

The Education University of Hong Kong
2022-2023 Semester II

Department of Social Sciences

Honours Project

**Ambivalent sexism in consumption spaces:
Exploring embodied processes of gender discrimination and
reinforcement in Hong Kong shopping plaza**

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Submission Date: 2nd April 2023



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**Ambivalent sexism in consumption spaces:
Exploring embodied processes of gender discrimination and
reinforcement in Hong Kong shopping plaza**

**Submitted by
Lam Wing Fung**

**submitted to The Education University of Hong Kong
for the Degree of *Bachelor of Education (Honours) (Geography)***

in *April 2023*



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Declaration

I, *Mr. Lam Wing Fung* declare that this research report represents my own work under the supervision of *Dr. Pei Qing*, and that it has not been submitted previously for examination to any tertiary institution.

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Abstract

People frequently experience ambivalent sexism, which is prevalent yet unfamiliar in reality. Two concepts are under ambivalent sexism, separately hostile and benevolent sexism. The research examined how the consumption space utilized ambivalent sexism to conduct gender discrimination and reinforced traditional gender notions. Research on ambivalent sexism, mass media, space, and gender from previous scholars was included in a systematic literature review. The sample size in the research was 201 participants, while 7 of the participants conducted the interviews through purposive sampling. Drawing on questionnaires and interviews with both men and women, the study explored how the consumption space affected people conducting ambivalent sexism behavior, especially consumption space that existed obvious gender notions. The research suggested that traditional gender role belief was the main factor, shaping the beliefs of ambivalent sexism in both men and women and influencing their gendered expectations in consumption space. Specifically, the study suggested that the education level negatively correlated with people's gender role beliefs, while low-income and benevolent sexism had a negative correlation. The research highlighted the environmental design elements, such as consumption space, media, and spatial pattern design, since it had the importance of understanding how gender thought and comparison mentality was shaped by urban consumption space. The consumption space has been empowering the meaning of people's interaction under ambivalent sexism, especially in intimate relationships. The implications of these findings are discussed, the study pointed that the need for more gender education to increase the understanding of gender performance daily; otherwise, people would like to use benevolent sexism to reinforce and conduct gender discrimination.



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CHAPTER 1

INTRODUCTION

1.1 Gender issue in the world

In recent years, gender equality has become a more urgent problem as awareness of sexism's prevalent and pernicious effects has expanded. It is essential to address how gender-based prejudice and discrimination continue to influence our social, economic, and political institutions to restrict possibilities and sustain inequities, which is at the core of this problem. Despite the primary social agency's efforts to instill proper knowledge of gender performance among the population, sexual discrimination continues to persist daily. Society is still less recognized for ambivalent sexism, which is a phenomenon that involves the concurrent regard in either hostile or benevolent attitudes toward women. These two types of attitudes are ambivalent sexism which can be separated into Benevolent Sexism (BS) and Hostile Sexism (HS) Glick & Fisk (1996).

Factually, the overt manifestation of sexism may be simpler to identify and resist in daily life, while ambivalent sexism is a more subtle form of sexism that ultimately serve to reinforce gender stereotypes and the “status quo” under seemingly positive or even romanticizing attitudes. Women can be discriminated against and stigmatized in ambivalent sexism. Hostile sexism indicates that women are inferior to men in terms of abilities and emotional stability and even objectifies women, and the idea critiques men who express overtly misogynistic emotions (Glick & Fiske, 1997). Contrasted with Hostile sexism, benevolent sexism demonstrates that men's roles are primarily in charge of breadwinners, protecting, valuing, and cherishing women, while women's roles and duties are mainly as wives, mothers, and caregivers with the family or their partner (Glick & Fiske, 1997). It shows the images between both roles of men and women are seemingly positive, it is worth mentioning that hostile attitudes will not be acted on and expressed inappropriately. However, according to Hammond and Overall (2015), since benevolent sexism is attributed to traditional gender beliefs, it itself does not have overtly offensive or aggressive behaviors. The male-dominated idea has been reinforced by the interaction between men and women.

It is noteworthy that ambivalent sexism has received relatively little attention in Hong Kong's human geographical aspect, however, the relationship between gender and space has been discussed and explored by varieties of western scholars. In fact, in the late 19th century, women were portrayed as the primary consumers, and their femininity remains a key characteristic of contemporary consumption conditions in which specific shops in contemporary plazas are catering to women's needs and desires, such as beauty and home products (Leslie & Reimer, 2003; Evans, Christiansen, & Gill, 1996). Especially as women's socioeconomic status has been enhancing, the positive shopping experience is increasingly valued by themselves. It can contribute to the formation of a new women's identity under consumerism, particularly the evolving fashion style (Birenbaum-Carmeli & Carmeli, 2002). However, the line between public

and private spheres is often indistinct. According to Spigel and Mann (1992), the merchandise in public dimensions is influencing women's personal needs, desires, and self-awareness. Although the image of women can be shaped by the consumption space to limit women's choices, both social culture and family are also the elements that force women's choices in consumption spaces (Foner, 1997). It illustrates the dynamic connection between an individual's intentions and social ideas of gender. Personal behavior and society's construction of consumption space is a significant relationship. Nevertheless, the role of ambivalent sexism and spatial construction in shaping conventional gender roles remains largely unknown in Hong Kong. Based on the previous research on gender and space, the spatial element also can be a factor in gender. For example, it relates to lived and imagined spaces, and the metropolis' spatial implications (Spain, 2002). There is a need to examine how ambivalent sexism has been applied and propagated in Hong Kong's consumption space, and how traditional gender division is reinforced and affected by specific surroundings, which is very essential. Hence, this research hypothesized that “when traditional gender notions are more pronounced in consumption space, men would select to exhibit ambivalent sexism, while women would prefer to follow men's ideas.”

1.2 Research Purpose

Factually, research on gender geography has been limited in Hong Kong. The research area of gender and human geography has received little attention in Hong Kong research. Few studies have connected and examined the concept of ambivalent sexism and consumption spaces. It represents that Hong Kong has no academic papers explicitly addressing the topic of ambivalent sexism and consumption spaces. It could not exclude the possibility of entrenched gender prejudices or the importance of ambivalent sexism not being taken seriously. Nevertheless, the research is essential for Hong Kong's human geography contribution. As an international city, the development of Hong Kong itself reveals that it has been attempting to incorporate Western gender concepts. Therefore, Hong Kong the geography academic domain should be started to contribute significant study to the world. In previous western research, scholars focused on the manifestation of ambivalent sexism in the workplace primarily, or only one type of ambivalent sexism has been examined, such as benevolent sexism and its moderating effects (Fraser, Osborne, & Sibley, 2015); some studies have found out the experiences of women in different space (Nakhal, 2015) or the attitudes toward benevolent sexism from female university students (Fields, Swan, & Kloos, 2009). Although western researchers have established valuable contributions to the domain of ambivalent sexism, the association between ambivalent sexism and consumption space needs to deepen exploration and investigation. Hence, there are different gaps in the understanding of the gender and space relationship, respectively (1) how the consumption space influences the establishment of ambivalent sexism between men and women, (2) The relationship between mass media and consumption space that how it affects ambivalent sexism reinforcement in consumption space, (3) The hidden meaning of consumption space and its relationship with gender's relationship, and (4) How the hidden meaning of consumption space strengthens the ambivalent sexism.

As a matter of fact, the previous research has an emphasis on the perspectives of females. The limited frame of studies has prompted this research to investigate both genders' attitudes and explore the notion of ambivalent sexism and its relationship with consumption spaces itself. Hence, the purpose of this qualitative case study was to investigate the ambivalent sexism in Hong Kong consumption space and how it promotes gender discrimination and reinforces traditional gender notions. The Hong Kong residents' understanding of gender recognition and sexism was collected and examined the factors that have contributed to the reinforcement of traditional gender notions in consumption space. The study aspires to shed light on sexist practices in consumption spaces, and the motivation of the research is to comprehend the attitudes and viewpoints of Hong Kong residents regarding ambivalent sexism, and how consumption spaces can be a contributor to perpetuating traditional gender notions under patriarchy. Ultimately, the study aims to improve the value of gender geography in Hong Kong and advocate for the inclusion of gender investigation in the geography curriculum.

1.2.1 Research Questions

According to the above research gap, there are three research questions:

1. What are the key factors that shape people's gender beliefs?
2. How do Hong Kong residents receive ambivalent sexism through consumption space?
3. What are the significant elements that influence the operation of ambivalent sexism in consumption space?

CHAPTER 2

LITERATURE REVIEW

2.1 The Background of ambivalent sexism

As mentioned above, ambivalent sexism can be divided into two types, respectively benevolent sexism and hostile sexism. Compared with benevolent sexism, hostile sexism strives to maintain men's authority over women by highlighting men's strength. Men's behavior and attitudes obviously detest women. However, the concept of benevolent sexism is much more common daily, but it is an unnoticed form of gender discrimination and inequality in society. The main reason is that society allows men prior social status within the gender hierarchy and holds onto most of the social resources, while they can neglect any challenge of existing gender inequities to establish intimate relationships with women (Dardenne, Dumont, & Bollier, 2007). Gender injustice can be perpetuated by benevolent sexism to replicate and maintain traditional gender notions in daily interaction. However, individuals' identity is still based on their sex organs while society has been continuously arranging different social agents to establish individual ideology and behavior patterns, where characteristics associated with masculinity and femininity are used to distinguish between males and females (Spence, 1985). The typical example is that men are expected to be a role of breadwinners, while the role of caregiver is prospective for women. Nevertheless, benevolent sexism's detrimental effects on women's freedom in daily life (Huang et. al., 2014). It is because the mutually beneficial relationship between men and women has been constructed under benevolent sexism. Both men and women are playing their masculinity and femininity to fulfill each other and society's expectations. However, high traditional gender beliefs can constitute a serious issue in the whole society, such as violence (Fakunmoju et. al., 2017). The harmful relationship can be continuously influenced women's mental health, even though women can obtain any reward from men. It reveals that the mutually beneficial relationship is a surface benefit for both men and women, behind the scenes, women are still a victim in society. Hence, ambivalent sexism can establish an unhealthy relationship between men and women in which ambivalent sexism is not only about sexism but also related to both men's and women's behavior which may affect their daily operations.

2.2 The mass media and sexism

2.2.1 The mass media expanding

Along with the development of technology, the mass media is continuously establishing that it inputs different elements to attract audiences' attention. However, mass media is a broad idea that is related to media. Although the ambiguous definition of "mass media" has been changed by Potter (2020), Potter based on the different scholars to establish four areas for the new media environment, respectively "Technological convergence", "Interactivity", "Information saturation" and "Shift in marketing perspective". Under the new media environment, the traditional media and emerging media are integrated and converted, the messages are shared in a common platform which allows users to access text, images, video, and audio on the common

platform (Jenkins, 2006, Nayar, 2010). Along with technological development, the interaction between virtuality and reality has increased. Rice (1984) indicates that the experience of mass communication has changed since the distinction between users has been curtailing. The demand for the potential of technological interaction between sender and receiver has been enhancing continuously (Potter, 2020). The main reason is that there are different domains of people has already interacted with the media, such as relationship-building, public activism, and shopping. It causes the private and public living domains to be ambiguous in which the media platforms' participation trends to popular in all kinds of activities. For example, eBay, Amazon, Facebook, Instagram, and different types of games and dating apps. It reflects that the information from mass media is to be in a big bang since there are a number of information created every day. It causes accessing information is no longer a barrier, conversely, the issue is how to adjust to a deluge of signals that are actively vying for the audience's attention. Even with the data from Ransford (2005), using media from children have been accounted for 70% of their whole day, so audiences have been using the mass media frequently (Angwin, 2009). There's no denying that the information in media has been increasing, and the marketing strategy is drawing the audience's attention constantly; different needs of the general population have been identifying by the marketing (Arens, Weigold, & Arens, 2009; Hirsch, 1981). It causes the population is controlling by marketing through media platforms, the ideology also can be followed by the ideas from marketing to create, such as some memes, videos, and games. Integrating the four elements of mass media from Potter (2020), since the interaction of technology and human life has been rising, the market can directly consume the public through the media as an agency, especially gender ideology. Although gender ideology can reflect on mass media, the relationship between ambivalent sexism and mass media is still unknown.

2.2.2 The sexism in mass media

In recent years, conducting sexism is prevalent that can discover in both virtuality and reality, especially with the expansion of mass media. The influence of mass media on consumer behavior regarding ambivalent sexism is frequently not paid attention to. Mass media is including the production of culture, cultural products, and personal interpretations in media images (Milkie, 1994). It implies that social ideologies and beliefs can be reinforced and reconstructed by the representation of media. The various forms of media content can present opposing views on crime TV dramas, such as gun regulation (Dowler, 2002), while romantic comedies may depict unrealistic relationship expectations (Segrin & Nabi, 2002). These examples highlight the connection between media content and attitudes, and the impact of media's underlying beliefs can represent through the screen. The perception can be influenced when the media specifically express and describe traditional gender notions and patriarchal sexist attitudes (Nelson, Oxley, & Clawson, 1997); however, the investigation by Jha et (2017), the research reveals that the online media platform demonstrates a less tangible form of sexism. However, benevolent sexism is a type of sexism that is a less pronounced form of sexism. It is not a clear relationship between the mass media and ambivalent sexism.

Masculinity and femininity can be presented by the model in the mass media that implements the ideal and patriarchal conventional gender culture (Milkie, 1994). It causes mass media can be reflected societal prejudices through media content, which also is an indicator. For example, hostile sexism can be experienced in video games that are over-sexualized in women, and violent-hypermasculine in men. (Dill & Thill, 2007). However, past research mentioned that hostile sexism and benevolent sexism are existing in the different media domains. For instance, video games mainly occur hostile sexism (Fox & Potocki, 2016), while media and sexist video games mostly conduct benevolent sexism (Swami et al., 2010; Stermer & Burkley, 2015). It causes the ideology between men and women may be affected and installed, especially the romantic relationship between different genders. However, when applying ambivalent sexism into consumption space, can the media play its function in consolidating ambivalent sexism?

Factually, the sexist content and description of gender roles in media always influence the public's attitudes, such as university students between male and female also affected by the mass media to develop their eating habits and pattern (Wright et. al., 2009). Even though Diekmann and Eagly (2000) mentioned that the media content and their ideas have high flexibility in societal prejudices, the principles and ideologies have been integrated into most media content and material itself. It is seemingly their marketing perspective to increase the public's attention under the new media environment competition, as the above mentioned regarding the expanding mass media. However, there should be a positive relationship between ambivalent sexism and mass media. Except for the marketing reason of mass media, mass media has an "auto-willing" to establish sexism. Based on Wulandari (2012), the study shows that political news with gender topics have been constructed by the patriarchal ideology, while, interestingly, there is more gender bias when mass media over publicity and coverage of different issues of women. There is a phenomenon of interest that the higher frequency of promotion in women's gender issues can affect the public's perspectives. It should be further discussed and explored the factors that cause the relationship on it. Yet it can't be completely ruled out that the representation of mass media on women's news. The main reason is that the biased style is still used by mass media to present gender notions. For example, biased gender depictions are prevalent across various media, from children's books to television commercials (Schwartz & Markham 1985; Furnham and Mark 1999), while ads are a primary tool for promoting traditional gender roles (Saito, 2007). Mass media as the most frequently used tool, the patriarchal gender notions have been promoted and continued that further reinforce the public daily behaviour to follow the societal ideology. However, the limitations of ambivalent sexism in mass media are increasingly apparent. The main reason is the role of mass media and ambivalent sexism have been less discussed in Hong Kong. The updated research is the 2014 City University of Hong Kong's gender role and media image. Hence, although the mass media is a crucial factor in promoting ambivalent sexism, the research should be more explored the relationship between ambivalent sexism and mass media in consumption space.

2.3 Spatial construction and gender expression

2.3.1 The connection between space construction and gender performance

As mentioned above, the correlations between ambivalent sexism and mass media, while space also is an element to affect public behaviors. Previous research has established “Space Theory” that different people with different living modes can generate their own spaces. It emphasizes the spaces themselves, internal affairs, and the production process of space (Lefebvre & Nicholson-Smith, 1991). It reflects that the population can establish their own space to increase their daily experience, which causes space to be a social product. However, the process of space production connects the public daily practice to the realm of physical space, it demonstrates that both social materiality and spatial scale have been intercorrelated from reflecting the human perception of space and strong personal perspective. Also, Lefebvre and Nicholson-Smith (1991) focused on the “spatial triad”, separately (1) “spatial practice - how the public practice the space to produce and reproduce the social practice and spatial pattern”, (2) “representations of space- how the population demonstrates their meaning of space itself” and (3) “representational space- how the people use symbols and image to present their living experience”, while these three elements are essential elements in this research development.

