



# The Impact of the Trend of Male Consumption on Female Teenagers in Chinese Eastern Coastal Cities

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**Abstract.** The male consumption in Korean Wave has great impact on Chinese entertainment industry, which first influence the female teenagers in Chinese eastern coastal cities. This article systematically review the literature related to the impact of the trend of male consumption on female teenagers in Chinese eastern coastal cities. This article seek deeper understanding of the impact of male consumption on female teenagers, which is essential to the way of school education and family education. 13 articles were found on CNKI after screening articles from 2000. The male consumption phenomenon results in the change of the mind, the aesthetic idea and the value of female teenagers in Chinese eastern coastal cities.

**Keywords:** Male Consumption · Chinese Female teenagers · Korea Wave · Chinese female teenagers' value

## 1 Introduction

With the continuing development of the commodity economic and the continuing change of their consumption concept, male beauty has been objectify into commodity and male consumption has greater weight of consumption.. Female became the consuming group with strong market force because of the development of feminist thought movement, the raise of the social status of female and the independent of female finance [1]. Nowadays, male consumption has greater weight of consumption. The media is better at finding the potential point of female aesthetic and send the young body and beautiful face to female teenagers through image, word and video to get the following of young girls. The popular of handsome boys are promoted and built by the medias [2]. The commodity must be consistent with the preference of the consumers, either the appearance or the inner spirit, which is becoming feminine [1]. The Asian male actors and idols on the screen are transmitting from muscular and hormonal to gentle and delicate, which is different from the traditional gender recognition of male.

To understand what the impact of the trend of male consumption on female teenagers in Chinese eastern coastal cities is, this article analyses the existing literature on the Asian male consumption, the values of contemporary teenagers and the impact of male consumption on female teenagers. This article provide a deeper and theoretical base

**Table 1.** Analysis of 13 papers of the impact of the trend of male consumption on female teenagers in Chinese eastern coastal cities.

No. of papers	Context of the impact	References
5	The impact on the mind of female teenagers	[3–7]
7	The impact on the aesthetic idea of female teenagers	[3–9]
3	The Impact on the Identity of Female Teenagers	[9–11]
8	The impact on the value of female teenagers	[2–4, 8, 10, 12–14]
13	Total of 13 papers that included the context of male consumption's impact on female teenagers.	

for the government to formulate policy. Understanding the impact of male consumption on female teenagers is essential to the way of school education and family education. Teenagers in the cities along the sea are easier to access the information of male consumption. Hence, this article mainly focus on this group of people.

During the past two decades, there have been several articles about male consumption and its impact on Chinese female teenagers. For example, Wang focused on consumer culture of male consumption [2]. Zheng and Ma et al. focused on the impact of Kpop on Chinese teenagers [3, 4]. Zheng focused on the education of aesthetic ideas [5]. Xiong focused on male consumption in the talent show for idols and adolescent subculture [6]. Wang focused on the influence of Korean wave on Chinese teenagers [7]. Sun and Sun focused on cultivation of value awareness of teenagers [8]. Hou and Luo focused on aesthetic mindset and male consumption mentality [9]. Gao and Cui focused on the effect of contemporary mass culture on youth's value orientation [10]. Wang focused on the masculinity presentation of idol programs in China [11]. Tan focused on idol cultivation variety shows from the perspective of consumerism [12]. Li and Jiao focused on the influence and guidance measures of idol cultivation programs on teenagers from the perspective of fan culture [13]. Sun focused on fans culture research of the fan-based idol [14].

These reviews suffer from the same critical shortcoming: there is no subdivide towards research subject, teenagers. After searching for and screening articles from 2000 on CNKI, thirteen articles were included in the scope of this article.

## 2 Impacts of Male Consumption

The Asian male consumption develop from the entertainment industry in South Korea, which was introduced to China and gained great success. As a result, the whole entertainment industry in China changes into the model of South Korea. The internet provide access of male consumption to female teenagers, from which the male consumption phenomenon has great impact on the female teenagers.

