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Audience Acceptance Psychology of Condom Brand Advertising

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Abstract: Condom advertising has the role of communicating product functions and sexual health information. With the expansion of China's sexual health market, it is increasingly important to explore the mechanism of audience acceptance intention for this category of advertising. Based on the Technology Acceptance Model (TAM) and taking condom advertising as the main research object, this study uses 268 questionnaires to examine the paths through which functional strategy, emotional strategy, and contextual strategy affect acceptance behavior through perceived usefulness and perceived ease of use. The empirical results show that functional strategy has a significant positive effect on perceived usefulness. Emotional strategy and contextual strategy have significant positive effects on perceived ease of use. Perceived usefulness has significant positive effects on browsing-level acceptance behavior and high-involvement engagement acceptance behavior. Perceived ease of use has significant positive effects on low-effort engagement acceptance behavior and active engagement acceptance behavior. Demographic characteristics, sexual openness, and product usage experience show differences in perception and acceptance behavior. The results provide a decision reference for condom brands to improve functional, emotional, and contextual communication strategies.

Keywords: Advertising acceptance; Technology Acceptance Model; Condom advertising; Perceived usefulness; Perceived ease of use

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1. Introduction

Intimate relationships are a lifelong topic for adults. Sexual behavior, as one of the basic physiological needs of human beings, is of great significance in individual development. Sexual health is the psychological and physical basis for individuals to meet related needs, and condom products can help consumers prevent pregnancy and reduce disease risks, thus protecting sexual health. Therefore, condom products have not only consumer value, but also value for individual health protection and public health governance.

In recent years, the market for condoms, lubricants, and other intimate health products has continued to grow. The *2026–2027 China Adult Products Market Consumption Trend Research Report* released by iiMedia

Research shows that China's adult products market reached 208.13 billion yuan in 2025, with a year-on-year growth of 7.2%, and is expected to reach 277.14 billion yuan in 2030. Related brands communicate product functions, safety knowledge, and sexual health ideas through advertising, making their advertising a carrier of sexual health information. On the one hand, condom advertising can carry out health communication through scientific information. For example, brands such as Durex have formed strategic cooperation with authoritative organizations such as the China Foundation for Prevention of STD and AIDS. On the other hand, it can raise the narrative of product functions to a social issue of sexual health and improve the safety risk awareness of the advertising audience.

Condom brands use wide exposure and communication influence to promote consumer cognition, interaction, and even transactions. In this communication process, what factors can encourage consumers to accept information related to condom products and further turn it into interaction? This study explores this question.

Based on this, this study takes condom advertising as the main research object and uses the Technology Acceptance Model (TAM) as the theoretical framework for audience acceptance intention. From the perspectives of advertising strategy and audience acceptance psychology, this study examines the influence paths of functional strategy, emotional strategy, and contextual strategy on advertising audience acceptance behavior. The purpose is to improve consumers' acceptance intention toward condom brand advertising, help condom brands improve communication effectiveness, and play a better role in social needs such as the development of sexual attitudes and the prevention of infectious diseases.

2. Theoretical basis and research hypotheses

2.1. Audience advertising acceptance intention model

Audience acceptance intention comes from behavioral intention. With the integration and development of consumer behavior and other disciplines, behavioral intention has been included in related studies of consumer behavior. Although scholars define behavioral intention in different ways, most definitions emphasize the psychological response, attitude, and intention formed by consumers when accepting a certain object. Behavioral intention will ultimately have an important effect on consumer behavior, so consumer behavior can be predicted from behavioral intention [1]. The browsing, interaction, forwarding, or purchase behavior generated after the audience contacts advertising can be used as a sign of advertising acceptance levels.

Condom advertising has certain privacy and sensitivity. The audience's acceptance of related product information does not fully depend on their openly expressed attitudes. Based on the Theory of Reasoned Action, Davis (1985) proposed the TAM. This theory holds that external variables affect an individual's perception of information or systems and then affect acceptance behavior [2]. Compared with directly asking about audience attitudes, this model can examine whether the audience thinks advertising information is useful and whether it is easy to understand and participate in. It is more suitable for analyzing the acceptance process of condom advertising. Therefore, this study adopts TAM as the theoretical framework to analyze the process through which condom advertising communication strategies affect audience acceptance behavior (**Figure 1**).

