

# ***The Influence of Capitalism on Consumers, the Special Case of Advertisement related to Feminism from Nike***

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**Abstract:** To understand the effect of capitalism on consumers, we choose to research the advertisement of Nike under a specific hashtag, "#DreamCrazier." We analyze the comments on Two social media- YouTube and Twitter- under that advertisement to see how consumers react to Nike's advertisement related to feminism. Using LACOLD software, we find keywords that most frequently appeared in those comments and, finally, get to know the reaction of potential consumers- social media users- towards that advertisement and even the brand.

**Keywords:** feminism, capitalism, Femvertising, Woke capitalism, social media, Twitter, YouTube, Nike

## **1. Introduction**

### **1.1. Study Objects and Purpose**

In recent years, feminism and gender equality have begun to rise. This is mainly due to the improvement of people's basic needs. At the same time, the rapid development of the Internet and the explosion of information have exposed a lot of social information to the public. After Beauvoir, Christeva, Butler, and other generations of feminist ideological innovation, combined with Lacan's psychoanalytic criticism and reflection on gender ideology, mainstream feminism began to branch, and many feminists Chose to be with the awakened bourgeoisie. The early bourgeoisie was the loyal founder and defender of the patriarchal system, which deepened the domination of the patriarchal system through the influence and control of capital over people. After the awakening of feminists, with its strong Internet communication ability and the radicality of social movements, some bourgeoisie discovered the abnormal situation. They began to use the propaganda of feminism as an arm and feminism as a company, and then symbolized the ideology of feminism through consumption behavior and weakened their fighting spirit. They were transforming women's liberation into a commodity with commercial value, further ignoring the masses, thereby disintegrating this emerging

revolutionary force of resistance. This article will analyze the attributes of the current awakening bourgeoisie and its impact on consumers by studying Nike's feminist advertisements and analyzing specific data.

## 1.2. Why Research

This research aims to conduct a financial analysis of companies that have used feminist-related ads to determine whether such ads generate additional revenue for the company. Furthermore, the data obtained from the research will be used to analyze and summarize the public response to these ads on Twitter and examine the impact of capitalism on the use of feminist-type ads for the advancement of feminism. It is believed that it is a crucial part of any major, and the research should consider this. For example, are the consumers and social media users led by themselves, motivated by reality, or are they just trying to get some appreciation from the ones who make social circumstances worse? By analyzing data, it will be possible to have an objective perspective, which puts the research in a better position because the researchers can make our comments or decisions more precisely and efficiently.

## 1.3. Innovation

Our innovation lies in using data analysis to show the effects of the feminist advertisement on users' attitudes towards the brand and content of that advertisement. It is essential to see the influence of feminism under the operation of capitalism.

## 2. Literature Review

### 2.1. Mdcor\_Phudefily

In surveys, open-ended questions provide respondents the freedom to express themselves freely. However, to facilitate comparison and acquire meaningful understandings, text data must be labeled into categories or codes to achieve such knowledge-based advantages. In addition to requiring weeks or even months, depending on the sample size, manually categorizing these replies carries the risk of adding human mistakes or inconsistencies, which might diminish the value of these responses to deepen our understanding. This paper mainly discusses MDCOR, which can produce accurate and dependable findings while reducing subjectivity and human categorization mistakes. Researchers can access completely categorized replies using MDCOR, which may be employed in conventional quantitative analysis.

### 2.2. Feminism: The Definition of Feminism

In the ancient world, about the 3rd century BCE, Roman women filled the Capitoline Hill and blocked every entrance to the Forum to protest when consul Marcus Porcius Cato resisted attempts to repeal laws limiting "women's use of expensive goods, clear, the rebellion is rare. [1] For most of recorded history, only a few voices spoke out against the inferior status of women, presaging the arguments to come.

