

How Does Commodity Feminism Influence Female Consumer Behaviors? Reasons, Processes, and Results

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Abstract: *According to existing literature, consumer behavior has a long research history and is rooted in psychology. Moreover, as society develops, there is an increasing awareness of gender equality as the economic status of women grows. Thus, it has become more pervasive for companies to incorporate feminist ideals into their market strategies. Therefore, the relationship between commodity feminism and female consumer behavior is increasingly important. Past literature focused on exploring the impact of external factors, such as feminism, purchasing patterns, and decision-making. Furthermore, the concept of commodity feminism has been underscored in recent research. Being seen as a vital element influencing consumer behavior, it attracted a lot of attention in the scholarly field. Feminism, when commodified, is incorporated into market strategies to align with the values of target consumers and thus promote sales. This concept not only shows the large market power females have held in recent years but also contributes to influencing consumer behavior by providing a sense of satisfaction and fulfillment to consumers through their purchases. This study explores how external efforts made by companies to align with feminist ideals influence purchasing decisions and consumer loyalty. Furthermore, it examines how businesses incorporate feminist values in their marketing strategies, leading to various societal and economic impacts and different marketing effectiveness. Ultimately, through this analysis, this essay offers insights into the interaction between feminism and consumerism in the present market, thus providing implications for companies seeking to balance authenticity and profit maximization in their use of feminist ideals. Additionally, it also offers implications for consumers aiming to make rational and conscious purchasing decisions, as well as for scholars conducting further studies.*

Keywords: Female consumer behavior; Commodity feminism; Consumer psychology.

1. INTRODUCTION

As influential writer and scholar Davis (2016: 104) stated, “Feminism involves so much more than gender equality. It involves so much more than gender. Feminism must involve a consciousness of capitalism.” Over the years, women have struggled to achieve social equity, or at least, they thought they were. Think about it. How many times have you purchased a product since it claimed, by paying for it, that you are the independent, strong, and powerful woman of the 21st century? You pay because you feel like you are supporting feminism. Women pay because they feel like they are supporting feminism. But it’s not.

Commodity feminism refers to the phenomenon where feminist ideals are emptied by producers and the market of their political significance to sell products and services (Gill, 2008). This phenomenon commercializes feminist messages and uses equality as a selling point while maintaining the existing capitalist structure. Today, many women identify with the brands’ values, leading to a sense of empowerment through purchase.

Looking at the development of feminism historically, we find that there are four waves of huge breakthroughs. The right to vote, the legislative changes, diversity and intersectionality, and social awareness have been achieved step by step. In the fourth wave, from the 2010s to the present, more women entered the workforce, and feminists have been using social media platforms to organize and raise awareness (Gill & Orgad, 2022). But that is also where capitalism comes in. As feminism became more mainstream, brands began to recognize the purchasing power of women, they thus programmed women’s power messages into their advertisements, using it to sell products.

My research question is: How does commodity feminism influence female consumer behavior? There are several objectives. First, it explores the reasons behind the influence, analyzing the societal change and examining consumer motivations. Second, it will elaborate on the processes involved and will introduce the methods through which brands incorporate feminist messages into markets. Third, it will identify the resulting behaviors, give evaluations on how commodity feminism will continue to impact consumer behaviors, and investigate the consumer behavior shaped by commodity feminism on women’s identities and perceptions of feminism in society.

My topic is important because it examines the motivations behind female purchasing behavior and provides insights into how markets shape identity. As brands increasingly adopt feminist messaging, they must distinguish market tactics aimed at increasing sales without any true commitment to gender equality and the real ones because a failure could result in a harsh backfire, understanding this distinction fosters trust and loyalty among consumers who value authenticity. Additionally, this topic explores the relationship between consumer behavior and social movements; women's purchasing choices can influence market trends and drive brands toward more inclusive practices. By investigating the impact of commodity feminism on female consumer behavior, I aim to demonstrate how genuine brand engagement with feminist values can benefit both marketers and the broader movement for social change, ensuring that feminism remains a meaningful catalyst for empowerment rather than just a passing marketing trend.