The interaction of consumption space can be illustrated by the concept of the spatial triad, especially related to gender issues and social relationships that can be experienced by spatial practices and social order (Van, 2003). It causes gender performativity can be constructed in the spatial establishment. Factually, individuals passively and automatically learn gender performativity through "constructed spaces" to respond and integrate into their society in particular ways. Judith Butler (1990) also explains that sex organ is not related to gender performativity, while it cannot determine individuals' gendered practices. However, anyone who rejects the presupposed gender role according to social norms may be labeled as deviant and punished. It reveals that society creates a meaningful space to conduct socialization for individuals' long-term social learning, while the socialized gender performativity has been stereotyped. Hanson and Pratt (1995) point out that the differences in space of living environment and working experiences are constructed by space, place, and situated social networks to segregate both men and women. The spatial construction limits the individual's development roles and characteristics to shape their gender performativity in the name of social constructs. The above research has been carried out on space and gender performativity, it exposes spatial establishment and gender behaviour in a positive relationship. However, consumption space also is a created "space" for individual consumption, while the hidden meaning of consumption space and its relationship with gender's relationship is less certain understood.

2.3.2 Establishing spatial sexism

Based on the space theory's spatial triad as above mentioned, the personal experience provided by a particular space can lead to an embodiment of gender experience. It is because the body is

in a constant state of action and experience. The public's bodies and the material world can be established a non-split correlation between the public and space themselves (Young, 2005). Under the space experience, each person in the space is acting as a single entity, which results in the creation of gender ideology by the space during the situated embodiment experience. People's gender performativity has been encouraged to perform under the constructed space in a specific way. It is worth mentioning that space is projecting both conscious and unconscious ideologies (Nakhal, 2015). However, both men and women will have a higher aggressive level when they experience frustration situations, particularly sex-role is different from their sex themselves (Towson et. al, 1982). It notices that "space" is an artificial product, which can reflect the cultures and social norms, while people's living experiences can be undergone and formed to distinguish gender notions at the spatial pattern (Falk & Campbell, 1997). However, spatial sexism is an invisible creation. The past research analyzes that women's magazines are a created space to reinforce the identity of women (Hermes, 1995). It demonstrates that empowerment is an essential part since patriarchal ideology empowers a gendered meaning to designated spaces and objectives. It further explains how people are learning by doing socially recognized gender behavior in certain spaces. Both men's and women's gender ideologies are reinforced in the social learning process. Factually, The representation of gender through distinctive patterns of engagement and specific societal and cultural norms (Brickell, 2005). It reveals that space and gender have inalienable relationships that will interact and influence each other to establish sexism. Nevertheless, in contrast to the relationship between space and gender, the spatial elements are also important to analyze how to strengthen sexism in particular spaces, especially reinforcing ambivalent sexism; while this issue has received scant attention from previous researchers. Therefore, what factors promote spatial sexism further also needs to be concerned.

CHAPTER 3

METHODOLOGY

3.1 Design and Method

The research can be divided into two parts, respectively quantitative and qualitative part. This study has been developed to evaluate the perspectives of Hong Kong residents on gender attitudes regarding consumption space in Hong Kong using both quantitative and qualitative methodologies. The perspectives will be investigated to analyze traditional gender notions in consumption space, and its discrimination and reinforcement.

A questionnaire was employed to assess Hong Kong residents' attitudes toward gender notions and provided quantitative results. The questionnaire was released and collected via online and social media. The study utilizes questionnaire results to conduct a quantitative analysis. The questionnaire responses were based on the original Gender Role Beliefs Scale (GRBS) to measure the research's independent variables (developed by Spence and Helmreich (1978)), while excel was used to analyze frequencies for statistics. IBM Statistical Program for Social Sciences (SPSS) Statistics has been operated to assess the score, mean, standard deviation and skewness values of respondents' beliefs regarding gender notions, while the correlation of respondents' attitudes with respect to their gender, age, education level, occupation and salary had been analyzed.

Meanwhile, qualitative analysis was conducted using interview content. The research was conducted with purposive sampling to select 7 respondents for the in-depth interview. These 7 respondents were extremely higher and lower scores as well as average scores in questionnaire responses and were suitable for the research to be conducted as a consumption space investigation. The main reason is that those who scored lower or higher on the GRBS were more likely to adhere or decline to established gender norms (Brown & Gladstone, 2012). Firstly, under the visual Q methodology, there were 47 statements with images that needed to be sorted by participants into 11 groupings which started from "Strongly agree" (+5) to "Strongly disagree" (-5). Those 47 statements can be categorized into five categories, respectively (1) Mall Design, (2) The nature of the shop with gender, (3) The type of store, (4) Media at store/mall and (5) Consumer behavior and habits. The results are +5, +4, +3, +2, +1, 0, -1, -2, -3, -4, and -5 for the groupings into 47 grids, in which it almost describes as a normal distribution. Secondly, the participants clarified and explained their selections after sorting in the visual Q methodology, specifically extreme scores and nature scores. The interview was conducted using a semi-structured approach, where a set of open-ended questions were prepared in advance, but the interviewer also had the flexibility to ask follow-up questions based on the participant's responses. The interview was recorded and transcribed for analysis. Finally, the questionnaire of Ambivalent Sexism Inventory (ASI) (developed by Glick and Fiske (1996) was released to those 7 participants to evaluate their ambivalent sexism level as the research's dependent variables. The calculation of descriptive statistics also has been analyzed by IBM SPSS Statistics to

comprehend the correlation between respondents' GRBS score and their ambivalent sexism score totally. Hence, during the in-depth interview, both the visual Q methodology and Ambivalent Sexism Inventory (ASI) were used to figure out the concrete consumption space's gender notion reinforcement and discrimination.

3.2 Participants in Research

There was a total of 201 respondents in the first part questionnaire (N=201) (male: 97 (48.3%); female: 101(50.2%); non-binary: 3 (1.5%)). The first part of the research questionnaire is based on GRBS to measure participants' gender beliefs which was a full version of the GRBS questionnaire. There was a total of 20 questions in the GRBS questionnaire. The main function of GRBS was to observe participants' level of gender ideology and it can be generated as scores. Meanwhile, in the second part of the research, the in-depth interview had been conducted via purposive sampling. The percentage of further Interview willingness was 45.8% (N=92), 7 of the respondents had been selected based on their questionnaire scores. All individuals also received a consent letter (see Appendix F) before they conducted the second part of the research, respectively the visual Q methodology and ASI questionnaire.

3.3 Collection and Analysis of Data

3.3.1 Questionnaire

The theme of research is established by two main concepts, respectively gender belief and consumption space. However, gender belief is a subjective concept in the human ideological aspect, while consumption is a physical environment that is interacting with different agents as the above literature mentioned. It causes the research's complications to have increased, especially since there was no particular scale to comprehensively analyze the data in both gender belief and consumption space. It causes all questionnaires to be mainly determined and analyzed the gender belief. The first part of the questionnaire included three selections, respectively demographic information, GRBS, and personal willingness in the further in-depth interview. The first selection contained 6 questions collecting respondents' demographic information including their (1) Nick Name, (2) Age, (3) Gender, (4) Highest Education Level, (5) Occupation and (6) Monthly Salary in HKD. In the second selection, GRBS has been adopted to determine the level of respondents' gender role beliefs, especially Hong Kong is affected by Chinese traditional ideology, such as Confucianism. Brown and Gladstone (2012) indicate that people's belief is constructed on their gender role ideologies with specific characteristic and behavior. There were applied the full version of GRBS with 20 questions from Brown & Gladstone (2012). The response range used a seven-point scale which started from 1(strongly agree) to 7 (strongly disagree). The range of GRBS scores from 20 to 140, higher scores indicate feminist gender role belief and lower scores reveal their traditional gender role belief (Brown & Gladstone, 2012). Although the short version could be applied to this research, the full version is finally selected to use. The main reason is that all gender of participants can be catered for under the full version of GRBS. It is worth mentioning the reliability of GRBS is higher ($\alpha = .81$) (Kerr and

Holden,1996); while the high validity that ensures the data accuracy in this research. In the final selection, there were two questions to ask for personal willingness in a further in-depth interview and their contact number.

Also, the ASI format of Glick and Fiske (2001) was utilized in the in-depth interview, while the ASI questionnaire was arranged to finish after the visual Q methodology. There are 22 questions, each representing either hostile sexism or benevolent sexism. Numbers 2, 4, 5, 7, 10, 11, 14, 15, 16, 18, and 21 belong to hostile sexism, whereas numbers 1, 3, 6, 8, 9, 12, 13, 17, 19, and 22 are illustrations of benevolent sexism. The subscale scores are determined by reversing the responses for items 3, 6, 7, 13, 18, and 21, such that 0 is replaced with 5, 1 with 4, and 2 with 3. The resulting scores for the 11 items related to hostile sexism and the 11 items related to benevolent sexism are then separately averaged (Glick & Fiske, 2001). The response range used a five-point scale which started from 0 (strongly disagree) to 5 (strongly agree), but the overall ambivalent sexism score is calculated as the average of the hostile and benevolent sexism scores. There is a high reliability of ASI that the data replicability of ASI is high (alphas varied from 0.73 to 0.85) (Glick & Fiske, 1996), and it has significant coefficient alpha reliability (Glick et al., 2000). Therefore, the questions of ASI were drawn individually to analyze their perspectives and correlate their responses with in-depth interviews. These two questionnaires can address the research questions as chapter I mentioned to construct the relationship and explore the influential factors.

3.3.2 In-depth Interview

Since there were 92 respondents who accepted continuously conducting the second part of the research, 7 respondents were selected to take the in-depth interview based on their GRBS questionnaire scores level. The score was divided into three level scales, respectively low, average, and high, the range of those three levels was 20-60, 61-101, and 102-140. The picked-up participants and their scores were 114, 110, 104, 86, 68, 45, and 31. All selected participants had received a consent letter before they joined the second part of the in-depth interview to ensure their permission. The interview was more concrete on the consumption space and gender belief in the Hong Kong situation.

The visual Q methodology is the main method during the in-depth interview. There were 47 statements that participants had to sort into 11 groupings as mentioned above. Factually, the visual Q methodology can investigate subjective beliefs and personal values, especially expressing what they experience in a specific environment (Bjorklid and Nordstrom, 2007, p. 391). During the interview, the participants were evaluated for their thought, ambivalent sexism and physical environment, and individual preferences and personal beliefs' relationship to consumption space. However, Hong Kong's consumption space can be categorized into three categories (Planning Department HKSAR, 2009); while only the territorial shopping centre (high-quality, international department shops) had been focused on. It causes a part of 47

statements has input some images that came from Hong Kong's territorial shopping centre; while pictures are more acceptable than sentences in Q methodology (Milcu et al., 2014). The diversity can increase Q methodology conducting (Neff, 2011). When participants finished sorting, the extreme and natural choices have to ask for further explanation to acquire more information which could be gathered into the research question and their questionnaire responses. It causes the outcomes from the in-depth interview can be used for qualitative analysis.

3.4 Procedures of Research

The research started in January 2023 when the ethical review had been approved. Since the research used purposive sampling to choose the target participants, the questionnaire of GRBS was started in January while the in-depth interview and ASI questionnaire were conducted in mid-January. It is worth mentioning that the consent letters were signed by the volunteered participants when they would like to conduct the in-depth interview and ASI questionnaire. The in-depth interview lasted for approximately 30 minutes since the participant needed to read 47 statements and sorted them into 11 groupings, whereas they have been asked by different questions based on their responses. Each participant was questioned with a series of standardization questions structure. The audio recording was also accepted by participants' permission to conduct during the in-depth interview, while the audio recording had already been transferred to transcription.

CHAPTER 4

RESULTS

4.1 Demographic Description

The first questionnaire (GRBS) of research on demographic description has been demonstrated in Table 1. Each classified element displays the overall number of responders and the corresponding percentage. There was a total of 201 valid questionnaires that had been collected successfully, while the collection rate was 100% (N=201). The majority of respondents were females (N=101) with 50.2%, and the second high responders were males (N=97) with 48.3%; whereas, in all respondents, there were 1.5% of respondents (N=3) identified themselves as non-binary. The main age group of respondents were 25-29 (N=71; 35.3%), the second was 18-24 group (N=67; 33.3%), the third group was 30-44 age group (N=45; 22.4%), the rest of the age group was 45-64 (N=17; 8.5%), <18 (N=1; 0.5%) and >65 (N=0; 0%).

Among all respondents, there 58 of the respondents claimed as students (28.9%), 33 were others (16.4%), 24 were education (12.9%), 22 were business (10.9%) and 22 were service industry (10.9%), 18 were freelance (9%), the rest of respondents claimed as the healthcare industry (N=10; 5%), civil servant (N=7; 3.5%), retirees (N=2; 1%) and unemployed (N=3; 1.5%). The demographic information also showed that there were 103 (51.7%) of respondents maintained a bachelor's degree, 43 obtained a foundation diploma/associate degree/higher diploma (21.4%), and 33 carried a master's degree (15.9%); the rest were a primary or below (N=3; 1.5%) and secondary school (N=19; 9.5%). However, since the education level difference, the distance of salary of respondents was huge. Most of the respondents' monthly income was \$9999 or below which accounts for 64 of the respondents (31.8%), 62 of the respondents were \$10000 to 24999 (30.8%), 60 of the respondents (29.9%) have \$25000 to \$49999 salary monthly, 14 of the respondents were \$50000 to \$74999 (7%), and 1 of the respondents was \$75000 and up (0.50%). Although the respondents came from diverse backgrounds, there were only 92 respondents (45.8%) who would like to conduct the in-depth interview. The rest of the respondents refused (N=57; 28.3%) or still considered (N=52; 25.9%) the in-depth interview.

Table 1

Characteristics	n	%
1. Gender		
Male	97	48.3
Female	101	50.2
Non-binary	3	1.5
2. Age		
<18	1	0.5
18-24	67	33.3
25-29	71	35.3
30-44	45	22.4
45-64	17	8.5
>65	0	0
3. Education Level		
Primary or below	3	1.5
Secondary	19	9.5
Foundation		
Diploma/Associate	43	21.4
Degree/Higher Diploma		
Bachelor's Degree	104	51.7
Master's Degree	32	15.9
Doctoral Degree	0	0
4. Occupation		
Student	58	28.9
Civil servant	7	3.5
Education	26	12.9
Business	22	10.9
Healthcare Industry	10	5.0
Service Industry	22	10.9
Retirees	2	1.0
Freelance	18	9.0
Unemployed	3	1.5
Others	33	16.4
5. Monthly Salary		
\$9999 or below	64	31.8
\$10000 to 24999	62	30.8
\$25000 to 49999	60	29.9
\$50000 to 74999	14	7.0
\$75000 and up	1	0.5
6. Further Interview		
Yes	92	45.8
No	57	28.3
Still consideration	52	25.9

4.2 Statistical Results from GRBS Questionnaire (Quantitative)

4.2.1 One-way ANOVA

Although GRBS uses to determine respondents' level of gender belief to conduct the purposive sampling in this research, in response to Research Question 1, Table 2 demonstrated that the scores of respondents had been employed One-way ANOVA for testing the difference between their gender, age, occupation, education level and salary (5 variable).

One-way ANOVA was employed to determine the significant differences between GRBS and the 5 variables, respectively gender, age, occupation, education level, and salary. Those variables can be a factor affecting people's attitudes toward gender behavior and performativity. Banaszak and Leighley (1991) indicate that traditional sex-role attitudes can be altered through employment.

Based on the result of the GRBS questionnaire, the scores can be divided into three scales, respectively "Low", "Average" and "High". The criteria for the scales were 20-60 for low, 61-101 for average, and 102-140 for high. There were significant differences found in age and educational level because of their P value, in which their P value was .031* and .003* respectively. It indicates that the more mature and higher education level trend toward non-traditional gender role beliefs. However, it is worth mentioning that there was a respondent under the age of 18, the mean score from less than 18 was 80 which is the highest ranking. When the data excludes the mean score of less than 18, the mean score from 18-24 was the highest ranking which was 73.42, while the lowest ranking was age 45-64 which scored 60.29. Education level from Bachelor's degree scored 71.88 ranking the most elevated, whereas Foundation Diploma/Associate Degree/Higher Diploma only scored 61.67 which is the lowest ranking of education level. Since other variables were not statistically significant, there were no differences were found.

