Starcom

DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

Unspoken ✦ Femininity

by Starcom Romania

Femininity From Two Perspectives

Women say ....

Attitude,
Intelligence,
Elegance,
Self-Confidence,
Inner Beauty

Men say.....

Elegance, Sensibility, Care, Delicate

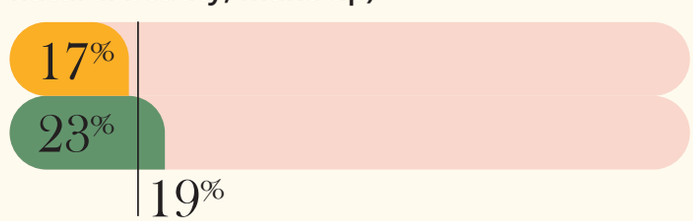
Femininity It's About ...

For 8 out of 10 urban internet users, femininity is translated in **"a woman's behavior and values"**, especially among highly educated people (84%).

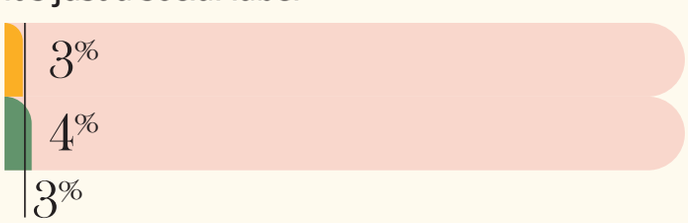
Women Men — All Base

A woman's behavior and values

A woman's appearance (clothing, accessories, natural beauty, make up)



