

Do Male Stereotypes Exist in Marketing Communication of Male Luxury Products?: An Analysis of Marketized Descriptions of Male Perfumes Using Corpus-based Approach

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Abstract

This study investigated how masculinity is constructed and represented in the marketized descriptions of male luxury perfumes and whether such portrayals reinforce or resist traditional gender stereotypes. A collection of 1,469 words was created from the descriptions of 69 perfumes sold as “for men” or “for homme” in Thailand's Eve and Boy stores. Frequency and concordance analyses focused on content words including nouns, verbs, adjectives, and adverbs to identify recurring themes. The results highlighted ten dominant keywords encompassing man, masculine, power, powerful, bold, woody, freshness, fresh, modern, and elegance that shaped male identities in fragrance marketing. The discourse constructed masculinity along two axes: traditional traits of strength, dominance, and ruggedness; and emerging qualities of freshness, refinement, and modernity. While hegemonic masculine ideals remain central, subtle resistance is evident in references to sophistication and vitality, indicating an evolving representation of men in luxury advertising. These results have improved scholarship on gender, discourse, and marketing by showing how linguistic choices in perfume descriptions both reproduce stereotypes and cautiously accommodate more diverse masculinities.

Keywords: Corpus Linguistics; Luxury Products; Masculinity; Perfume Advertising; Stereotypes

Introduction

The association between masculinity and fragrance has long been established, with scents functioning not only as personal grooming tools but also as cultural markers of gender identity. Historically, fragrances have served as symbolic instruments for men to express their masculinity and appeal to potential partners. However, the interplay between masculinity and scent is far from straightforward. As Connell (1995) and Connell and Messerschmidt (2005) argue, masculinity is not a fixed concept but a social construct shaped by cultural norms and societal expectations. These norms influence which fragrances are deemed appropriate for men and which are considered transgressive or effeminate. Accordingly, fragrances marketed toward men often reflect dominant ideals of strength, power, and control, while more delicate or sweet scents are typically reserved for women.

The construction of masculinity varies across cultures and historical periods, but a consistent pattern in Western societies links male identity to fragrance profiles characterized by woody, musky, and spicy notes (Roongwitoo, 2012; Van Toller & Dodd, 2013). These scent categories are culturally coded as masculine, whereas floral, fruity, and sweet notes are often aligned with femininity and romance. The binary categorization of scents serves as a powerful semiotic tool in marketing, reinforcing gendered stereotypes through language and olfactory cues (Van Toller & Dodd, 2013).

Recent years have witnessed a shift in how masculinity is represented and consumed, especially among younger generations who increasingly challenge traditional gender norms. Many fragrance houses have responded by broadening their portrayals of masculinity and offering more diverse scent options. Men today are more open to experimenting with unconventional or traditionally feminine fragrances, signaling a change in attitudes toward gender and self-expression (Van Toller & Dodd, 2013). Despite these evolving trends, there remains a noticeable gap in academic research concerning how masculinity continues to be constructed, reinforced, or contested in the marketing of luxury male fragrances.

Perfumes, as sensory products, carry deep gendered implications and are often used to signify identity. Scholars have identified perfume as a potent gender determinant (Iseki et al., 2021; Lindqvist, 2013; Kubartz, 2009; Speed & Majid, 2019), with consumer responses to scent closely tied to broader gender ideologies. The language used in perfume marketing—especially the descriptive texts used to sell high-end male fragrances—offers a rich site for examining how gender stereotypes are embedded in commercial discourse. These marketized descriptions, which

often accompany luxury fragrance products, reflect and shape consumer perceptions of what it means to be masculine.

This study therefore investigates whether male stereotypes persist in the marketing communication of luxury male perfumes. By analyzing a corpus of written texts from fragrance advertisements, this research aims to uncover how masculinity is constructed linguistically and whether such constructions align with or challenge traditional male stereotypes. Employing a corpus-based approach allows for a systematic examination of linguistic patterns and rhetorical strategies used to describe male perfumes. The findings from this study are expected to contribute to a deeper understanding of gendered marketing practices, consumer behavior, and the cultural politics of masculinity within the luxury product industry.

