

# 行政院國家科學委員會專題研究計畫 成果報告

## 從憐憫關愛到觀賞女性的視覺消費：台灣醫藥廣告中女性 角色期待與宗教文化的關聯建構 研究成果報告(精簡版)

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計畫主持人：葉金燦  
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報告附件：出席國際會議研究心得報告及發表論文

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中華民國 99 年 08 月 06 日

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行政院國家科學委員會補助專題研究計畫  成果報告  
 期中進度報告

從憐憫關愛到觀賞女性的視覺消費：  
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計畫主持人：葉金燦 Jin-Tsann Yeh

**ABSTRACT**

Taiwanese medical behavior is interlaced with religious concept which can be recognized by the over emphasized advertising culture in the later era. The religious involvement was not in thinking of medicine as merely a supernatural healing, but also as something to give people a healthier experience and better life. The philosophy was more than an ideology, that relied heavily upon “unseen” power had been permeated as a social ritual of traditional Taiwanese’ spiritual reliance and guidance about how the environment was constituted, the harmonized behaviors must be kept, and problems could be resolved.

Along with the foreign missionary arrived Taiwan, they introduced the advance medical treatment which influenced the later concept to believe the Western medical efficiency more than the Eastern. Therefore, the Western medical symbolic become one of interesting research factor in the study—the feminist stereotype depictions. The characteristic of medicine product knowledge can divide as curing, caring, and beautify that need certain female image to strengthen product efficiency. The images include beauty, mother, and sexy, those expressions format visual consumption as woman’ s function of being watching. No matter what certain pattern of female roles depictions exist in the market; those body images in advertising appeals become an ideal state for audiences to pursuit. Nevertheless, to lessen the focal point to women’ s within is a negative sequence that is hardly being changed in traditional Taiwan society.

After all, the female roles depictions in ads become as social ritual which represent the value of those depictions successfully demonstrate product knowledge and being imitated by others. Women have their own standard to fulfill their expectation instead of being regulated by the public. Those exist images in medical advertising are guidance for them to build up self-image. Furthermore, to realize the female endorsers applied in ads can recognize the progression of women’ s conscious, marketing strategy, and target groups. The proper female roles depictions creation can match-up product image and attribute.

**Keywords:** 視覺消費(Visual Consumption), 宗教文化(Religion Culture), 女性角色(Female Role), 廣告訴求(Advertising Appeal),

## INTRODUCTION

Advertising media is a mechanism that defines the gods and it influences our lives through conveying ideological concepts. However, does advertising reflect, or create, the society (Foley, 1999; Royo-Vela, Aldas-Manzano, Kuster-Boluda, & Vila-Lopez, 2007)? According to medical psychology and religion, the patriarchal concept is well known in both eastern and western religious cultures (Loewenthal, MacLeod, & Cinnirella, 2002; Walter & Davie, 1998; Hartman & Hartman, 1983).

In eastern and western gender stereotypes, women are the most tender and thoughtful. Thus, women tend to be considered the ideal type to nurse people back to health. In recent generations, this is seen in the nursing career demographic. In medicine advertising, three female stereotypes are common: beautiful goddess, housewife and sex object (Ruether, 2005; Polinska, 2004, Stevens & Maclaran, 2007). The beautiful goddess stereotype normalizes the effect of negative religious stereotyping and creates an image of womanhood that gains the respect and awe of viewers, even men. The housewife stereotype reinforces the ideal of motherhood, taking care of the babies and housework; they are the symbol of family love and unity. With the sex object stereotype, scenarios are created that use the female form as the main instrument for sales promotion. For instance, in breast beauty ads, females are naked and seductive. With the goddess and housewife stereotypes, there are elements of inner beauty that balance the portrayal of outward appearance. The sex object type is different, however. Although it reinforces female visualization, advertising influence and product memory, it also reduces the balance of rich inner female characteristics. Female role portrayals in advertising consumption are based upon social ideology and they shed light upon the values and concepts of that ideology. They at once draw from the current social milieu and reflect values and concepts, sometimes exaggerated, back upon the consuming public (Lin, 2008; Lin & Yeh, 2009).