This desertion argues that commodity feminism has a significant impact on female consumer behavior by shaping motivation for purchasing, conveying feminist messages that provide the feeling of empowerment through purchase, and affecting women's identities and social perceptions of feminism.

2. LITERATURE REVIEW

2.1 A Review of Consumer Behavior Theories and Female Consumer Psychology

2.1.1 Foundations of Consumer Behavior Theories

Consumer behavior is a process through which an identifiable group of consumers make buying decisions (Doyle, 2016). It is significant in marketing and business as analyzing consumer behavior could help businesses understand consumer preferences, thus anticipate further trends and adjust their product and market strategies to promote sales. This could also benefit the consumers by providing a better consumer experience. Consumer Behavior is a concept with developing theories. Originating from classical economics, rational choice theory in the 19th century states that individuals rely on rational calculations to make choices that result in maximization in their own best interest. However, one drawback of this is that it overlooks emotional and psychological influences. In the early 20th century, psychology and sociology emerged, focusing on emotions, habits, and cultural influence. At the same time, Freud's psychoanalytic theories (1900) introduced the role of subconscious desires. In the Mid-20th century, behavioral theories were inspired by Skinner's work (1938) and Pavlov's research (1927), emphasizing observable actions over internal thoughts and focusing on how advertisements and the environment drive purchases. Further on, in the 1950s–1960s, a cognitive revolution took place, and consumer behavior theories shifted to understanding the mental processes behind decisions (Greenwood, 1999) and emphasized consumers as active decision-makers processing information. From the 1980s to the present, sociocultural factors like identity, community, and global culture have been incorporated into behavior theories (Arnould & Thompson, 2005)

The contemporary key theoretical frameworks of consumer behavior include the well-known Maslow's hierarchy of needs (Maslow, 1943). It emphasizes that consumers pursue a hierarchy from physiological to self-actualization. Complementary to Maslow's work, Howard and Sheth's Buyer Behavior Model (Howard & Sheth, 1969) demonstrates how external forces interact with the shaping of consumer cognition that leads to decision-making. Another approach is the Theory of Planned Behavior, proposed by Ajzen (1985), explaining how attitudes, social norms, and perceived information could impact purchase intentions. This theory is particularly relevant when it comes to examining female consumer behaviors. Societal expectations for shaping purchase patterns are one example. Finally, Behavioral Economics, as put forward by Kahneman and Tversky (1979), explores how mental shortcuts and biases impact economic decisions, as shown in phenomena like impulsive shopping and brand loyalty. These theories, in all, offer a multidimensional view of consumer behavior, providing insight into analyzing gender-specific tendencies.

2.1.2 Female Consumer Psychology

Female Consumer Psychology is the study that investigates the reasons behind female purchasing decisions.

First, comprehensive research and comparison are common consumer behaviors among females: they tend to seek opinions, look up prices, and review comments of buyers before reaching a decision. This aligns with a study by Meyers-Levy and Loken (2015) on Neuromarketing, which states that women are more detail-oriented, which is why they value comprehensive product information.

Social Identity Theory (Tajfel & Turner, 1979) developed further on how gender roles affect purchasing behaviors, suggesting that buying decisions reflect societal expectations of femininity.

With the development of technology and the Internet, the influence of social media has also reshaped female consumer psychology. Platforms like Instagram provide space for self-expression and the pursuit of social approval. This impacted purchase intentions significantly. This is explained in Bandung's Social Learning Theory, which states that modeling behaviors are influenced by observing others (Bandura, 1977).

Lastly, Studies reveal that women are more likely to prioritize emotional factors and the story behind the product when it comes to purchasing decisions. This aligns with research by Batra ET al . (1993), which emphasizes the role of affective aspects in shaping preferences.

2.2 A Review of Commodity Feminism

2.2.1 Introduction to Commodity Feminism

The origins of commodity feminism are deeply correlated with the rise of consumerism in the late 20th century. As more females joined the working population, feminism gained increasing attention and support in the 1970s and 80s, which led to increasing usage of feminist principles in advertisements and branding. Further on, promoted by the Spice Girls in the 1990s, there was a big bloom in the so-called "girl power" market, which ranged from fashion to beauty industries (McRobbie, 2009).

