

# Research on the Strategy and Impact of the Brand "She Economy" Marketing Model in the Era of Social Media

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**Abstract:** The issue of brand marketing has received widespread attention, but there are still shortcomings in guiding female consumers to consume. This article analyzes the marketing strategies adopted by brands in expanding female consumption and the impact they bring. It is concluded that in the social media environment, brands often expand their brand influence and enhance user interaction by giving more attention and encouragement to women, such as paying attention to the development of women's ideological concepts, the needs of the female era, and the emotional needs of women. In this process, they meet women's pursuit of wealth and power and even become a powerful force in promoting the social economy. However, gender-discriminatory marketing, creating anxiety, inducing consumption, and false advertising are still common occurrences. Based on this, this article proposes the following suggestions: it is necessary to enhance women's awareness of independent consumption in terms of consumption concepts, promote healthy aesthetic standards, cultivate rational consumption habits in product purchasing decisions, and improve the integrity of brand promotion in terms of advertising and marketing.

## 1 INTRODUCTION

With the rapid entry of various social platforms into the field of vision of contemporary people, people use various social platforms for brand marketing, and the products and services brought by the rise of Internet companies have gradually met the consumption habits of modern people. China has the highest proportion of women in entrepreneurship and entrepreneurship in the world. Secondly, women's willingness to start a business is 5-8 percentage points higher than that of men, and the status of women is steadily improving both in society and economically. There are nearly 400 million female consumers aged 20-60 in China, who control up to 10 trillion yuan of consumer spending every year. "She economy" is a new term based on the era of integrated development of economy and networking, which shows the amazing consumption power and economic imagination of the "her" group, which is the central link of consumption and promoting the development

of "She Economy" can bring huge profit space to enterprises (Bai, 2021). In addition, grasping the market outlet of "She Economy" and adopting targeted marketing strategies have become the key to market transformation and development (Na, 2023). In the context of the "She Economy", the development of gender cognition of the audience has been promoted, the boundaries of occupational gender have been broken, and an open relationship between occupation and gender selection has gradually been formed (Qian, 2024). However, in the context of "She Economy", there is still room for further research on how women's anxiety and emotional needs are defined and explored, what are women's real consumption motives, and how to promote and standardize marketing in good faith. Based on the above elaboration, this paper will focus on the strategy and impact of the "She Economy" marketing model of brands in the era of social media.

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## 2 MARKETING CHARACTERISTICS AND POSITIVE IMPACT OF "SHE ECONOMY"

### 2.1 Marketing Characteristics of "She Economy"

#### 2.1.1 Focus on the Development of Women's Ideological Concepts

In the new era, under the catalysis of various media, women's independent consciousness has awakened. More and more modern women aspire to be seen as independent individuals and to receive attention. This change in mindset has been responded to in the consumer market, giving rise to many innovative products. Therefore, as more and more women continue to explore, reflect, and awaken themselves, the consumer market for women holds enormous potential, and the idea of calling for women's independent consciousness is constantly being applied in different consumer fields. Therefore, in the context of the "She Economy", incremental brands are paying attention to the thoughts and preferences of female consumers. For example, niche brands and other brands that echo women's new ideas and concepts are emerging in succession, and increasing brands are emphasizing their uniqueness to attract more female consumers.

#### 2.1.2 Focus on the Needs of the Female Era

With the continuous awakening of women's self-awareness and the continuous improvement of their social status, an increasing number of women have higher expectations for their value. With the joint efforts of social awareness, corporate promotion, and media advertising, women's consumption has given rise to more autonomy and self-enjoyment. Nowadays, the term "middle-aged women's era" is very popular, perfectly showcasing the female era. It not only represents the awakening of self-meaning but also represents the improvement of women's consumption ability and workplace status. In the future, women will continue to shine in various fields and enhance their influence.

#### 2.1.3 Focus on Women's Emotional Needs

Whether it's the "sense of ceremony" that people talk about now or the buzzwords like "big female lead" that are constantly promoted to women, they all point

to "loving oneself". Whether online or offline, businesses advise women to pamper themselves and satisfy themselves. Encourage women to satisfy themselves and "love" themselves through consumption through extensive promotion of festivals. Women's Day on March 8th has been transformed into "Goddess Day", and the Spring Festival has also been transformed into "New Year's Goods Festival". At the same time, in online live streaming, the targeting of women is more pronounced. Women have richer emotions compared to men. Online hosts interact closely with users during the sales process, thereby promoting emotional connections (Bai, 2021). Specific titles for female consumer groups, such as "Meimei" and "Xiaobao", can narrow the psychological distance between female users and encourage female consumers to consume in live streaming rooms. Meanwhile, these different expressions generated from diverse scenarios allow different women to catch a feeling of involvement, which could invoke empathy (Shi, 2024).