Meanwhile, Table 2.1 further reveals that the overall mean of the GRBS questionnaire score was 70.01 (SD = 16.38), which indicates moderate feminist gender role beliefs based on the scale categories. It is close to Brown and Gladston's research (2012). Although the reliability of the GRBS questionnaire is $\alpha = .78$ (see Table 2.2), it is generally considered to indicate moderate to good reliability. Table 2.3 revealed that the mean of item-total correlation was .20, which was a moderate relationship between each item and the overall score, whereas it cannot achieve the range of optimal level of homogeneity from Briggs and Cheek (1986). However, item-total correlations between .20 and .40 are often regarded as moderate and may indicate that the item is making a respectable contribution to the scale's internal consistency or overall homogeneity (Floyd & Widaman, 1995). Therefore, these data were worthy of further investigation.

Table 2

		Scale					
Variable	n	Low	Average	High	Mean	SD	Sig.
Gender							
Male	97	28	68	1	68.87	12.498	.166
Female	101	35	63	3	70.62	19.259	
Non-binary	3	-	3	-	86.33	17.786	
Age							
<18	1	-	1	-	80.00	-	.031*
18-24	67	15	51	1	73.42	15.231	
25-29	71	23	45	3	70.66	17.900	
30-44	45	16	29	-	67.36	15.351	
45-64	17	9	8	-	60.29	13.104	
>65	-	-	-	-	-	-	
Education Level							
Primary or below	3	2	1	-	67.00	24.434	.003*
Secondary	19	4	15	-	71.16	16.015	
Foundation diploma/Associate Degree/Higher Diploma	43	20	23	-	61.67	14.532	
Bachelor's Degree	104	27	75	2	71.88	15.112	
Master's Degree	32	10	20	2	70.01	16.384	
Doctoral Degree	-	-	-	-	-	-	
Occupation							
Student	58	14	41	3	74.88	16.982	.276
Civil servant	7	3	4	-	64.71	15.808	
Education	26	10	16	-	67.46	15.565	
Business	22	7	15	-	65.36	14.261	
Healthcare	10	2	8	-	75.00	15.011	
Industry							
Service Industry	22	7	15	-	68.14	16.551	
Retirees	2	-	2	-	65.50	4.950	
Freelance	18	7	11	-	67.39	18.228	
Unemployed	3	2	1	-	61.00	16.407	
Others	33	11	21	1	69.94	16.407	
Monthly Salary							
\$9999 or below	64	18	43	3	73.81	17.665	.126
\$10000 to 24999	62	19	42	1	70.00	17.013	
\$25000 to 49999	60	18	42	-	67.57	13.450	
\$50000 to 74999	14	7	7	-	63.93	17.036	
\$75000 and up	1	1	-	-	59	-	

Table 2.1

GRBS Scores	N	Mean	Std. Deviation	Skewness
Both male and female	201	70.01	16.38	-.011
Male	97	68.87	12.50	.392
Female	101	70.62	19.26	-.195
Non-binary	3	86.33	17.79	-1.579

Table 2.2

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.78	0.753	20

Table 2.3

Summary Item Statistics	
	Mean
Item Means	3.5
Inter-Item Correlations	0.2

4.2.2 Regression Analysis

The dependent variable (GRBS Scores) was regressed predicting on gender, age, occupation, monthly salary in HKD, and education level variables. The independent variables significantly predict GRBS Scores, $F(5, 195) = 4.489$, $p < .001$, which indicates that the five factors under study have a significant impact on GRBS Scores. Moreover, the $R^2 = .103$ depicts that the model explains 10.3% of the variance in GRBS Scores. However, there were three variables that had significance with GRBS Scores, respectively (1) Age, (2), Monthly Salary in HKD, and (3) Education Level, whereas gender and occupation were not significant ($p > .005$), it showed that there is no meaningful association between the dependent variable and gender and occupation. The regression analysis focused on those three significant variables.

Coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (GRBS Scores). First, age negatively affects GRBS. The results demonstrated that age has a significant and negative impact on GRBS Scores ($B = -2.784$, $t = -2.134$, $p = .034$). Second, monthly salary in HKD negatively affects GRBS Scores. The results revealed that salary has a significant and negative impact on GRBS Scores ($B = -3.228$, $t = -2.377$, $p = .018$). Third, the Education level positively affects GRBS Scores. The results showed that education level has a significant and positive impact on GRBS Scores ($B = 4.068$, $t = 2.840$, $p = .005$).

Table 3.1 showed that there was no correlation between different variables, and Table 3.2 P-P plot demonstrated that it was a normal distribution. The regression results demonstrated that education level, and age have a significant positive and negative relationship, respectively, with Both Men's and Women's Scores. Monthly salary in HKD has a significant negative relationship with Both Men's and Women's Scores. Gender and Occupation, on the other hand, do not show a significant relationship with the dependent variable.

Table 3

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	65.145	5.298	/	12.296	0.000
	Gender	2.016	2.141	0.065	0.942	0.348
	Age	-2.784	1.304	-0.163	-2.134	0.034
	Occupation	0.583	0.420	0.117	1.386	0.167
	Monthly Salary in HKD	-3.228	1.358	-0.190	-2.377	0.018
	Education Level	4.068	1.433	0.223	2.840	0.005

a. Dependent Variable: Both Men and Women Scores

Table 3.1

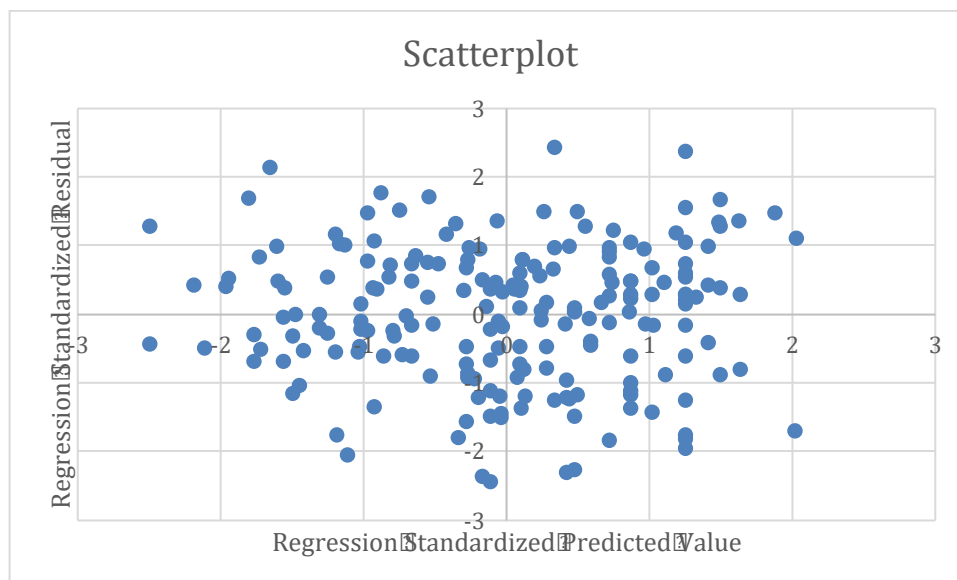
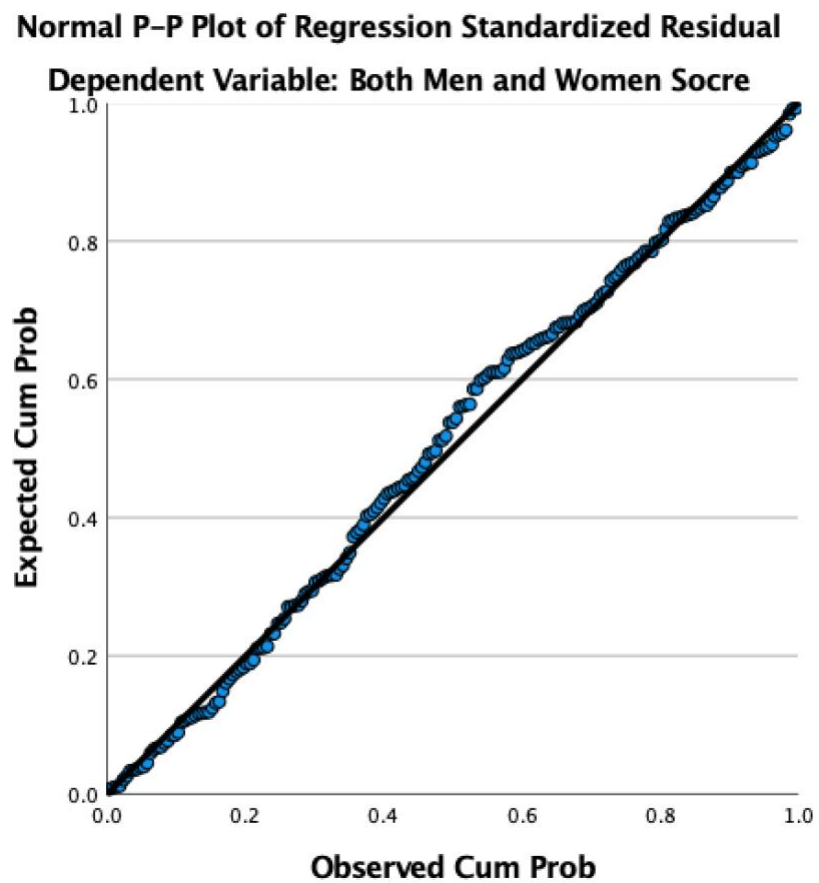


Table 3.2



4.2.3 Correlations

Based on the One-way ANOVA and regression analyze, age, salary, and education level were significant differences with GRBS Scores. Table 4 to 4.4 exhibits the correlations between 20 statements and the respondents' age, education level, and salary. However, some questions were not significant with the variables so that it had been excluded.

Based on Table 4, a Pearson correlation coefficient was performed to evaluate the relationship between “age” and “homosexual relationships should accept as heterosexual relationships”. There was a significant moderate positive relationship between age and “homosexual relationships should accept as heterosexual relationships”, $r ([199]) = [.337]$, $p = [<.001]$. Second, the coefficient was performed to evaluate the relationship between “age” and “when women are not financially required to, women should not work”. There was a significant moderate negative relationship between age and “when women are not financially required to, women should not work”, $r ([199]) = [-.318]$, $p = [<.001]$. Third, the coefficient was performed to evaluate the relationship between “age” and “a husband is the main say-so in family matters”. There was a significant weak negative relationship between “age” and “a husband is the main say-so in family matters”, $r ([199]) = [-.255]$, $p = [<.001]$. Finally, the coefficient was performed to evaluate the relationship between “age” and “women should not be pushy than men”. There was a significant weak negative relationship between age and “women should not be pushy than men”, $r ([199]) = [-.253]$, $p = [<.001]$.

According to Table 4.1, a Pearson correlation coefficient was performed to evaluate the relationship between “Education level” and “homosexual relationships should accept as heterosexual relationships”. There was a significant weak negative relationship between “Education level” and “homosexual relationships should accept as heterosexual relationships”, $r ([199]) = [-.182]$, $p = [.010]$. Second, the coefficient was performed to evaluate the relationship between “Education level” and “when women are not financially required to, women should not work”. There was a significant weak positive relationship between “Education level” and “when women are not financially required to, women should not work”, $r ([199]) = [.270]$, $p = [<.001]$. Third, the coefficient was performed to evaluate the relationship between “Educational Level” and “Women should be grateful for the safety and assistance that men have traditionally provided for them”. There was a significant weak positive relationship between “Educational Level” and “Women should be grateful for the safety and assistance that men have traditionally provided for them”, $r ([199]) = [.219]$, $p = [.002]$. Next, the coefficient was performed to evaluate the relationship between “Education Level” and “bus seat should be offered to women who expected”. There was a significant weak negative relationship between “Education level” and “bus seat should be offered to women who expected”, $r ([199]) = [-.165]$, $p = [.019]$. Then, the coefficient was performed to evaluate the relationship between “Education Level” and “women can purpose marriage like a men”. There was a significantly weak negative relationship between “Education level” and “women can purpose marriage like a men”, $r ([199]) = [-.160]$, p

= [.023]. Last, the coefficient was performed to evaluate the relationship between “Education level” and “a husband is the main say-so in family matters”. There was a significant weak positive relationship between “Education level” and “a husband is the main say-so in family matters”, r (199) = [.220], p = [.002].

Table 4

Correlations		
		Age
Age	Pearson Correlation	1
	N	201
Homosexual relationships should be as socially accepted as heterosexual relationships	Pearson Correlation	0.337
	Sig. (2-tailed)	0.000
	N	201
Women with children should not work outside the home if they don't have to financially	Pearson Correlation	-0.318
	Sig. (2-tailed)	0.000
	N	201
Some equality in marriage is good, but by and large the husband ought to have the main say-so in family matters.	Pearson Correlation	-0.255
	Sig. (2-tailed)	0.000
	N	201
It bothers me more to see a woman who is pushy than a man who is pushy.	Pearson Correlation	-0.253
	Sig. (2-tailed)	0.000
	N	201

Table 4.1

Correlations		
		Education Level
Highest Education Level achieved	Pearson Correlation	1
	N	201
Homosexual relationships should be as socially accepted as heterosexual relationships	Pearson Correlation	-0.182
	Sig. (2-tailed)	0.010
	N	201
Women with children should not work outside the home if they don't have to financially	Pearson Correlation	0.270
	Sig. (2-tailed)	0.000
	N	201
Women should appreciate the protection and support that men have traditionally given them.	Pearson Correlation	0.219
	Sig. (2-tailed)	0.002
	N	201
Some equality in marriage is good, but by and large the husband ought to have the main say-so in family matters.	Pearson Correlation	0.220
	Sig. (2-tailed)	0.002
	N	201
Women should not expect men to offer them seats on busses.	Pearson Correlation	-0.165
	Sig. (2-tailed)	0.019
	N	201
A woman should be as free as a man to propose marriage.	Pearson Correlation	-0.160
	Sig. (2-tailed)	0.023
	N	201

Seeing to Table 4.2, a Pearson correlation coefficient was performed to evaluate the relationship between “Salary” and “Women should be grateful for the safety and assistance that males have provided for females”. There was a significantly weak negative relationship between “Salary” and “Women should be grateful for the safety and assistance that males have provided for females”, $r ([199]) = [-.206]$, $p = [.003]$. Second, the coefficient was performed to evaluate the relationship between “Salary” and “Several occupations and commercial ventures are better suited for males than for women”. There was a significant weak negative relationship between “Salary” and “Several occupations and commercial ventures are better suited for males than for women”, $r ([199]) = [-.274]$, $p = [<.001]$. Third, the coefficient was performed to evaluate the relationship between “Salary” and “The initiative in courtship should usually come from the

man”. There was a significant weak negative relationship between “Salary” and “The initiative in courtship should usually come from the man”, $r ([199]) = [-.170]$, $p = [.016]$.

Table 4.2

Correlations		
		Monthly Salary in HKD
Monthly Salary in HKD	Pearson Correlation	1
	N	201
Women should appreciate the protection and support that men have traditionally given them.	Pearson Correlation	-0.206
	Sig. (2-tailed)	0.003
	N	201
There are some professions and types of business that are more suitable for men than women.	Pearson Correlation	-0.274
	Sig. (2-tailed)	0.000
	N	201
The initiative in courtship should usually come from the man	Pearson Correlation	-0.170
	Sig. (2-tailed)	0.016
	N	201

Although age, education level and salary were related to different statements positively and negatively, it indicated that gender beliefs are affected by people's age, education and salary. The GRBS questionnaire has answered research question 1. However, how people's gender beliefs affect their gender performativity in consumption space needs to be further investigated.

