

Review Article

Systematic Literature Review on the Influence of Social Media on Women's Consumption in China

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Abstract: The rapid advancement of digital technology has facilitated the convergence of commerce and social media, transforming patterns of consumer behaviour worldwide. In China, this transformation has given rise to the so-called “Her economy,” reflecting women’s growing purchasing power and influence in shaping market trends. This study systematically reviews the literature on the influence of social media on women’s consumption by applying the PRISMA framework to identify, screen, and select relevant studies. A total of 43 articles published between 2020 and 2025 were examined through thematic analysis to synthesise key findings. The review shows that social media provides women with new spaces for self-expression, product evaluation, and more informed decision-making, thereby contributing to consumer empowerment. At the same time, however, women remain subject to gendered marketing strategies that risk reinforcing stereotypes and alienating their diverse needs and desires. Findings further indicate that the dynamics of women’s consumption in China are shaped by the interplay between digital platforms, consumer agency, and commercial practices, which reflects both empowerment and constraint. Despite these insights, current studies display limited engagement with post-feminist perspectives that could illuminate how gender norms continue to influence digital consumption. Methodologically, most research relies heavily on self-reported data, overlooking digital traces that capture consumers’ immediate responses to social media content. Future studies should therefore integrate survey methods with digital content analysis to provide a more comprehensive understanding of women’s consumption patterns in the digital era.

Keywords: Social media; women’s consumption; consumer behaviour; e-commerce; China.

Introduction

In recent years, the advancement of digital technology has fostered the integration of social media and commerce, attracting attention from scholars across multiple disciplines. Despite social media significantly influence both male and female consumers’ preferences and behaviour. Female consumers demonstrate higher activity on social media than males (Septianto et al., 2023). According to statistics from Quest Mobile, the number of active female mobile Internet users in China has increased to 624 million, accounting for 50% of the total (Sun et al., 2025). Correspondingly, the prevalence of social media has a remarkable impact on various aspects of women’s lives, including consumption.

In contemporary China, women’s consumption is intertwined with the concept “Her economy”. This new form of economy emerges with women’s growing consumption capability in recent decades, under the influence of economic liberalization and capitalism expansion (Fang & Chan, 2024). The concept “Her economy” refers to an economic mode centred on women’s consumption and financial management,

emphasising women's growing role in consumption and their role in reshaping the market structure in the modern economy (Y. Li et al., 2025).

Since its emergence, “Her economy” stimulated growth across multiple industries, exemplifying consumption-driven economy. Being proposed by Keynes in 1936, consumption-driven economy requires that product design, production, and sales centre on the needs of consumers (Chai, 2017). In recent decades, with the advance of digital technology, the integration of digital technology and commerce has greatly promoted the growth of “Her economy”. More recently, social media has permeated various aspects of people’s lives, including consumption. This shift is especially pronounced among women, who show higher engagement in this social media-based online consumption than men. Correspondingly, female consumer-target businesses use social media for marketing (Septianto et al., 2023). This mutual engagement forms a distinct pattern of community-based consumption culture in “Her economy”, where female consumers and the enterprises are mutually influenced (Santos et al., 2022). This phenomenon has drawn attention from scholars of various disciplines as it is crucial to understand the changes in consumer behaviour, especially the dynamics of gender power relations in the digital era. As a result, a growing body of academic research focuses on women’s consumption under the impact of social media, providing evidence for the guidance of the development of “Her economy” in the digital era.

This paper systematically reviews literature on the influence of social media on women’s consumption, and identifies the strengths and limitations of previous studies on such topic, thereby revealing research gaps in this field. Based on the purpose of the review, the objectives of the review are 1) to identify the common themes from past studies on the influence of social media on women’s consumption, 2) to analyse the themes through synthesising key ideas from the themes, 3) to identify strengths and limitations of past studies, 4) to identify research gaps, and 5) to ascertain the needs to conduct further studies on this topic to fill the gaps. The findings of the review potentially contribute to understanding the specific consumer behaviours of women in the digital era, and how social media shapes these specific behaviours, thereby potentially guiding future studies on this topic.