Research Objectives

This study aims to explore the intersection between gender representation and marketing language in the context of luxury male perfumes. Specifically, it seeks to examine how masculinity is constructed and represented in the marketized descriptions of luxury male fragrances using a corpus-based approach. Additionally, it investigates the extent to which traditional male stereotypes are either reinforced or challenged within these marketing communications. Through a systematic analysis of linguistic patterns, lexical choices, and rhetorical strategies employed in promotional texts, the study seeks to uncover how masculinity is framed and perceived in the luxury fragrance industry. In light of these aims, the following research questions guide the study:

1. What linguistic features and recurring themes are used to construct male identities in these descriptions?
2. To what extent do the descriptions of male perfumes reflect or resist traditional male gender stereotypes?

Literature Review

Masculinities, males and male stereotypes: Concepts, differences, and characteristics

The concept of masculinities extends beyond biological maleness to encompass socially constructed practices that vary across time, cultures, and social contexts. Connell (1995) emphasizes that masculinities are multiple rather than singular, with hegemonic masculinity representing the dominant form that legitimates male authority through traits such as strength,

rationality, and heterosexuality (Connell & Messerschmidt, 2005). Alongside this form, complicit, subordinated, and marginalized masculinities reflect alternative ways of being a man, underscoring that masculinity is dynamic and relational. By contrast, male refers primarily to biological categorization, but equating maleness with masculinity risks obscuring how gender identities are socially shaped (Waling, 2019).

Male stereotypes emerge when masculinity is reduced to rigid attributes such as aggression, stoicism, sexual dominance, and disinterest in caregiving (Curone–Prieto et al., 2023). Marketing and media are powerful in perpetuating these images, often depicting men as assertive leaders or rugged individuals (Åkestam et al., 2017). Cross-cultural studies confirm this pattern: while traditional masculine traits like dominance remain dominant, some advertising increasingly incorporates inclusive and emotionally open portrayals (Curone–Prieto et al., 2023; Marshall et al., 2020). Similarly, male celebrities discussing mental health have challenged the stereotype of male emotional restraint (Stahl & Zhao, 2024). Yet, these shifts coexist with persistent traditional images, highlighting tension between evolving and masculinities.

The persistence of stereotypes has tangible effects. Koenig and Eagly (2014) argue that stereotypes function as social role expectations, while Silva Barbosa et al. (2023) demonstrate that gender-stereotyped gamification negatively influences male students' self-perception. Broader cultural analyses, such as Enkhbold et al. (2023), reveal how traditional and modern gender norms intersect, creating ongoing negotiations of masculinity. Collectively, these studies show that masculinities are fluid and socially constructed, while male stereotypes remain enduring cultural scripts that shape both representation and lived experience.

Perfumes and gender stereotypes

Perfume is not only a consumer product but also a cultural artifact that encodes and communicates gendered meanings. Scholars have long observed that perfumes are categorized and marketed according to a binary framework, with men's scents commonly associated with strength, power, and dominance, and women's with delicacy, romance, and sensuality (Iseki et al., 2021; Lindqvist, 2013; Van Toller & Dodd, 2013). The process of gendering perfumes is visible not only in olfactory design but also in naming, packaging, and advertising narratives. Research on commercial classifications demonstrates that even when odor perceptions overlap, fragrances are marketed in ways that reinforce normative gender distinctions, illustrating how stereotypes are socially reproduced through consumption (Iseki et al., 2021).

The symbolic work of perfume is further emphasized in advertising practices. For example, visual and textual strategies often link men's fragrances to explosive power, risk, and virility, reinforcing hegemonic masculine ideals (Droulers et al., 2024). Similarly, Spanish perfume marketing has historically tied identity and national image to gendered notions of elegance and strength, showing how stereotypes intersect with cultural and economic branding (Puig, 2003). At the same time, perfumes have played a role in shaping urban consumer culture, as their consumption reflects not only personal identity but also collective imaginaries of gender and class in city life (Classen et al., 2002; Kubartz, 2009).

Nevertheless, there is evidence of gradual shifts. Some studies point to a growing acceptance of gender-fluid or unisex perfumes, reflecting broader cultural changes that challenge rigid stereotypes (Speed & Majid, 2019). Yet, even as certain markets experiment with inclusivity, the mainstream luxury fragrance industry continues to rely heavily on binary representations to attract consumers. This demonstrates the tension between gender stereotypes and emerging practices that seek to disrupt them.