4.3 In-depth interview Summary (Qualitative)

4.3.1 The visual Q methodology

7 of interviewees conducted the in-depth one-on-one interview with the visual Q-methodology with 47 statements and an ASI questionnaire (see Appendix B & E). These 47 statements were related to consumption space and gender with five categories as above mentioned (Chapter III). The answer to visual Q methodology from 7 participants and their scripts were combined (see Appendix C & D). Table 4.3 provides information about seven individuals and their scores on the GRBS scale, as well as their participation, gender, age range, education level, occupation, income range, and GRBS scale. The GRBS scores are categorized into three scales: high,

average, and low. The participants in the study comprise four females and three males with ages ranging from 18 to 64 years. The education level of the participants ranges from secondary school to a master's degree, with the majority having completed either a university or master's degree. The participants' occupations include students, educators, and individuals in the service industry or freelance work. Their income ranges also vary, with the majority falling between \$10,000 to \$49,999. In terms of GRBS scores, three individuals scored in the high scale, two individuals scored in the average scale, and two individuals scored in the low scale. The high-scale scorers were all students, two of whom were female, while the individual who scored in the average scale is an educator in the higher education sector. Those who scored in the low scale include two individuals in the service industry and a freelance worker.

Table 4.3

Participant	GRBS Score	Gender	Age Range	Education Level	Occupation	Income Range	GRBS Scale
Anita	68	F	45-64	Secondary	Service Industry	\$10000-24999	Average
Josephine	114	F	18-24	University	Student	< \$9999	High
Kelly	31	F	25-29	Education/Associate/Higher Dip	Service Industry	\$10000-24999	Low
Kenneth	86	M	30-44	Master's	Education	\$25000-49999	Average
Paul	45	M	30-44	Secondary	Freelance	\$10000-24999	Low
Tiffany	104	F	25-29	Master's	Student	< \$9999	High
Tim	110	M	25-29	University	Student	< \$9999	High

As mentioned above, the visual Q methodology needed participants to sort 47 statements into 47 grids first. Based on the 7 participants' sorting, there gathered the frequency of participants' sorting (Table 4.4), although each participant had been arranged a semi-structured interview after the extreme sorting position. However, Table 4.4 also demonstrated that statements 47 and 33 were the most received three responses on the side of disagree, while statements 14 and 23 were the most received four responses on the side of agree. The meaning will be discussed in the following section, while the statements of disagree strongly and strongly agree had already been asked the reason(s) during the in-depth interview specifically. It is worth mentioning that the answer of interview (qualitative data) are correlated to research question 2 "How do Hong Kong residents receive ambivalent sexism through consumption space?" and research question 3 "What are the significant elements that influence the operation of ambivalent sexism in consumption space?".

Table 4.4

Statement	Frequency of agreement										
	-5	-4	-3	-2	-1	0	1	2	3	4	5
	Disagree strongly					Undecided					Strongly Agree
1		1				1	2	2	1		
2					1		2	2	1		1
3			1		2	1	2	1	1		
4				2			2		1	1	1
5				1			2			2	
6				1	3	2			1		
7		1	1	1	2	2					
8				1	2	1			1	1	
9	1	1			2					1	1
10				1		1		2	3	1	
11				1	2	1		1	2	1	
12	1	1		1	2	1			1		
13	1			2			1	2	1		
14						1	1	3	2	1	
15			1	1			1	3	1		1
16			1	2	1			3	1		
17		1	2	1		3					
18							3	1	2	1	
19			1		1		1	2	1		1
20			1	1		2	1		1		
21	1			2		1	2				
22	2		2	1	1	1					
23							4	2			1
24		1	1		2	1	1		1		
25		1				2	1			2	1
26				1	2		2	2			1
27						1	4	1	1		
28			1	1	1	2				1	
29		1	1				2	2		1	
30				1		2	3			1	
31						2	2	1	1		1
32			1		1	3		1		1	
33		3	1			1	2				
34		1	1		1	3			1		
35				1	1	2		1		2	
36		1			3	1			1		1
37		1	2			2				1	1
38		1		2	2	2					
39	1		2		2	1					1
40		1	2	3					1		
41	1	2		2		1					1
42	2	1	2	1		1					
43		1		1	3		1	1			
44		1		1	2	1				1	
45				1	1	1		2	1		
46	1		2	1	1					1	
47	3				1					1	1

4.3.2 Interview

Summarizing participants' interviews, their answers can be responded to both research question 2 and 3. Firstly, there were two elements that affect the way people receive ambivalent sexism through consumption space, specifically environmental establishment, media and festival promotion.

Part of the participants, especially the high scores of GRBS participants, believed that most Hong Kong shopping malls' environment establishments tend to have a feminine atmosphere, with bright colours, fashion design and fragrances in the mall, as well as soft music. Additionally, some shopping malls may have a higher concentration of stores that cater to women's interests, such as beauty and fashion. They considered that it could further reinforce gender stereotypes and contribute to the perception that certain spaces are more appropriate for men or women. Surprisingly, the participant also discussed the relationship between social status and the level of the shopping mall. According to the female participants, they supposed that people with higher social status might be more likely to shop at luxury shopping malls. However, women should be more feminine behaviour and performance that can satisfactorily complement the advanced shopping mall and higher social status. For example, higher-end shopping malls may have a higher concentration of extravagant fashion brands, which may be marketed more towards women. On the contrary, some male participants emphasised that some consumption spaces cause an "uncomfortable" and "abnormal" experience when they enter a mono-sex store. The

main reason is that the specific environment does not belong to males, especially the strange perspective from the clerk and other female consumers. However, they also highlighted that they will not enter alone except for they can assist and make their girls feel comfortable; they would like to be willing to enter that mono-sex store; low GRBS scores female participants viewed that all shops can be entered, especially male can assist them in buying anything. In the aspect of media and festival promotion, most participants also discussed the role of media and festival promotion in shaping people's perceptions in consumption space. summarizing from participants, media representations of men and women often reinforce traditional gender roles and perpetuate gender stereotypes. For example, women are often depicted as sex objects in advertisements, while men are portrayed as strong and dominant. Additionally, festivals and events can reinforce gender stereotypes and perpetuate ambivalent sexism. For example, some festivals may have activities that are geared towards men or women or may promote certain types of behaviour that reinforce gender stereotypes, such as valentine's day, and Christmas. They seriously considered that media and festival promotion enhance and encourages male performance to females, while some particular products and services for men or women will be introduced at that time. Interestingly, although low scores participants had the same ideas, it is essential for human interaction, especially in an intimate relationship.

Secondly, there were two essential elements from participants that can answer research question 3. At first, gender beliefs is the direct factor that affects people's interaction in the consumption space. The interviewees noted that traditional gender roles still persist in society and can influence how individuals behave and interact in consumption spaces. However, paradoxically, some respondents, especially low GRBS scores participants believe that females can be independent and simultaneously play traditional gender roles based on the situation. For example, women are often expected to take care of the household and be the primary caregivers, while men are expected to be providers and protectors. These gender role beliefs can translate into consumption behaviour, where women feel entitled to certain services or products because of their contribution, and men feel obligated to fulfil those expectations. It is worth mentioning that male interviewees mentioned if their partner can feel satisfied with their consumption behaviour, the feeling of satisfaction can be experienced that increases their consumption behaviour. Also, female interviewees also highlighted the importance of benefit exchange in human interactions in consumption spaces. They noted that people often engage in transactions with the expectation of receiving some benefit in return. In some cases, such as specific festivals, this benefit may be tangible, such as a product or assistance; while in other cases, it may be intangible, such as increasing social status feeling or emotional fulfilment. However, they indicated one important factor is the comparison between peers and themselves. No matter whether male or female interviewees, they revealed the behaviour of "showing off" and "comparison mentality" were the main reason causes of benefit exchange.

The third element is related to emotional value and material value establishment. The benefits exchange has extended that men expect emotional fulfilment from women, whereas women feel obligated to provide emotional support to men in exchange for material benefits. The interviewees discussed the influence of emotional and material value on the operation of ambivalent sexism in consumption spaces. They noted that women might be more likely to value material rewards, such as expensive gifts or experiences, while men may value emotional fulfilment and validation. However, the female interviewees cited that women also need support and emotional exchange, nonetheless, most of the men cannot perform it. The situation causes they would choose to utilize the material to fulfil their "emotion" in contrast with women, men interviewees believed that support is an essential element in their life, especially in the intimate relationship. Interestingly, the consumption space and personal value have contributed to a power dynamic which was related to ambivalent sexism (it will be discussed in Chapter V).

4.4 Statistical Results from ASI Questionnaire (Quantitative)

In order to analyze participants' ambivalent sexism level, the ASI questionnaire was released after finished the interview (the name of the participants was code names).

Specifically, Table 4.5 revealed that Paul had the highest total score (75) on the ASI, further to compare the levels of BS and HS among Paul, it is evident that Paul had the highest score on hostile sexism subscales, with a score of 50 for HS. It was twice in his BS scores. Also, Anita had the second-highest total score (68) on the ASI, she had the higher subscale in BS (45) which is a twice In HS subscale. Josephine had a total score of 61 on the ASI, she had a higher score on HS (31) than on BS (30), while Kelly had a higher score on BS (47) than on HS (20). Tiffany and Kenneth had the lowest scores on both subscales, with Tiffany scoring 15 on both HS and BS subscales, while Kenneth scored 12 on the HS subscale and 9 on the BS subscale. Generally, there were 3 participants who tended to the ideology of hostile sexism, 2 participants who tended to the ideology of benevolent sexism, while the ideology of one participant was balanced.

Table 4.5

Participant	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	HS Scores	BS Scores	Total Scores
Anita	4	1	5	2	5	2	2	3	4	1	4	4	4	1	3	1	4	3	5	5	0	5	23	45	68
Josephine	2	3	1	3	4	1	2	3	4	3	3	3	3	4	3	2	3	1	4	3	3	3	31	30	61
Kelly	5	0	4	1	1	0	1	4	5	4	4	5	5	0	4	1	5	4	4	5	0	5	20	47	67
Kenneth	0	0	0	1	1	4	1	1	0	1	2	0	0	1	0	1	1	3	3	0	1	0	12	9	21
Paul	2	4	4	4	5	1	5	1	3	5	5	1	3	4	5	5	2	3	1	5	5	2	50	25	75
Tiffany	0	3	0	1	1	3	1	4	1	2	0	1	0	1	1	1	1	1	1	0	3	4	15	15	30
Tim	0	5	0	5	5	3	5	0	1	5	5	1	0	5	5	4	4	1	5	0	5	1	50	15	65

Meanwhile, AS Scores and BS Scores were the dependent variables. Firstly, there was regressed predicting on gender, age, monthly salary in HKD and education level variables.

The dependent variable (HS Scores) was regressed predicting on gender, age, monthly salary in HKD and education level variables. The independent variables significantly predict HS Scores, $F(4, 2) = 1.093$, $p = .529$, which indicates that the four factors under study have no significant impact on HS Scores. Moreover, the $R^2 = .686$ depicts that the model explains 68.6% of the

variance in HS Scores. Coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (HS Scores). First, age positively affects HS. The results demonstrated that age has no significant and positive impact on HS Scores ($B = 11.618$, $t = 1.441$, $p = .286$). Secondly, gender positively affects HS Scores. The results demonstrated that gender has no significant and positive impact on HS Scores ($B = 7.673$, $t = .748$, $p = .533$). Third, monthly salary in HKD negatively affects HS Scores. The results revealed that salary has no significant and negatively impact on HS Scores ($B = -11.842$, $t = -1.266$, $p = .333$). Last, the Education level positively affects GRBS Scores. The results showed that education level has no significant and negative impact on HS Scores ($B = 4.068$, $t = 2.840$, $p = .858$). The result is presented in Table 4.6.

Table 4.6

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.827	23.822		0.077	0.946
	Income	-11.842	9.353	-0.7	-1.266	0.333
	Gender	7.673	10.261	0.321	0.748	0.533
	Age Range	11.618	8.064	0.886	1.441	0.286
	Education Level	-0.98	4.819	-0.097	-0.203	0.858

a. Dependent Variable: HS Scores

Also, the dependent variable (BS Scores) was regressed predicting on gender, age, monthly salary in HKD and education level variables. The independent variables significantly predict BS Scores, $F(4, 2) = 6.088$, $p = .146$, which indicates that the four factors under study have significant impact on HS Scores. Moreover, the $R^2 = .924$ depicts that the model explains 92.4% of the variance in BS Scores. Coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (BS Scores). First, age positively affects BS. The results demonstrated that age has no significant and positive impact on BS Scores ($B = 3.628$, $t = .781$, $p = .517$). Secondly, gender positively affects BS Scores. The results demonstrated that agender has no significant and positive impact on BS Scores ($B = 8.603$, $t = 1.455$, $p = .283$). Third, monthly salary in HKD negatively affects BS Scores. The results revealed that salary has significant and negatively impact on HS Scores ($B = -17.254$, $t = -3.202$, $p = .085$). Last, the Education level positively affects BS Scores. The results showed that education level has no significant and positive impact on BS Scores ($B = 4.309$, $t = 1.552$, $p = .261$). The result is presented in Table 4.7.

Table 4.7

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18.397	13.726		1.34	0.312
	Income	-17.254	5.389	-0.87	-3.202	0.085
	Gender	8.603	5.912	0.307	1.455	0.283
	Age Range	3.628	4.646	0.236	0.781	0.517
	Education Level	4.309	2.777	0.366	1.552	0.261

a. Dependent Variable: BS Scores

Based on the provided coefficients and p-values, it appears that the four variables under study may not have a significant impact on BS Scores and HS Scores. However, the correlation between four variables and BS Scores and HS Scores had further analyzed.

Based on Table 4.8, a Pearson correlation coefficient was performed to evaluate the relationship between “HS Scores” and “Income”. The results indicated that the relationship between “HS Scores” and “Income” was not significant, $r(5) = -.227$, $p = .625$. Secondly, a Pearson correlation coefficient was performed to evaluate the relationship between “HS Scores” and “Gender”. The results indicated that the relationship between “HS Scores” and “Gender” was not significant, $r(5) = .373$, $p = .410$. Next, a Pearson correlation coefficient was performed to evaluate the relationship between “HS Scores” and “Education Level”. The results indicated that the relationship between “HS Scores” and “Education Level” was not significant, $r(5) = -.458$, $p = .302$. Last, a Pearson correlation coefficient was performed to evaluate the relationship between “HS Scores” and “age”. The results indicated that the relationship between “HS Scores” and “age” was not significant, $r(5) = .410$, $p = .361$.

However, according to Table 4.8, a Pearson correlation coefficient was performed to evaluate the relationship between “BS Scores” and “Income”. There was a significantly strong negative relationship between “BS Scores” and “Income”, $r(5) = -.881^{**}$, $p = .009$. Second, a Pearson correlation coefficient was performed to evaluate the relationship between “BS Scores” and “Gender”. The results indicated that the relationship between “BS Scores” and “Gender” was not significant, $r(5) = .535$, $p = .216$. Next, a Pearson correlation coefficient was performed to evaluate the relationship between “BS Scores” and “Education Level”. The results indicated that the relationship between “BS Scores” and “Education Level” was not significant, $r(5) = .356$, $p = .433$. Last, a Pearson correlation coefficient was performed to evaluate the relationship between “BS Scores” and “age”. The results indicated that the relationship between “BS Scores” and “age” was not significant, $r(5) = -.578$, $p = .174$.

Table 4.8

Correlations

		HS Scores	BS Scores
HS Scores	Pearson Correlation	1	.212
	Sig. (2-tailed)		.648
	N	7	7
BS Scores	Pearson Correlation	.212	1
	Sig. (2-tailed)	.648	
	N	7	7
Income	Pearson Correlation	-.227	-.881
	Sig. (2-tailed)	.625	.009
	N	7	7
Gender	Pearson Correlation	.373	.535
	Sig. (2-tailed)	.410	.216
	N	7	7
Education Level	Pearson Correlation	-.458	.356
	Sig. (2-tailed)	.302	.433
	N	7	7
Age Range	Pearson Correlation	.410	-.578
	Sig. (2-tailed)	.361	.174
	N	7	7

CHAPTER 5

Discussion

5.1 Findings

5.1.1 The correlation with gender role belief

In order to establish respondents' level of gender belief and its association with demographic factors such as age, education level, occupation, salary, and gender. The study analyzes data gathered using the GRBS questionnaire. One-way ANOVA was conducted in order to determine any differences between the level of gender belief score and the five demographic variables. The result indicates that age, education level and salary had significant differences with the GRBS scores. The study's findings show that age and monthly wage in HKD are inversely connected to the dependent variable, whereas education level is positively related to the total GRBS scores. Compared to the effects of age and monthly wage, education level has a stronger influence on the GRBS scores (dependent variable). For example, there was a weak negative relationship between "education level" and "homosexual relationships should accept as heterosexual relationships", $r([199]) = [-.182]$, $p = [.010]$; and a significant weak negative relationship between "education level" and "bus seat should be offered to women who expected", $r([199]) = [-.165]$, $p = [.019]$. Factually, Eagly and Steffen (1984) indicated that gender prejudices and preconceptions are strengthened by occupational segregation, whereas the pre-existing gender ideology also can cause a big impact on people's professional goals and decisions (Williams, Phillips & Hall, 2014).