Methodology

1. Research Design

With a qualitative approach applied, this study conducts a systematic review of existing relevant studies on the influence of social media on women’s consumption. Specifically, this study adopts a qualitative systematic thematic analysis to organise and synthesise the knowledge found from existing literature, including main perspectives, theoretical frameworks, and research findings. By systematically in-depth analysing and summarising relevant studies, this study provides a comprehensive understanding of how social media influences women’s consumer behaviour.

2. Data Collection

This paper selects relevant studies related to women’s consumption in the context of social media from major databases, including Scopus, Web of Science, and CNKI, to ensure comprehensive research. The process of data collection consists of the following phases, namely literature retrieval, detailed assessment, initial screening, and thematic analysis. In the literature retrieval phase, the researcher will select various types of relevant literature containing keywords related to “women consumption”, “social media”, and their synonyms with Impact Factor, relatively high citation, and published in recent 5 years.

397 records are identified after initial database searching. The identified records from database searching undergo a systematic data selection process based on a PRISMA diagram, which comprises four stages: identification, screening, eligibility assessment and data inclusion. In the data identification stage, 0 duplicate, 13 non-English or Chinese written, and 143 non-open access records are removed before screening. After identification, 241 records proceed to the screening, where 14 non-empirical study records and 15 records without Impact Factors are removed. The remain 212 records are assessed for eligibility. Based on the purpose of review, records involve the following three themes 1) women’s consumption, 2) influence of social

media on consumption, 3) influence of social media on women's consumption. Finally, after 169 ineligible records removed, 43 records are identified as eligible records and included in the review.

Table 1. Detailed settings of keywords

Database	Keywords list	Publication date	Number of identified article
Scopus	TITLE-ABS-KEY= ("social media" OR "social network" OR "online platform" OR "digital communication") AND ("women" OR "female" OR "gender" OR "girl") AND ("consumption" OR "purchase" OR "buying" OR "spending") AND ("China" OR "Chinese" OR "PRC" OR "People's Republic of China")	2021-2025	164
Web of Science	TS= ("social media" OR "social network" OR "online platform" OR "digital communication") AND ("women" OR "female" OR "gender" OR "girl") AND ("consumption" OR "purchase" OR "buying" OR "spending") AND ("China" OR "Chinese" OR "PRC" OR "People's Republic of China")	2021-2025	131
CNKI Journals	CNKI AI = “the influence of social media on women's consumption”	2020-2025	45
CNKI Thesis & Dissertation	CNKI AI = “the influence of social media on women's consumption”	2020-2024	57
Total			397

Figure 1 shows the process of data selection.