In sum, the literature reveals that perfumes are deeply entangled with gendered expectations. They serve not only as commodities but also as cultural texts through which masculinity and femininity are constructed, reinforced, and occasionally contested. The persistence of stereotypical portrayals underscores the power of marketing communication in shaping how gender identities are performed and consumed.

Corpus linguistics and exploring gender perspectives in written text

Corpus linguistics provides a systematic methodology for examining large bodies of text through tools such as frequency, collocation, and concordance, while critical discourse analysis (CDA) adds the theoretical lens of power, ideology, and social inequality. When combined, this synergy—often called corpus-assisted discourse studies (CADS)—offers a powerful means of exploring how gender is constructed in written texts (Nartey & Mwinlaaru, 2019; McEnery & Hardie, 2011).

For instance, Yangxia and Mengdan (2025) demonstrate in a corpus-driven CDA of Chinese news reports on disabled women that language choices such as pronouns, semantic preferences, and collocations construct marginalized female identities. While the discourse often appears benevolent, it embeds condescending tones through lexical choices like “left-behind” or “poor,” showing how gender and disability intersect in representation. Similarly, Samaie and Malmir (2017), analyzing U.S. news coverage of Islam and Muslims, employed a corpus-assisted

CDA approach grounded in Reisigl and Wodak's (2001) discourse–historical framework. Their findings revealed systematic negativity reinforced through nomination and predication strategies, illustrating how collocation profiles and concordance lines expose bias. Though their subject was religion, the methodological approach demonstrates how the same techniques can reveal gendered stereotyping.

Corpus linguistics has also been applied to literary and cultural texts to expose gendered characterizations. Kwatsha (2009) and Nkosi (2013), analyzing African novels and school texts respectively, showed that collocational patterns present women as caring and emotional, while men were portrayed as courageous and controlled, thereby reproducing unequal gender norms. Mahlberg (2010) adds that corpus methods can highlight recurring “lexical bundles” in fiction that subtly frame gender roles, while Sriwimon and Zilli (2017) illustrate how CDA frameworks applied to political discourse similarly uncover stereotypes rooted in gendered language.

In digital environments, corpus approaches shed light on identity work. Albawardi et al. (2025), for example, examined self–branding in Instagram bios of Arab influencers, showing how frequency and collocation reveal systematic cues of gender, profession, and social identity. Their findings align with Jaworska (2016) and Goffman's (1959) theories of self–presentation, underscoring the portability of corpus techniques to gendered online self–representation. Meanwhile, Pagano and Sharpley (2024), in their corpus–based keyword analysis of English guidebooks on Sicily, illustrate how ideologically charged lexical patterns can frame cultural identity—an approach equally applicable to the study of gender ideologies in commercial and promotional texts.

Altogether, this body of work demonstrates that corpus linguistics, when combined with CDA, not only quantifies patterns of language use but also critically interprets how gendered perspectives are encoded in written text. The method enables researchers to identify macro–level trends such as stereotypical associations, and to drill down into micro–level concordance lines where nuance and ideology become most visible.

Conceptual Framework

This study examines how masculinity is constructed and represented in the marketing communication of male luxury perfumes using a corpus–based approach, focusing on the ways linguistic features in product descriptions reflect or resist traditional male gender stereotypes. As presented in Figure 2, drawing on Connell's (1995) concept of hegemonic masculinity and Connell

and Messerschmidt's (2005) reconceptualization, the study recognizes the existence of multiple masculinities but notes that advertising often privileges dominant ideals such as strength, control, and authority. Perfume marketing has historically associated men (Roongwitoo, 2012; Van Toller & Dodd, 2013). Methodologically, the study applies corpus linguistics to identify recurring lexical patterns through frequency and concordance analysis, complemented by critical discourse analysis to interpret how language encodes gendered meanings. Guided by this framework, the research addresses two questions: (1) What linguistic features and recurring themes are used to construct male identities? and (2) To what extent do these descriptions reflect or resist traditional male stereotypes?