The phrase "Commodity feminism" was first introduced by Robert Goldman, Deborah Health, and Sharon Smith (1991) in their essay "Commodity Feminism." They defined the term as the "appropriation and reframing of feminist discourse in women's advertisements." The essay explained that feminist messages are extracted from their original context and reframed in a way that creates a sense of empowerment for the buyers. Yet, this kind of empowerment is rather shallow, serving commercial profits rather than self-value. Moreover, the feminist slogans used commercially are typically only used to attract female consumers, prioritizing profit over gender equality and the female empowerment they claim to support. In this way, the reframed feminist principles are nothing more than a part of the advertisements. Thus, the brand won't be challenging the capitalist structures or patriarchy to promote its product.

2.2.2 Theoretical Foundations of Commodity Feminism

At the core of commodity feminism is the Marxist feminist critique, which emphasizes how capitalism exploits people and their minds. It argues that capitalism relies on the exploitation of the working force and the commodification of various aspects of the lives of these people, including gender. Karl Marx's concept of "commodity fetishism" (1867) plays an important role in commodity feminism. In Marx's theory, commodities are things of which social relationships are hidden by their maker's value. In commodity feminism, the feminist values and principles are torn from their original context and meaning, serving only as a "commodity" to gain profit. Thus, feminism becomes fetishized in the way that it's exploited without revealing their true social and societal connections.

Postmodern Feminism offers insight into the functions of commodity feminism. Judith Butler, in her seminal work *Gender Trouble* (1990), argues that gender is not a biological trait but rather something that is performed through repeated behaviors. From this perspective, commodity feminism can be viewed as a performance of feminism, where goods are endowed with feminist ideals without complying with the commitments and societal relationships behind them. The commodification of feminism is thus the performance of female power for the pursuit of profit.

Bell Hooks's critique (2000) on how the mainstream media and advertising have shaped the public's understanding of feminism plays an important role in the understanding of how media shaped the way feminism is commodified. In *Feminism for Everybody* (2000), Hooks critiques how feminism, as it boosts, was transformed from its original principles into a form of consumption that no longer challenges patriarchy nor addresses any issues in the societal structure that causes oppression.

The theoretical foundations of commodity feminism ranged from feminism to critical theories, providing insight into how feminist values are marketed and exploited by capitalism. Moreover, by analyzing through the lens of Marx, postmodern, and Bell Hooks, it could be concluded that, in general, commodity feminism represents a

paradox: it draws attention to feminism, making it visible in the market, but in the meantime, reduces the ideals to mere objects to be bought and sold. (Bulter, 1990)

2.3 A Review of the Influence of Feminism on Consumer Behavior

2.3.1 Main Topic in Feminism and Consumer Behavior: Advertising and Brand Building

As feminist ideals become more involved in the market, there is a rising trend called femvertising, where feminist themes and messages are incorporated into advertising campaigns to appeal to female consumers (Åkestam, Rosengren, and Dahlen, 2017).

Some studies highlight how femvertising has become an important strategy for brand building. According to Åkestam, Rosengren, and Dahlen (2017), femvertising campaigns often present themselves as supporters of feminist ideals, depicting women as strong, independent figures. This aims at boosting sales amongst females by promoting equality and women empowerment. Femvertising has also been shown to enhance brand loyalty, especially when female consumers can bond with the feminist ideals displayed, fostering a sense of trust (Åkestam et al., 2017). Brands such as Dove have used feminist messaging to build a strong emotional bond with their targeted audience. Focusing on female self-recognition and opposition to traditional beauty norms, the brands enhanced their emotional appeal, contributing to brand loyalty and market differentiation (Drake, 2017).

Other studies find that femvertising allows brands to construct brand identities that align with progressive feminist values. Gill (2008) describes how brands build feminist identities by recognizing themselves as the champions of women's rights, often through slogans, imagery, and representation. Scholars also note that feminist branding also fosters alignment with social movements. This way, establishing a cultural identity is made easier for the brand (Banet-Weiser, 2012). By aligning with feminism, brands engage consumers who prioritize shared values, creating a sense of community around the brand, which further contributes to brand loyalty. (Lazar, 2006).