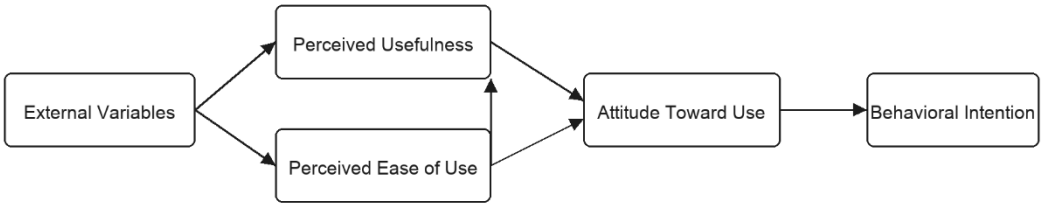


Figure 1. Technology acceptance model

2.2. Research hypotheses

Because condom advertising has privacy and sensitivity, respondents may hide their real attitudes and thoughts about condom advertising. Therefore, this study does not design questions directly related to attitude, but designs the questionnaire around the effectiveness of condom advertising strategies. Functional strategy, emotional strategy, and contextual strategy are three common advertising strategies in condom advertising, so they are designed as independent variables. Based on the TAM, this study takes perceived usefulness and perceived ease of use as mediating variables [2]. Perceived usefulness refers to the audience's utility perception of functional dimensions in condom product advertising, such as ultra-thin, lubrication, and long-lasting use. Perceived ease of use refers to the audience's decoding efficiency of condom product advertising information, including the efficiency of understanding metaphorical expression and the participation cost of interaction behavior. Age, occupation, gender, education level, sexual openness, and related product usage experience are used as control variables.

Acceptance behavior is the dependent variable. It refers to the actual behavior generated after the audience contacts condom advertising, such as liking, forwarding, purchasing, and reporting. These behaviors can support the measurement of audience acceptance level. Existing studies divide consumers' brand-related social media activities into three levels: consumption, contribution, and creation. This means a process from passively browsing brand content to liking, commenting, sharing, and actively creating brand-related content [3]. Based on the advertising placement of condom brands in the Chinese market, this study divides acceptance behavior into four levels: browsing level, low-effort engagement, active engagement, and high-involvement engagement. The browsing level means only watching advertising content without any interactive behavior. Low-effort engagement refers to low-input interactions such as liking and emoji comments. Active engagement refers to content forwarding or participation in topic discussions. High-involvement engagement mainly includes opening purchase links, completing purchases, or making secondary creations.

Functional strategy means that condom brands usually affect consumers through the utility perception of functional dimensions such as ultra-thin, delay, pleasure, and lubrication. For example, brands use data, medical ingredients, and authoritative certification to build a safe and reliable product image. This study defines functional strategy as follows: functional advertising highlights product technical specifications and functional value, focuses on the physical attributes and user experience of the product, and builds a safe and reliable image. For products directly related to health risks and privacy needs, functional strategy can help brand advertising directly respond to consumers' core needs.

Therefore, the following hypothesis is proposed:

H1: Functional strategy has a significant positive effect on perceived usefulness.

Emotional strategy builds brand identification through emotional connection and value communication. This study defines emotional strategy as follows: the brand takes emotional arousal and resonance as the main communication goals, and builds a deep psychological connection with consumers through social issues, creative expression, and the communication of brand values. Condom advertising can use humorous metaphorical expressions such as puns and homophonic puns to reach an implicit understanding with consumers. It can also connect with social issues, turn sensitive topics into value topics, and lower the threshold for the audience to decode advertising information.

Based on the above analysis, the following hypothesis is proposed:

H2: Emotional strategy has a significant positive effect on perceived ease of use.

Contextual strategy means that brands conduct scenario analysis and information communication through consumers' user labels and specific contexts, and trigger consumer behavior through scenarios. This study defines contextual strategy as follows: a communication strategy in which brands connect product functions with specific contexts through scenario-based marketing and communication with interest communities. Condom brands can turn festival culture such as Qixi Festival and Valentine's Day into possible product use scenarios for consumers. They can also communicate with audiences in specific interest communities through shared symbols, language expression, and value identification. This kind of communication has higher decoding efficiency than general information. Through contextual strategy, condom products can be embedded in interest community cultures and festival contexts such as e-sports, using specific symbols to activate users' cognitive schema and reduce the cognitive cost of understanding advertising information.

Therefore, the following hypothesis is proposed:

H3: Contextual strategy has a significant positive effect on perceived ease of use.