Also, age and education level significantly predict attitudes towards traditional gender roles and gender equality. Specifically, older participants tend to hold more traditional views on gender roles, while those with higher levels of education tend to maintain more conventional gender thoughts. Factually, there was a significant weak negative relationship between "age" and "a husband is the main say-so in family matters", $r([199]) = [-0.255]$, $p = [<.001]$. Unsurprisingly, compared to earlier generations, younger generations are more prone to reject established gender conceptions. Mainly, younger people are less likely to subscribe to the conventional wisdom that males should be the primary breadwinners and women should be in charge of domestic duties and child raising. Younger generations are also more receptive to non-traditional gender roles and more in favour of gender equality. (Tolbert & Ramsey, 2008). Worth paying attention, attitudes towards homosexuality are positively correlated with age, meaning that older individuals tend to be more accepting of homosexuality ($r([199]) = [.337]$, $p = [<.001]$). Although the research does not further continue this phenomenon, generational and period effects affect how older persons see homosexuality, it is worth continuously analyze in the future (Reid & Bussey, 2015).

However, interestingly, the study found that participants with higher levels of education tended to hold more traditional views on gender roles, which seems counterintuitive given the common assumption that education leads to greater awareness and acceptance of gender equality. This

suggests that higher education may not comprehensively develop a gender education that includes progressive attitudes towards gender roles. When seeing ASI correlation data, although there were not significant between BS and HS scores with education level, it obviously displayed that benevolent sexism has positively followed the education level, while hostile sexism is a negative correlation. It indicated that people with higher education levels just used "benevolent sexism" to promote and implement traditional gender notions. It causes their traditional gender beliefs have been reinforcing rather than changing into equality. Overview of Hong Kong higher education, there were different institutions that have been providing related to gender courses but those courses are always free elective courses (except for The Chinese University of Hong Kong has a Gender Studies degree). It might be one of the factors that cause the result of the study. However, the research is not focused on the relationship between education and gender belief, it can be further studied.

The correlation analysis also revealed that monthly salary is not a significant predictor of attitudes towards gender roles or gender equality, except for a weak negative correlation between monthly salary and certain gender-related beliefs, such as the belief that women should be grateful for the safety and assistance that males have provided for females, and that certain occupations are better suited for men than for women. However, there arises a question that should be further analysed on the lower salaries and higher salaries whether correlated with benevolent sexism or hostile sexism. According to the ASI correlation between BS scores and HS scores, there was a significantly strong negative relationship between BS scores and income ($p = .009$), but not significant between HS scores and income ($p = .625$). It indicates that income affects people's gender beliefs and their gendered performance. However, the gendered behaviour and thought were discussed in the following part of the in-depth interview. It also exhibited that females with low income would like to have more benevolent sexism, especially facing their boyfriends.

5.1.2 The meaning of sexuality construction in consumption space

Based on the research, there were 7 interviewees who mentioned that the consumption space structure has been tending to females. Most of the male participants emphasized that the experience of shopping in an opposite-sex shop is not satisfactory. The main reason is they "abnormal" viewpoints of other consumers and clerks. Meanwhile, most of the female participants noticed that the consumption space's environmental establishment has been more fashionable and attractive for women. Factually, some academics have looked at how consuming places are gendered. For instance, Dyer and Jansson (2013) contend that gender plays a significant role in influencing shop settings and marketing tactics. One participant mentioned that some high-class shopping malls had been employing extra and unique gendered signals, such as perfume, colour, lighting, and music to establish a particular memory for them. It causes the exclusion of specific customer groups who do not fall into the targeted gender categorization, such as men. Factually, the female or male participants who tended to the ideology of hostile

sexism or benevolent sexism, they also avoided entering non-matching spaces since the environment is not "matching" their sexuality and others' expectation. Interestingly, both men and women used different methods to integrate into the space. One of the high GRBS female interviewees mentioned that advanced shopping mall is related to high social status, while women should be made up themselves to match with the shopping mall (show their femininity); how men needed a condition that as long as men could provide assistance for their partner or family, they could enter those mono-sex shops. It reveals that sexuality is frequently managed and manufactured in public settings (Valentine, 1993; Bell and Valentine, 1995). It indicates that the design of consuming areas can affect people's perceptions and experiences in relation to sexuality. It might increase the hostile sexism behaviour from men as two of the high HS ideology participants also said that "I seldom enter female stores since I am a straight man". It causes interviewees had been affected by the environment. The consumption environment establishes a particular binary opposition meaning in the spatial aspects for both men and women, while their gender performativity has been further followed by their "sex organ" to perform their behaviour. It also created gendered structures that could cause discriminatory behaviours that make some groups feel uneasy or unwanted, while the interviewees' experience revealed that the consumption environments could significantly affect how people perceive and feel their gender and sexuality. The process reinforces traditional gender notions and gender role beliefs, whereas ambivalent sexism is also established in embarrassing and uncomfortable environments.

On the contrary, benevolent sexism was also established based on the attitudes toward men's muscularity. Some male interviewees mentioned that they wanted their girlfriends and families to feel satisfied, and they would like to assist them in buying the opposite-sex products alone. It demonstrated that consumption space reinforced the gender identity to create a traditional gender ideology. According to Chua et al. (2019), she claimed that malls are not just locations for making purchases but also venues for the formation and presentation of gender identities. It demonstrates that the consumption space provides people with a chance to perform their gender identity and conform to various social standards. The environmental establishment is also a factor that causes people to receive traditional gender beliefs in consumption space. Both hostile sexism and benevolent sexism are also created in the environment. Hence, the people's performance was attempting to fulfil the social expectation of the gender role, and it causes someone to perform either benevolent sexism behaviour or hostile sexism. These two types of sexism also can assist people in reducing the deviation in the male gender role.

5.1.3 The establishment of ambivalent sexism via capitalism and consumerism in the consumption space

Both sex interviewees mentioned the function of mass media and festival promotion during the in-depth interview. In the consumption sector, festival promotion is the process of positioning goods and services within a wider cultural framework or story in order to arouse interest in, the

anticipation of, and demand for them. Mass media and festival promotion can influence consumers to view products as more than just useful objects but as symbols of their identity and social belonging by associating them with specific cultural events or symbols. Hirschman and Holbrook (1982) mentioned that Consumers develop and transmit their self-identities via products and services. However, mass media and festival promotion can establish the perceptions for different gender consumers. For example, some male interviewees believed that the media and festival promotion increasingly caused women's expectations of the "gift", while men seemed as a vulnerable group to be consumed by capitalism; however, the benefits were related to stable relationships, and some women traditional image can be enjoyed on that period. On the contrary, some low GRBS females thought that although the festival days were benefits for women, they also "played" men's expectations of women's roles, such as being kind and gentle. According to Lury (2011), companies can instigate new cultural trends or habits to shape customer perceptions of what is significant or desired by presenting certain items or experiences. Under capitalism, consuming has grown to be a key component of social identity and self-expression (Schor, 2016). In order to appeal to their target audience, certain mass media and festival advertising exploited gender stereotypes and traditional gender roles (such as Valentine's Day), which can reinforce and perpetuate ambivalent sexism in consumption space. By highlighting gendered activities or entertainment alternatives, festival advertisements may promote conventional gender norms (Festinger & Mohs, 2019). Although some interviewees emphasized that the festival is an interactive day for men and women to exchange their gifts, the consumption space has been using gender norms and traditional gender roles to appeal to the consumers, which increases the risk of perpetuating ambivalent sexism.

Also, the commercialization of gender under consumerism might also help ambivalent sexism persist. The consumerism emphasis on independence and self-expression has resulted in the creation of gendered goods and services that feed preconceptions and expectations about men and women. For example, feminine grooming products and men's electric items. (Davis, 2018). It is related to this research Q-methodology that most interviewees thought men and women had their "exclusive" area and shop in consumption space, such as skin care stores for women and furniture shops for men. It causes men and women will choose the gifts according to their partner's gender. For example, a high GRBS female interviewee mentioned that she was based on his boyfriend's interest to determine the gift, while his boyfriend is only interested in the items of manliness, such as guns. It further establishes traditional gender notions. The reason is that consumption is viewed as a manner of identity creation and self-expression, with people employing their buying decisions to communicate their values and ideas (Belk, 1988); on the other explanation, capitalism continuously creates cultural values and commercial beliefs on consumerism that further employed and integrate those established values and belief into the traditional gender notion on the consumption space. It reveals that traditional gender notions are increasingly reinforcing in the consumption space, while the consumption space is full of capital meanings and promoted by media and festival promotion. According to Kilbourne (2000),

advertising can support negative preconceptions about women, such as objectification and sexualization, which can help sexism become more accepted in society. Both men and women utilize established ideologies to fulfil the constructed ideal image of capitalism, while ambivalent sexism has been promoting furthermore. Therefore, in the ideological aspect, the consumption space can embody the ambivalent sexism that is long-term reinforced by the festival and mass media, while the traditional gender performance of both men and women consolidates ambivalent sexism behaviour.

5.1.4 Beneficial exchange in consumption space

Except for the physical surrounding established strongly traditional gender notions, the "reward exchange system" also developed in the romantic relationship in which it is beneficial for consumption space to create the gendered environment. According to an in-depth interview, more than two interviewees had high scores in benevolent sexism. Based on their discussion, interestingly, they mentioned a similar concept which was related to emotional value and material value between men and women. They pointed out that most men were not express their feeling and did not understand how to care for women; while women comprehended what men needed and wanted, they could provide for them, such as a good personality and a perfect image. It causes the "equality" women seek in a relationship, and men can easily achieve it with monetary things. Factually, it is accurate to mention that women can offer more emotional worth in a relationship than males can. Both men and women in relationships need emotional support and connection, but they may express and seek it in different ways, which are influenced by social and cultural factors. However, socialization consolidates the traditional gender notions in the ideological aspect. It is because socialization is one aspect that may play a role in men's perceived incapacity to offer emotional support in partnerships. Males are frequently "brainwashed" to value qualities like strength, independence, and self-reliance while stigmatizing emotions and weakness (Addis & Cohane, 2005). Thus, men may feel awkward asking for or showing emotional support, which might give the impression that they cannot add emotional worth to a relationship.

However, the concept of "emotional value can be exchanged through consumption" is not contributed by socialization only while there were different factors that should be further investigated. Back to the research interview, the comparison mentality is the main reason in this research that causes women would like to utilize the material for replacing men's emotional value, and men would like to show off to peers via their girlfriend's behaviour and image. The consumption space has provided an environment for both men and women to conduct a "reward exchange system". Based on the correlation between income and BS scores, income and BS Scores have a strong negative correlation, indicating that higher income may be associated with lower BS Scores ($p = .009$). Interestingly, the concept of emotional value and material value was mentioned by a low-income female participant. Income might be a factor that increases their

benevolent sexism behaviour since females can obtain the material from men, while women just only play the “traditional gender female role” to fulfill male expectation.

In fact, a comparison mentality could influence buying decisions, especially when it comes to high-end goods. Women would contrast themselves with other women who own luxury items and view those items as a status and success signal (Wu & Chang, 2012). It is similar to Belk (1988) mentioned that consumption behaviour establishes people's sense of self and social status. However, social comparison can cause emotions of anxiety and envy in love relationships, which can alter the relationship's dynamic. The interview results showed that most male interviewees believe that "gift" is a "stabilizer" in their romantic relationship which can fulfil their partner's emotions and desires. According to Sibley's and Perry's research (2010), social comparison processes can benevolent sexism; Women would contrast themselves with other women who are given preferential treatment by men, such as presents or protection, and view these actions as benevolent sexism. In order to feel unique and cherished by their partners, women may sometimes request that their partners buy them expensive goods. However, media and advertising can impact social comparison, leading to women feeling under pressure to live up to unrealistic beauty and lifestyle standards (Festinger, 1954; Grabe & Hyde, 2009). On the contrary, the "reward exchange system" is a "stabilizer" for maintaining the traditional gender belief between men and women. It is beneficial for both capitalism and patriarchy, especially from benevolent sexism. Based on a study by Glick and Fiske (1996), traditional gender beliefs can be maintained by benevolent sexism; since males are supposed to be dominant and women are expected to be loving and supportive. Kwon and Armstrong (2002) declared males felt under pressure to buy presents for their female partners in order to keep the relationship going, while they thought their partners expected them to spend more money than they had. However, this pressure to provide can be seen as a manifestation of benevolent sexism, which reinforces the notion that men should be the primary providers in relationships. Even both male and female interviewees with high scores of AS, they also would like to accept the "reward exchange system". It reveals that a comparison mentality can foster the desire for conventional gender roles by making people compare themselves and their relationships to social standards and expectations. Nevertheless, consumption space is a carrier that is full of elements that affect people's ideology, so as media and festival promotion and the environmental design as mentioned above. The experience of a "reward exchange system" can be experienced in the consumption space, while the elements of consumption space may increase the comparison mentality that further stimulates the ambivalent sexism to perform in the consumption space. The power dynamic between men and women created a “reward exchange system”, while it is a personal value that is established by comparison mentality and capitalist element in consumption space. Therefore, under the benefits exchange, women are automatically willing to be victims that conducted ambivalent sexism by men and the consumption space.

5.2 Limitation

The sample size is one of this research's limitations. The quantitative part of the study had a sample size of 201, which may be representative of only some of the population. Only seven individuals participated in the study's qualitative portion, which may not have adequately represented the complete variety of viewpoints and experiences on the subject because it depended on quantitative data. It is because ASI data is extremely small, which makes it difficult to draw any meaningful conclusions from the results. Moreover, the small sample size of the qualitative data collection. The research only included seven participants, which restricts how broadly the results may be applied. However, it is related to a low response rate to in-depth interviews. If the population size of the second part in-depth interview can increase the research representation.

5.3 Future Implications

5.3.1 Gender education should be popularized

The result of the negative correlation between education level and GRBS was out of expectation. It may indicate that the education situation in Hong Kong is not enough which causes the traditional gender belief still affects the population's gender performativity. Therefore, this research recommends that more courses on gender issues should be included to various academic programs.

Nigerian author and feminist activist Chimamanda Ngozi Adichie has contributed significantly to the discussion of gender education. Adichie makes the case that gender education is crucial to building a more just and equal society in her TED Talk, "We Should All Be Feminists." She thinks gender education should start early and encourage kids to challenge gender norms and appreciate variety. Therefore, students should be better equipped to examine the effects of gender on various facets of social life as a result, expanding their awareness of gender issues. Since social construction is based on gender, the importance of gender is essential in different daily aspects, no matter the spatial environment and human ideological aspect. It is essential to incorporate gender-related courses into different academic programs. For example, such courses will help students understand how gender shapes different aspects of social life, including education, geography, economy, and culture. By increasing the courses related to gender in different academic programs, we can equip students with the knowledge and skills needed to address gender-based discrimination, violence, and inequality.

5.3.2 Increasing the importance of gender geography

The development of gender geography was the study's second major finding. The study discovered a connection between gender and consuming space. This finding emphasizes how gender must be taken into account in urban planning and spatial design. In Hong Kong, gender geography is not a popular topic in the secondary school and higher education curriculum. However, gender geography can be related to the different essential topics in both physical and

human geography. Although higher education in Hong Kong has few courses are associated with gender geography, gender also affects different spatial and physical issues. For example, climate change and gender inequality, city design, and urban planning and design recognize the impact of gender on urban life. Despite the increased awareness of gender issues in Hong Kong, there hasn't been much research on gender geography in Hong Kong. In order to create successful policies and interventions to advance gender equality and empowerment, more study is required to comprehend the intricate relationships between gender, space, and place in Hong Kong. Gender geography research's possible influence in Hong Kong. Studying the gender geography of Hong Kong may help shape practice and policy in a number of areas, such as housing, transportation, and urban planning. Gender geography study may contribute to making policies and interventions in Hong Kong more equitable and sensitive to the needs and experiences of various gender groups by exposing the gendered effects of those policies and initiatives.