In late 14th- and early 15th-century France, the first feminist philosopher, Christine de Pisan, challenged prevailing attitudes toward women with a bold call for female education. [2]

Later, Laura Cereta, a 15th-century Venetian woman, published *Epistolae familiares*, a volume of letters dealing with a panoply of women's complaints, from education and marital oppression to the frivolity of women's attire.[3]

By the end of the 16th century, when another Venetian poet, Moderata Fonte, wrote *Il merito delle donne*, a feminist broadside, posthumously, the defense of women had developed into a literary

subgenre. [4]

In response to several satirical works making fun of women, the first feminist pamphleteer in England published *Jane Anger, Her Protection for Women* in 1589. [5]

The nineteenth and early twentieth centuries are typically referred to as the first wave of feminism. The focus of this stage was securing fundamental legal rights for women. [6] The 1960s through the late 1980s are typically used to define the Second Wave of feminism. It responded to women taking up domestic and parenting responsibilities again after the Second World War. Women were sacked from their jobs and replaced by males when the men who had to leave the workforce to join the armed services returned. [7]

Initially focused on the United States of America, this movement extended to other nations. As a result, public and private injustices received increasing attention during the Second Wave.

The Third Wave of feminism strongly emphasized women's reproductive rights in the mid-1990s. Women's autonomy over their bodies and access to contraception and abortion were fundamental rights, according to feminists who fought for these rights. [8]

Female empowerment came out as feminism gradually came to people's attention. Giving women the same status, privileges, and authority as males is the standard definition of female empowerment. Men and women are equal in every way. However, empowering women does not include providing all the advantages men have. The main aim of women's empowerment is to make women the best versions of themselves. Providing every woman the chances and resources she deserves, at no point will men be mentioned, is part of empowerment. [9]

### 2.3. Woke Capitalism

The term "woke capitalism" is companies' capitalist, profit-driven strategy to further its goals by utilizing the uproar and popularity of social movements [2,2]. So now comes out advertising in the market. Companies take advantage of feminism and use content in their campaigns to inspire and empower women.

### 2.4. The Development of Advertisements in Feminism

Women were seen as the economic mainstay occupying a \$ 14 trillion market [10]. However, the advertisements targeting women viewers were much fewer than those targeting men viewers. According to the data, female-oriented advertisements were only one-third to one-fourth of male-oriented advertisements [11][12]. More and more people have become aware of this fact and are trying to make a difference.

The first broadly recognized example of an advertisement in feminism is the *Torches of Freedom* march in 1929. Edward Bernays, who worked at the American Tobacco Company, hired ten women to light cigarettes at the Easter Sunday Parade [13]. Although his purpose at that time was mainly opening the untapped female smoking market after World War I, it indeed influenced breaking the traditional stereotype of women.

Third, Wave Feminism is generally considered to start in the early 1990s in the US and has lasted until now [14]. During this time, contemporary feminist advertisements sprouted and stepped into the vision of the world. Based on the individualistic character of this period, some brands took full advantage of it and called on women to do what they wanted, including buying what they liked [15]. In 2014, SheKnows Media's iBlog Magazine first defined Femvertising as "advertising that employs pro-female talent, messages, and imagery to empower women and girls" [10,2]—since then, using imagery advertisements to emphasize women's empowerment has become a stream. Undoubtedly, many capitalists also started using advertising as a marketing tool to attract female consumers. The most well-known instance of femvertising is the Campaign for Real Beauty in 2014, initiated by Dove

as the pioneer of contemporary female empowerment advertising. This event, which aimed to break the male-based definition of beauty for women, was also followed by many women-targeted brands [16][17].

The advertising trend developed rapidly under the prevalence of social media, as social media provided a visible platform to show various feminist discussions. The nature of social media matched and enhanced the individualistic characteristic of Third Wave Feminism [18]. On the Internet, individuals can quickly spread any information, including people's views on brands and companies. Hence, companies started realizing the importance of social media to cater to audiences. Brands such as Always and Pantene launched campaigns Like A Girl and Shine Strong in 2014 after Dove. This trend has been lasting until now with the development of technology. As a result, more and more brands are trying to incorporate feminism in their advertisements and selling ideas.

