

Feminist Values in Luxury Advertisements

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Abstract: As an important way of information dissemination, advertising has an obvious guiding role for the audience, especially the shaping of female images in advertisements, which directly affects people's evaluation of women. The cultural variation of media consumerism and the change of women's consumption behavior in China promote the development of women's luxury advertisements. On the contrary, the development of women's luxury advertisements also contributes to the spread of consumerism culture. According to the analysis, western advertisements in Chinese magazines are mainly luxury advertisements, and individualism and modernism dominate the advertisements. To some extent, the gender of consumers affects the value orientation and appeal mode of advertisements. In feminist advertising works, the shaping of female images becomes the key factor, and it is the most important thing to convey the affirmation and empowerment of female groups through diversified real female images. From the correct positioning of female image, we should get rid of traditional ideas and shape social reality; Remove the confinement of both sexes and reflect women's autonomy; Meet the requirements of modern socialist civilization. Based on the feminist theoretical analysis, this paper will analyze the deviations and problems in the positioning and interpretation of women in modern advertisements from the feminist perspective.

1. Introduction

Advertising is not only an economic phenomenon, but also a cultural phenomenon. On the one hand, advertising can increase the exposure in front of consumers and maintain a good brand image. On the other hand, enterprises can continuously update information about new products and other products in advertising [1]. The research of domestic and foreign scholars on advertising shows that advertising carries semi rich and diverse information of cultural values. With the influx of Western feminist movements and feminist thoughts into China, women's problems have attracted more attention from the society. Many scholars began to study the localization of women's images from the perspective of feminism, and also began to criticize many women's problems in the society from the perspective of feminism [2]. Advertising is everywhere, and the high-frequency female images in advertising are regarded as consumption and cultural symbols, which has always been an important part of advertising culture research [3]. Feminism originated in the West. With the spread of feminist culture to the world, feminism is rapidly breaking through various definitions and is uniformly called the ideological trend of women's liberation movement, that is, the ideological trend of feminist movement [4]. To a certain extent, the discourse of female luxury advertising creates social images, reflects social and cultural information, and also reflects today's women's

consumption and values. Therefore, the discourse research of female luxury advertising plays an important role in the maintenance of contemporary women's spiritual life and social relations [5].

Feminist advertising is a combination of feminism and advertising. Focusing on the core concept of feminism, it shapes the brand image by publicizing women's power and empowerment [6]. Feminism itself is not a comprehensive and profound theoretical system. It fully draws lessons from the research results of philosophy, psychology, sociology, political science and even biology. It is more like the confrontation and blending of different viewpoints and ideas. It also has irreconcilable contradictions and swelling that can't be justified. It constantly revises and sublates itself at every stage of historical development [7]. Consumerism culture has gradually penetrated into China, seriously affecting people's values and consumption views. Although it provides a broad platform for the luxury goods market, it is contrary to Chinese traditional cultural concepts. Therefore, only by reasonably guiding people's consumption views and values can we promote the healthy development of the luxury goods market [8]. The reason why we question the image of modern women's advertisements is because for a long time, judging the image of women in advertisements by male standards under the male aesthetic and male discourse power inevitably makes the image of women lose its subjectivity, resulting in positioning deviation [9]. Therefore, as one of the most important cultural phenomena in the field of advertising, it is very necessary and valuable to analyze and explore from the standpoint of women and feminism [10].

2. Feminism

2.1 A Survey of Feminism

Fundamentally speaking, the reason why women love luxury goods is that they want to show their beauty and difference, and hope to be envied and recognized by others. The Western women's movement has greatly improved women's ideological consciousness, which has greatly improved the status of women in various fields. Because of its commercial purpose, the creation and design of female images inevitably erase women's independence and autonomy to varying degrees, hinder the development of feminism, fix the whole society's view of women on a certain surface, and affect women's self-development. As the representative of luxury advertising, female luxury advertising largely reflected the consumption concept and aesthetic standards of mainstream women at that time, and would also have a great impact on the ideology of the whole society. Therefore, the research and analysis of female luxury advertising is particularly urgent. With the development of history, as a historical category, women's subject consciousness has experienced the development process from the natural stage, self-awareness stage to self-improvement stage. At this stage, it has developed into a complete system with rich content, including: independent consciousness, competitive consciousness, enterprising consciousness and innovative consciousness. With the continuous development and progress of society, feminism has brought great emancipation of women's thought, women's social status has been continuously improved, the male dominated aesthetics in advertising has been gradually broken, and women's own unique charm has been paid more attention. Women play an important consumer role in human life. Women's unique psychological structure determines the uniqueness of women's consumer psychology and behavior model.