5.4 Conclusion

In conclusion, the research findings indicate that ambivalent sexism is still reinforced by different consumption elements. It identified that the traditional gender ideology higher in consumption space increases both men's and women's ambivalent sexism. According to regression and interview analysis, the consumption space is influenced by various factors, such as environmental design, mass media and festival promotion and people's gender beliefs. It is not denying that consumption space has a specific design to cater for both men and women, but people with higher scores of the GRBS still engage in ambivalent sexism within the consumption space. Based on the regression analysis revealed that salary has a strong negative correlation with benevolent sexism. Under the people's gender ideology, although people realized that consumption space is a gendered issue, the surroundings and the "reward exchange system" between men and women further cause women would like to be willing to become victims in relationships to fulfil the men's expectations, especially lower salary women.

On the contrary, even though men's hostile sexism attitude is higher than women, as long as women would like to follow their ideas and are willing to make compensation to make up for the emotional value of women's needs. It causes the consumption space full of compensation mechanisms between men and women, while qualitative data shows that the traditional gender belief further reinforces their ideology via mass media and social surroundings. The findings of this study provide insights into the ambivalent sexism and consumption space. The research results in support the relationship between consumption space and ambivalent sexism. However, gender beliefs are not positively correlated with education level based on this research results. The further interview also demonstrated that interviewees with high education levels still had higher ambivalent sexism ideology. Therefore, the correlation between education level and gender role beliefs can be further researched and analyzed.

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Appendix A
Questionnaire of Gender Role Beliefs Scale
(Spence & Helmreich, 1978)

Please use “√” to fill in the following information.

請填寫以下資料，並在空格裡填上“√”表示選所的選項。

Section 1 (Demographic 個人資料)

1. Nick Name 別名: _____

2. Age

☐ <18 ☐ 18-24 ☐ 25-29 ☐ 30-44 ☐ 45-64 ☐ >64

3. Gender

☐ He 男性 ☐ She 女性 ☐ non-binary 非二元性別 ☐ Others 其他

4. Higher Education Level

☐ Primary or below 小學或以下 ☐ Secondary 中學 ☐ Foundation diploma/Associate Degree/Higher diploma 大專 ☐ Bachelor's Degree 大學 ☐ Master's Degree 研究生/碩士 ☐ Doctoral Degree 博士/教授

5. Occupation

☐ Student 學生 ☐ Civil servant 公務人員 ☐ Education 教育人員 ☐ Business 商業 ☐ Healthcare Industry 醫療行業
☐ Service Industry 服務行業 ☐ Retirees 退休人士 ☐ Freelance 自由職業 ☐ Unemployed 無職業/失業 ☐ Others 其他

6. Monthly Salary in HKD

☐ \$9,999 or below 一萬元以下 ☐ \$10,000 to \$24,999 一萬元至二萬四千九百九十九元 ☐ \$25,000 to \$49,999 二萬五千元至四萬九千九百九十九元
☐ \$50,000 to \$74,999 五萬元至七萬四千九百九十九元 ☐ \$75,000 and up 七萬五千元或以上



Section 2

The concept of gender perception has been integrated into the following statement. Please fill in based on your own ideas, and the information will be kept confidential.

以下的陳述句是與性別看法相關。請您根據自己想法填寫，而資料會保密。

The following number is represented to:

?

1 = Strongly Agree (非常同意)

2 = Moderately Agree (比較同意)

3 = Slightly Agree (有點同意)

4 = Undecided (不確定)

5 = Slightly Disagree (有點不同意)

6 = Moderately Disagree (比較不同意)

7 = Strongly Disagree (非常不同意)

How much do I agree with the following statement, I think...?

我對下列陳述的同意程度，我認為...?

Q1. It is disrespectful for a man to swear in the presence of a lady. 男人在女人面前說粗口是不尊重的行為								
?	1?	2?	3?	4?	5?	6?	7?	?
Strongly Agree?	○?	○?	○?	○?	○?	○?	○?	Strongly Disagree?
?								
Q2. Women should not expect men to offer them seats on buses. 女人不應該指望男人在巴士上給她們讓座。?								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q3. Homosexual relationships should be as socially accepted as heterosexual relationships 同性戀關係應該像異性戀關係一樣被社會接受。?								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree

Q4. The Initiative in Courtship should usually come from the man 求婚的主動權通常來自男方。☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q5. It bothers me more to see a woman who is pushy than a man who is pushy. 看到愛出風頭的女人比看到愛出風頭的男人更讓我煩惱。☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q6. When sitting down at the table, proper respect demands that the gentleman hold the lady's chair. 當坐下時，紳士應為女士拉椅子，以示尊重。☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q7. Women should have as much sexual freedom as men. 女人應該和男人一樣有性自由。☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q8. Women should appreciate the protection and support that men have traditionally given them. 女人應該欣賞男人給予她們的一些的傳統保護和支持☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree
Q9. Women with children should not work outside the home if they don't have to financially 假若沒有經濟上的需求，有孩子的婦女不應外出工作。☐								
	1	2	3	4	5	6	7	
Strongly Agree	○	○	○	○	○	○	○	Strongly Disagree

Q10. I see nothing wrong with a woman who doesn't like to wear skirts or dresses. 不喜歡穿半身裙或裙子的女人沒有任何問題。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q11. The husband should be regarded as the legal representative of the family in all matters of law. 在所有法律事務中，丈夫應被視為家庭的合法代表。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q12. I like women who are outspoken. 我喜歡坦率地表達的女人。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q13. Except perhaps in very special circumstances, a gentleman should never allow a lady to pay the taxi, buy the tickets, or pay the check. 除非在非常特殊的情況下，否則紳士永遠不應該讓女士支付任何車費、購買門票或支付金錢。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q14. Some equality in marriage is good, but by and large the husband ought to have the main say-so in family matters. 一些平等在婚姻中是好的，但總括來說，丈夫應該在家庭事務中，擁有主要的發言權。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q15. Men should continue to show courtesies to women such as holding open the door or helping them on with their coats. 男人應該持續地向女人表示禮貌，比如開門或幫她們穿上外套。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

Q16. It is ridiculous for a woman to run a locomotive and for a man to darn socks. 女人上班，而男人做家庭職務是荒謬的。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q17. A woman should be as free as a man to propose marriage. 女性可以像男性般自由地求婚。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q18. Women should be concerned with their duties of childrearing and house- tending rather than with desires for professional and business careers. 女性應該關注於撫養孩子和照顧家務的職責，而不是關注工作生涯。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q19. Swearing and obscenity is more repulsive in the speech of a woman than a man. 說粗口和下流說話的女人比男人更令人反感。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree
Q20. There are some professions and types of business that are more suitable for men than women. 一些專業的職業是男性較女性為合適。								
	1	2	3	4	5	6	7	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

Section C

Thank you for completing the first part of the questionnaire, the second part will be conducted through systematic sampling, and the second part of the questionnaire will be conducted by face-to-face. I also sincerely thank you for your participation.

感謝您完成第一部分的問卷，第二部分會透過系統抽樣進行，第二部分問卷會透過面對面的方式進行。本人亦衷心感謝您的參與。

1. 你會否願意進行第二部分的問卷調查？
<input type="checkbox"/> Yes 願意
<input type="checkbox"/> No 不願意
<input type="checkbox"/> Under consideration 考慮中

2. 聯絡號碼 Contact method (Phone number)

Appendix B

The questions for the visual Q methodology, categories and grid

(1) 圖中的店鋪有強烈的二元對立。

The shops in the picture have a strong binary opposition.



(2) 圖中商場的樓層設計，是有明確的種類分層，並且是根據男女分立。

The floor design of the mall in the picture has clear category segmentation and is segregated by gender.



(3) 如上圖的指示牌，男性的廁所比例嚴重失衡，是性別不平等。

Based on the mall's signs in the picture, the number of men's and women's toilets is severely imbalanced which is gender inequality.

(4) 圖中所示香港的朗豪坊商場，這裏有一個集中的出售美容區域，而主要顧客是女性。

The Langham Place mall in Hong Kong as shown in the picture, it is a centralized beauty area and the main customers are women.



(5) 圖中商場的指示牌，百貨公司的女性區域較男性多。

The signs in the mall in the picture show that the women's section of the department store is more than the men's section.



(6) 超級市場的店鋪的廣告設計應以女性和家庭為主。

The advertising design for supermarket shops should focus on women and families.

(7) 黑金色的店鋪設計不合適女生。

The black and gold shop design is not suitable for women.

(8) 服飾店的休息坐位是屬於男士的。

As shown in the picture, the seating area in the clothing store is for men.

(9) 圖中所示是時代廣場的二樓，集中國際知名品牌，而這區域是屬於女性的。

The second floor of Times Square shown in the picture features internationally renowned brands, and this area is for women.



(10) 店鋪顏色設計和空間設計，如圖中白和紅色的店鋪設計和溫柔女性廣告，促使女性購買

The white and red shop design and elegance female advertisement encourage women to shop.



(11) 運動店的器材展示區應是男性展示「力量」的地方。

The equipment display area in the sports shop, as the picture shows, should be a place for men to display their masculinity.

(12) 逛只出售單一性別的店鋪使你感到尷尬。

It makes you feel awkward to shop in stores that only sell to one gender things.



(13) 大多數的情況下，你會選擇避免進入與你性別即定印象不同的店鋪。

You would choose to avoid entering stores that give you the impression that they are not intended for your gender.

(14) 與電子產品店比較，男士較不情願進入藥妝和美妝店。

Compared to electronics stores, men are less willing to enter drugstores and beauty shops.

(15) 與美妝店比較，女士較不情願進入電子產品店。

Compared to beauty shops, women are less willing to enter electronics stores.

(16) 相比起藥妝店，家電鋪是可以展現男性魅力的地方。

Compared to beauty stores, home appliance stores are a place where men can show their charm.

(17) 售賣護膚產品的店鋪較吸引男性。

Shops that sell skincare products are more attractive to men.

(18) 相比之下，男士較女士更喜歡進入售賣鐘錶的店鋪。


On the other hand, men prefer to enter shops that sell watches more than women.



(19) 男士不願意獨自逛只售賣女性的服飾店。

Men are not willing to shop alone in stores that only sell women's clothing.

(20) 會逛超級市場的女性，我十分滿意。

I am very satisfied with women who would like to shop at supermarkets.

(21)	精品店的最主要顧客是女性，而男性則負責付款。 The primary customers of boutique stores are women, while men are responsible for payment.
(22)	推廣獨立自主的女性彩妝品牌，十分奇怪。 Promoting independent women's cosmetics brands is very strange.
(23)	與收入較高的男性出進高階的商場時，女性會盡量把扮得更漂亮。 When going to high-end malls with higher-income men, women will try to dress more beautifully.
(24)	女性的陰柔氣質是美妝和藥妝店崇拜的。 The soft and gentle temperament of women is admired in beauty stores.
(25)	商場的商店是傾向女性消費者為主 The stores in malls are mainly targeted towards female consumers
(26)	店鋪的廣告中的性別會影響自身的購買意願。 The gender in the store's advertisement will affect one's willingness to purchase.
(27)	圖中所示香港的朗豪坊商場，這裏有一個集中的出售美容品區域，在特別節日下男士會更願意進入和購買這區域的商品。 In the Langham Place mall shown in the picture, there is a concentrated area selling beauty products. During special holidays, men are more willing to enter and buy products in this area.
	
(28)	浪漫的商場廣告使我容易購買禮物給另一伴。 Romantic mall advertisements make it easy for me to buy gifts for my partner.
(29)	商場的節日氣氛，會更促使男性為女性消費，如情人節。 The festive atmosphere in the mall will encourage men to consume for women, such as Valentine's Day.
(30)	服裝店所展示完美身材的模特兒使我心動。 The models with perfect figures displayed in clothing stores make me feel tempted.
(31)	假若可以，希望自己如店鋪中的模特兒般，可以展示陽剛/陰柔氣質。 If possible, I hope to be able to display a masculine/feminine temperament like the models in the store
(32)	廣告中浪漫的關係是我理想的想法，如圖中婚嫁店鋪展示的男女模特兒 The romantic relationship in the advertisement is my ideal idea, such as the male and female models displayed in the wedding shop in the picture

	
<p>(33) 你會因另一伴表現良好而購買他/她所想要的。 You will buy what your partner wants if they perform well.</p>	
<p>(34) 消費慾望與另一伴的關係相關。 Consumer desire is related to the relationship with your partner.</p>	
<p>(35) 希望另一伴送禮物給我。 You hope your partner will give you gifts.</p>	
<p>(36) 日常會盡力表現最好一面給另一伴，希望他/她在關係中感到開心。 You will try your best to show your best side to your partner in daily life, hoping that the relationship can be happy and great.</p>	
<p>(37) 因為我希望對方開心，所以我會送禮物給他/她。 Since you want your partner can feel great, you would like to give him/her gifts.</p>	
<p>(38) 因為他/她在日常生活十分符合我的期望，所以我會送禮物給他/她。 Because your partner meets your expectations in daily life, you will give him/her gifts.</p>	
<p>(39) 我會盡量滿足他/她對我的期望，因為我知道我會獲得好處，如禮物。 You will try to meet your partner's expectations as much as possible, because you know you will benefit from it, such as receiving gifts.</p>	
<p>(40) 我希望在一段關係中，容易地獲得我所想要的東西。 You hope to easily get what you want in the relationship.</p>	
<p>(41) 從小到大，只要我表現好，家人就會獎勵我，所以我認為在兩性關係也應如此。 Since your childhood experience makes you believe that as long as you perform well, your family will reward you which causes you to think it should be the same in a romantic relationship.</p>	
<p>(42) 要我進行女性用品店，使我感到嘔心與煩厭。 Going to a women's product store makes you feel disgusted and annoyed.</p>	
<p>(43) 當你進入與你自身的性別即定印象相同的店鋪，你會感到安心。 When you enter a store that has the same impression of your gender, you will feel relieved.</p>	
<p>(44) 女性逛超市可以展示她們女性氣質。 The supermarket can be shown female's femininity.</p>	
<p>(45) 在一段關係中，女性買化妝除了取悅自己，也是展現完美無瑕的自己給男朋友或異性。</p>	

In a relationship, women buy makeup products are not only to please themselves, but also to show a flawless self to their boyfriend or the opposite sex.

(46) 認同感與讚美會增加消費慾望來滿足另一伴，如「你今天很美/你真的很健碩」。

A sense of recognition and praise will increase the desire of consuming to satisfy the other partner, such as "you are beautiful today / you are really strong".

(47) 只要可以獲得我所要的，我會盡量滿足另一伴的期望。

I will try to meet my partner's expectations as long as I can get what I want.

Q Methodology Question Categories

	Cantonese Version	English Version
商場/商店設計 Mall/Store Design **Belongs to Questions 1- 10	<ul style="list-style-type: none"> - 圖中的店鋪有強烈的二元對立。 - 圖中商場的樓層設計，是有明確的種類分層，並且是根據男女分立。 - 基於圖中的指示牌，男性的廁所比例嚴重失衡，是性別不平等。 - 圖中所示香港的朗豪坊商場，這裏有一個集中的出售美容區域，而主要顧客是女性。 - 圖中商場的指示牌，百貨公司的女性區域較男性多。 - 超級市場的店鋪的廣告設計應以女性和家庭為主。 - 黑金色的店鋪設計不合適女生。 - 如圖中所示，服飾店的休息坐位是屬於男士的。 - 圖中所示是時代廣場的二樓，集中國際知名品牌，而這區域是屬於女性的。 - 店鋪顏色設計和空間設計，如圖中白和紅色的店鋪設計和溫柔女性廣告，促使女性購賣。 	<ul style="list-style-type: none"> - The shops in the picture have a strong binary opposition. - The floor design of the mall in the picture has clear category segmentation and is segregated by gender. - Based on the mall's signs in the picture, the number of men's and women's toilets is severely imbalanced which is gender inequality. - The Langham Place mall in Hong Kong as shown in the picture, it is a centralized beauty area and the main customers are women. - The signs in the mall in the picture show that the women's section of the department store is more than the men's section. - The advertising design for supermarket shops should focus on women and families. - The black and gold shop design is not suitable for women. - As shown in the picture, the seating area in the clothing store is for men. - The second floor of Times Square shown in the picture features internationally renowned brands, and this area is for women. - The white and red shop design and elegance female advertisement encourage women to shop.
商店的本質與性別 The nature of stores and gender	<ul style="list-style-type: none"> - 圖中運動店的器材展示區應是男性展示「力量」的地方。 - 逛只出售單一性別的店鋪使你感到尷尬。 - 大多數的情況下，你會選擇避免進入與你性別即定印象不同的店鋪。 	<ul style="list-style-type: none"> - The equipment display area in the sports shop, as the picture shows, should be a place for men to display their masculinity. - It makes you feel awkward to shop in stores that only sell to one gender things.



