thinking of female athlete endorsements, what do you first think of?

- ☐ A. Competition scenes
- ☐ B. Family scenes (e.g. parenting, housework)
- ☐ C. Appearance/fashion
- ☐ D. Product function demonstration

12. In your view, female athletes in ads are usually (multiple choice):

- ☐ A. Strong and confident professionals
- ☐ B. Gentle, family-oriented women
- ☐ C. Fashionable and diverse
- ☐ D. Internet influencers

13. Do you think this image is reasonable?

14. Why?

15. Does endorsement make you more willing to buy?

Part III. Athlete Value Perception (Multiple Choice Questions)

16. What traits of female athletes deserve the most attention?

- ☐ A. World-champion level skills
- ☐ B. Tough and persistent sports spirit
- ☐ C. Healthy and energetic appearance
- ☐ D. Responsibility in family life

17. What kind of products do you think female athletes are suitable to endorse?

18. What should ads mainly highlight?

- ☐ A. Competition achievements (e.g. Olympic gold med-

al)

- ☐ B. Stories of hard training
- ☐ C. Positive and confident life attitude
- ☐ D. Others: \_\_\_\_\_

19. What kind of female athlete ads would make you want to buy?

20. Do you think athletes like Gong Lijiao (shot put champion) are suitable as endorsers?

21. If yes, what kind of products? (If no, why not?)

22. What should be the main standards for choosing female athletes as endorsers?

Part IV. Social Views (Single Choice Questions)

23. Do you agree that "female athletes endorsing household products may strengthen gender stereotypes"?

- ☐ A. Strongly agree
- ☐ B. Partly agree
- ☐ C. Disagree

24. When you see female athletes often appearing in beauty or home ads, how do you feel?

- ☐ A. Normal, it follows business logic
- ☐ B. Regretful, their value as athletes is narrowed
- ☐ C. No special feeling

25. Should there be differences between products endorsed by female athletes and those endorsed by female celebrities? If yes, what differences?

Part V. Open Question

26. In your opinion, what should an ideal female athlete advertisement look like? (Optional)