The distribution of articles is by subject: the impact on the mind, the aesthetic idea and the value of female teenagers. The specific classification of the articles can be seen in Table 1.

## 2.1 The Impact on the Mind of Female Teenagers

The male consumption contributes to emancipation of mind, building of character and pursuing happy life among female teenagers [3]. Female teenagers behave self-centred and seek modern, fashion, alternative and beautiful [4]. This is exactly what the stars are embellished to. Male consumption fits the need of female teenagers, which result in the emancipation of mind and the building of character in female teenagers. This is totally different from the mind that traditional school education fosters, political thoughts education and having well behaviour. Moreover, female teenagers are longing for the simple happiness, relaxation and satisfaction from the simple and swagger things [4]. Male consumption bring new ways of entertainment for female teenagers, which release their pressure in such entertainment [4].

Female teenagers nowadays are concentrated on others appearance other than the inside of others or the relationship with themselves, which can be revealed on the title that they call others. Handsome, beauty, rich...The titles become blur and easy with great scope of application, which is hard to tell the relationship between them just by the titles [5]. In their view, people become symbols and commodities with all kinds of labels [5].

This perception also shows in the consumption view. Male consumption has great characteristic of extremely entertainment [6]. Female teenagers focus on form and the joy of sense, but at the same time neglect the content [7]. They paid only because the commodity stimulated their sense. Male consumption such as talent shows for idols (such as produce 101) produce image of idols in order to satisfy the visual pleasure, which provide a consumption template for female teenagers. Delicate makeup, fancy clothes, expensive shoes...The symbolic consumption of teenagers under the popular culture has obvious characteristic of signifier carnival, which contributes to the lack of identity connotations [7]. For example, after seeing the delicate lifestyle of their idols built by the agencies, a new lifestyle has been past to female teenagers, which deeply affects their recognition, emotion, thoughts and mentality [4].

## 2.2 The Impact on the Aesthetic Idea of Female Teenagers

The aesthetic concept of female teenagers, only confined to satisfaction in desire and sense [8], is becoming sentimental and low [4]. Male consumption leads a different direction of art appreciation to female teenagers [3]. Pop music has been mostly presented on stages of television and online platform. Classical music, traditional Chinese opera, dance...Those art forms haven't got enough space of presentation [6].

Nowadays, female teenagers tend to accept direct images such as pictures [4]. Magazines, videos, pictures become more popular while the words are abandoned by female teenagers. For another, pack mentality construct the aesthetic concept of female teenagers [8]. Because female teenagers are more likely to be forced by the group stress and consume for the popular culture which related to male consumption [8]. Hot streetwear brands such as supreme, champion, vans and converse are sold out in big cities in China because most of the celebrities on social media wear them.

Furthermore, gender-neutral is becoming general aesthetic concept among female teenagers [7]. The gender character of male idols, either in appearance or in personality,

is vague. At the same time the female teenagers wear more menswear to show their individuality [7]. These confused gender characteristics provide probability to the form of abnormal gender roles of female teenagers [5].

Due to some success example in male consumption, the agencies began to present the same spirit of young male artists, which becomes same model of aesthetic idea. The aesthetic idea of female teenagers tends to be consubstantial [9]. It's easy to find the same copywriting describing different male artists on different social media.

### 2.3 The Impact on the Identity of Female Teenagers

Male consumption can also satisfied the feeling of self realization and sense of belonging of female teenagers [9–11]. Watching and accompanying the growth of the young male artists become a way that female teenagers consume the young male artists. They regard the growth of male artists as the growth of the virtual themselves, which would satisfied the need of realization of themselves. They can see the ideal themselves and the self that they dream of, which would satisfied the sense of belonging of female teenagers.

Male consumption provides a sense of safety to female teenagers [11]. Female teenagers regard their idols as the bridge that connects them and the outside world. Paying plenty of time and efforts on male artists becomes a way of running away from reality and clearing anxiety [11]. Some female teenagers would gain support and courage through watching performances of their idols, which also achieve their self identity.