<p>**Belongs to Questions 11- 16</p>	<ul style="list-style-type: none"> - 與電子產品店比較，男士較不情願進入藥妝和美妝店。 - 與美妝店比較，女士較不情願進入電子產品店。 - 相比起藥妝店，家電鋪是可以展現男性魅力的地方。 	<ul style="list-style-type: none"> - You would choose to avoid entering stores that give you the impression that they are not intended for your gender. - Compared to electronics stores, men are less willing to enter drugstores and beauty shops. - Compared to beauty shops, women are less willing to enter electronics stores. - Compared to beauty stores, home appliance stores are a place where men can show their charm.
<p>商店的種類 The type of stores</p> <p>**Belongs to Questions 17- 25</p>	<ul style="list-style-type: none"> - 售賣護膚產品的店鋪較吸引男性。 - 相比之下，男士較女士更喜歡進入售賣鐘錶的店鋪。 - 男士不願意獨自逛只售賣女性的服飾店。 - 會逛超級市場的女性，我十分滿意。 - 精品店的最主要顧客是女性，而男性則負責付款。 - 推廣獨立自主的女性彩妝品牌，十分奇怪 - 與收入較高的男性出進高階的商場時，女性會盡量把扮得更漂亮。 - 女性的陰柔氣質是美妝和藥妝店崇拜的。 - 商場的商店是傾向女性消費者為主 	<ul style="list-style-type: none"> - Shops that sell skincare products are more attractive to men. - On the other hand, men prefer to enter shops that sell watches more than women. - Men are not willing to shop alone in stores that only sell women's clothing. - I am very satisfied with women who would like to shop at supermarkets. - The primary customers of boutique stores are women, while men are responsible for payment. - Promoting independent women's cosmetics brands is very strange. - When going to high-end malls with higher-income men, women will try to dress more beautifully. - The soft and gentle temperament of women is admired in beauty stores. - The stores in malls are mainly targeted towards female consumers.
<p>商場/商店的媒體 Media in malls/stores</p> <p>**Belongs to Questions 26- 32</p>	<ul style="list-style-type: none"> - 店鋪的廣告中的性別會影響自身的購買意願。 - 圖中所示香港的朗豪坊商場，這裏有一個集中的出售美容品區域，在特別節日下男士會更願意進入和購買這區域的商品。 - 浪漫的商場廣告使我容易購買禮物給另一伴。 	<ul style="list-style-type: none"> - The gender in the store's advertisement will affect one's willingness to purchase. - In the Langham Place mall shown in the picture, there is a concentrated area selling beauty products. During special holidays, men are more willing to enter and buy products in this area.



	<ul style="list-style-type: none"> - 商場的節日氣氛，會更促使男性為女性消費，如情人節。 - 服妝店所展示完美身材的模特兒使我心動。 - 假若可以，希望自己如店鋪中的模特兒般，可以展示陽剛/陰柔氣質。 - 廣告中浪漫的關係是我理想的想法，如圖中婚嫁店鋪展示的男女模特兒 	<ul style="list-style-type: none"> - Romantic mall advertisements make it easy for me to buy gifts for my partner. - The festive atmosphere in the mall will encourage men to consume for women, such as Valentine's Day. - The models with perfect figures displayed in clothing stores make me feel tempted. - If possible, I hope to be able to display a masculine/feminine temperament like the models in the store. - The romantic relationship in the advertisement is my ideal idea, such as the male and female models displayed in the wedding shop in the picture
<p>消費行為與習慣</p> <p>**Belongs to Questions 33- 47</p>	<ul style="list-style-type: none"> - 你會因另一伴表現良好而購買他/她所想要的。 - 消費慾望與另一伴的關係相關。 - 希望另一伴送禮物給我。 - 日常會盡力表現最好一面給另一伴，希望他/她在關係中感到開心。 - 因為我希望對方開心，所以我會送禮物給他/她。 - 因為他/她在日常生活十分符合我的期望，所以我會送禮物給他/她。 - 我會盡量滿足他/她對我的期望，因為我知道我會獲得好處，如禮物。 - 我希望在一段關係中，容易地獲得我所想要的東西。 - 從小到大，只要我表現好，家人就會獎勵我，所以我認為在兩性關係也應如此。 - 要我進入女性用品店，使我感到嘔心與煩厭。 - 當你進入與你自身的性別即定印象相同的店 	<ul style="list-style-type: none"> - You will buy what your partner wants if they perform well. - Consumer desire is related to the relationship with your partner. - You hope your partner will give you gifts. - You will try your best to show your best side to your partner in daily life, hoping that the relationship can be happy and great. - Since you want your partner can feel great, you would like to give him/her gifts. - Because your partner meets your expectations in daily life, you will give him/her gifts. - You will try to meet your partner's expectations as much as possible, because you know you will benefit from it, such as receiving gifts. - You hope to easily get what you want in the relationship. - Since your childhood experience makes you believe that as long as you perform well, your family will reward you which causes you to think it should be the same in a romantic relationship.



	<p>鋪，你會感到安心。</p> <ul style="list-style-type: none"> - 女性逛超市可以展示她們女性氣質。 - 在一段關係中，女性買化妝除了取悅自己，也是展現完美無瑕的自己給男朋友或異性。 - 認同感與讚美會增加消費慾望來滿足另一伴，如「你今天很美/你真的很健碩」。 - 只要可以獲得我所要的，我會盡量滿足另一伴的期望。 	<ul style="list-style-type: none"> - Going to a women's product store makes you feel disgusted and annoyed. - When you enter a store that has the same impression of your gender, you will feel relieved. - The supermarket can be shown female's femininity. - In a relationship, women buy makeup products are not only to please themselves, but also to show a flawless self to their boyfriend or the opposite sex. - A sense of recognition and praise will increase the desire of consuming to satisfy the other partner, such as "you are beautiful today / you are really strong". - I will try to meet my partner's expectations as long as I can get what I want.
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The grid of Q methodology

[illegible]

-5 – disagree strongly; 0 – neutral ; 5 – agree strongly (-5 – 強烈反對 ; 0- 中立 ; 5 – 強烈同意

Appendix C

In-depth Interview Guild

There are **SIX** interview questions, while interview questions depend on what statements have been put in the extreme boxes. Although it is semi-structured questioning, it also can follow some guild to ask for the interviewees.

1. What is/are the reasons that cause you to put No. X statement in -5&5 box? (有什麼原因導致你選擇放這陳述句放在-5&5 的格上)
 - a. Do you have any daily experience(s) about that statement -5&5? (你日常有與-5&5 的陳述句經驗嗎?)
2. What belief(s) promote(s) you to choose No. X statement in -5&5 box? (是什麼信念促使你選擇放這陳述句放在-5&5 的格上)
3. What is/are the reasons that you put No. X statement in 0 box? (有什麼原因導致你選擇放這陳述句放在 0 的格上)
4. What belief(s) promote(s) you to choose No. X statement in 0 box? (是什麼信念促使你選擇放這陳述句放在-0 的格上)
 - a. Do you have any daily experience(s) with that statement? (你日常有與-1&1 的陳述句經驗嗎?)
5. What belief(s) promote(s) you to choose No. X statement in -0 box? (是什麼信念促使你選擇放這陳述句放在-0 的格上)
6. Do you think that female is more easily get whatever they want when they just follow males' expectations (s)? (你覺得女性如果順從男性的期望更容易得到想要的東西嗎)
 - a. Why? (為什麼)
 - b. Do you think the male is staying in a bad situation nowadays? (你認為男生下是處於劣世嗎?)

Appendix D

Interview Script (Cantonese Version)

Interviewee: Kelly (Pseudonym)

Q: 有什麼原因導致你選擇放這陳述句放在-5 & 5 的格上？

Kelly: 我把 39 和 41 放在 5 的格上，而 9 和 22 放在-5 的格上。我希望男生就是要為女生付出，但是我又不想他一個人全部付出。但是他的付出可以代表他對我的愛。所以，我會透過一些身體和情感上的交流，例如嗲和氹男生。因為我認為男生都是喜歡這樣的女生，而在平時與男生相處的時候，女生比較溫柔會比較吃香。同時因為從小到大的經歷，是我認為禮物是一種可以使他人感受到愛意的載體，所以我認為男生應該買禮物給女生。另一方面，為什麼我會把 22 放在-5 的格上，是因為我認為時代廣場二樓所買的國際知名品牌雖然是屬於女性的空間，但是男生平日都會逛這個空間。我相信主要原因是因為男性會買禮物給女朋友，就像我的男朋友會在大時大節，例如情人節，聖誕節，我的生日等等購買名牌給我。所以雖然本質上看似是女性空間，實質上你可以發現很多男性在這空間出入。而 9 放在-5 的格上是因為我認為女生本身就是可以成為一個好獨立的人。雖然女生是可以獨立，但是拍拖的時候則是可以轉換不同的性格，所以我認為並沒有和之前的強烈同意的陳述句有衝突。因為當我願意向他低下的時候，他也應該向我回贈一些禮物。這才是人的互動

Q: 除了嗲和氹，你認為男生喜歡什麼？

Kelly: 其實只要再男朋友的朋友面前扮溫柔少少就可以使男朋友覺得女朋友十分好，同時間亦可可以讓其他男性羨慕我的男朋友。據我了解，他們私下會比較大家的女朋友，所以在我男朋友的朋友面前，我會是我自己成為「小女人」。

Q: 有什麼原因導致你選擇 37 和 38 放這陳述句放在 0 的格上？

Kelly: 因為我覺得我已經付出了，所以我覺得女性的付出並不是在於物質上，而是在於精神上。例如可以陪多點男朋友又或者在他的朋友面前可能盡量乖一些。所以我覺得這些就是女生可以付出的，所以並不是物質上。因為男生並不能提供有效的情緒價值或者情感價值，所以物質上可以彌補這些缺陷。因為一些男生比較大男人，所以他們並不能真正了解女生所想和想要的，所以男生在精神價值方面較為差。

Q: 你覺得女性如果順從男性的期望更容易得到想要的東西嗎？

Kelly: 我認同的。因為我很多朋友都是因為比較順從和經常向男生肆虐，就會收到不少的禮物，例如名牌風筒，又或者過萬元的手袋。主要原因是覺得男生是想要「威」的感覺。

Q: 你認為男生是處於劣勢嗎？

Kelly: 我不認為男生是處於劣勢。正如我所說男生得到他們想要的情緒價值，加上大家的細到大的教育是男主外女主內的道理，所以我認為男生不會覺得他們是處於劣勢，因為付出男生物質是由細到大學校灌輸的道理。

Interviewee: Josephine (Pseudonym)

Q. 有什麼原因導致你選擇 23 和 25 陳述句放在 5 的格上？

Josephine: 因為我覺得如果他的收入高就證明他的眼界會比較高，所以當他帶來新進入一些高級商場的時候女生應該都要打扮下去「見識世界」，並且打扮得漂亮符合上場和男生的身份，特別是一些商場的氣氛營造氣氛十分高級。同時，現在的商場不論高級或甚麼程度的商場也好，他們也是偏女性向的。因為女生比較貪靚，由細到大都被不同的人灌輸要對自己的皮膚好，自己要打扮得漂亮，所以有很多商店都是以女性為主。所以很多商場都有很多化妝品，導致男性進入的時候會感覺 10 分奇怪。

Q. 所以你覺得通常收入較高的男性的女性朋友都要盡量符合他們的期望打扮得漂亮一些？

Josephine: 是的，因為我通常都會預測他人的想法，所以當進入一些高級的商場的時候都會盡量打扮自己。但是平日與異性出街的時候就會把自己打扮得漂亮。但是如果出入較高階的商場，例如 K11 MUSEA, 我會想襯托商場的感覺。

Q. 但是什麼是「高級」？

Josephine: 高級包括他們的裝修環境，例如好華麗，又或者使用一些金色和一些著名設計師所設計的商場元素。又或者是他們的環境十分乾淨，甚至在商場內的呼吸也是滲透著一種香水的味道。所以商場在空間設計上營造出一種很高級的感覺，導致自身想迎合這種感覺。甚至一些店舖的裝修例如大牌子的香水，化妝品和護膚品店舖他們的設計也十分明亮和鮮豔十分吸引我進入他們的商店。甚至他們的海報又或者播放的商店短片也促使我感覺到這個商場是有高級的氛圍，並且售賣較高昂的產品。

Q. 有什麼原因導致你選擇 42 和 47 陳述句放在 5 的格上？

Josephine: 由於我是女性，所以我認為進入女性商店並不會有任何問題。但是相反來說如果是男生的話，他們會覺得好尷尬，因為當店舖內所出售的全是女性用品的時候，他們會認為十分不適合他導致想離開這個空間。所以普遍的男性都會比較抗拒女性的空間。另一方面在 47 的陳述句上 10 分不同意，因為女生可以獨立自主，而且有陣時滿足他的期望並不是因為我想獲得一些物品，反而有時候我會贈送禮物給他，但有時候並不了解他喜歡的東西，所以也會詢問他的意見例如她喜歡槍械，就會贈送一些有關槍械的物品給他。雖然有時候我也會想男朋友給我一些驚喜，例如我會飾心打扮，希望他會發現然後讚美我的衣著。但很多時候他也不能發現。

Q. 有什麼原因導致你選擇 34，21 放這陳述句放在 0 的格上？

Josephine: 因為我認為消費慾望並不是因為另一半而產生的，是由自身慾望和消費環境而產生，例如商場內的廣告又或者一些節日的氛圍，促使自身的購買欲增加。有時候看見一些特別的產品我就會聯想起我的男朋友所以我也會希望他開心到好所以買禮物給他。然而，精品店其實並不是屬於女生的，因為很多精品店也有一些男裝或者男士手袋。但是有時候看見很多女生的男朋友為他付款心目中也有的一絲的不滿。我明白女生都有自己的獨立能力並不一定要依靠男生，但有時候也會希望也有這些機會，但是在我眼中男士買單的行

為是展示男生的能力，特別是財政能力。甚至一些護膚品店，雖然看似很多男生在購買，我相信他們也是為他女朋友購買的，因為很少男生懂得護膚，所以我認為他們只是在炫耀他們的能力。

Q. 你認為男生是處於劣世嗎？

Josephine:應該是的，因為一些空間中例如賣護膚品店的鋪頭，男生的作用除了付款之外好像也沒有甚麼功能。

Interviewee: Kenneth (Pseudonym)

Q：有什麼原因導致你選擇 19 和 47 陳述句放在 5 的格上？

Kenneth:很多男士都不會有膽量咁一個人進入專賣女性用品的服裝店，例如出售一些女性內衣用品等等。在店內我亦很少看見有男人一個人行入去，多數都會同另一半又或者女朋友入去，所以我揀強烈同意。

Q：平時有沒有這些的經驗？

K：因為我平時有個人護理習慣到好所以我會進入一些護膚品店。但是這些護膚品店都是大牌子，他們的廣告又或者售賣人員都是女性，所以我認為這些鋪頭都是偏女性向的，同時因為我有護理習慣，所以我迫不得意在尷尬的情況之下進入並且購買我所需的產品。

Q：那 47 陳述句有什麼原因導致你選擇強烈同意

K：而 47 的句子，雖然我並不是一個非常物質的人，但是我都想盡量滿足我另一半的期望，我會購買一些他喜歡的東西，為他做一些鐘意做的事情，我都會滿足他的要求。例如他希望我可以「大隻啲」，所以我就會去參加一些健身課程，又或者每天都跑步但，盡量滿足她對我的期望。可能我認為大多數女生除了物質之外都希望自己的另一半都是比較「男人啲」。

Q：有什麼原因導致你選擇 42 和 46 陳述句放在-5 的格上？

K：我選擇不認同的原因是因為女人是不可以讚的，因為有一次我發現他真美麗了，但是原因是它使用了不同的化妝品例如粉底眼睫毛等等，甚至他背住我去了做假眼睫毛。的確十分美麗，但是我認為他浪費了很多錢，所以我認為讚美這種風氣不可以存在在女生身上。另一方面就好我認為每個人都有權利進入不同性別的商店。雖然有陣時會感到尷尬，但是我有陣時都需要幫助我另一半或者家人購買一些女性用品，但是購物的過程令我十分之不愉快，因為他們的眼光包括售貨員和客人的眼光都是比較奇怪，我心想他們應該是認為我是變態。