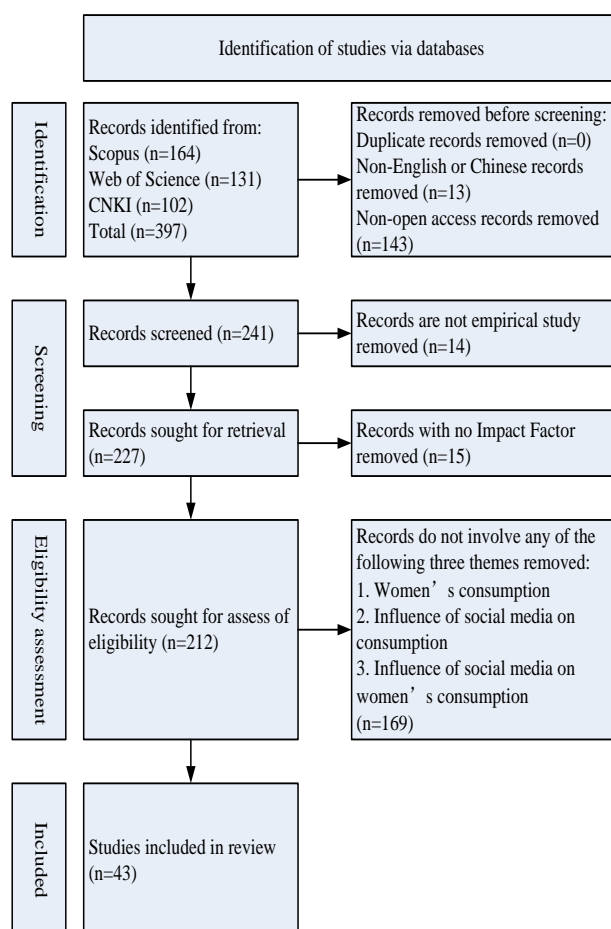


Figure 1. Process of data selection

3. Quality Assessment

Critical Appraisal Skills Program (CASP) qualitative checklist and cross-sectional study checklist are used to assess the quality of data. CASP checklist is a question list used for evaluating the reliability and relevance of empirical research studies. Generally, questions of CASP checklist are centred with the clarity of research objective and the appropriateness of research design, which detailed including the following criteria: a) The clarity of the statement of research problem, questions and objectives; b) The methodological appropriateness of data collecting and analysis; c) The inclusion of all the subjects' circumstance in conclusion; d) The consideration of relationship between researchers and respondents.

The step of data quality appraisal consists of the following four steps: For the first step, each study is read thoroughly by two independent reviewers. Next, questions of appropriate checklist are answered simultaneously by the two reviewers separately. Then, a summary of the strength and weakness is made based on the answer of each question. Finally, an informed decision on the validity and applicability of the study is made.

4. Data Analysis

This study adopts a systematic thematic analysis method to identify, analyse, and synthesise the common themes found in a body of literature relevant to the topic that relates to the influence of social media on women's consumption, to identify research gaps. Specifically, the themes identified from the literature are 1) women's specific consumer behaviour, 2) the influence of social media on consumer behaviour, and 3) the influence of social media on women's specific consumer behaviour. The researchers analyse each theme in detail and synthesise the knowledge to provide a comprehensive understanding of the strengths and limitations of current research on the influence of social media on women's consumption, identifying research gaps in this field. Finally, the researchers discuss the identified research gaps in terms of knowledge, theoretical framework, methodology and discipline to provide a basis for future studies.

The Findings

Through initial screening on past literature, key themes identified from the existing literature are related to the following 3 categories: 1) women's specific consumer behaviour in digital era, 2) the influence of social media on consumer behaviour, and 3) the influence of social media on women's specific consumer behaviour. The researchers analyse these themes in detail to provide a comprehensive understanding of how social media influence female consumers' gendered specific behaviour. The findings offer a broader understanding of the underlying power relation dynamics in China's "Her economy", which indicates the mutual gambling of information and emotion. The following paragraphs discuss the findings of each theme.

1. Women's Specific Consumer Behaviour

This section focuses on findings from the review of literature on women's consumption, focusing on women's specific consumption behaviours. Understanding of women's specific consumer behaviour is crucial to further understand the influence of social media on women's consumption. Currently, most studies on women's consumption comes from economy related disciplines such as business and marketing, based on a stance of business. These studies not only aim to identify women's specific consumer behaviour, but also explore the causes of such gendered consumer behaviour. By doing so, these studies provide evidence for female consumer-target businesses developing marketing strategies accordingly, informing profit-oriented marketing strategies. Many business studies have demonstrated gender differences in consumer behaviour. While specific gendered consumer behaviour patterns exist, women's specific consumer behaviours, as identified from existing literature, often manifest as symbolic consumption. This refers to consumer behaviours that emphasise the symbolic meaning, identity and cultural value of goods or services, rather than their functional utility.

More specifically, the identified types of women's symbolic consumption from the selected literature can be further categorized into the following three subcategories based on motivation: emotional consumption, conspicuous consumption, and symbolic body consumption. Emotional consumption refers to the act of

purchasing goods or services driven by emotional needs rather than practical necessity, influenced by emotional factors such as consumers' current sentiments, emotional engagement, as well as ethical and moral beliefs (e.g. S. Chen et al., 2022; Halim & Kiatkawsin, 2021; Kong, 2020). Despite these cases focusing on different types of emotional consumption, they generally agree that women tend to pay more for emotional values embedded in products compared to men. Conspicuous consumption refers to the act of individuals or groups demonstrate their wealth, status, and taste by purchasing and displaying expensive, luxurious, or non-essential items, thereby gaining social status and recognition through consumption, rather than simply satisfying personal needs.