### 2.2 Positive Impacts

The emergence of the term 'She Economy' has demonstrated the improvement of women's social status and the enhancement of women's self-awareness. For women living in a patriarchal society, it is an encouragement. In addition, the stimulation and promotion of consumer behavior have a huge driving force on the social economy, and the self-pleasure and satisfaction brought by consumption can inspire more women to pursue wealth and even power within their capabilities.

## 3 PERSPECTIVE ON THE "SHE ECONOMY" ISSUE

### 3.1 Catering to 'Others'

The purchasing, consumption, and enjoyment behaviors of women as the main consumers are mostly focused on "beauty consumption". According to data released by JD Consumer and Research Institute, the transaction volume of cosmetics, hairdressing, and medical beauty products has grown rapidly. In terms of clothing consumption, women also attach great importance to the fashion sense and personalized expression of clothing. In the era of the "She Economy", popular terms such as "high-end face", "first love face", "revenge consumption", and

"exquisite ugliness" strongly prove the improvement of women's independent consumption ability and the prominent phenomenon of narrowing aesthetic cognition under social media. One of the reasons for this phenomenon in the context of social media is that brands, to expand consumption, imply in their advertisements that the value of women lies in their appearance and pleasing others, reinforcing traditional gender roles and encouraging women to engage in beauty consumption to meet social expectations. In addition, people's overestimation of the value of appearance is often reflected in the "beauty" content displayed on the platform, which is more likely to attract attention, love, and career opportunities. This gender-discriminatory marketing not only harms the interests of female consumers but also hinders the healthy development of the industry.

### 3.2 Doubting the 'Self'

Body image disorder "is a manifestation of public appearance anxiety, mainly manifested in individuals' excessive attention to physical details (Shen & Fang, 2024). In this article, "body image disorder" is mainly manifested in women's distress towards appearance anxiety. With the deep integration of the Internet and life, brands will use the Internet to overemphasize the importance and imperfections of women's appearance, such as promoting the concept of "no one will love you if you don't lose weight", so that women are forced to consume because of their lack of confidence in their appearance. Over time, people's praise for women's appearance has transformed into an appreciation for the "landscape", and every detail in women's appearance has been alienated into a "landscape", causing them to lose their original self-worth. Excessive makeup, frequent use of beauty cameras for photography, and even cosmetic surgery to change one's appearance are all ways of "doubting" oneself. This marketing strategy that creates anxiety not only increases the psychological burden on women, triggers blind consumption, and destroys healthy consumption concepts but also distorts social aesthetics and value orientation in the long run.

### 3.3 Product 'Trap'

In the context of contemporary consumer culture, e-commerce live streaming continues to innovate and develop, and the user base continues to expand. The rise and development of live-streaming e-commerce platforms precisely cater to the psychological needs of female consumers who pursue discounts and are "stingy with every penny" (Qian & Cao, 2024). By

introducing limited-time discounts, exclusive coupons, and other methods to artificially stimulate female consumers' desire to purchase, the promotion technique of "restoring the original price after the live streaming ends" is used to "package" live streaming and products using the "sensitivity" of female consumers and the "scarcity" of products, inducing a sense of "missing out" among female consumers and creating a sense of urgency that if they do not act immediately, they will miss the opportunity, thereby achieving an increase in the activity of live streaming and the value and profit of products. Inducing consumption can easily lead consumers to make irrational purchases, causing economic burden and resource waste, as well as damaging the market integrity environment and hindering the healthy development of the industry.

### 3.4 Brand Promotion

In the process of promoting products or services, brands convey information that does not match the facts. False advertising, exaggerating product functionality, and other behaviors seriously mislead consumers, causing them to make purchasing decisions based on incorrect information. This not only causes economic losses but may also affect their mental health due to the use of products that do not achieve the expected results. Meanwhile, false advertising undermines the fair competition environment in the market and damages the interests of honest brand management. Over time, this will weaken consumers' trust in the entire industry.