## 2.5. Why Twitter

Twitter, a digital social media platform in The United States, has made a monumental contribution to social network connections, as Twitter users can freely send Tweets to react with others. One reason that is conducive to the significant influence of Twitter is its vast user base. According to Twitter's latest data from the fourth full quarter of 2020, there are 192 million daily active users [19], posting a collective of 58 million Tweets every day [20]. Additionally, according to Fratamico [21], "Twitter has processed approximately 400 billion events in the real world overall." More important, as we are studying feminism, the use of Twitter by the female is in the first place. Lin [19,2] explains that "females comprise 34 percent of Twitter users worldwide." Though it is not a considerable number, considering the user base, it is significant enough. Furthermore, an exciting statistic indicates that women are more willing to interact with brands than men [19,3]. As a result, by searching on Twitter, we can achieve more information we need to accomplish our paper- women's reactions to several brands.

## 3. Materials and Methods

Video form advertisements

Hashtag

Tweets

Data from Twitter

Data from You-tube

### 3.1. Data Collection

This research aims to study the impact of advertising companies' use on social media users. In order to get approach this purpose, we collect qualitative data: the comments under a specific commercial hashtag, "#DreamCrazier," on YouTube. By this means, we can directly see users' attitudes towards a unique advertisement from a brand that supports feminism. Everyone has diverse social media habits, and some may dislike posing comments right under. Considering that, we also collect quantitative data: likes and reads numbers of the Tweets under the hashtag "#DreamCrazier" on Twitter. By doing that, we can visualize the positive reactions the advertisement and the brand gain through advertising.

These data are expected to be helpful in the later research process since they can reflect the effect that advertising may change people's attitudes, especially female users' attitudes, apparently, towards that advertisement itself, and deeply, towards a brand, for which this study can serve as a cornerstone.

### 3.2. Data Analysis

Regarding data analysis, comments on YouTube advertisements under the hashtag "#DreamCrazier" were analyzed using LACOLD software. In the first place, we trim the most used words in those comments and find out ten of them. Then, based on those frequently used words, we select several topics related to those words. Additionally, we execute a metric plot to observe the optimal number of keywords relative to topics. Eventually, the plot shows that analyzing six keywords is the best choice. Consequently, the software randomly chooses several comments most representative of those six keywords. Finally, we analyze those selected representative comments.

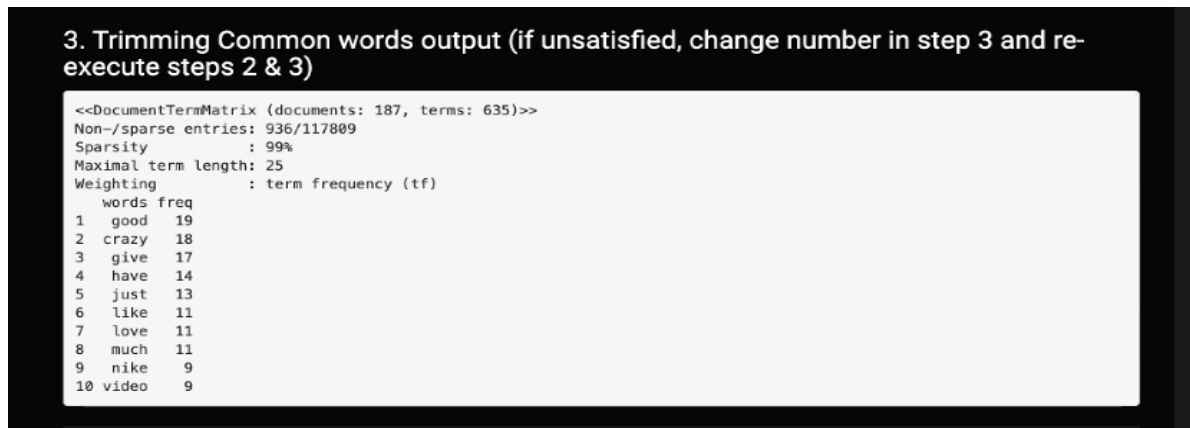


Figure 1: frequently used words.