It's just a social label

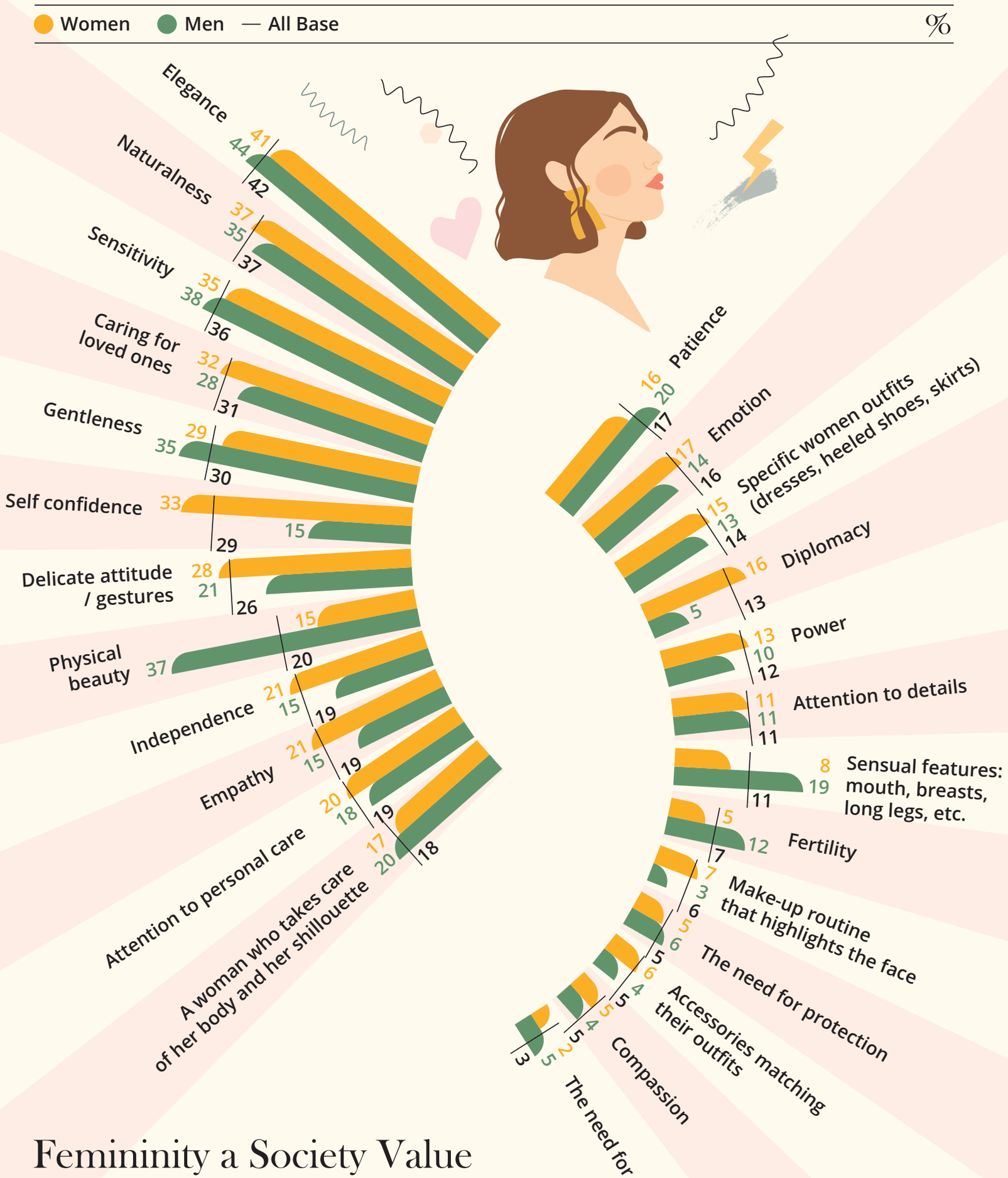


I do not know

Main Femininity Characteristics

Elegance, naturalness and sensitivity are main femininity characteristics mentioned.

Even if at first sight men do not consider femininity related to physical appearance, when they have to detail their characteristics, the physical beauty comes out on 3rd place. Sensual features are also mentioned in greater extend by masculine side, while for women is more personal, is about self-confidence and attitude.



Femininity a Society Value

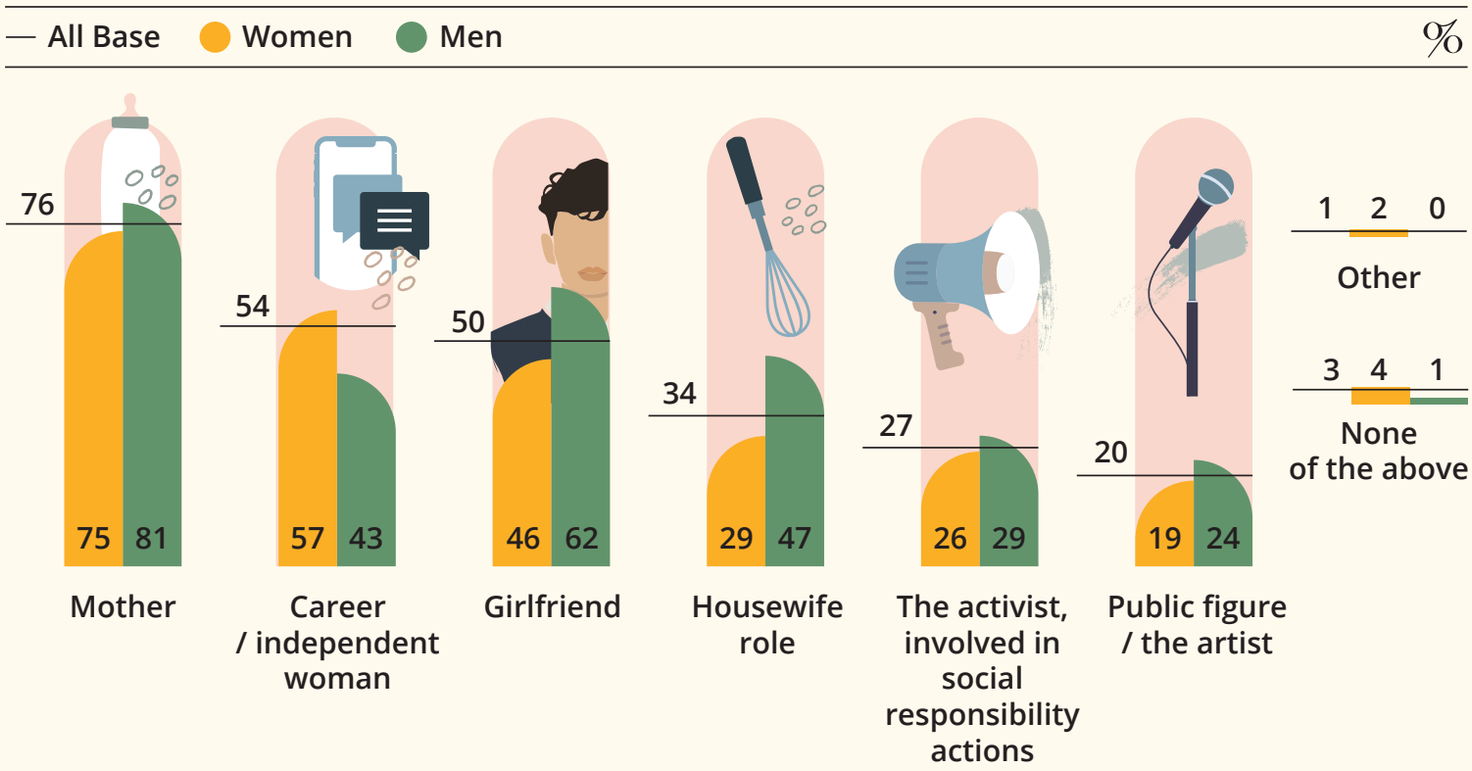
No doubt that femininity is a society value no matter the gender, recognized in greater extent by young people (18-24 y.o., 94%) - a generation more self aware and confident.