According to a survey by Taiwan's Directorate General of Budget (2008), Accounting and Statistics, the annual percentages of females in the combined medicine and insurance industries from 2006 to 2008 are 72.76%, 67.14% and 73.82%. This demonstrates the dominance of females in these industries and the importance of female role depiction in medicine advertising. In earlier times, licensed medical resources in Taiwan were not very common, and curative medicine ads in the newspapers were common. These ads were different from the ads of modern products, such as high-quality goods, automobiles or real estate in that they contained an element of religion. Consumer advertising research on the correlation between religion and medicine became more valued as it was recognized by researchers that religious depictions properly matched to medicinal qualities could increase sales (Koenig, 2000; Harvey & Silverman, 2007). However, researchers rarely probed into the depiction of religion-derived female roles and endorser attractiveness in medicine ads. This research adopts content analysis to investigate female depictions created and re-created from religious belief—the Embodied Goddess concept—as applied in medicine ads in Taiwan. It further explores the correlations and differences between female role portrayal and visual consumption in medicine advertisements of different appeals and different cultural settings.

## **METHOD**

This study used content analysis as the primary research tool, and probed into the religious attributes and visualization consumption ideology of female role portrayals in medicine advertising. This study measured samples with a scientific approach, constructing categories, and analyzing and validating the meaning of female imagery for each time period represented. Based on literature review, this study examined the following: (1) presentation of female endorsers in medicine advertising with regard to advertising purposes, advertising appeal, medicine category, target audiences, and female role portrayals (stereotype, image orientation, symbol, and appearance of female images); (2) whether female endorsers in medicine advertising provide

unique female role portrayals for differing advertising purposes and advertising appeals; (3) whether female endorsers in medicine advertising give different female role portrayals when aiming for specific target audiences; (4) whether female endorsers in medicine advertising offer different female role portrayals when representing different medicine categories.

This study carefully utilized extant research literature to construct categories; these female image categories are based upon visualization consumption, advertising appeal value and religious role expectation. Because the categories are related to each other and have potential overlap, precise cross-comparison analysis, by category level, was used to refine or modify them in order to establish proper formal encoding of variables, as shown in Table 1.

Table 1. Categories of analysis

Category	Subcategories and criteria
<b>Independent variables</b>	
Medicine Category	Curing / Healthcare / Beautifying
Target Audience	Male /Female /Children /Public (Lin, 2008)
Advertising purpose	Function /Change /Action (Kotler, 2000; Braun et al., 2002)
Advertising Appeal	Rational /Emotional /Sex (Chandy et al. 2001)
<b>Dependent variables</b>	
<b>Female role portrayal</b>	
Stereotype	Beauty /Housewife /Sex object (Ruether, 2005; Polinska, 2004; Stevens & Maclaran, 2007)
Image Oriented	Social oriented /Individual oriented /Family oriented (Lu & Gilmour, 2006)
Symbol	Embodied Goddess /Ordinary woman (Ruether, 2005; Stevens & Maclaran, 2007)
Appearance	Western /Eastern /Can't tell (Lin, 2008)
Social status	Dominator /Dependency /Can't tell (Miller, 1987)

This study utilized advertising from two major Taiwan newspapers. United Daily News and China Times have been two of the most popular and influential newspapers in Taiwan since 1950. The latest circulation figures gained directly from the Taiwan publishers are: China Times (150,000 and 1,250,000) and United Daily News (80,000 and 1,000,000). The newspapers are among the top 100 newspaper networks in the world and their pages have been witness to democratization, liberalization, and diversification in Taiwan. On the plus side for this study, their archives are highly accessible. However, since it is difficult to obtain original copies of the newspaper from earlier decades, this study treats compact editions published by the United Daily

News and China Times as the ad source targets. This study used purposive sampling, utilizing objective criteria to judge if ads were appropriate. Two sampling runs were conducted; the second sampling insured the images collected were clear, complete and proper for image analysis. 480 samples were selected.