2.3.2 Critical Perspectives on Current Research in Feminism and Consumer Behavior

While the intersection of feminism and consumer behavior has aroused scholarly attention in recent years, a closer look would show several gaps and limitations in the existing research.

First, there is a limitation of scope. This defect is shown from two perspectives in the current research field of commodity feminism. On examining what specific field the existing papers are about; it is found that a large proportion of the current work in commodity feminism focused on femvertising. As studies extensively analyze how ads depict and label women's values, they overlook other dimensions of commodity feminism, like its commercialization or its approbation of feminist ideals for profit. By only narrowing in on femvertising, current research fails to provide comprehensive insight into the relationship between commodity feminism and its corresponding impact on society.

The second perspective is based on the research done on femvertising. The majority of these papers put their emphasis on the advertising aspect, evaluating the direct effects the advertising campaigns have on consumer behavior or their immediate response to feminist ideals (Åkestam, 2017.). This focus on advertising strategies can obscure the true intentions behind the use of feminism, as the main goal of brands is always to maximize profit. The gap in current research is that it does not sufficiently address are commodified and distorted. Research tends to see femvertising as a social movement, without examining how it may be exploited to make a profit (Banet-Weiser, 2012). Thus, the limited research scope failed to demonstrate the broader implications of how the advertisements intersect with society and culture.

These two limitations of scope revealed a research gap in the field of research in commodity feminism, restricting the ability to understand the deeper, more complex socio-political relationships between consumer culture, genuine feminist goals, and capitalism.

Another issue with the current research study on commodity feminism is its overemphasis on the positive effects, neglecting the unintended side effects. Many studies elaborate on how feminist ads can foster self-esteem and empowerment while bringing profit (De Benedictis, Orgad, and Gill, 2024). However, they fail to address the side effects of commodity feminism because they view the concept as a strategic move to boost sales in the market. Thus, consequences like the creation of an impossible beauty standard, the exclusion of diverse identities, the

impact of twisting feminism ideals, and the reinforcement of consumerism are mainly left unattended, leaving a research gap in the current field and thus preventing comprehensive insight into commodity feminism.

To fully assess commodity feminism, we need to take a broader view that not only highlights its positive effects but also critically examines its potential downsides. While feminist ads can empower women and drive profits, they often oversimplify or distort feminist ideals, turning them into marketing tools rather than promoting genuine social change. Research tends to ignore how this commodification can reinforce harmful beauty standards, exclude diverse identities, and perpetuate consumerism. A more balanced approach would explore how these ads interact with capitalism and consumer culture, offering a deeper understanding of their impact on both society and female consumers.

3. DISCUSSION

3.1 Reasons Behind the Influence of Commodity Feminism on Female Consumer Behavior

3.1.1 Positive Consumer Behavior: Meeting Psychological Needs

Consumers, particularly women, often seek emotional satisfaction through the products they purchase (Batra, Ahuvia, and Bagozzi, 1993). Both internal desires and external pressures, such as societal expectations shape their purchasing decisions.

The advertising in commodity feminism that aligns with feminist ideals just happens to accurately meet these needs by offering products that symbolize empowerment, strength, and self-recognition. By positioning themselves as the leading role in gender equality and feminism, brands appeal to the female consumer base seeking identity and value recognition. Feminist advertising capitalizes on this need by associating products with the ideals of self-worth and individual growth.

Women would feel empowered when they choose to purchase products that reflect their values and identities. This is because commodity feminism creates a misconception in which consumers are manipulated to believe that by obtaining the product, they could become the strong, independent figure in the advertisements. Emotional satisfaction creates a strong bond between the consumer and the brand because women are not only buying the product when they pay, but they are also paying for the idea or lifestyle—empowerment, a redefined narrative, and a more successful life. The “#LikeAGirl” campaign is an example where the brand turned a common insult toward females into an idea of strength and capability among women (Geiger, 2015). Women who purchase Always products would feel that they are actively contributing to the social movement of rejecting negative gender stereotypes. Therefore, buying the product would generate a sense of fulfillment as the consumer feels a sense of “doing good” by supporting this brand with “feminist ideals.”