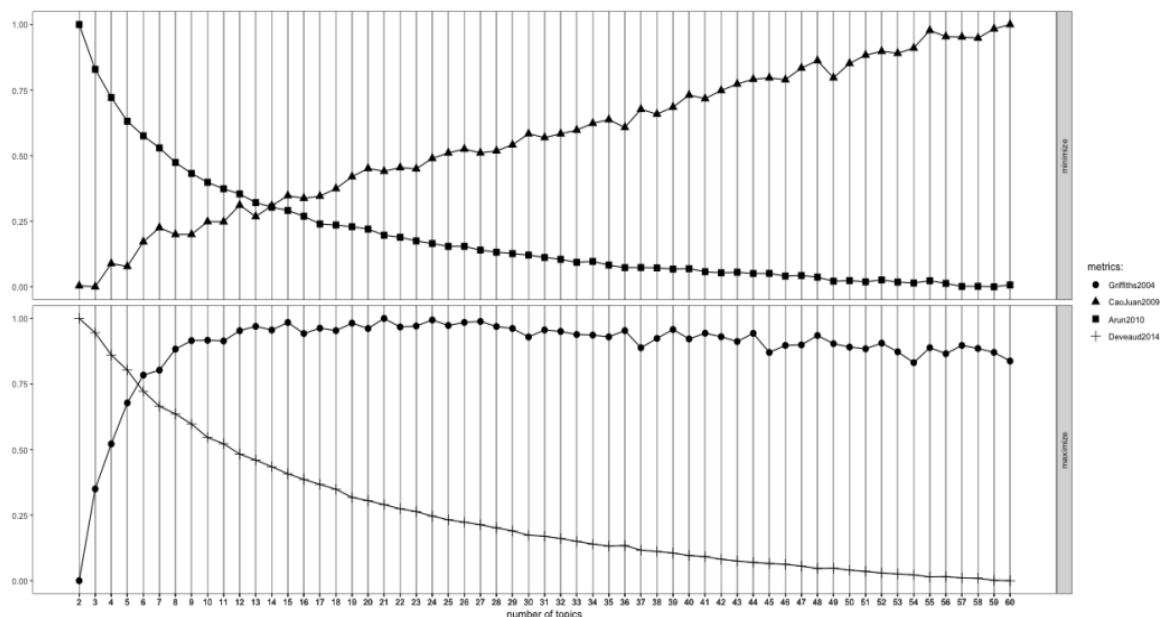


Figure 2: topics relativity.

### 3.3. Data Mining

In this part, raw data were first purified. LACOLD software has a using standard that the data set needs to be csv. The version must include the serial number of people who send comments and those exact comments. As a result, we clean the data to meet the requirement. In addition, we browse all the data in LACOLD software. All results, including metrics and words, are precise. The software analyzes all the hundreds of comments, finding the most frequently used words and topics and

selecting several most significant comments related to the keywords. Therefore, all data has been mined.