protection

Women Roles that Sustain the Femininity in 2022

Motherhood is considered to be the main role that sustains the idea of femininity, with deep roots especially among mature people (45+ y.o) and people with primary education. While for young generations (18-24 y.o.) the main femininity roles are those of girlfriend and career/independent woman in modern society.

While among men femininity has the face of their mothers, girlfriends and housewives, women want to increase the role of career/independent woman in modern society.



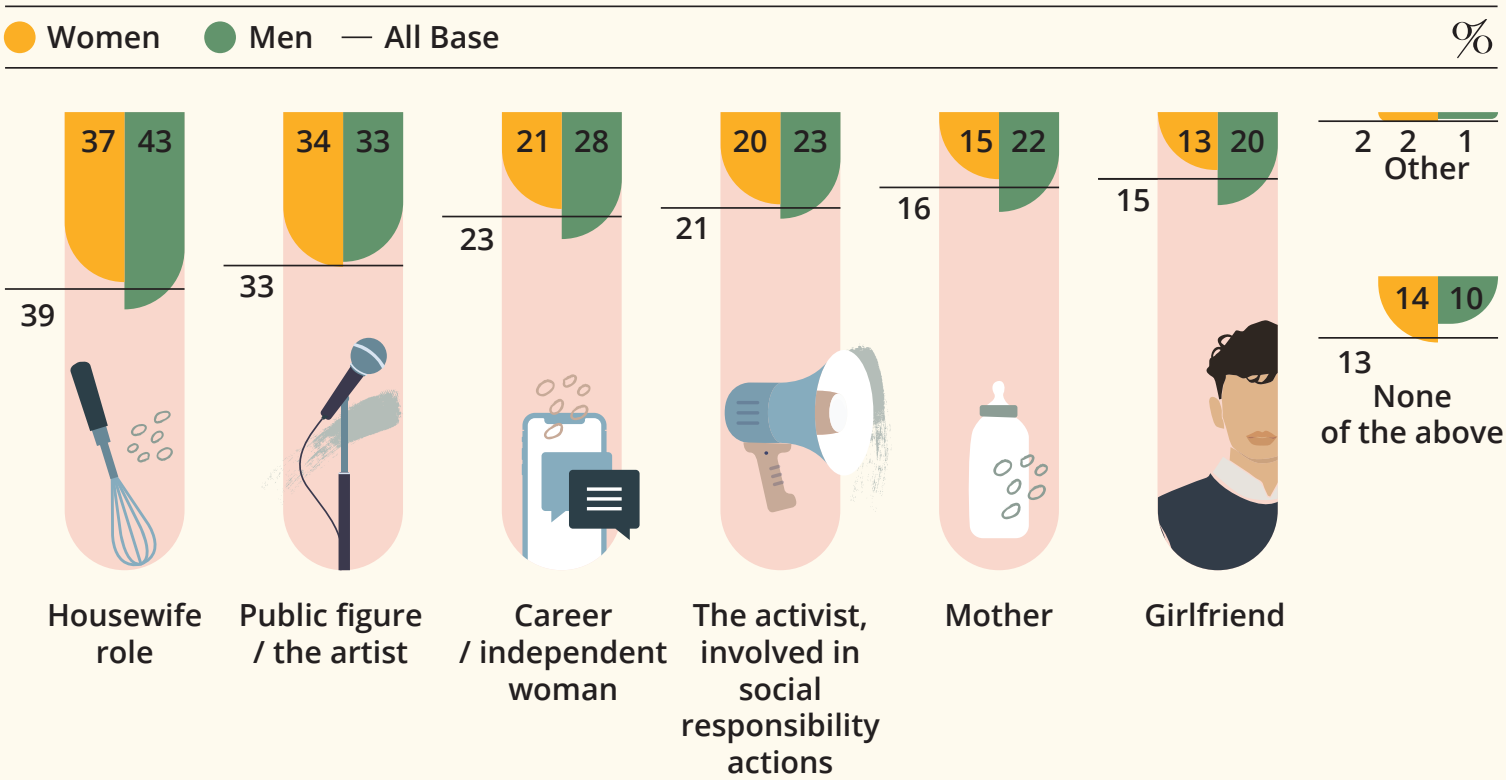
Women Roles that generate a Wrong Perception on Femininity in 2022

Even though housewife is one of the main role that sustain femininity, especially among men, this can be a knife with two edges, as it's the biggest disadvantage for women's image.