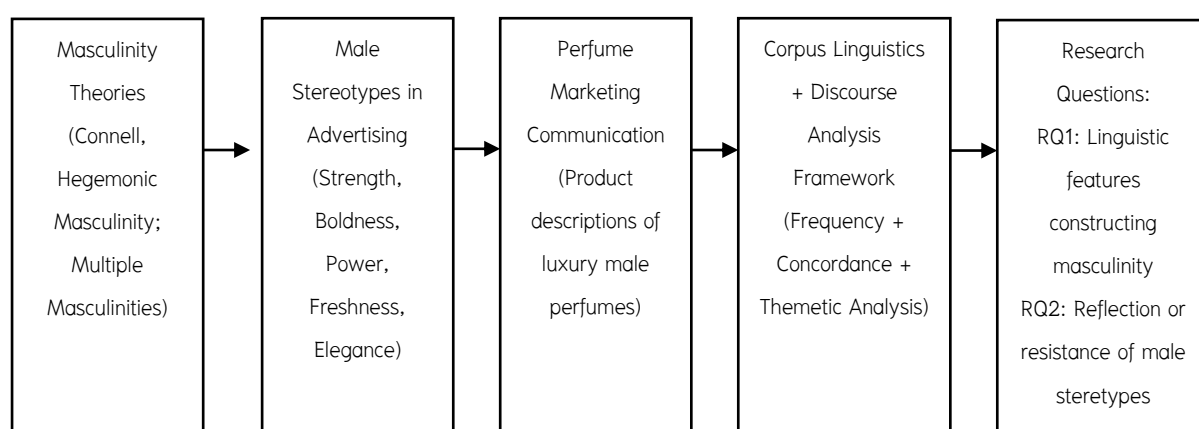


Figure 1 Conceptual framework

Research Methodology

Data

The present study draws on data collected from 69 bottles of male perfumes produced by 19 internationally recognized fragrance brands. Perfumes were selected as the unit of analysis because they function as cultural products through which gender identities are symbolically expressed and reinforced. Prior research has demonstrated that fragrances often operate as gender determinants, encoding social meanings about masculinity and femininity through both sensory design and commercial framing (Kubartz, 2009; Iseki et al., 2021; Lindqvist, 2013; Speed & Majid, 2019). In this sense, the relationship between scent perception and consumer behavior provides a productive entry point for examining how gender stereotypes are constructed and circulated.

The dataset for this research comprises written product descriptions accompanying each perfume, including texts found on packaging, product labels, and official promotional materials. These descriptions identify the qualities and characteristics of the perfumes, and they form the basis for analyzing how masculinity is represented in luxury fragrance advertising. Following earlier studies on the semiotics of perfume marketing (Classen et al., 2002; Zellner et al., 2008), attention was also paid to how descriptive language interacts with broader symbolic elements, such as imagery and color, in reinforcing gendered associations. However, the primary focus of analysis is on the linguistic dimension of these descriptions, which provides systematic evidence of how stereotypes are embedded in commercial discourse.

Data collection and data analysis

To avoid subjectivity and minimize the risk of cherry-picking during the data collection process, the following criteria were established. First, only perfumes explicitly identified as “male perfume,” “for homme,” or “for men” were included. Second, the perfumes had to be available at *Eve and Boy*, a leading multi-brand cosmetics and health retailer in Thailand, as it is one of the country’s most representative chains with branches nationwide. This ensured that the corpus reflected products that were both widely accessible and popular among general consumers. Product descriptions were photographed using a mobile phone and subsequently transcribed into text files for analysis.

The transcribed texts were compiled into a corpus consisting of 1,469 running words. To maintain analytical precision, the study concentrated on content words—namely nouns, verbs, adjectives, and adverbs—since these carry the semantic weight of the descriptions and are most indicative of gendered meanings. Function words such as articles, pronouns, and prepositions were excluded from the analysis. Word frequency lists, raw frequencies, were generated by using AntConc software, and the ten most frequently occurring content words were extracted.

Once identified, each keyword was examined through concordance analysis, which involved scrutinizing the surrounding context of every occurrence in the corpus (See Table 1). This step allowed for an exploration not only of how often the words appeared but also of the discursive patterns they contributed to. By analyzing collocational tendencies and semantic prosody, the study was able to trace how product descriptions constructed particular visions of masculinity, some of which reinforced traditional male stereotypes while others hinted at more fluid and contemporary interpretations.