Despite both men and women can engage in conspicuous consumption, gendered differences are found in their focuses. Compared to men, whose conspicuous consumption primarily reflects status, resources or ability, women's conspicuous consumption behaviour tends to emphasise "self-worth" and "social image", and is often influenced by herd mentality (Xu et al., 2022). Women's conspicuous consumption is intertwined with symbolic consumption of the female body, reflecting women's pursuit of beauty, fashion, and health, to demonstrate their physical attractiveness, social status and identity, thereby gaining social recognition and respect (Shao, 2023). Some studies also note that women's bodies are commodified, with male consumption expressed through the appreciation and valuation of women's physical appearance (Xiao et al., 2023).

In addition to symbolic consumption, the reviewed studies indicate that women are more inclined to focus on the overall cost, consumer experience, product quality and safety during purchasing decisions. They engage in comprehensive information gathering, comparison, and product identification for suitable options (Kong, 2020). When women search for ideal products, they tend to prioritize the experiences and recommendations of people around them rather than relying solely on online information or advertisements (Kong, 2020).

By reviewing the literature on the causes of women's specific consumer behaviour, the authors found that such behaviours are explained from the social psychological perspective. Mentalities such as self-identity, self-concepts, subjective norms, and social comparison can moderate the correlation between external stimulation and individuals' behaviour. Previous studies proved the gender gap in attribution of these mentalities (e.g. S. Chen et al., 2022; Fan et al., 2024). Generally, mentalities are shaped by individual's experience within specific social and cultural structures. Compared to men, women are more likely to be influenced by others' perception of them, as they are more sensitive to others' opinion (Fan et al., 2024).

This gendered difference in sensitivity to external opinions is socially constructed rather than biologically inherent. potentially indicates the underlying social structure such as gender inequality, where women are often perceived "inferior" to men (S. Chen et al., 2022). Patriarchal societies objectify women, imposing idealised appearances and behavioural standards on them. These standards not only assess women individually but also shape the allocation of resources and opportunities among them. In contrast, society places relatively looser expectations on men's personal appearance and behaviour. Consequently, women face greater scrutiny and evaluation than men, making them more sensitive to external opinions (S. Chen et al., 2022). This disadvantaged status potentially contribute to understanding women's heightened sensitivity to others' opinion, which is crucial for understanding women's emotional, conspicuous, and symbolic body-related behaviours.

2. The Influence of Social Media On Consumers' Behaviour

This section focuses on findings from literature on the influence of social media on consumers' behaviour. Studies on e-commerce demonstrated that Internet technology, especially social media, significantly reshapes consumer behaviour. Through reviewing relevant literature, the authors found that scholars frequently use the AISAS model to explain consumer behaviour in the digital context (e.g. Xue et al., 2021). The AISAS model, proposed by Dentsu Corporation in 2005, is composed of five phases: Attention, Interest, Search, Action, and Share (H. Li & Pan, 2023). This model breaks the traditional one-way linear decision-making model, AIDMA (Attention, Interest, Desire, Memory, Action), which is suitable for the real economy era (H. Li & Pan, 2023). In contrast, the AISAS model emphasises consumers' initiative and interactivity brought by the Internet, especially social media (H. Li & Pan, 2023).

By examining literature on how social media influence on consumers' behaviour, the authors found that social media offers a channel for communication between consumers and merchants, which potentially reshapes the power relation in commerce. In the digital era, consumers can disseminate their experience through social media User Generated Contents constitute of text, image, video, and links (Huang et al., 2024). This UGC not only provides reference for other consumers, but also offers feedback to merchants. For merchants, positive consumer feedback serves as a promotion tool to expand their customer base and enhance sales, while negative feedback can prompt improvement of products and services (Carlson et al., 2018). Therefore, social media amplifies consumers' voice, transforming them from passive recipients into participants in market decision-making.