2.2 The Development of Feminism

With the improvement of women's overall social status, a new vision of women's image gradually appears in advertisements, and modern advertisements begin to increase, with more and more female images dominated by women in the workplace, dreamers, challengers, managers and

leaders. Advertisements gradually tend to shape female images that are realistic, vivid, independent, confident and endowed with dreams. Under the influence of the third wave of feminism, feminist advertisements also focus on the existence of women as each individual, focusing on girls and young women groups. The feminist advertising structure is shown in Figure 1.

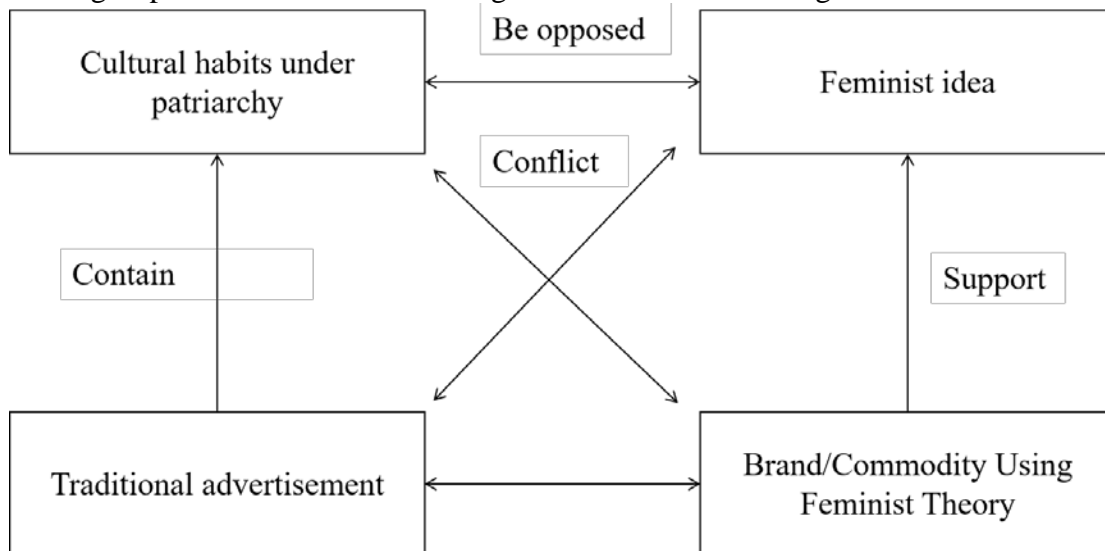


Fig.1 Feminist Advertising Structure

With the development of economy and information and communication technology, the forms of advertising are more diversified, and smart consumers are more and more skeptical about the usual advertising strategies. Facing the aesthetic fatigue of consumers, advertisers are forced to rethink how to change the advertising model, and feminist advertising narrative also presents new characteristics. Women's living conditions in real life are colorful, diversified in thinking mode, lifestyle, income status, consumption choice and so on. The process of self differentiation helps consumers form a more comprehensive and systematic understanding of themselves. It is more reasonable to determine the self-concept model of female consumers according to the process of self differentiation. Modern consumption culture is dominated by women, who not only assume the leading buyer of consumer goods they need, but also the leader of family consumption, and have high decision-making power in personal and family consumption.

3. Analysis and Discussion

3.1 Sense of Worth/Values

Modernism and individualism are typical Western values, while traditionalism and collectivism are regarded as the core values of the East. The research shows that under the background of globalization, China has gradually formed a dual culture. The difference between individualism and collective theme in the advertisements of Chinese global brands in overseas markets is small, which is far less than the relative score of individualism in China and the United States. Under the influence of Oriental cultural values, consumers' self-concept of physical appearance and professional achievement is significantly higher than those affected by Western cultural values. The brand values of China's global brands in overseas markets are integrated into the values of American culture. More and more urban adults are equally receptive to new, individualistic and traditional, collectivist values. The important role of values is that it constructs people's beliefs and attitudes and guides people's behavior. Cultural values in advertising are regarded as a powerful

force to shape and form consumer motivation, lifestyle and product choice. Furthermore, time stability and influence on individual behavior are the two basic characteristics of cultural values. Values play a particularly important role in individual consumption behavior, attitude and decision-making. The relationship between women's values and luxury consumption is shown in Figure 2.