Table 1 Concordance line of the word ‘masculine’

Powerful, vigorous and fiery, nature reveals itself with creative strength. –	masculine	and confident – a powerful perfume that evokes Eros—the
ulinity. – Modern, contrast, unexpected and surprising – Aquatic, noble and	masculine	AQVA pour Homme Eau de Toilette evokes the power
its purest, simplest form. – Spicy, sensuous, smooth – a sensuous and	masculine	composition – leathery background that makes it unique and refined. –
fusion of crisp energy and dark sensuality. Cool and invigorating –	masculine	confidence and counterbalance – Absolute delivers a mysterious sensuality
to begin. – The final warm woody ambery notes reveals a	masculine	elegance. – Coach For Men Eau De Toilette takes you
the summer in the Mediterranean. – Modern, smooth, powerful – timelessly	masculine	fragrance with and exotic, interesting twist. – creates a lasting
masculine fragrance with and exotic, interesting twist. – creates a lasting	masculine	impression. – conveys the freedom of a long summer weekend
alluring appeal. – subtle yet powerful – warm and cool contrasts – natural,	masculine	mesmerizing. – warm – fresh, sensual – luscious and spicy – vibrant, fresh
almate call of freshness, hedonism and seduction. – freshness and naturality –	masculine	power and uniqueness – where the aromatic notes of rosemary,
this fragrance is deep, fresh and masculine. – A cool-hot	masculine	scent matching crisp radiance and addictive intensity – THE WOODY
a fragrance that makes no concessions – An explosive concentrate of	masculine	sensuality – A weapon of mass seduction! – Cool, crisp, harvested –
contemporary and original vetiver interpretation, combined with an exclusive	masculine	smoky Terrae accord. – Irresistibly sensual and iconic. – With Bvlgari
of the Polo player – A fragrance classic rich in the	masculine	tradition of wood, leather and tobacco. – A Portrait of

Data validation

To ensure the trustworthiness of the qualitative findings, inter-rater reliability was employed, as recommended by Abarghooeinezha and Simin (2015) and Wahl-Jorgensen (2012). This method reduces subjectivity by involving independent evaluations of the researchers' interpretations. For this study, two experts who both are lecturers with doctoral degrees in discourse analysis and sociolinguistics were recruited as raters. After receiving a detailed explanation of the study, they independently evaluated 160 items previously analyzed and interpreted by the researchers. These items represented words from the corpus identified as constructing male identities. Each was rated using three categories: *Agree*, *Disagree*, or *Not sure*.

In cases where disagreement arose between the raters and the researchers, a debriefing process was conducted to discuss and resolve the differences.

Cohen's Kappa is computed to illustrate the level of inter-rater reliability and similarities and differences between the author's analysis and the raters' analysis and the interpretations of agreement strength as follows:

Kappa	Agreement
<0.00	Poor agreement
0.00 – 0.20	Slight agreement
0.21 – 0.40	Fair agreement
0.41 – 0.60	Moderate agreement
0.61 – 0.80	Substantial agreement
0.81 – 0.99	Almost perfect agreement

The result of Kappa Agreement was **.744**, based on 160 valid cases. This score falls within the “substantial agreement” range, indicating a high level of consistency between the raters and the researcher.

Research Results

What linguistic features and recurring themes are used to construct male identities in these descriptions?

As shown in **Table 2**, the ten most frequently used content words in the perfume descriptions were man (24), masculine (20), freshness (17), fresh (16), power (15), woody (15), modern (14), bold (13), elegance (13), and powerful (13). Together, these words form the core lexical repertoire through which male identities are represented in the discourse of luxury perfumes.

Table 2 Frequency of top ten content words of a corpus of perfumes' descriptions

Rank	Content words	Frequency
1	man	24
2	masculine	20
3	freshness	17
4	fresh	16
5	power	15
6	woody	15
7	modern	14
8	bold	13
9	elegance	13
10	powerful	13

The word *man* appeared in explicit phrases such as “created for the man who knows his destiny” and “a fragrance that defines the modern man.” These expressions clearly mark gender and directly address male consumers. The term *masculine* frequently occurred with nouns denoting qualities and attributes, including “masculine energy,” “masculine strength,” and “masculine elegance.” These pairings emphasize confidence and strength while maintaining a sense of refinement. Instances of *power* and *powerful* highlighted dominance and intensity, as in “a powerful fragrance that commands attention” and “unleashing the power of masculinity.” Similarly, the word *bold* appeared in descriptions such as “a bold statement of style” and “bold fragrance for men who dare,” emphasizing courage and assertiveness. The adjective *woody* was often associated with scent notes, as in “woody accords for an earthy masculinity” and “a woody base that defines strength.” These expressions link masculinity to grounded, stable, and natural qualities. The lexical items *freshness* and *fresh* were used in lines such as “freshness for the energetic man” and “a fresh burst for urban lifestyles,” portraying men as dynamic, clean, and active. Finally, the word *elegance* appeared in collocations like “masculine elegance with timeless appeal” and “a fragrance of strength and elegance,” highlighting refinement and sophistication as aspects of male identity.