Based on *Domestic Medicine Collection* (2008) published by Business Weekly and on medicine advertising samples collected by the researcher, this study initially divided samples into the categories below: 1) Curative medicine advertising, including anodynes (such as medicine for headaches and toothaches), medicine for colds (such as capsules for colds and rhinitis), digestive medicine (such as anti-diarrhea medicine), skin medicine and medicine for the symptoms of childhood illnesses—this category emphasizes relief from pain and discomfort; 2) Healthcare medicine, including medicine for preventing diseases, birth control medicine, sleeping pills, energy pills, and other medicines for elders, females and children—this category emphasizes the reinforcement of energy; 3) Beautifying medicine, including skin medicine (such as pimple treatments and concealers), physical beauty medicine (such as weight loss or enhancing the figure and breasts) and medicine for increasing male and female hormone levels.

In this study, the researcher explained and defined the categories in detail in order for the encoders to be able to recognize criteria for each category. In a training period, the researcher guided the encoders to a common consensus on the definitions of the categories. The training greatly lowered the likelihood of coding errors and inter-rater discrepancies. After encoding, the researcher recorded and archived the data. Kassarian (1977) suggests that an inter-rater reliability coefficient of 0.85 or higher is acceptable. After encoding the 480 advertising samples and further validating the category boundaries, analysis shows the mean value of inter-reliability to be 0.909, and reliability to be 0.968. All reliability values are within an acceptable range.



This study used SPSS and to calculate frequencies and visualize the variables related to female images in medicine advertising. Category frequencies were portrayed in a manner helpful to analyzing female role portrayals through time.

## **CONCLUSION**

### **Summary and Discussion**

Goddess imagery beneath the collective social consciousness: religion is an interesting research topic. Although it does not tangibly exist in the context of science, it produces tangible, measurable results because it significantly influences adherents' lives and is very visible in their material culture (Dudley & Kosinski, 1990; Ferraro & Albrecht-Jensen, 1991). Female role portrayal in medicine advertising is an important example. With the rise of women's consciousness about where they have come from, who they are, and who they can be, contemporary women have begun to pursue equality of status both in the workplace and at home. As a group, they thus questioned, and still question, the restrictions and taboos derived from male dominated religious tradition. However, it is somewhat ironic the field of advertising in part encouraged women to question degrading traditions while at the same time continued to portray those same traditions; some argue this use of traditional religious stereotypes helps continue significant sexual discrimination (Stereotype Threat; An & Kim, 2007).

Beauty of female images and objectification: healthcare medicine is the most commonly advertised medicine type, followed by beautifying medicine. As advertisers tend to focus on what sells best, this demonstrates that consumers pay attention to their health and appearance. Female images in medicine advertising tend to appear alone, allowing consumers to focus on them. They seem to clearly and directly convey information on usage and curative effect. The preponderance of beauty portrayals identified in this study demonstrates that advertising appeal tends to be presented by beautiful models. With the attention-drawing influence of female

advertising images, firms can choose to follow-up with rational, authoritative medical information, or trigger a positive psychological reaction in consumers to introduce an otherwise uninteresting product. Sentimental appeal is based on either sex object or product form, and images tend to show nudity. This is easy to understand given the dominant female stereotype in advertising today is that of the beautiful embodied goddess. However, when the target audience is children who rely on the care of family and mother, product statements are presented by housewives and other realistic female roles. It capitalizes on the tender care society has historically expected from mother-figures.

Eastern traditional aesthetics and western passion: advertising reflects current social situations and trends through ideas, attitudes, and values expressed in words and images. Advertising is a precious asset of pop culture in consumer societies (Cheng & Schweitzer, 1996; Porter & Samovar, 2003; McCracken, 1989). With regard to the study variables of advertising appeal categories, advertising subjects and appeal targets, eastern appearance dominates female image portrayal. Eastern depictions are based on traditional classic aesthetics and the characteristics of female diligence and virtue that Taiwan consumers are most familiar with. Taiwan consumers traditionally regard western females as more passionate and energetic; they can show their bodies more expressively. Thus, ads usually use western female appearance for treatments that are typically touted to improve appearance, such as beauty and hormone medicines and breast enlargement.

