

New Media and Female Consumption——Taking the Xiaohongshu Platform as an Example

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Abstract: Nowadays, consumption has become an indispensable part of people's lives, and people enjoy the satisfaction brought by consumption. The rapid development of e-commerce and express delivery industries has boosted consumption. And women as the main consumer group for the Internet economy have brought a new trend. With the increase in women's income and the improvement of social status, women have gradually become the main body of virtual consumption that can not be ignored. In response to this situation, some new media platforms began to cater to the needs of female consumers, resulting in a gender imbalance. Xiaohongshu is popular among female users through "note-sharing" and e-commerce. Using the Xiaohongshu platform as a case to analyze women's consumption behavior in new media. This paper mainly studies the characteristics of female consumption behavior in the era of rapid development of new media. By means of literature analysis and case analysis, this paper studies female consumer groups. Through the research, it is found that there is an imbalance in the ratio of gender users, and female users rely too much on the platform Xiaohongshu.

Keywords: New media, Female consumption, Female, Online consumption, Xiaohongshu

1. Introduction

With the popularization of the Internet, consumption has become an essential part of life. The rapid development of e-commerce has further promoted the increase in consumption. As the main force of female consumption, online shopping has also become an important channel of consumption. Xiaohongshu has become the most popular consumption platform for women through its unique ways of "sharing" and e-commerce. Women can not only search for relevant product information on the Xiaohongshu platform but also refer to others' purchasing opinions. And they are more likely to express themselves. With the growth of women's income and the rise of social status, the power of women's consumption can not be ignored. This paper discusses the new consumption behavior of women in the new media environment, studies the reasons for the imbalance of the ratio of male and female users in the new media platform and the impact of the platform on female consumption, and elaborates on the diversification of consumer demand and information sharing platform of Xiaohongshu. Nowadays, female users have become the main consumption force in the new media environment, and there is a gradual imbalance in the ratio of gender users on the Xiaohongshu platform. In addition, women are increasingly relying on new media platforms and over-trusting the information on them. In response to this phenomenon, female users should learn to filter

information and fully understand the operation mechanism of new media platforms. This paper can interpret the relationship between the development of new media and the consumption behavior of female groups. For the present female consumer group to establish a correct consumption view, for the future study of female consumption and online shopping to provide reference materials.

2. Introduction of Xiaohongshu Platform

Xiaohongshu App is a life-sharing platform and consumption decision-making entrance, which accurately and efficiently matches massive information with people. Xiaohongshu App covers a wide range of fields, including clothing, movies, pets, games and so on. Users can share their lives with text, pictures, or videos. Meanwhile, the Xiaohongshu App offers overseas shopping services. In June 2013, Xiaohongshu was registered in Shanghai.

According to the latest data, there are more than 200 million monthly active users of Xiaohongshu, 72 percent of whom are born in the 1990s, 50 percent of whom are distributed in first-tier and second-tier cities, with a total of 43 million users. As a "consumption decision-making" platform in the hearts of many young users, the commercial value of Xiaohongshu cannot be underestimated, especially under the driving environment of national consumption upgrade, "she economy" and healthy life, many brands need to expand the market and reach precise users through social media like Xiaohongshu. Among the many users, 80 percent are female.

Xiaohongshu platform provides a channel for users to share their lives and experiences. Users can share their clothes, makeup, food and so on through photos, short videos and text. With the growing number of users and the diversified development of the platform, the interest of Xiaohongshu users has already changed from beauty to all aspects of life. Users have also developed four habits in Xiaohongshu, which are discovery, creation, sharing and search. Xiaohongshu realizes the operation mode of "community" and sharing, so as to create a more real user experience[1]. The platform uses big data algorithm to push the notes related to the field that the user is interested in the homepage. The platform of Xiaohongshu, on the other hand, targets women and exploits the potential of women's consumption with the advantage of the Internet.

The Xiaohongshu platform targets groups with certain spending power. Because the nature of the content of Xiaohongshu is to share shopping, users will naturally stimulate the demand for shopping, and Xiaohongshu without shopping channels cannot release users' consumption desires. Therefore, Xiaohongshu launched its own point e-commerce platform to solve this problem. Initially, Xiaohongshu's platform was developed to help people with overseas shopping needs[2].

3. The Characteristics of Female Consumption

As the economy improves, women begin to pay attention to the consumption of branded goods. Brand consumption is more secure and quality is more guaranteed. The choice of brand consumption shows that they expect to become a person with status and status, which marks a life attitude and consumption orientation. The value of buying brand products has gone beyond the value of products themselves[3].

The pursuit of body beauty is the most important component of contemporary female consumption. On the platform, topics such as weight loss, beauty makeup and fashion are the most popular. Topics such as body anxiety and face anxiety make women more conscious of their looks. The spread of such culture in the Xiaohongshu has brought women's attention to this field. Therefore, related products are widely spread on the platform of Xiaohongshu and successfully arouse the desire of women to consume. The body has become the symbol of the female group, through which a woman's life status and social status can be judged. To become more beautiful has

become the goal of every woman. So the common perception of the female body is used to distinguish social class.