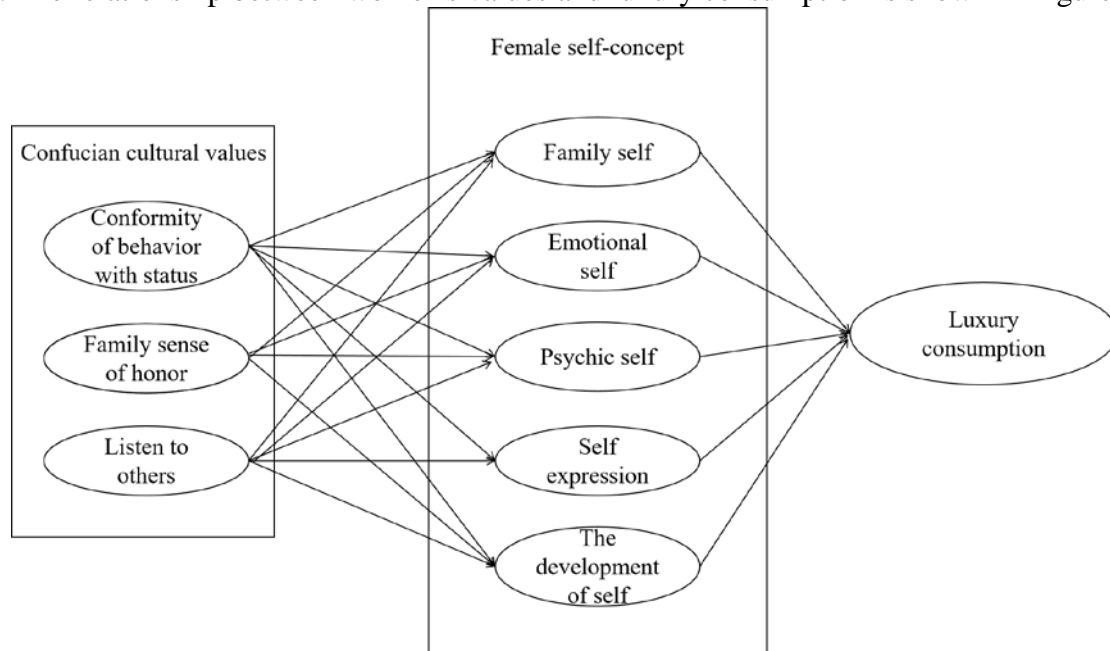


Fig.2 Relationship between Women's Values and Luxury Consumption

In China, where the family culture is the world, women's responsibilities of traditional values have imprisoned women's right of free development, and also hindered women's pursuit of self-development and self-satisfaction. Under the international demonstration effect of consumption, in terms of fashion consumption, Chinese traditional culture and western fashion styles are mutually integrated, forming the unique fashion scenery of contemporary Chinese women.

3.2 The Relationship between Female Luxury Advertising and Consumerism Culture

Consumerism culture and consumer society complement each other. The formation of consumer society promotes the breeding of consumerism culture, which further promotes the formation and development of consumer society by advocating consumption and stimulating production. It can be seen that with the continuous growth of China's female luxury market, its luxury advertising market is also active, and the advertising industry is naturally thriving. These are the positive functions of consumerism culture. Women also play an important role in consumers. They have become the main force of consumption. Businesses have already reached a consensus and regard them as their own marketing objects. The formation of media consumerism and the change of women's consumption behavior provide a habitat for the spread of consumerism culture in China. Under the influence of consumerism culture, they promote the development of women's luxury market, and then have a certain impact on the development of women's luxury advertising. Relevant regulatory authorities should also take effective measures to severely punish luxury advertisements with vulgar style and excessive promotion of extravagance, and make joint efforts to create a diligent and thrifty living environment and promote a correct consumption concept and values to female consumers.

4. Conclusions

A sound market is bound to be accompanied by the development of the luxury goods market. With the widening income gap of Chinese citizens and the segmentation of consumers, the consumers and the consumer market show a high-middle-low-end level, which develops into three different classes. Luxury goods advertisements effectively improve China's consumer market with their great influence on luxury goods consumption. Feminism especially emphasizes the basic existence of women as an independent individual in the definition of women, so “subjectivity” and “otherness” become the basis of feminist theory. Feminist advertisements provide brands with a new way to reach out to female consumers while reducing traditional gender stereotypes, help to reduce the number of advertisements with female gender stereotypes, and provide more diversified female media images, thus showing the multi-dimensional social value of women. The development of feminist movement has greatly improved women's status, improved women's image and situation, and enabled women to get rid of the shackles of family and realize their self-worth in society. Feminism's inherent contradictory attribute makes consumers' attitudes towards it also show differentiation. On the one hand, at present, most consumers are more inclined to support the company's attempt and exploration in the field of feminist advertising. On the other hand, for the commercial purpose behind feminist advertising, some consumers expressed doubts about the intention of feminist advertising. We expect the media advertising designers to take on the corresponding social responsibilities, keep the ethics and professional bottom line, and create more positive and healthy female images that match the real life development from the perspective of women, so as to guide the broad audience, especially the female audience to have a more correct and objective understanding of themselves, so as to develop themselves.

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