Advertising information allows consumers to perceive specific functional value through rational factors, thereby stimulating basic information acquisition behavior. As the starting point of acceptance behavior, the browsing level means that the audience is more likely to spend time watching content to evaluate whether the product meets their needs. In addition, consumers need a high level of trust in the brand when making purchase decisions. When advertising is considered highly useful by consumers, the cost of purchase decision-making is reduced.

Therefore, this study proposes the following hypotheses:

H4: Perceived usefulness has a significant positive effect on browsing-level acceptance behavior.

H5: Perceived usefulness has a significant positive effect on high-involvement engagement acceptance behavior.

Perceived ease of use reduces the difficulty of decoding advertising information and lowers users' interaction cost, making low-effort engagement behavior easier to trigger. In addition, information that is easy to understand is more likely to become a way for the audience to express themselves, thus encouraging spontaneous communication by the audience. Therefore, this study proposes the following hypotheses:

H6: Perceived ease of use has a significant positive effect on low-effort engagement acceptance behavior.

H7: Perceived ease of use has a significant positive effect on active engagement acceptance behavior.

This study believes that basic demographic characteristics have a significant effect on perceived usefulness, perceived ease of use, and acceptance behavior, including gender, age, education level, and occupation [4]. Due to the particularity of this product category, sexual openness and related product usage experience also affect

consumer attitudes [5]. Therefore, the following hypotheses are proposed:

H8: There are significant differences in perceived usefulness, perceived ease of use, and acceptance behavior among audiences of different genders.

H9: There are significant differences in perceived usefulness, perceived ease of use, and acceptance behavior among audiences of different ages.

H10: There are significant differences in perceived usefulness, perceived ease of use, and acceptance behavior among audiences with different occupations.

H11: There are significant differences in perceived usefulness, perceived ease of use, and acceptance behavior among audiences with different education levels.

H12: Audience sexual openness has significant differences in perceived usefulness, perceived ease of use, and acceptance behavior.

H13: Audience product usage experience has significant differences in perceived usefulness, perceived ease of use, and acceptance behavior.

3. Research design

3.1. Questionnaire design and variable measurement

This study used a questionnaire survey to collect data. The questionnaire consisted of three parts: research description, core scale, and respondents' basic information. The core scale included 27 items. All items were measured using a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree." Respondents' basic information included gender, age, occupation, education level, sexual openness, and product usage experience. These variables were used as control variables in the following analysis.

The items of the core scale were designed with reference to established scales and advertising research, and were adjusted according to the context of condom advertising. Functional strategy and emotional strategy each included three items, mainly based on Jourdan's informational and emotional advertising scale and Lee and Hong's scale of informativeness and emotional appeal in social media advertising [6,7]. Contextual strategy included three items, with reference to studies on social media advertising context and content strategy, and was revised according to specific marketing festivals and interest communities in condom advertising. Perceived usefulness and perceived ease of use each included three items, mainly based on Davis's TAM scale. Browsing-level, low-effort engagement, active engagement, and high-involvement engagement acceptance behavior each included three items, mainly based on the social media brand content engagement scale proposed by Schivinski [8].

3.2. Sample, data collection, and analysis methods

This study mainly distributed the questionnaire to young consumers and took women and college students as the key survey groups. The questionnaire was published online through Wenjuanxing and Jianshu, and was spread through WeChat, QQ, Douban, and Weibo. A total of 329 questionnaires were collected. After screening with lie-detection items and removing invalid responses, 268 valid questionnaires were obtained, with an effective response rate of 81.46%. In the valid sample, 207 respondents were female, accounting for 77.24%. There were 249 respondents aged 18–35, accounting for 92.91%. There were 189 respondents with a bachelor's degree, accounting for 70.52%. There were 128 students, accounting for 47.76%. In terms of sexual openness, most respondents held relatively open sexual attitudes. A total of 114 samples agreed that "it is normal to discuss condoms publicly," and 66 samples strongly agreed with this view. In terms of product usage experience, 188

respondents had used condom products, accounting for 70.15%. The sample was mainly concentrated among young, highly educated women, with relatively open sexual attitudes and product usage experience. The applicable scope of the sample should be understood together with these sample characteristics.

4. Results and analysis

4.1. Reliability and validity analysis

This study used Cronbach's α coefficient to test scale reliability, and used the KMO test, Bartlett's test of sphericity, and principal component analysis to test questionnaire validity. The results are shown in **Table 1**. The Cronbach's α coefficients of the nine variables ranged from 0.818 to 0.859, and all were higher than 0.8. This indicates that the measurement items of each variable had good internal consistency and that the scale reliability was good. The KMO values of each variable ranged from 0.705 to 0.735, and the significance values of Bartlett's test of sphericity were all lower than 0.001. This shows that the data were suitable for factor analysis.