3. The Influence of Social Media on Women's Consumer Behaviour

This section focuses on the findings from literature on the influence of social media on women's consumer behaviour. Through reviewing relevant literature, the authors found that social media can exert greater influence on women's consumer behaviours as they are more engaged in social media, and being more sensitive to recommendation from other consumers. First of all, social media provides visual content that facilitates users to immediately capture comprehensive information of a product through various formats such as pictures and short videos, along with interactive and real-time engagement scenarios. This creates a closed loop of "information seeking- decision-making - purchasing", accelerating the process of purchase (e.g. Liu, 2024; Molinar, 2023). This loop potentially prompt impulsive purchases and boost the sales of products. Additionally, the transparency of information on social media potentially lead to upward social comparison, providing external reference. This potentially trigger emotional stress, resulting in impulsive buying.

Furthermore, based on visual content sharing, social media fosters the emergence of a female consumer online community culture, which is characterised by stratification and emotional connections. Social media algorithms clusters women with similar interests into vertical communities, within which the emotional narratives and interactions strengthen identity recognition, thereby fostering a consumer culture centred on emotional connections. Notably, Key Opinion Leaders (KOL) or Key Opinion Consumers (KOC) within these communities play a crucial role in shaping reliance on brands. Statistics indicate that contemporary female consumers increasingly rely on recommendations from KOLs or KOCs rather than commercial advertising. These influencers help brands build trust among female consumers through professional authority and emotional resonance (Wang et al., 2023). Such strategies transfer brand trust into actual purchasing behaviour and enhance sales. Additionally, the viral communication mechanism of social media enhances brand trust and significantly increases brand market share.

Moreover, under the influence of social media, women's consumption has evolved beyond material needs, becoming a symbolic expression of identity. On social media platforms, symbolic consumption is reinforced by the algorithmic recommendation mechanisms, forming a cyclical process of "purchasing-posting-identity confirmation" (Witt, 2010). Generally, social media amplifies symbolic expression of identity through the following three mechanisms: narrative of empowerment, algorithm tag matching, and UGC co-creation system. These are manifested with symbolic products labelled with feminist slogans (e.g. Hu et al., 2024; Zhang & Li, 2022), accurate personalized recommendation via tags (e.g. Ren et al), and UGC-driven symbolic value creation (e.g. Chen et al., 2023). These strategies of symbol production stimulate consumption not only by constructing identity, but also exclusion anxiety, a fear of being left out of social groups due to consumption gaps. Brands also leverage social values (e.g. environmental protection, feminism) to boost sales through commercialising social issues (e.g. Fan et al., 2024).

Generally, the literature reveals that social media influences consumer decisions through visual user-generated content, builds brand recognition, and expands its influence through the visual propagation mechanisms of social media. The strategies effectively enhance brand market share. However, scholars, especially in sociological fields, critique such practices. One notable criticism is the "beauty myth" created by social media, where women's body image is transformed into symbols of idealised femininity, amplified through viral dissemination on social media (Shao, 2023). This influences women's, especially young girls' perception of beauty, aggravating their appearance anxiety (Shao, 2023). To alleviate this anxiety, women are

encouraged to purchase more beauty and fashion products. As a consequence, beauty enterprises make huge profits through such a strategy. In some industries, such as fashion, merchants leverage rapid iteration of products to create obsolescence anxiety, amplified through social media to drive the sales of the latest products (Bläse et al., 2024).

Discussion

Based on review of past literature on the influence of social media on women's consumption, the authors acknowledged both strength and limitations of current studies, thereby identifying gaps in this field. Generally, while most of these studies in this field originate from economic disciplines, and adopt a profit-driven perspective, some sociological insights emerge from the selected literature. First of all, the reviewed studies on women's consumption confirms the existence of gendered difference in consumer behaviour. They identified characteristics of women's specific consumer behaviours such as emotional-driven, symbolic identity expression, and social orientation, providing an overview. Furthermore, the relevant literature revealed that women's consumer behaviours are influenced by gender norms and dynamics of gender empowerment, underscoring the need to integrate a gender studies perspective to explore the underlying cause of women's consumer behaviour within the social structure.

