

CHINESE PARENTS' GENDER-ROLE PERCEPTION & PRODUCT CHOICE FOR YOUNG CHILDREN

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ABSTRACT

This study investigated whether Chinese parents who have a child aged 5 or younger would choose a different entertainment product based on the child's gender. Participants in the study were 341 Chinese parents. They took a gender-role survey after reading an informed consent form. In this descriptive design study, we randomly selected participants from parents who have children attending two Chinese kindergartens. Participants completed a Chinese version online questionnaire adapted from the Child-Rearing Sex-Role Attitude survey. The result of this study suggested that participants who take the gender-role survey exhibit few gender stereotypes on regarding choices of entertainment products for their young children. This study provided implications for understanding consumer behavior of Chinese parents and marketing to this particular market segment.

Keywords: *Gender-Role Perception, Gender Stereotype, Product Choice, Culture Difference, Chinese Parents, Marketing Strategy*