Table 1. Reliability and exploratory factor analysis results

Construct	Cronbach's α	KMO	Variance explained (%)
Functional strategy	0.850	0.723	77.059
Emotional strategy	0.857	0.730	77.972
Contextual strategy	0.819	0.708	73.589
Perceived usefulness	0.859	0.735	78.106
Perceived ease of use	0.829	0.718	74.596
Browsing-level acceptance behavior	0.818	0.708	73.303
Low-effort engagement acceptance behavior	0.829	0.717	74.535
Active engagement acceptance behavior	0.824	0.707	73.996
High-involvement engagement acceptance behavior	0.847	0.705	77.067

The results of principal component analysis show that each variable extracted one factor with an eigenvalue greater than 1, and the variance explained ranged from 73.303% to 78.106%. The factor loadings of each item are shown in **Table 2**. The loading values ranged from 0.828 to 0.909, and all were higher than 0.7, indicating that each item could well reflect its construct. Based on the above results, the scale in this study has good reliability and validity.

Table 2. Factor loadings of each construct

Construct	Item	Factor loading
Functional strategy	Q1	0.887
Functional strategy	Q2	0.852
Functional strategy	Q3	0.895
Emotional strategy	Q4	0.888
Emotional strategy	Q5	0.863
Emotional strategy	Q6	0.897
Contextual strategy	Q7	0.884
Contextual strategy	Q8	0.849

Contextual strategy	Q9	0.839
Perceived usefulness	Q10	0.886
Perceived usefulness	Q11	0.874
Perceived usefulness	Q12	0.891
Perceived ease of use	Q13	0.883
Perceived ease of use	Q14	0.856
Perceived ease of use	Q15	0.852
Browsing-level acceptance behavior	Q16	0.880
Browsing-level acceptance behavior	Q17	0.828
Browsing-level acceptance behavior	Q18	0.859
Low-effort engagement acceptance behavior	Q19	0.875
Low-effort engagement acceptance behavior	Q20	0.841
Low-effort engagement acceptance behavior	Q21	0.874
Active engagement acceptance behavior	Q22	0.888
Active engagement acceptance behavior	Q23	0.834
Active engagement acceptance behavior	Q24	0.858
High-involvement engagement acceptance behavior	Q25	0.891
High-involvement engagement acceptance behavior	Q26	0.909
High-involvement engagement acceptance behavior	Q27	0.831

4.2. Analysis of variance

This study used independent-samples t-tests to examine group differences in gender and product usage experience, and used one-way ANOVA to test group differences in age, education level, occupation, and sexual openness. The results are shown in **Table 3**.

Age showed significant differences in functional strategy, perceived ease of use, and the four types of advertising acceptance behavior ($P < 0.05$), but the differences in emotional strategy ($P = 0.142$), contextual strategy ($P = 0.079$), and perceived usefulness ($P = 0.108$) were not significant. Therefore, H9 is partially supported.

Gender showed significant differences in all nine variables ($P <= 0.005$), so H8 is supported.

Education level showed a significant difference only in perceived ease of use ($P = 0.012$). Its differences in functional strategy ($P = 0.054$), emotional strategy ($P = 0.163$), contextual strategy ($P = 0.548$), perceived usefulness ($P = 0.132$), browsing-level acceptance behavior ($P = 0.852$), low-effort engagement acceptance behavior ($P = 0.637$), active engagement acceptance behavior ($P = 0.773$), and high-involvement engagement acceptance behavior ($P = 0.642$) were not significant. Therefore, H11 is only partially supported.

Occupation showed significant differences in all nine variables ($P < 0.05$), so H10 is supported.

Sexual openness showed significant differences in functional strategy, emotional strategy, low-effort engagement acceptance behavior, active engagement acceptance behavior, and high-involvement engagement acceptance behavior ($P < 0.05$). However, the differences in contextual strategy ($P = 0.107$), perceived usefulness ($P = 0.057$), perceived ease of use ($P = 0.156$), and browsing-level acceptance behavior ($P = 0.073$) were not significant. Therefore, H12 is partially supported.

Product usage experience showed significant differences in all nine variables ($P < 0.05$), so H13 is supported.