## 4. Results

### 4.1. Result from Analyzing Comments under YouTube Advertisement

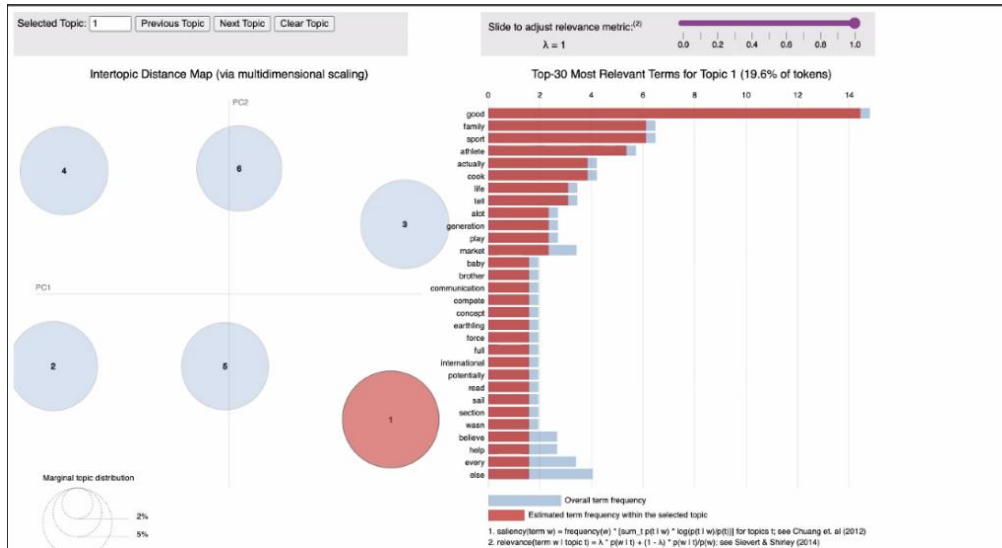


Figure 3: keywords.

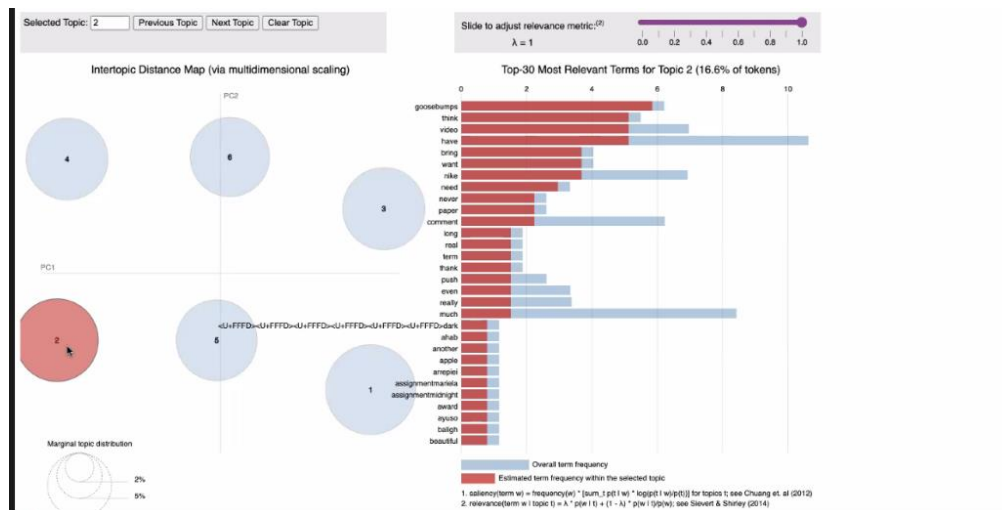


Figure 4: keywords.



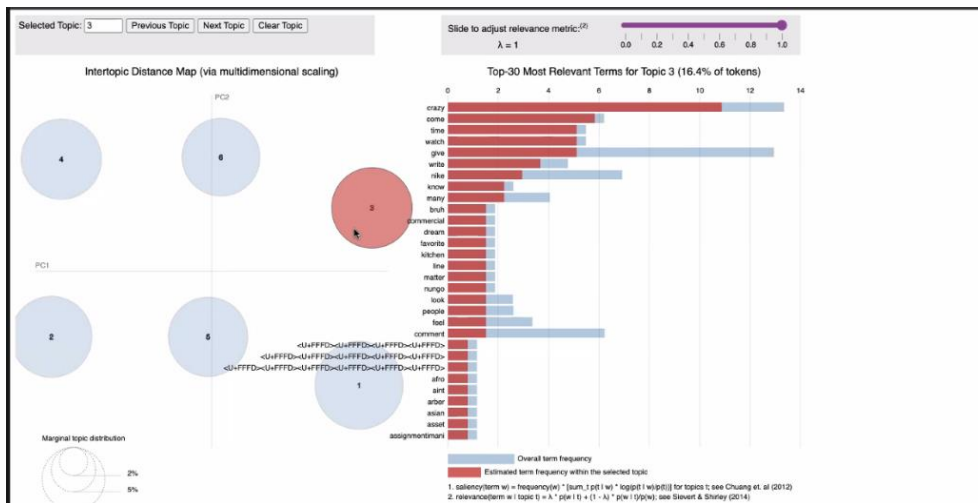


Figure 5: keywords.