Ultimately, this emotional alignment between brand and consumer drives positive consumer behavior and fosters deeper brand loyalty. When brands resonate with consumers’ psychological needs—whether it’s the need for empowerment, recognition, or alignment with personal values—they create a sense of connection that goes beyond just the transactional. Consumers feel like they are not merely purchasing a product but participating in something larger than themselves, something that aligns with their identity and beliefs.

This emotional bond translates into greater customer loyalty and repeat purchases. When women buy into the narrative that the product reflects their ideals, they are more likely to see their purchase as an investment in their own self-worth and social consciousness. They feel validated not just as consumers but as individuals contributing to a bigger social change. In turn, this sense of fulfillment reinforces their relationship with the brand, leading them to share their positive experiences with others, further boosting the brand’s reach and reputation.

By aligning with feminist ideals or other socially relevant movements, brands not only tap into emotional satisfaction but also create a sense of belonging for their customers. This belonging is powerful—consumers start to identify with the brand, feeling as though it is an extension of their values. This strategy doesn’t just drive sales in the short term; it cultivates long-term consumer loyalty and advocacy, ensuring that the brand remains relevant and admired in an increasingly socially conscious market.

3.1.2 Negative Consumer Behavior: Triggering Realization

As brands increasingly embrace feminism in their marketing strategies, they often choose the most inexpensive option to get to their goal. This leads to the rise of performative feminism, which is surface-level, where companies or individuals adopt feminist symbols to project a progressive image without engaging in actions to actually challenge social inequality (Banet-Weiser, 2018). Femertisements use postfeminist discourses that neutralize feminism's political force (Windels, K., 2020). That is, commodity feminism reinforces neo-colonial capitalism and masks how women are still pressured to conform to the existing system, further sustaining the disempowerment (Daily, L., 2019)

While many consumers initially respond positively to feminist advertisements, they become more aware over time of the contradictions between feminist ideals and capitalism. This growing awareness can lead to skepticism and a more critical view towards the brands incorporating feminism. As female consumers become more critical of the way in which feminism is commodified, they would realize that commodity feminism would be not as empowering but rather manipulative. They would eventually realize the fact that most brands are using feminist ideals simply as a marketing strategy, and not committing to social change can alienate consumers who see through the superficial core of commodity feminism (Goldman et al.).

This discrepancy can trigger a feeling of betrayal among consumers, as their values and identities are co-opted for monetary gain. Once the consumers begin to see strategies of commodity feminism as exploitive, it undermines brand loyalty and authenticity, leading to a decline in trust and increased skepticism. Over time, this skepticism can turn into negative consumer behavior, such as a rejection of the brand or a conscious avoidance of its products. According to Meyers-Levy and Loren (2015), socially conscious consumers are highly sensitive to issues of authenticity in marketing. If they sense insincerity, they are more likely to disengage and voice their dissatisfaction, leading to increased social awareness and loss of consumers, thus causing economic loss.

In this way, negative consumer behavior arises from both the ingenuity of brands applying commodity feminism and the consumers realizing the superficial core of the strategy and concept.

3.2 The Process of Commodity Feminism Influencing Female Consumer Behavior

3.2.1 Construction of feminist images in brands

Looking deeper into the process of commodity feminism, it could be found that brands tend to construct a brand image aligning with progressive feminist ideals. They could do so by incorporating feminist ideals into brand identity, associating with feminist values. These values are then symbolized through slogans, posters, and video clips. Dove's Real Beauty Campaign applied this approach by challenging traditional beauty standards and positioning themselves as firm supporters of self-love and on the side of women (Gill & Orgad, 2022). Feminist narratives are constructed to challenge traditional roles, presenting women as strong, independent, capable figures. By doing so, brands precisely meet the growing consumer psychological desire for self-expression and inclusivity. Feminist symbols in branding cover women of different ages, races, and religions to evoke emotional connection among target consumers, fostering stronger brand loyalty (Åkestam et al., 2017). A notable example is Barbie, whose feminist ethic promotes self-realization for adult women through children's play. However, this narrative hides the deeper anxieties about the role of capitalist patriarchy in shaping such commodity-feminist projects, concealing the tension between market-driven feminism and gender inequalities (King, H., 2024).