Q：有什麼原因導致你選擇「行單一性別使你尷尬」陳述句放在 0 的格上？

K：就如我剛才所說，因為我有個人護理習慣，所以我經常需要出入一些護膚品店，雖然他們特別是售貨員的眼光比較奇怪，但是我已經習慣了這個空間帶給我的奇怪感覺。因為我認為我有自己購買的權利，加上我有俾錢，所以我買得心安理得。可能是因為社會上對男士護膚的接受程度還未普及化，所以我細個的時候可能未習慣這種感覺，但是到了大個的時候我已經覺得有所謂。補充多少少，我認為女生十分之聰明，例如我的情況，只要她們比較撒嬌和少女人，我就會情不自禁咁送她一些禮物。又或者是，以我的情況，因為我購買一些比較貴和高級的護膚品，平時我也不捨得與其他人分享，但是只要我的女朋友去我撒嬌，我就會讓她試用。

Q. 你認為男生是處於劣勢嗎？

K：認真地說，我認為男生是處於劣勢的。主要原因是現在很多大時大節的推廣下，男生都是付出者，並且很多節日下，女生都是接收禮物又或者好處的人。例如情人節，聖誕節等等。的確，女性可能會回禮，但是最主要都是因為男生付出了先，女生才會回禮。所以

我認為是十分不公平的，因為男生利用金錢去取悅女性。但同時咁我明白的，我知道我要維持一段好的關係，學不少電影：「拍拖是需要金錢付出的」，所以我認為雖然係處於劣勢，但是當感情穩定後，只要女性的情緒比較穩定他們就會比較嬌柔，或者是溫柔。我相信這是男生處於劣勢之下的好處吧。



Interviewee: Tiffany (Pseudonym)

Q:有什麼原因導致你選擇 37 和 36 陳述句放在 5 的格上？

T:我認為收到禮物的人就號都會感到開心的。而我平時對我另一半的時候，除了生日之外，我也會送一些小禮物給他。我相信兩個人相處的時候也是為求開心所以就會盡量滿足對方的期望而去促使關係變得更穩定和開心。

Q：假若對方想收禮物，你會滿足他嗎？而他做了一些滿足你的期望。

T：我會根據他所想要的而進行判斷，如果是一些小禮物，我相信我有會給他的。其實我在戀愛中的期望只是為了開心，所以感受是我在戀愛中主要條件，如果男生可以為我提供穩定的情緒價值，我相信我也會為他付出。

Q: 有什麼原因導致你選擇 47 和 41 陳述句放在 5 的格上？

T：認真地說，我並不會滿足一些男生對我的期望。例如如果對方叫我乖，不要去做一些原本我可以做的事情，我會接受不了。我認為他是不尊重我，並且認為有必要讓一方就範另一方。所以我認為兩性之間應該是平等的。並且可能我從小到大都沒有給屋企人讚賞過，所以我認為精神價值是我來說是十分重要的，可能大部份女生都對精神價值都有一定的期望，而我對兩性之間的情緒價值和精神價值都 10 分之高。

Q: 有什麼原因導致你選擇 28 和 27 陳述句放在 0 的格上？

T：我認為浪漫的廣告的確會是我購買任何廣告中的產品，我相信他們的消費手法是幾好的，但是我個人會基於價錢選擇購買或是不購買。可能價錢的因素已經凌駕於廣告中的內容，但是我廣告中的內容是贊同的，例如一些很浪漫的情節又或者男生很體貼女生。而 27 放在中立，是因為現在的社會，男生已經開始接受護膚和化妝，雖然是少部分。

Q: 我發現你把 25 陳述句放在 4 的格上，而這是關於店舖是傾向於女性消費者，你有何看法？你又認為男生會否處於劣勢？

T：的確現在的商場大約有 6 至 7 成都是售賣女性的產品，但是我不認為男生是處於劣勢的。主要原因是商場雖然是偏女性發消費，但是男生也有不少的店舖可以逛，例如一些手錶店。甚至一些男生的消費金額比女生大。

Q：你認為為甚麼男生的消費金額會比較大？

T：我真的不知道，但是可能是因為他們的產品本身已經比較昂貴，又或者是送給女朋友之類掛。因為我有一些朋友他們經常收到男朋友的禮物。

Q：你會與您的朋友比較嗎？

T：雖然我不是會比較，但是我朋友圈的人他們經常會展示出他們的勝利品，所以我都會有少少嫉妒。但是我亦不是想男朋友送給我禮物，但是你明白的，人是傾向會比較的。

Q：什麼是戰利品？

T：我的朋友和他的另一半出街行商場的時候的物品就是戰利品。雖然大多數都是男生在付出金錢，但我相信我的朋友他們在對話上或者行為上都付出了不少，例如他們會特別溫柔或者做作。

Interviewee: Paul (Pseudonym)

Q:有什麼原因導致你選擇 4 陳述句放在 5 的格上？

P: 因為這些事化妝品都好正常來說是女生使用的，所以我並不會進入。

Q：你日常的經歷有進入過嗎？

P：我並不會進入，我只是在店外可能看了一眼，因為他們的設計十分之閃，而我對這些購物並不敢任何興趣，因為這些是屬於女生的，同時啦，這些空間也是屬於女生的，我相信很少男生會願意進入吧？

Q：有甚麼原因是你覺得這個空間是屬於女性？

P:你可以看一看這個圖片，他已經寫明 Beauty，這是屬於女性的詞語，所以你認為男生可以使用？除了她的明顯字眼是我覺得這是屬於女星的空間之外，他們的空間設計亦是我不願意進入。主要原因是那些「顏料筆」和「毛毛刷」應該不是男生時用，他們在整個空間是我覺得拒絕男生進入。

Q：有什麼原因導致你選擇 9 陳述句放在 5 的格上？

P:這些大牌子都是「女人嘢」，只有女性購買。就算他們會出售男裝也好，我也會不進去。

Q：除了因為「女人嘢」導致你不想進去之外，有其他原因嗎？

P: 麻煩，因為要睇啲女人嘢好煩。總之是因為整個空間是「女人的味道」。

Q：有什麼原因導致你選擇 12 陳述句放在-5 的格上？

P:因為我進入一些男性空間例如出售滑板，槍械的鋪頭，我認為不會使我尷尬。

Q：假若進入單一性別的商店是賣女性用品，你會尷尬嗎？

P：會，男人老九入真係好怪。例如出售女性內衣的鋪，我也沒有乳房，我並不需要進入這些店鋪。

Q：假若女朋友要求你進入單一性別的商店是賣女性用品，你會進入嗎？

P：假若她跪下求我，可能我也會考慮。

Q: 有什麼原因導致你選擇 7 陳述句放在 0 的格上？

P：我認為顏色上邊並無分什麼男女，因為黑金色我也 10 分之喜歡，我也認為男生更適合黑金色，我並不反對女生使用黑金色但是相比之下我認為男生更加為適合。

Q：假如店鋪是黑金色，但是它是出售女性用品，你會進入嗎？

P：我會看一看，但並不會進入，都是那一句，「女人嘢」。

Q: 有什麼原因導致你選擇 34 陳述句放在 0 的格上？

P：我認為消費慾望會與另一半都有相關的關係，例如買一些情趣內衣。

Q: 你會獨自購買？你的慾望是性？

P：並不回到號我會與他一同前行。因為這些衣服都是女人的東西。我的慾望是支配感到號希望他聽我的說話，然後按著我的要求行事。

Q：你認為男生會否處於劣勢？

P：是，好多東西是女人野，而好多情況很多廣告和商店都是在推廣女性用品，並且要求男生送禮物給她。

Q：你有送禮物給你女朋友嗎？

P：有的，我有送禮物給我女朋友。

Q：為什麼你會送禮物給他假若你真的覺得男生是處於劣勢？

P：因為我會覺得很「爽」，爽的原因是比較「型」，因為女朋友可以向他的朋友或者街上的人顯示出我的能力。

Appendix E
The questionnaire of the Ambivalent Sexism Inventory
(Glick & Fiske, 2001)

Section 1

1. Nick Name : _____

Section 2

The following **Statements** are related to gender perception. Please fill in according to your own ideas, and the information will be kept confidential. 以下的陳述句是與性別看法相關。請您根據自己想法填寫，而資料會保密。

0 – disagree strongly; 1 – disagree somewhat; 2 – disagree slightly; 3 – agree slightly; 4 – agree somewhat; 5 – agree strongly

0 – 強烈反對； 1 – 有點不同意； 2 – 略微不同意； 3 – 略微同意； 4 – 有點同意； 5 – 強烈同意

* If there are any differences between the English and Chinese versions of the questionnaire, the English version must take precedence.

The statements about the relationship between men and women in modern society are listed below. Use the scale provided to indicate how much you agree or disagree with each statement. 下是關於當代社會男女及其關係的一系列論述。請使用下面的評估表明您對每個論述的認同程度。

	0- disagree	1- disagree somewhat	2- disagree slightly	3- agree slightly	4- agree somewhat	5- agree strongly
1. No matter how accomplished he is, a man is not truly complete as a person unless he has the love of a woman. 無論一個男人有多麼出色，如果沒有一個女人的愛，他並不算是一個完整的人。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Many women are actually seeking special favors, such as hiring policies that favour them over men, under the guise of asking for equality. 許多女性實際上是要求特殊的好處，例如偏向女性的招聘政策，打著「平等」的騙子。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. In a disaster, women ought not necessarily to be rescued before men. 在災難中，救援並不一定要先救女人。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Most women interpret innocent remarks or acts as being sexist. 大部分女性會把無辜的言論或行為解讀為性別歧視。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Women are too easily offended. 女性太容易被冒犯了。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	0- disagree	1- disagree somewhat	2- disagree slightly	3- agree slightly	4- agree somewhat	5- agree strongly
6. People are often truly happy in life without being romantically involved with a member of the other sex. 人們在生活中經常會在沒有與異性談戀愛的情況下感到真正的快樂。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Feminists are not seeking for women to have more power than men. 女權主義者並不是在尋求女性比男性擁有更多的權力。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Many women have a quality of purity that few men possess. 許多女性擁有一種純潔的品質，很少有男性擁有。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Women should be cherished and protected by men. 女人應該被男人所珍視和保護。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Most women fail to appreciate fully all that men do for them 大多數女性無法完全欣賞男性為她們所做的一切。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Women seek to gain power by getting control over men 女人試圖通過控制男人來獲得權力。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	0- disagree	1- disagree somewhat	2- disagree slightly	3- agree slightly	4- agree somewhat	5- agree strongly
12. Every man ought to have a woman whom he adores. 每個男人都應該擁有一個他所崇拜的女人。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Men are complete without women. 男人沒有女人也是完整的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Women exaggerate problems they have at work. 女性誇大她們在工作中遇到的問題。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Once a woman gets a man to commit to her, she usually tries to put him on a tight leash. 一旦一個女人讓一個男人承諾她，她通常會試圖把他管得很緊。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. When women lose to men in a fair competition, they typically complain about being discriminated against. 當女性在公平的競爭中輸給男性時，她們通常會抱怨受到歧視。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. A good woman should be set on a pedestal by her man. 好女人應該由她的男人放在一個寶座上。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0- disagree	1- disagree somewhat	2- disagree slightly	3- agree slightly	4- agree somewhat	5- agree strongly
18. There are actually very few women who get a kick out of teasing men by seeming sexually available and then refusing male advances。實際上，很少女性喜歡/享受透過表現出可接受發生性關係，然後拒絕男性的求愛，來恥笑他們	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Women, compared to men, tend to have superior moral sensibility。與男性相比，女性往往具有更高超的道德敏感度。。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Men should be willing to sacrifice their own wellbeing in order to provide financially for the women in their lives 男人應該願意為了他們生活中的女性在經濟上做出犧牲。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Feminists are making entirely reasonable demands of men.女權主義者對男性提出了完全合理的要求。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Women, as compared to men, tend to have a more refined sense of culture and good taste.相比男性，女性具有更精緻的文化和良好的品味	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix F

THE EDUCATION UNIVERSITY OF HONG KONG

Department of Social Sciences

CONSENT TO PARTICIPATE IN RESEARCH

“Ambivalent sexism in consumption spaces: Exploring embodied processes of gender discrimination and reinforcement in Hong Kong shopping plaza”

I hereby consent to participate in the captioned research supervised by Dr. Pei Qing and conducted by Lam Wing Fung who are students of the Department of Social Sciences in The Education University of Hong Kong.

I understand that information obtained from this research may be used in future research and may be published. However, my right to privacy will be retained, i.e., my personal details will not be revealed.

The procedure as set out in the **attached** information sheet has been fully explained. I understand the benefits and risks involved. My participation in the project is voluntary.

I acknowledge that I have the right to question any part of the procedure and can withdraw at any time without negative consequences.

Name of participant

Signature of participant

Date

INFORMATION SHEET

“Ambivalent sexism in consumption spaces: Exploring embodied processes of gender discrimination and reinforcement in Hong Kong shopping plaza”

You are invited to participate in a project supervised by Dr. Pei Qing and conducted by Lam Wing Fung, who are students of the Department of Social Sciences in The Education University of Hong Kong.

Introduction of the research

This paper would like to conduct research that concentrates on the understanding of gender concepts from both men and women, how the consumption space establishes the ambivalent sexism environment and how Ambivalent sexism reinforce the traditional gender ideology in the consumption space.

Research Methodology

This research will invite approximately 7 Hong Kong residents aged 18 or above to complete an interview that takes around 30 minutes. This research does not collect personal information.

Potential risks

This research has no potential risk and will be started after the consent by participants. Your participation in the project is voluntary. You have every right to withdraw from the study at any time without negative consequences. All information related to you will remain confidential, and will be identifiable by codes known only to the researcher. If you would like to obtain more information about this study, please contact Lam Wing Fung at telephone number or their supervisor Dr. Pei Qing at telephone number

If you have any concerns about the conduct of this research study, please do not hesitate to contact the Human Research Ethics Committee by email at hrec@eduhk.hk or by mail to Research and Development Office, The Education University of Hong Kong.

Thank you for your interest in participating in this study.

Lam Wing Fung
Principal Investigator

香港教育大學

社會科學系

參與研究同意書

消費空間中的矛盾性別歧視：

探索香港購物廣場性別歧視與強化的具體過程

本人同意參加由裴卿博士負責監督，林永豐執行的研究項目，他是香港教育大學社會科學系的學生。

本人理解此研究所獲得的資料可用於未來的研究和學術發表，然而本人有權保護自己的隱私，本人的個人資料將不能洩漏。

研究者已將所附資料的有關步驟向本人作了充分的解釋。本人理解可能會出現的風險。本人是自願參與這項研究。

本人理解我有權在研究過程中提出問題，並在任何時候決定退出研究，更不會因此而對研究工作產生的影響負有任何責任。

參加者姓名：

參加者簽名：

日期：

有關資料

消費空間中的矛盾性別歧視： 探索香港購物廣場性別歧視與強化的具體過程

誠邀閣下參加裴卿博士負責監督，林永豐負責執行的研究計劃，他是香港教育大學社會科學系的學生。

研究計劃簡介

本研究旨在研究集中於男性和女性對性別概念的理解，消費空間如何建立矛盾的性別歧視環境，以及矛盾的性別歧視如何強化消費空間中的傳統性別意識形態。

研究方法

研究會邀請大約 7 位 18 歲以上的香港居民進行一份需時約 30 分鐘的訪談。是次研究並不需要收集個人資料。

說明風險

是次研究並不涉及任何風險，並會在參加者同意後才開始問卷調查。

閣下的參與純屬自願性質。閣下享有充分的權利在任何時候決定退出這項研究，更不會因此引致任何不良後果，凡有關閣下的資料將會保密，一切資料的編碼只有研究人員得悉。

如閣下想獲得更多有關這項研究的資料，請與林永豐聯絡，電話 或聯絡他的導師裴卿博士，電話

如閣下對這項研究的操守有任何意見，可隨時與香港教育大學人類實驗對象操守委員會聯絡(電郵: hrec@eduhk.hk ；地址：香港教育大學研究與發展事務處)。

謝謝閣下有興趣參與這項研究。

林永豐
首席研究員