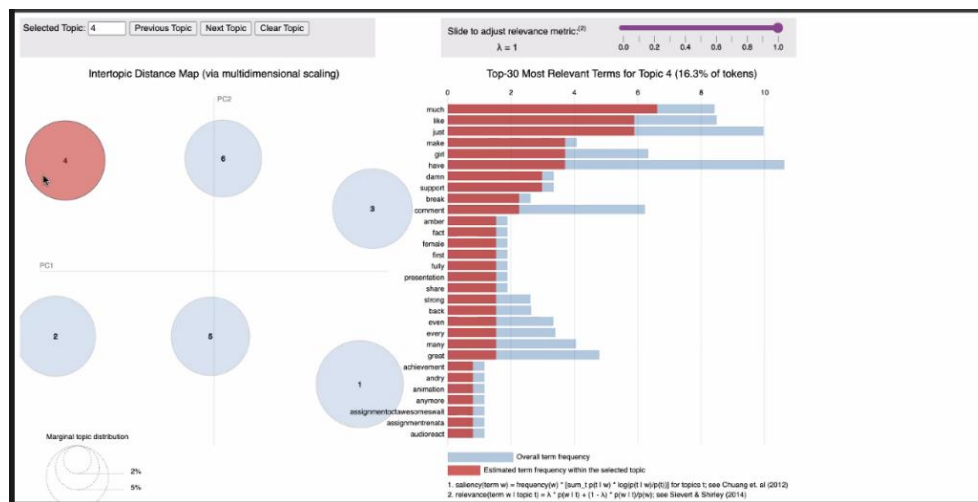


Figure 6: keywords.

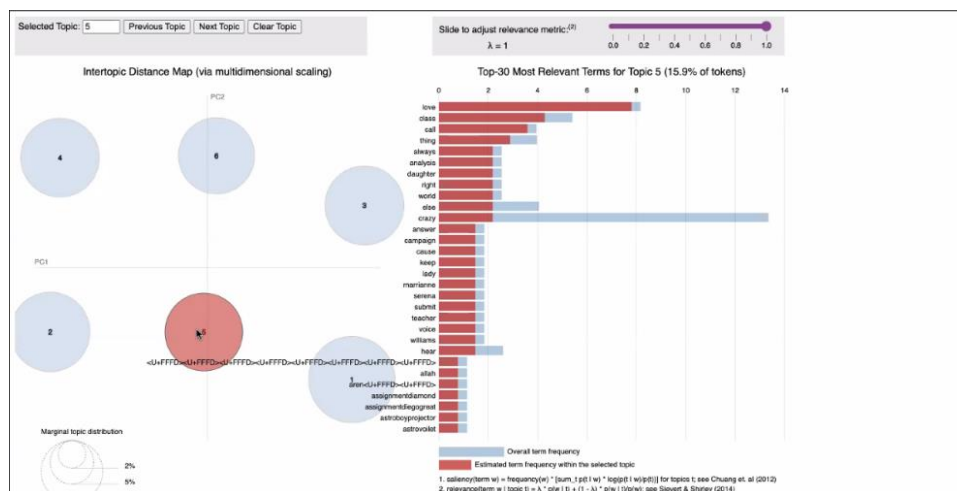


Figure 7: keywords.