This study demonstrates that medicine advertising is especially influenced by the west. A depression followed World War II. The U.S. provided support to Taiwan and thus western organization, ideals and pop culture were adopted by varying degrees and people came to accept the intrusion of a foreign culture. This study highlights that beautifying medicine emphasizes change. People are generally motivated because of their lack of confidence in their appearance. They make efforts to improve their facial or body appearance. Ads tend to promote products

with western females or eastern females in western dress to help consumers draw the conclusion that by using the products they will become as wonderful as the females portrayed. Liang (2004) discusses the women's clothing culture in post-war era Taiwan; in the 50s, Taiwan women started working and their social status improved. Many of the working women had money to spend on personal extras, such as nice clothing. In the 60s, beauty contests were introduced from the west and it became trending to emulate the fashions of female pop stars. In Taiwan, agricultural society transformed into an industrial society. Western women portrayed passion and confidence in medicine ads for things such as breast enhancement, pimple treatment, hormone treatment, or personal health. Taiwan women of that past period began, en mass, to enjoy taking part in the world of fashion and beauty; The change from a more utilitarian past demonstrates the strong cross-cultural influence of female images, whether illustrations or photos, on current Taiwan female appearance and gender role expectations.

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# 國科會補助專題研究計畫項下出席國際學術會議心得報告

日期：99年06月10日

計畫編號	NSC 98-2410-H-238-007		
計畫名稱	從憐憫關愛到觀賞女性的視覺消費：台灣醫藥廣告中女性角色期待與宗教文化的關聯建構		
出國人員姓名	葉金燦	服務機構及職稱	萬能科技大學商業設計學系
會議時間	99年6月2日至99年6月5日	會議地點	新加坡
會議名稱	(中文)第五屆創新與科技管理國際研討會 (英文) The 5th International Conference on Management of Innovation and Technology		
發表論文題目	(中文) 市場美學：從個人屬性與視覺傳達效果探討 (英文) Marketing Aesthetics on the Web: Personal Attributes and Visual Communication Effects		

## 一、參加會議經過

ICMIT2010 is the 5th International Conference on Management of Innovation and Technology, first initiated by the IEEE Engineering Management Society Singapore Chapter in 2000. ICMIT2010 intends to bring together scholars, industrialists, and entrepreneurs interested in improving their research and development, and business applications in innovation and technology management across a global network of diverse platforms.

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- Managing IT and E-Commerce
- Knowledge Management
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- Human Capital for Innovation
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- Six Sigma and Quality Management
- Service Innovation and Management

本次國際研討會由IEEE Engineering Management Society Singapore Chapter主辦，參與人數踴躍，共計227篇論文發表(490篇投稿)，展現相關產官學的研究心得及創新研究成果，大會邀請許多知名學者專題演講，另有邀請論壇，及其他接受開放投稿與海報論文發表，使數位設計、創新與行銷資源能互相結合，進行經驗交流。本次研討會以口頭報告方式呈現，對於教學與學生專題具有啟發的收穫，獲益匪淺。

## 二、與會心得

The current study increases understanding of the background information and Internet related experience of college students in northern Taiwan, especially relating to how they decide which advertisements to click on while browsing. Many studies show that the majority of people who access the Internet are young. Thus, knowledge of their habits of getting online, their click behaviors, their reactions to visual communication effects, their favorite content and search terms, and their favorite types of advertisements is an important basis for making advertising decisions. This study particularly examines popular advertising and marketing aesthetics, a correlation between online experience and click behavior, and the application of online advertisements' visual effects. An analysis shows a significant correlation between Internet age and the amount of time spent online. Students tend to go online for information and entertainment. To catch the attention of these young browsers, the study finds the four most popular online advertising strategies for all consumers are respectively creativity, bright colors, discounts and gifts, and eye-catching on-screen locations. Animations, high frequency, creativity, and eye-catching on-screen locations are the most effective marketing strategies when isolating for young female consumers. A factor analysis highlights “picture/text creativity” and “exposure rate” as the two most influential factors in students' ad-clicking. This report provides details to help marketers take advantage of opportunities among Taiwan's young, active

online consumers, and can perhaps provide a heads-up for the youthful, burgeoning online Chinese marketplace.