Marketing teams work with design, product development, and advertising departments to ensure that feminist values are reflected not only in campaigns but also in product design itself. Clothing lines may engage in empowering slogans of individual growth, on the other hand, cosmetics are advertised as tools of self-appreciation. This process fills in the void between ideology and consumption, transforming everyday items into statements of identity and social belonging (Åkestam, Rosengren, & Dahlen, 2017). The products revolving around feminism also ensure authenticity, a critical factor for gaining consumer trust.

3.2.2 Design and implementation of market strategies based on commodity feminism

Once feminist positioning is established, brands use various marketing strategies to communicate these values to consumers. This involves creative designs, influencer collaborations, and Corporate Social Responsibility initiatives to create authentic consumer experiences.

First, creative designs of advertising. These advertising campaigns are structured to trigger emotional responses,

bringing out the theme of independence and empowerment through storytelling. Levi's, the iconic denim brand, celebrated women breaking barriers in their personal and professional lives. These stories are told through short video cuts, with themes focusing on self-expression and independence. Starred by women of diverse backgrounds, these video clips showcased their resilience and determination to beat societal stereotypes. The campaign expanded to the perception of Levi's as more than just a clothing brand but rather an advocate of female power and self-expression.

Second, influencer collaborations. Brands often reach out to feminist influencers or public figures to amplify their messaging. Influencers act as intermediaries, connecting feminist messages to their audiences. This brings credibility and publicity, indicating more potential buyers of the product. Glossier adopted this market strategy, collaborating with micro-influencers who promote self-care, natural beauty, and female empowerment. The message "skin first, beauty second" is well conveyed through the diverse influencers and different skin types in the advertisement, fostering inclusivity.

Third, CSR initiatives. These initiatives allow the brand to show a tangible commitment to societal change, increasing the brand's credibility and authenticity. Brands that incorporate this market strategy often address barriers specific to underprivileged groups, as it shows a nuanced understanding of diverse consumer needs. These efforts could enhance a brand's reputation as well as drive long-term customer loyalty. Nike has implemented several programs aimed at increasing girls' participation in sports. Its "Made to Play" initiative empowers young women to overcome cultural and societal barriers by providing resources like coaching and sports equipment. This initiative aligns with the brand's broader feminist theme, presenting it as a leader in promoting female strengths through sports. This deepens emotional connections and enhances trust. And fosters long-term loyalty. Adidas has consistently aligned itself with feminists.

3.2.3 Diverse Outcomes

Incorporating feminist branding into a company's strategy can lead to diverse outcomes, both positive and negative.

When consumers hold positive opinions towards a brand's feminist messaging, this can not only boost sales and increase profit but also lead to a phenomenon called "spillover," where the positive perception extends beyond the specific campaign and affects the entire brand. For feminist branding, this means that a well-received campaign focusing on feminist ideals could elevate the overall reputation of the brand, creating emotional bonds and generating brand credibility.

While the potential for positive spillover is high, the risks are also significant. If consumers perceive a brand's feminist efforts as hypocritical and superficial, the backlash can result in long-term damage. This outcome is increasingly amplified due to the development of social media, where words spread rapidly. This is shown in Victoria's Secret's attempt to rebrand in 2021. The company tried to incorporate feminism by replacing its famous "Angels" with a diverse group of women with societal status or power. While the move intended a shift towards feminism, many consumers viewed it as a superficial attempt to make a profit after years of declining sales. Critics pointed out that the brand's internal policies remained generally the same, and this inconsistency eroded trust, leading to skepticism.

3.3 Strategic Implications: Incorporating Feminism Perspectives into the Market

3.3.1 Suggestions for Companies

The ultimate goal for most companies remains profit. However, adopting commodity feminism certainly builds brand authenticity and increases social impact. Therefore, to balance profit and reputation, brands should first ensure that their branding strategies genuinely support feminist values. Companies need to embed feminist principles at every level, from their marketing strategies to their supply chains, ensuring that feminist themes aren't limited to shallow advertising. Superficial or performative efforts risk alienating consumers, especially in the digital era, and thus should be avoided.