Table 3. Difference tests of demographic characteristics across research variables

Construct	Age *F (P)*	Gender *t (p)*	Education *F (P)*	Occupation *F (P)*	Sexual openness *F (P)*	Product experience *t (P)*
Functional strategy	2.982 (.012)	−4.725 (<.001)	2.363 (.054)	4.743 (.001)	2.441 (.047)	3.175 (.002)
Emotional strategy	1.673 (.142)	−3.720 (<.001)	1.646 (.163)	3.657 (.006)	2.756 (.028)	2.598 (.011)
Contextual strategy	2.002 (.079)	−4.091 (<.001)	0.766 (.548)	6.249 (<.001)	1.925 (.107)	2.454 (.015)
Perceived usefulness	1.828 (.108)	−4.326 (<.001)	1.784 (.132)	5.722 (<.001)	2.329 (.057)	2.232 (.027)
Perceived ease of use	3.338 (.006)	−5.141 (<.001)	3.276 (.012)	5.855 (<.001)	1.677 (.156)	3.240 (.002)
Browsing-level acceptance behavior	3.176 (.008)	−3.221 (.001)	0.338 (.852)	2.755 (.028)	2.167 (.073)	3.592 (<.001)
Low-effort engagement acceptance behavior	2.752 (.019)	−3.109 (.002)	0.637 (.637)	3.035 (.018)	2.812 (.026)	4.240 (<.001)
Active engagement acceptance behavior	3.256 (.007)	−2.886 (.005)	0.449 (.773)	3.664 (.006)	4.436 (.002)	4.622 (<.001)
High-involvement engagement acceptance behavior	4.459 (.001)	−4.195 (<.001)	0.630 (.642)	4.116 (.003)	3.143 (.015)	4.730 (<.001)

4.3. Structural equation modeling test

See **Tables 4** and **5**.

Table 4. Model fit indices of the structural equation model

Fit index	Standard		Result
	Acceptable threshold	Good threshold	
χ^2/df	1–3		3.087
RMSEA	<0.08		0.088
GFI	0.7–0.9	0.9–1.0	0.853
NFI	0.7–0.9	0.9–1.0	0.853
CFI	0.7–0.9	0.9–1.0	0.895

GFI was 0.853, NFI was 0.853, and CFI was 0.895. All were higher than 0.8, showing an acceptable level, and CFI was close to the good threshold of 0.9. However, RMSEA was higher than 0.08, indicating that the current model setting may be too simple and may not accurately reflect the real change pattern of the data. χ^2/*df* was greater than 3, indicating systematic bias in the model path setting. Therefore, the model framework is basically reasonable, but there may be actual relationships not included in the model.

The results of the model path test show that all seven paths reached the significance level. Functional strategy has a significant positive effect on perceived usefulness ($\beta = 0.995$, $P < 0.001$), so H1 is supported. Emotional strategy ($\beta = 0.604$, $P < 0.001$) and contextual strategy ($\beta = 0.382$, $P = 0.005$) both have significant positive effects on perceived ease of use, so H2 and H3 are supported. Perceived usefulness has significant positive effects on browsing-level acceptance behavior ($\beta = 0.864$, $P < 0.001$) and high-involvement engagement acceptance behavior ($\beta = 0.855$, $P < 0.001$), so H4 and H5 are supported. Perceived ease of use has significant positive effects on low-effort engagement acceptance behavior ($\beta = 0.810$, $P < 0.001$) and active engagement acceptance behavior ($\beta = 0.796$, $P < 0.001$), so H6 and H7 are supported.

Table 5. Model path coefficients

Path relationship	Unstandardized coefficient	Standardized coefficient	Standard error	β	*P*
Functional strategy → perceived usefulness	0.98	0.995	0.057	17.049	0.000***
Emotional strategy → perceived ease of use	0.602	0.604	0.141	4.279	0.000***
Contextual strategy → perceived ease of use	0.376	0.382	0.134	2.802	0.005***
Perceived usefulness → browsing level	1.138	0.864	0.089	12.788	0.000***
Perceived usefulness → high-involvement engagement	1.194	0.855	0.085	14.115	0.000***
Perceived ease of use → low-effort engagement	0.979	0.81	0.081	12.137	0.000***
Perceived ease of use → active engagement	1.04	0.796	0.087	11.978	0.000***

The analysis results of the structural equation model are shown in **Figure 2**.