To what extent do the descriptions of male perfumes reflect or resist traditional male gender stereotypes?

The analysis revealed that male perfume advertising primarily emphasizes traditional masculine traits while gradually incorporating modern attributes that extend male identity. As shown in Table 3, the ten most frequently used content words—*power*, *powerful*, *bold*, and

woody—portray men as dominant, strong, and resilient. These words consistently construct masculinity around control, assertiveness, and endurance, framing men as confident figures of authority.

Conversely, *fresh*, *freshness*, *modern*, and *elegance* introduced newer dimensions of masculinity associated with cleanliness, vitality, and refinement. Phrases such as “modern man,” “fresh energy,” and “masculine elegance” indicated an emerging narrative of men as stylish, youthful, and sophisticated. This linguistic variation suggests that while strength and dominance remain at the core of perfume marketing, the portrayal of men has become more nuanced, incorporating balance between power and polish.

Despite these changes, expressions tied to *freshness* and *elegance* often appeared alongside traditional descriptors, implying coexistence rather than replacement. The corpus thus reflected both continuity and transition in male representation. The enduring image of the strong, bold man remained central, yet contemporary advertising also embraced refinement and urban appeal.

Table 3 Summary of keywords, concordance examples, and gendered stereotypes

Keyword	Example Concordance	Constructed Masculinity	Reflects/Resists Stereotypes
Man	“For the modern man” / “Created for the man who knows his destiny”	Anchors perfume explicitly to male consumers, positioning scent as part of male identity.	Reflects – reinforces perfume as gendered commodity.
Masculine	“Deep, fresh and masculine” / “Modern, smooth, powerful, timeless masculine fragrance”	Essentializes masculinity as strength, control, and sensual authority.	Reflects – aligns with Connell’s hegemonic masculinity.
Freshness	“Freshness and naturality – masculine power and uniqueness” / “Dedicated to men seeking unique, crisp and vibrant freshness”	Constructs men as energetic, youthful, and clean.	Resists partly – softens masculinity by adding vitality and hygiene.
Fresh	“Fresh and burning sensual fragrance” / “Fresh masculine composition”	Frames masculinity as invigoration, dynamic energy, urban lifestyle.	Resists partly – complements power with modern dynamism.
Power	“Power of a leader” / “Experience the power of Ralph’s Club”	Associates men with dominance, leadership, and authority.	Reflects – classic hegemonic ideal of dominance.

Keyword	Example Concordance	Constructed Masculinity	Reflects/Resists Stereotypes
Woody	“Woody amber trail capturing charisma and power” / “Woody signature evoking pure masculinity”	Links men to earthiness, tradition, and grounded natural strength.	Reflects – aligns with traditional scent coding of masculinity.
Modern	“Confident and contemporary, clean lines make the modern man” / “Our vision is challenging traditional stereotypes of masculinity”	Connects men with cosmopolitan sophistication, progress, and transformation.	Resists partly – acknowledges change while still tying to strength.
Bold	“A bold fragrance for men who dare” / “Bold and surprising olfactive experience”	Frames men as risk-takers, adventurous, and unapologetic.	Reflects – aligns with adventurous male stereotype.
Elegance	“Masculine elegance with timeless appeal” / “Exudes a seductive elegance, inspired by a man”	Adds refinement, sophistication, and charm to masculinity.	Resists – integrates softer, cultured dimensions into male identity.
Powerful	“A powerful perfume that evokes Eros” / “Timelessly masculine fragrance, powerful and exotic”	Intensifies dominance and charisma; masculinity as irresistible force.	Reflects – reasserts physical and social dominance.