Furthermore, brands can go beyond superficial messaging by embedding feminist values in product design, marketing campaigns, and organizational culture. This indicates creating gender-neutral or inclusive products that could help make female lives easier and implementing marketing campaigns that actively challenge harmful

stereotypes. While marketing campaigns often highlight feminist themes, concrete actions addressing systemic issues must accompany them. Brands should incorporate feminist content in CSR initiatives, such as funding female entrepreneurs, tackling problems specific to underprivileged groups amongst females, or designing products for traditionally neglected demographics. To achieve authenticity, feminist branding should begin internally. Brands should enhance gender equality in leadership, equal pay, and a safe workplace environment. Companies that fail to do so might suffer from skepticism and disengagement of former consumers. One real-life example is the Salesforce. It undertook a company-wide audit to address gender pay differences and implemented corrective measures, spending 6 million dollars to ensure equal pay across genders. The internal commitment reinforced Salesforce's stance on gender equality and built a good reputation.

The feminist activists, moreover, could also serve as producers and companies as selling commodities avoids confrontational and radical versions of feminism, making it gradually more acceptable for the general public who were formally uninterested. This tactic is already proposed and tested in Sweden, where feminist activities supply goods of women empowerment to the market, aiming to spread the notion through authenticity and confidence while dodging conflict (Lauri, J., & Lauri, M., 2023). This way, commodity feminism could actually act as a mild methodology to promote the real female empowerment.

3.3.2 Suggestions for Consumers and the Greater Public

As market strategies completely rely on consumer preferences, the group's attitude changes how brands approach feminism. Despite the fact that turning Feminism into a commodity weakens the fight against inequality, it also is one way of producing strong, independent figures without challenging economic structures or ownership conditions, which further fuels the promotion of feminism (Lauri, J., 2021). Therefore, pure rejection to these commodities should not be approved. However, purchasing decisions need be made very carefully.

First, consumers should evaluate a company's actions and compare the different products that satisfy the same need before the purchase. This decreases the possibility of consumers blindly consuming the companies' feminist narratives because they are better informed. They could check for the information provided by the company in their supply chains to see if the product design matches the company's words. This also promotes the transparency of information in the market, avoiding a certain scale of market inefficiencies caused by asymmetric information. The proportion of female leaders on the board, equal pay within the company, and their CSR initiatives also deserve attention to ensure the authenticity and sincerity of the brand.

Detailed background research before payment avoids impulsive purchases solely driven by market strategies. It also supports the brands whose actions align with their propagandized feminist ideals, promoting a market shift towards accountability.

Reformation is an example that illustrates a change in company strategy in the face of consumer preference, that is, to be more transparent and sustainable. Its rise in recent years demonstrates the role informed consumers play and the rational choices they make based on the information they acquire. This leads to a positive feedback loop with more transparency, thus increasing rational choices. By choosing a brand that aligns with consumer's values, consumers convey a message that shapes how the market evaluates goods.

Furthermore, with the rise of technology and social media, it is easier for consumers to exchange information. They have the ability to speak to the public and shift the opinions of a large population. Thus, there is an amplification of influence, both positive and negative. Positive feedback enhances brand reputation, while negative feedback damages it. When consumers spread the word about the discrepancies between a brand's feminist claims and its actions, it pressures the brand to make adjustments to correct them. The backlash against fast fashion companies like Zara or H&M is an example. These companies are accused of pollution and labor exploitation and suffer from boycotts among their consumers. This forced many companies to correct their former ways to run the place. Thus, consumers are capable and should take good advantage of social media, using it as a tool to promote accountability in the market.

For the specially targeted female consumer group of business feminism, other than the suggestions given during purchase, it is also important to further pass on the female strength that is expressed through authenticity, creating a firmer cornerstone for the fight against gender inequality.