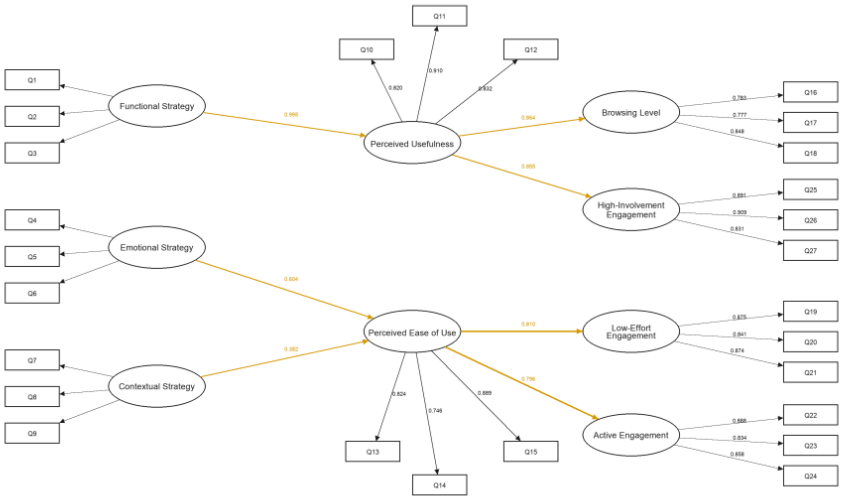


Figure 2. Structural equation model of audience acceptance of condom advertising

5. Conclusion and suggestions

5.1. Research conclusions

Based on the Technology Acceptance Model, this study includes functional strategy, emotional strategy, and contextual strategy in the research framework, constructs an audience acceptance model of condom advertising, uses SPSS to process data from 268 valid questionnaires, and uses structural equation modeling for hypothesis testing.

The empirical results show that functional strategy has a significant positive effect on perceived usefulness, while emotional strategy and contextual strategy have significant positive effects on perceived ease of use. Perceived usefulness further has significant positive effects on browsing-level acceptance behavior and high-involvement engagement acceptance behavior, while perceived ease of use has significant positive effects on low-effort engagement acceptance behavior and active engagement acceptance behavior. This shows that functional information can affect the advertising audience's judgment of the functional value of condom

products. The communication of emotional expression and context-related content helps lower the threshold for understanding and interaction with condom products, thus promoting different levels of advertising acceptance behavior. Gender, occupation, and product usage experience show significant differences in all nine variables. Age and sexual openness show significant differences only in some variables, while education level shows a significant difference only in perceived ease of use. The results of this study can provide empirical reference for condom-related enterprises to make advertising content strategies and audience communication plans.

5.2. Practical suggestions

First, brands should pay attention to consumer insight and technical barriers. USP theory holds that each product needs to find a unique selling point and build an irreplaceable position in consumers' minds through advertising. Functional strategy can promote advertising acceptance by improving perceived usefulness. Brands should strengthen product communication based on consumer demand insights and product innovation. Therefore, on the basis of product and technical innovation, condom products need to clearly present product technical barriers in advertising in order to form a unique position in consumers' minds.

Second, brands should strengthen resonance with brand values from multiple dimensions. Condom brands need to actively pay attention to and respect the needs and ideas of different potential groups, and include the concerns of potential consumers in brand values. This can help brands occupy a position in the minds of potential groups earlier and also avoid potential public opinion risks. Brands can turn brand values into actual actions and form deep interaction with consumers through public welfare communication or by building a personified positioning around brand values.

Third, brands can use different guidance strategies according to the audience's acceptance stage. For audiences who have not yet formed product cognition, brands should first present core functions and product value to improve perceived usefulness and promote information browsing. For audiences who stay at the browsing or low-effort engagement stage, brands can combine emotional and contextual content to lower the interaction threshold and promote likes, comments, favorites, and forwarding. For consumers who have already interacted, brands need to use consumers' historical interaction data, such as clicked product types, search records, stay data, and interest tags on content platforms, to accurately push products on e-commerce or product recommendation platforms and form a consumption loop.

5.3. Research limitations

This study still has two limitations. First, the sample is mainly concentrated among young and highly educated women, so the consumer groups to which the conclusions can be applied are limited. Future studies should expand the sample size, improve the coverage of respondents with different genders, ages, occupations, and educational backgrounds, and further test the stability of the model and group difference results. Second, this study mainly examines condom advertising. Whether the conclusions can be applied to other sexual health products such as lubricants still needs further verification. Future studies can expand product types and compare audience acceptance mechanisms across different social media platforms, sales channels, and advertising contact contexts.

Disclosure statement

The author declares no conflict of interest.

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