## 4 SUGGESTION

### 4.1 Enhance Women's Awareness of Independent Consumption

In the context of the rapid development of social media, the "She Economy" brand marketing is facing many challenges. This requires avoiding over-emphasizing physical appearance and inherent gender roles in advertising and marketing, rejecting sexist marketing, and encouraging women to make consumption decisions based on their personal needs and preferences (Gong, 2022). Brands can promote women's ability to self-identify and choose by showcasing diverse images of women and emphasizing their intrinsic worth and personal achievements. In addition, brands should also promote healthy and sustainable consumption, help

female consumers build self-confidence, and promote a more equal and healthy consumption environment.

#### **4.2 Promote Healthy Aesthetics**

In the era of social media, social media push-related words bring aesthetic pressure to women from all sides. To solve the problem of women's self-doubt, society, and brands should work together to promote a positive and healthy aesthetic. Brands should avoid spreading unrealistic beauty standards in their marketing, such as extreme slimming or facelifts, and instead emphasize natural beauty and personalized expression. At the same time, social media platforms and public figures should also take responsibility for showing authentic and diverse beauty to alleviate women's appearance anxiety (Wang, 2022). Intensified education and public outreach are also crucial to help women develop a positive self-image and self-esteem, further promoting mental health and well-being.

#### **4.3 Cultivate Rational Consumption Habits**

In response to the problem of product inducement, brands should guide consumers to consume rationally and cultivate the habit of rational consumption so as not to be affected by inducing marketing. Brands and e-commerce platforms should provide transparent pricing information and authentic product reviews and avoid misleading promotions. In addition, it is also important for consumers to disseminate information about the price of goods and the price of the industry so that consumers can better understand the true value of products and make informed purchasing decisions by disseminating knowledge about women's identification of various marketing strategies (Ergin et al., 2024). At the same time, governments and consumer protection organizations should strengthen supervision of inducement to consumption and unfair transactions to protect consumer rights and interests and maintain the fairness and integrity of the market.

#### **4.4 Enhance the Integrity of Brand Promotion**

Regarding the issue of false brand publicity, it is recommended that brands enhance the integrity of publicity and ensure the authenticity and accuracy of

their marketing information. Brands should comply with relevant laws and regulations and avoid false or misleading advertising (Yannopoulou et al., 2024). At the same time, brands need to actively respond to consumer feedback and complaints and correct information errors promptly to maintain brand reputation and win consumer trust. Consumers should also be vigilant when receiving promotional information and think independently and verify. Regulators need to strengthen the supervision of false publicity, combine the establishment of Internet programs with the supervision and supervision of brands, and punish brands that violate the rules to promote the healthy development of the entire industry. By strengthening the integrity of publicity, brands can not only win the trust of consumers but also establish a long-term competitive advantage in the market.

### **5 CONCLUSION**

In the current era of booming social media, the "She Economy" has released its unique charm and enormous potential. Many female consumers are active in the market and have become an important force driving economic growth. The marketing model of "She Economy" has a positive impact, such as focusing on the development of women's ideological concepts and meeting their demand for independence. Focusing on the needs of the female era showcasing the improvement of women's consumption and workplace status. Satisfy women's emotional needs and use various marketing methods to make them feel "love themselves" in consumption. This not only enhances women's social status and self-awareness but also greatly stimulates consumption and effectively promotes socio-economic development. However, there are also many problems with the "She Economy" marketing model. For example, in advertising, some brands cater to the concept of "others" and emphasize the value of women's appearance, leading to a convergence of women's aesthetic cognition. Overrendering appearance anxiety can lead women into a dilemma of "self-doubt" and trigger blind consumption; Using product "traps" such as limited-time discounts in e-commerce live streaming to induce impulse shopping and create economic burdens; Even false advertising, misleading consumers, and disrupting fair competition in the market. To promote the healthy development of the 'She Economy', achieve a win-win situation for both enterprises and consumers and create a favorable consumption environment, various

measures can be taken. In terms of the consumption concept, it enhances women's awareness of independent consumption and encourages consumption based on their own needs. In terms of aesthetics, advocate healthy aesthetics and avoid spreading unrealistic beauty standards. When making consumption decisions, cultivate rational consumption habits and avoid being induced to consume. In terms of brand promotion, enhance integrity and ensure the authenticity of information. Through these efforts, the 'She Economy' market will become more dynamic, and consumers will be able to have a better consumption experience.

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## AUTHORS CONTRIBUTION

All the authors contributed equally, and their names were listed in alphabetical order.

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