Fan groups are consisted of female teenagers. Female teenagers in one group identify with each other [11]. They interact with each other through their self made hand drawings, songs, videos, small essays... this are just the basics. There are different behaviours in different fan groups. For example, a large number of female teenagers have initiative of learning traditional Chinese opera because of Zhang Yunlei, a crosstalk actor from Deyun Association. Female teenagers print the lines of some of the famous traditional Chinese opera and take these papers to Zhang's performances. They want to sing traditional Chinese opera with him. Female teenagers set up many rules about watching the shows and waiting at the stage doors. So do the fan groups of super vocal. They are fans of some musical actors and opera actors. They learn to sing opera like *Nessun dorma* in order to interact with the singers in the concerts. The tickets of the concerts are sold out in 1 min. Some fans buy the access of LED screen and the advertisement space of bus stop and underground station together in order to wish happy birthday to their favourite artists. The fans economy drives the market that was poor before, such as traditional Chinese opera, opera, musical, Chinese dance, Hip-pop, stand up comedy. The investors find the profit in these cultural markets. As a result, many people who have no access to those culture before have the chance to feel the different forms of art.

However, standing on the same side and trying to fight against the people who don't like their idols is another way to gain the identity in the fan group [11]. Female teenagers in the fan group are united and organized. They find the opinions that are bad to their idols on the internet and fight back in a united way. Also, clicking the positive search terms continuously is another way of keeping the negative search terms away from the public. They do these things together not only for their love to the idols, but also to get the qualification to stay in the fan group and gain the sense of group identity.

## 2.4 The Impact on the Value of Female Teenagers

A large number of female teenagers believe in the power of money, status, power and beauty [2]. Their life value orientation develops towards worldliness [12]. They adore the idols and stars and dream of being famous over night. Their values of talent and career are turning worldly and utilitarian. Female teenagers regard the personal income and social status as their life propose and the sign of success [8]. Male consumption impacts idealism greatly [8]. There are no more high ideals as goals to pursue. The goals of female teenagers are no longer heroes.

Female teenagers regard the male idols as role models [13]. Some of the idols are well known for their hardworking and good grades in school, which makes lots of female teenagers sending their idols emojis on their social media during the exam week for good luck. Some of the idols have good personality that the young girls want to have. As a result, female teenagers tries to behave like their idols.

Male consumption has impact on the shape of cultural spirit and the form of cultural behavior in different extent and subtle impact on the spiritual connotations and values of female teenagers [14]. For example, the heroes in some idol TV series have abnormal personality and background, which will bring the wrong value to female teenagers.

What's more, self-worth becomes the life value of female teenagers. As a result, female teenagers learn to pursue their own ideal and live with freedom [8]. Due to China is in the period of social transition, the need for subcultures in female teenagers is increased [8]. Male consumption have benefits on liberation of female teenagers' individuality, also makes them advocating personal choice [4]. For another, male consumption strengthens the importance of appearance, which is easy to form a evaluation criteria by appearance [3].

The consumption value of female teenagers would be blind due to the male consumption [10]. The female teenager fans are still too young without self control and have no income. However, the albums, tickets, merchandises and the endorsements cost an amount of money that mostly becomes the life expense provides by their parents.

## 3 Conclusion

The male consumption phenomenon results in the change of the mind, the aesthetic idea, identity and the value of female teenagers in Chinese eastern coastal cities. First, male consumption emancipates the mind and builds the character of young girls, which also makes female teenagers become utilitarian and worldly. Besides, confined to satisfaction in desire and sense, the aesthetic idea of female teenagers is being sentimental and low. Male consumption can also satisfied the feeling of self realization and sense of belonging of female teenagers at the same time provide them a sense of safety. In addition, advocating personal choice, male consumption have benefits on liberation of female teenagers' individuality. The future studies could be done on how these female teenagers would pass their concept, ideas of aesthetic and value, which have been influenced by the male consumption, to the next generation. More qualitative and quantitative research should be done on this topic.

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