Money is often the most direct indicator of one's social status. Such consumer products have no practical use, just a means to gain glory. On Xiaohongshu, some elite and Internet celebrities display their wealth, such as designer bags and jewelry, which ordinary users can't afford. As a result, the gap between the consumer and the average class has widened. By displaying their wealth, dipping into their social status, establishing differences and showing their differences[4].

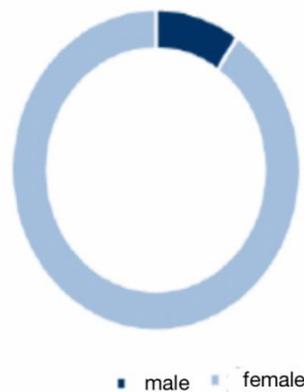


Figure 1: Gender usage ratio of Xiaohongshu users.

The chart above shows the gender usage ratio of Xiaohongshu. Eighty percent of these users are female, while only 20 percent are male.

4. The Impacts of Xiaohongshu Platform on Female Consumption

According to the characteristics of female consumption, the Xiaohongshu platform creates diversified consumer demands, positioning users and accurate push. Users can fill in several areas of interest when registering. Compared with traditional consumption platforms, Xiaohongshu is more oriented to women, especially young women with certain consumption power. By sharing professional content with the community, the Xiaohongshu platform can meet women's shopping needs, like, comment and collect the shared content, and interact with others.

Xiaohong is the most active platform in beauty makeup, outfits, fashion and other fields. The platform will introduce different topics that users can participate in and interact with. Female users can judge whether a product is worth buying based on others' notes. These topics spread across the platform, allowing users to post their own thoughts, which triggered a shared emotion among the users involved[5]. As an information-sharing platform, Xiaohongshu provides a space for users to exchange ideas and express themselves, making the information on the platform more realistic, so as to achieve the purpose of promoting female consumption.

The community built by Xiaohongshu allows female users to communicate and express their opinions and opinions about their consumption experience online. The essence of the Xiaohongshu platform is the gathering of people, the sense of community identity, participation and belonging. The demands of female users gradually shift from material consumption to spiritual consumption[6]. Real user experience creates a close bond between consumers. The reasons for consumption desire are closely related to individual role, personal life, female employment, satisfaction and promotion. It happens that the characteristics of the Xiaohongshu platform are completely in line with the internal requirements of female consumption. Compared with male users, female users are more willing to express themselves and share their lives. First of all, women are emotional. When they

post their selfies or videos on Xiaohongshu, other users' likes and comments give them a sense of identity and belonging. Therefore, female consumption has a strong emotional color. Secondly, compared with men, women pay more attention to their appearance, so they are very interested in the fields of dressing, makeup and fashion. Third, women will pursue the products of big brands such as Chanel, Dior and so on. Research shows that many women feel that having good looks and luxurious clothes will help them win jobs and promotions.

In recent years, with the transition from a planned economy to a consumer economy, more and more rich and diverse products have entered the market. In a consumer society, consumption is more meaningful than it should be. In other words, in physical consumption, that is, in the shopping mall, all kinds of clothes and jewelry are sold to the female group to stimulate their desire for consumption[7]. The development of e-commerce in new media fundamentally promotes this phenomenon. The platform provides a virtual consumption scene for women, and various information and activities have become a great temptation. In particular, the "community" services targeted at women on the Xiaohongshu platform further promote women's consumption. The new media platform of Xiaohongshu social network and e-commerce provides consumers with more and more choice space. The variety of information and products make them cross-cross their eyes, and female consumers are in a strong desire to buy[8].

With the improvement of women's education level and the awakening of women's sense of self-independence, more and more women are actively employed and become the main force of the consumer market, which is thought to be a large-scale "she economy". With the continuous opening of the "she economy", the ordinary consumer market has been difficult to meet its consumption needs[9]. Platforms like Xiaohongshu, which can satisfy diversification, authenticity, and interactivity, stand out from the huge consumer market. The premise of all consumption is to have a certain consumption strength. The rise of women's consumption is linked to their own rising economic power, according to monitoring data released by China's National Bureau of Statistics in 2018. Female workers accounted for 43.7 percent of China's total employment. Also, Female entrepreneurs accounted for 39.9 percent of the total entrepreneurs[10]. The employment rate of women is increasing, their economic income is increasing, and with independent disposable income, their confidence and desire to consume are also becoming stronger.

At the same time, women's consumption concept and consumption structure are also being affected. Secondly, they can choose the objects of consumption more autonomously. Due to the limitation of the traditional gender concepts, women's consumption has been limited. With the improvement of women's status, their subjective consciousness is gradually enhanced. The emergence of new media has intensified the transformation of women's consumption, becoming more two-way, proactive and open.

5. Conclusion

This paper studies the relationship between women's consumption of new media and the role of women in the consumer market, so as to help analyze the reasons for the imbalance in the ratio of male and female users.

This paper first introduces the role of Xiaohongshu App and then studies the relationship between female consumption and new media and the role of female groups in the consumer market. The Xiaohongshu platform is characterized by the accuracy and high matching of information push. The characteristics of female consumption are mainly reflected in the pursuit of appearance and body, and the ratio of male and female users is 8:2, which is a state of serious imbalance. This paper can also add investigation and interview. Future research can focus on women's consumer psychology to avoid women's excessive reliance on the new media environment.

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