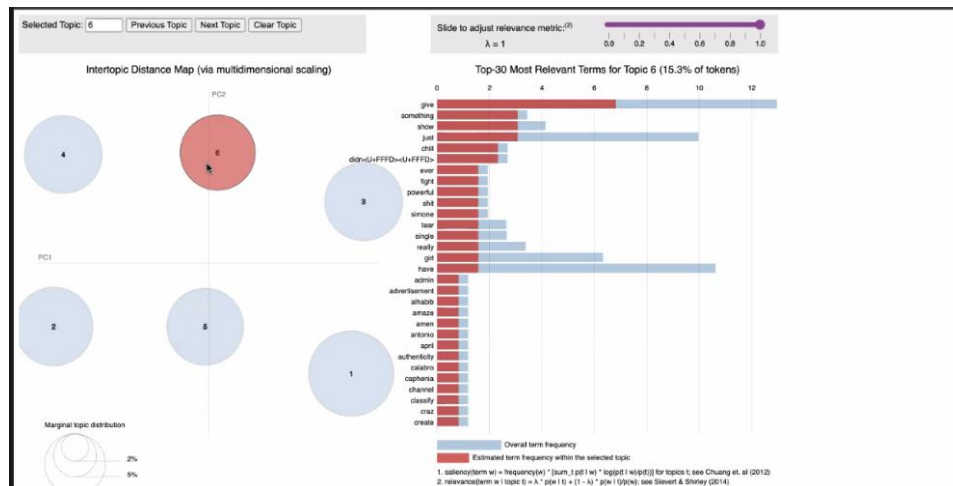


Figure 8: keywords.

## 4.2. Result from Twitter



Figure 9: “#DreamCrazier” on Twitter.





Figure 10: “#DreamCrazier” on Twitter.



Figure 11: “#DreamCrazier” on Twitter.



Figure 12: “#DreamCrazier” on Twitter.

## 5. Discussion

### 5.1. Discuss the Result

The result from analyzing comments under YouTube advertisements illustrates the most frequently used terms from the users, such as 'good,' 'goosebumps,' 'powerful,' 'girl,' 'support,' and 'love.' Most of those frequently used words convey positive attitudes in Nike's advertisements. However, there are also a few negative words such as 'damn' and 'shit,' which demonstrates that some users also hold opposite attitudes towards those few advertisements of Nike. We also get a similar result from simple responses on Twitter. Some users just post the advertisement of Nike again, and some tweets express the positive influence of Nike's advertisements or their affection. All of them also gain some retweets and likes from other users. However, the high frequency of positive words such as crazy and good can show that the public supports feminist advertising. Although there are still some differences in the social status of men and women, women are gradually becoming important in society. After analyzing and studying most of the feminist advertisements on the market, I know most of the women in the advertisements are outside of the gender depiction society has defined for women. They are no longer housewives or husbands' wives; they are doctors, lawyers, and athletes who are independent and confident -control their behavior and improve themselves. For example, Model Ashley Graham says in Lane Bryant's fall 2016 campaign #This Body Is Made to Shine that whether women are fat or thin, they will never lose their sexy figure, pushing back against those who mock women's bodies.[22] "I love this channel. It makes me feel good about being curvy!!!" This is one of the comments under that ad, and it just validates the significance of this study.

### 5.2. Limitation

In this study, we only collected and analyzed 500 comments under the hashtag "#DreamCrazier," which is a small number. Moreover, we only use one brand-Nike-and one series of themes-

"#DreamCrazier"-to study the impact of advertising companies use on social media users, which is not enough to give out the result. Because with more and more reversing appearing in the market, different users have different views and attitudes towards these ads. Five hundred reviews are not enough to say much about the impact of reversing, and since we only analyzed Nike, we cannot guarantee that the 500 people we selected are just people who like the brand or support feminism.

## 6. Conclusion

To sum up, this article uses the ideological struggle to analyze and discuss the contradiction and integration of consumers and the awakened bourgeoisie in the new social media era. It is confirmed by collecting social media keywords and correlation index data. Conclusion. At the same time, it dialectically discusses the disadvantages and easily exploited points of the current mainstream feminism.

Thought innovation is a long road, I sincerely hope that scholars can look at affirmative action in society and the ideology behind it in a more concrete and rational way.

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