Moreover, the reviewed literature explores how social media shapes women's consumer behaviour, identifying three key mechanisms of social media shaping women's consumer behaviour: visual content sharing, influencer narrative, and UGC co-creation system. These mechanisms reveal that women's consumer behaviour is more influenced by the interactivity among social media users than by online advertising. Finally, the reviewed literature highlights the risk of women's consumer needs being alienated by commercial capitalism and digital technology algorithms, potentially reinforcing consumerist tendencies (S. Wang et al., 2024). These findings provide a foundation for exploring the underlying power dynamics between female consumers and the "Her economy" business within the context of social media. In addition to these sociological implications, the reviewed literature also provides theoretical frameworks for understanding women's specific consumer behaviour and its causes, such as TPB (Theory of planned Behaviour) and AISAS centres, along with various mature qualitative and quantitative methods.

Despite the strengths of the reviewed literature, notable shortcomings remain, particularly regarding gender sensitivity, theoretical frameworks and disciplinary perspectives. For instance, many studies overlook the gendered dimensions of women's consumption and fail to account for the dual influence of social media on female consumers' decision-making autonomy. Moreover, gaps exist in the theoretical approaches applied, the research methodologies employed, and the sociological awareness within the field. These shortcomings collectively highlight key knowledge gaps that require further investigation.

First of all, the reviewed literature indicates a knowledge gap in understanding how social structural factors influence women's specific consumption behaviour. Most of reviewed studies adopt a social psychological perspective, focusing on women's specific mentalities to explain their gender-specific consumer behaviour. These gender-specific mentalities are shaped within specific social environments, and influenced by social and cultural factors, especially gender norms. However, studies on gender norms and relation of gender empowerment that shape the gendered mentalities remains insufficient. Consequently, studies potentially fail to explain how gender influence women's specific consumer behaviour from a perspective of gendered structure. Therefore, future studies on women's consumption should incorporate a gender study perspective to uncover the underlying social structure that shape women's specific consumer behaviour. Future work should explicitly analyse how gender norms institutionalise consumer patterns, moving beyond individual-level psychology.

Furthermore, the reviewed literature reveals a knowledge gap in the influence of social media on female consumers' autonomy. Social media simultaneously empowers women through self-expression while constraining them through algorithmic stereotyping. Studies indicate that the integration of social media and female consumption represents a consumerist expression of female identity symbols, which alienates women's needs through algorithmic recommendation and KOL rhetoric that filled with gender stereotypes, while also providing women with a new venue for self-expression (Rathee et al., 2023). However, knowledge on this

dual influence of social media on women consumers' autonomy is still limited. Currently, despite that some scholars recognized this duality, most studies fail to adopt a dialectical perspective, leading to partial understanding. Therefore, to gain a comprehensive understanding of how social media shape women's consumer behaviour, future studies should adopt a dialectical approach to capture both empowerment and constraint in women's consumer autonomy.

By synthesising theories applied to past relevant studies on the influence of social media on women's consumer behaviours, the researcher identifies a theoretical gap regards to this field. Previous scholars explore women's consumer behaviour under the influence of social media from perspectives such as psychological perspective (e.g. Social Identity Theory), consumer behaviour perspective (e.g. Theory of Planned Behaviour, Theory of Rational Action), and postfeminist perspective. These perspectives respectively emphasise the influence of mentality on consumers' behaviour, the process of purchase or decision-making, and constraint of traditional gender norms. Generally, the three theoretical frameworks explain women's consumer behaviour under the influence of social media from different aspects. However, there are still insufficient studies from the feminist perspective. The lack of feminist perspective neglects the underlying social structural influential factors on women's consumer behaviour. Compared to the former two theoretical perspectives, the postfeminist perspective focuses on the social oppression of women in patriarchal society. This includes the rigid expectation imposed by traditional gender norms, the idealised representation of women's body and image, and the commodification of women's body by capital, which result in women's status and appearance anxiety. Therefore, future studies on the influence of social media need to integrate the three perspectives, providing a comprehensive theoretical framework to understand how social media reshape women's consumer behaviours in the digital era.