Discussions

The findings revealed that language used in luxury male perfume marketing continues to draw heavily from traditional constructs of masculinity while simultaneously showing traces of transformation. Consistent with Connell’s (1995) and Connell and Messerschmidt’s (2005) frameworks of hegemonic masculinity, descriptors such as *power*, *powerful*, and *bold* reinforce dominant masculine ideals centered on control, confidence, and physical strength. Additionally, Lindqvist (2013) and Van Toller and Dodd (2013) indicate that woody and musky profiles are culturally coded as male, linking men to the natural, grounded, and enduring. These linguistic markers position men as assertive leaders, echoing Curone–Prieto et al.’s (2023) observation that commercial discourse often relies on amplified images of masculinity to maintain brand prestige and cultural authority.

However, the emergence of terms such as *fresh*, *freshness*, *modern*, and *elegance* suggests a subtle reconfiguration of masculine identity. These words evoke imagery of cleanliness, vitality, and sophistication—qualities that challenge traditional associations of masculinity with ruggedness or stoicism. The discourse surrounding the “modern man” and “masculine elegance”

reflects what Marshall et al. (2020) describe as an ongoing negotiation between physical strength and emotional openness. Likewise, Stahl and Zhao (2024) identify similar shifts in celebrity representations of men who embrace self-expression and empathy, signaling a cultural shift toward more inclusive masculinities.

Nevertheless, this evolution remains partial. The coexistence of both hegemonic and alternative traits demonstrates what Connell (1995) terms *multiple masculinities*, where emerging forms of masculinity are incorporated into existing hierarchies rather than replacing them. The continued prominence of words like *power* and *woody* ensures that dominance and resilience remain the core attributes of the male image, while newer descriptors merely soften its edges. As a result, contemporary perfume advertising portrays men as both powerful and polished, embodying a blend of traditional dominance and modern refinement.

New Knowledge from Research

This study enhances understanding of how masculinity is linguistically constructed in luxury perfume advertising. It demonstrates that marketing discourse continues to reproduce hegemonic masculinity emphasizing power, boldness, and strength while gradually incorporating modern traits such as freshness, elegance, and sophistication. The integration of corpus linguistics and critical discourse analysis illustrates how linguistic patterns reveal underlying gender ideologies, even in small-scale datasets. The findings also provide practical insight for marketers to recognize evolving male representations and move beyond narrow gender stereotypes in branding.

Conclusion

This study examined how masculinity is constructed in the marketized descriptions of male luxury perfumes using a corpus-based approach. Analysis of 1,469 words across 69 perfume descriptions revealed ten high-frequency content words such as *man*, *masculine*, *power*, *powerful*, *bold*, *woody*, *freshness*, *fresh*, *modern*, and *elegance* that shaped representations of male identity. The results show two dominant themes. First, traditional markers of hegemonic masculinity including strength, dominance, and ruggedness were reinforced through words such as *power*, *powerful*, *bold*, and *woody*. Second, emerging portrayals highlighted freshness, refinement, and modernity, evident in words like *fresh*, *modern*, and *elegance*. Together, these patterns suggest that while male perfume marketing continues to rely heavily on established

stereotypes, it is also gradually incorporating more diverse and contemporary dimensions of masculinity.

In sum, the study demonstrates that linguistic choices in perfume advertising both reflect gender norms and cautiously resist them, producing hybrid images of men that balance power with vitality and sophistication.

Suggestions

This study analyzed 69 male perfumes sold in *Eve and Boy* stores in Thailand, which may not fully represent global luxury perfume markets. The focus on English textual descriptions excluded multimodal elements such as imagery, packaging, or sound, all of which also play a role in shaping gendered meanings. Additionally, the analysis concentrated on high-frequency content words, potentially overlooking less frequent but meaningful linguistic markers. Importantly, the corpus comprised 1,469 words, which is relatively small for corpus linguistics. As such, the study is closer to a case study than a robust large-scale corpus analysis, limiting the generalizability of findings.

Future studies should address these limitations by expanding the dataset across cultures, languages, and retail platforms, and by including female and unisex perfumes for comparison. Multimodal approaches could integrate visual and symbolic elements, while advanced corpus techniques such as collocational and metaphorical analysis would enrich interpretations. From a practical standpoint, marketers are encouraged to move beyond reductive gender stereotypes and embrace more diverse representations of masculinity, aligning branding strategies with shifting cultural expectations and consumer identities.

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