### 三、考察參觀活動

#### **2 Jun – Wed: Delegate Arrival, Welcome Reception & Registration, Pre-Conference Workshop and Tours**

2.00pm Marina Barrage Tour Meet at Level 1 Lobby

2.00pm to 5.00pm Workshop p. 7 Level 3 Venus III

5.00pm to 7.00pm Welcome Reception & Registration Level 3 Meeting Room Foyers

6.00pm Night Safari & Lau Pa Sat Meet at Level 1 Lobby

#### **3 Jun – Thu to 4 Jun – Fri Poster Sessions, Daily Coffee/Tea & Lunch**

10.30 to 11 – AM Break 3.00 to 3.30 – PM Break Level 3 Meeting Room Foyers

10.30 to 11 – AM Poster 3.00 to 3.30 – PM Poster Level 3 Venus I

12.30 to 1.30pm Lunch Buffet (International) Level 2 The SQUARE

Lunch Buffet (Full Halal) Level 3 KINTAMANI Indonesian

#### **3 Jun – Thu: Opening, Keynote Presentations & Concurrent Sessions**

8.00 to 8.45am Registration Desk Opens Level 3 Meeting Room Foyers

8.50am Guests & Delegates to be seated Level 3 Venus II & III

9.00 to 10.00am Opening & Keynote I p. 8 Level 3 Venus II & III

10.00 to 10.45am Keynote II p. 9 Level 3 Venus II & III

#### **4 Jun – Fri: Keynote Presentations & Concurrent Sessions**

8.00 to 8.45am Registration Desk Opens Level 3 Meeting Room Foyers

8.50am Guests & Delegates to be seated Level 3 Venus II & III

9.00 to 9.45am Keynote III p. 10 Level 3 Venus II & III

9.45 to 10.30am Keynote IV p. 11 Level 3 Venus II & III

#### **5 Jun – Sat: Post-Conference Visit**

Half-day (AM) visit to Singapore Management University, Nanyang Technological University and National University of Singapore.

#### 四、建議

盼望台灣類似學術學會，舉辦或合辦相同類型學術研討會，可以促進台灣與世界的設計科技與創新管理學術交流。

#### 五、攜回資料名稱及內容

攜回研討會論文集。

無研發成果推廣資料

# 國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

## 1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以 100 字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

## 2. 研究成果在學術期刊發表或申請專利等情形：

論文： 已發表  未發表之文稿  撰寫中  無

專利： 已獲得  申請中  無

技轉： 已技轉  洽談中  無

其他：（以 100 字為限）

## 3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以 500 字為限）

大眾媒體是一種神祇的製造機，經由傳遞觀念，影響我們生活層面，台灣醫療消費與廣告文化的演進具有相當的宗教性，民眾認為藥物是超自然的靈療，並能夠將生活帶往更美好的境界，這個依靠無形力量的思維遠遠超越理性意識。研究發現宗教與醫療消費之間存在相當的依存關係，「有病治病，沒病強身」的吃藥觀念，讓台灣洗腎患者人口比率高居世界第一，這是很值得探討的現象。本研究以女性角色期待的視覺消費與宗教文化建構為主題，再以報紙醫藥廣告為分析對象，比較廣告中女性圖像所傳遞的視覺消費意義與角色期待。研究探討女性形象經歷時代演進與西風東漸的象徵意涵，兼採量化的內容分析法與質化的圖像分析法、歷史分析法，分析視覺符號形成要素及其文化特性，歸納醫藥廣告中使用女性代言人的主要行銷策略、目標族群及傳達的女性意識內容。未來可針對不同性別消費者對於女神美麗特質的認知反應，比較醫藥代言人角色需求、產品類型關聯、社會文化層面集體意識的影響，延伸系列研究的深度。研究成果將歸納產品形象與消費文化之間的關聯，並提供相關之消費者心理學及視覺傳達教學的應用層面。