Through examining the research methods adopted to existing studies, the researcher identifies methodological gaps. Generally, the influence of social media on women's consumption is a topic encompassing both content dissemination and purchase behaviour in response to the online content, including searching, buying, and sharing. Therefore, the research methodology needs to be innovated to combine an online platform study and a consumer behaviour study. Digital ethnography adapts traditional ethnographic immersion, on-site observation and interview methods to an online environment, enabling researchers to capture digital cultural practices, interaction patterns and social significance. It provides a detailed and contextualized perspective for understanding contemporary digital society. Currently, most studies rely on either content analysis or surveys, producing partial or self-reported insights. To develop a comprehensive method that enables researchers to capture the response of female consumers, especially their interaction with other consumers and the merchants, a digital ethnographic method should be adopted in future studies. However, current digital ethnographic studies often focus too much on the online activities, potentially ignoring the offline purchase behaviour. Therefore, future studies need to combine the ethnographic method and traditional social research method to provide a comprehensive understanding of women's consumer behaviour under the influence of social media.

The review also identifies a discipline gap in existing literature. Currently, most research originates from economics and marketing, privileging profit-driven logics while neglecting sociological concerns. This bias obscures women's real needs and enterprises' responsibilities, hindering the critical analysis of the unequal power relationship between female consumers and the male-dominated production system. Therefore, future studies should investigate women's consumption from a sociological disciplinary perspective, especially a feminist economic lens to explore the underlying power relations between female consumers and the male-dominated production system. Feminist economics, as an interdisciplinary field of economics and sociology, introduces gender analysis to economic theory. This interdisciplinary approach enables researchers rethink the gender difference and power dynamics women encounter in economic activities, discussing the role of gender in economic activities, thereby promoting gender equality in economic sphere. Adopting a feminist economics lens can uncover power imbalances in the Her Economy and highlight pathways for gender-equitable consumption."

Conclusion

This literature review explored past studies on women's consumption influenced by social media. Based on a relatively rigorous procedure of data retrieval phase, the researchers initially selected and assessed 43 articles in total written in Chinese or English. Then, the researchers their research problem, research questions, research purpose, methodology and findings to ensure the validity of the literature. These articles involve at least one of the following themes 1) women's specific consumer behaviours, 2) The influence of social media on consumer behaviour, and 3) The influence of social media on women's specific consumer behaviour.

Through thematic analysis based on a systematic literature review, the researchers find that previous studies highlight the significant role of social media in reshaping women's consumer behaviour. Generally, women's consumer behaviour in the digital era is shaped by the interplay of gender identity, the characteristics of social media, and psychological factors. These factors include self-concept, emotional responses, subjective norms, and perceived behavioural control, moderating female consumers' purchase behaviour triggered by social media content. Notably, these psychological factors are rooted in the structure of society, including gender norms and the gender empowerment dynamics. Therefore, women's consumer behaviour is a reflection of the existing relation of gender empowerment.

Based on this viewpoint, post-feminists argue that while women's consumption can be a means of empowerment, the existing patriarchal and capitalist structures limit this potential, co-opting women's demands into consumerist behaviours. In the digital era, social media facilitates direct post-purchase feedback from female consumers, enabling businesses to gain insights into their strengths and weaknesses. This feedback loop supports continuous improvement of products and services in response to consumer needs. Therefore, female consumers' role shifts from passive recipients to active participants in productive and marketing decision-making. However, despite social media empowering female consumers to some extent, the beauty myth created by social media visual content, as well as the commodification of women's image, still risks alienation of women's demand. Therefore, this complex relation between social media use and female consumer empowerment still needs to be further explored.

Finally, based on thematic analysis, this paper identified the following gaps. Firstly, there is a lack of knowledge about the relation between social structure and consumers' behaviour. Regarding to theoretical gap, the current theoretical framework for explaining the influence of social media on women's consumption is lack of feminist perspective Thirdly, in terms of methodology, there is a lack of combination of self-report methods, and digital observation. Considering discipline, the issue needs further exploration from multi-disciplinary, especially sociology. However, due to the constraint of data access, the final selected literature is limited, potentially leading to the inaccurate results of analysis. Therefore, future studies need to include a larger body of literature to enhance its accuracy.

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