3.3.3 Suggestions for Further Studies

Feminism, shaped by cultural and political factors, is not a monolithic concept. Therefore, it provides a deeper, more comprehensive insight if analyzed from different perspectives. The first perspective suggested is regional differences. Western feminist ideals differ significantly from feminism in the south of the continent, focusing on issues such as equal pay, female rights, and gender representation. On the other hand, feminism in Asia mainly aims to tackle issues like gender-based violence, poverty, and access to education. More specifically, in Sweden, feminism is primarily focused on issues like reproductive rights and workplace equality, with government policies supporting female rights. In contrast, feminism in Egypt is shaped by the intersection of patriarchy and Islamic religious beliefs. Thus, the problem of sexual harassment, suppression, and equal access to education are the main focus that feminists in Egypt fight to correct. However, feminism is generally viewed and analyzed collectively around the globe in the field of commodity feminism, thus missing out on the specific details and perspectives. Therefore, cultural and regional differences in commodity feminism could be a key focus in further studies in commodity feminism.

Moreover, the way feminism is analyzed should also vary across age groups. This is because females of different age groups value different feminist principles. While the younger generation tends to challenge the societal norms that suppress women, older females value legal and individual rights such as equal pay. The #MeToo movement is an example of how Gen Z has used social media to bring attention to issues of sexual harassment and gender-based violence. Therefore, looking deeper into the age and generational perspectives on feminism could be what further studies look into, as it could provide insight into how commodity feminism could be most effective amongst different age groups.

4. CONCLUSION

This study examines the relationship between commodity feminism and female consumer behavior, demonstrating how social and psychological factors influence purchasing decisions. Specifically, emotional alignment with feminist values in marketing strategies drives positive consumer behavior, such as fostering brand loyalty and repeat purchases. Women are drawn to products that symbolize empowerment and align with their identities. This is due to the fact that the marketing strategies of the product tend to trick females into believing that they are paying for a certain way of living or quality. Thus, obtaining the product satisfies aspects of their psychological needs. However, these market strategies don't always work out. If the feminist ideals the brands propagandized are only performative, lingering on a superficial level with their actions not matching their words, the consumers will experience a sense of betrayal. The feeling leads to increased skepticism and damage to brand credibility. Thus, it could be concluded that consumer behavior in response to commodity feminism could be influenced by various factors, including emotional needs, brand authenticity, and individual awareness.

Second, we examined the process of how companies incorporate feminist values into market strategies. The brands would first align with progressive feminist ideals. They do so by incorporating feminist ideals into brand identity, aiming to meet the consumer's psychological desire for self-expression and inclusivity. Market surveys and campaigns work together to bring the product closer to the chosen ideal.

Once the feminist positioning is established, brands use various market strategies, including creative designs, influencer collaborations, and CSR initiatives. Creative designs of advertising bring out the theme of female power through methods like storytelling, creating emotional bonds and thus increasing inclusivity. Collaboration with influencers is a way for brands to reach out to more potential consumers, with the influencer acting as an intermediary. CSR initiatives, on the other hand, allow brands to show a tangible commitment to their feminist narratives by dealing with real-life feminist issues. Both methods can bring credibility and authenticity, which is essential for a brand. However, these market strategies yield different outcomes. While some might be successful, others face backlash when consumers realize their performative core. Moreover, the rise of social media has amplified both outcomes, indicating increased credibility or severe reputation damage.

At last, we provide implications for companies, consumers, and further studies. For companies, the findings emphasize the importance of authenticity and credibility in aligning company structure and actions with their incorporated feminist values. They should embed feminist principles across all aspects, from marketing to the supply chain, to ensure their efforts are credible. Moreover, the implementation of CSR initiatives is encouraged to balance authenticity with branding. This way, the brand is able to hold a good reputation and thus lead to more potential consumers and engagement in societal moves. The feminist activities should also incorporate this strategy and serve as producers to spread feminism through authenticity. For consumers, they are encouraged to critically evaluate brands in order to make informed purchasing decisions. In the digital age, the effective usage of

the internet could ensure consumer rights and the accountability of companies. Additionally, by supporting ethical practices, consumers can drive company accountability in the market and encourage brands to prioritize meaningful social impact over profit maximization. For further research, this study suggests exploring cultural, regional, and generational differences in how commodity feminism influences consumer behavior. This is because feminism is not a monolithic concept, as its factors vary across contexts. Investigating these perspectives could provide deeper insights into how brands can effectively evaluate diverse consumer psychological needs and ensure their engagement with feminist ideals contributes to both social and economic values.

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