Public figure/ the artist are considered roles that disadvantages the image of femininity in 2022, especially among youngsters and highly educated people, because they enhance cliché images and they usually look for authenticity.

While career/independent women seem to be a femininity role unacceptable in higher extent by men.

Gen Z and Millennials consider the role of mother a big disadvantage of femininity in 21 century.



Is Femininity Ageless?!

The Answer is in unanimity "YES"

Women
Men
All Base

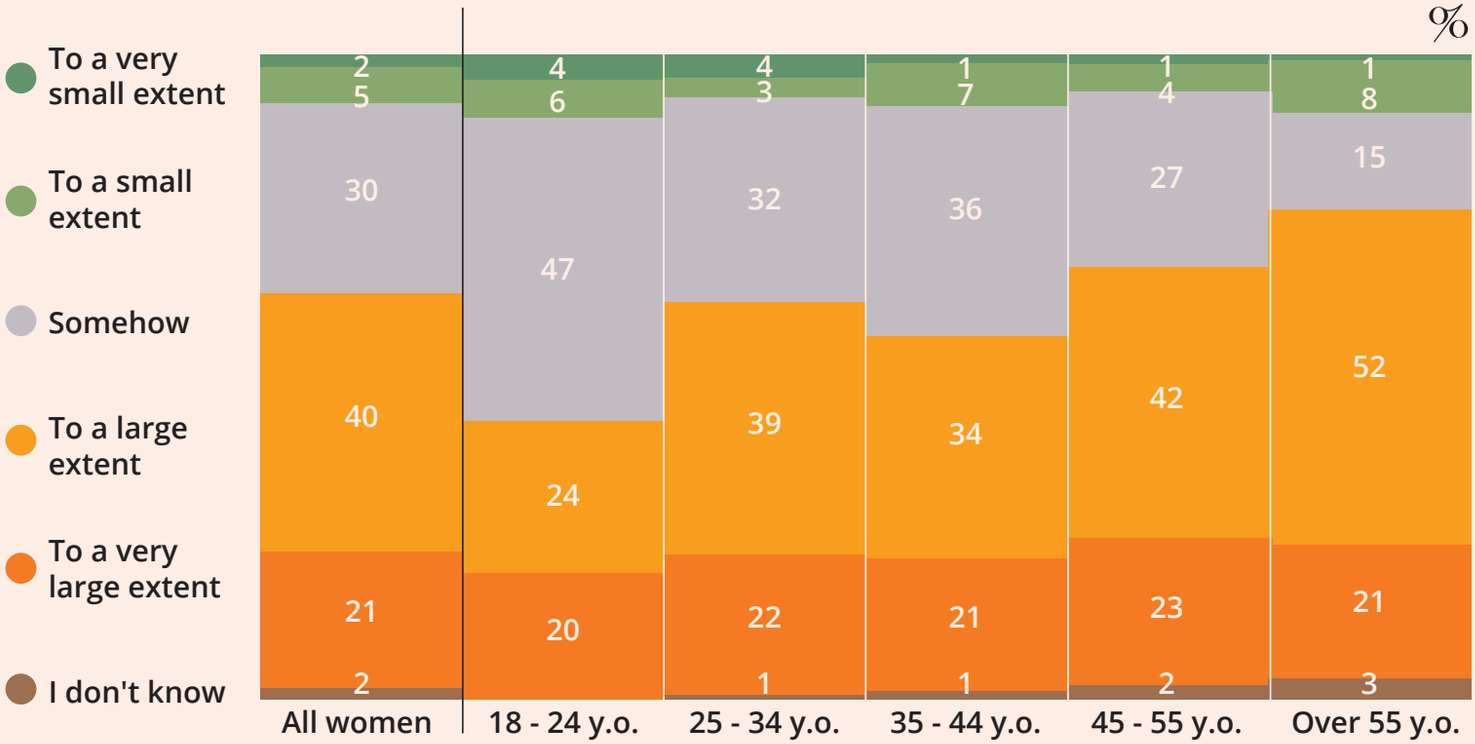
Deep Dive Into Women Perspective On Femininty

How Feminine do Women Feel?

In 2022, 6 out of 10 women feel feminine, especially mature women (45+ y.o.).

Young women (18-24 y.o.) feel the least feminine, most probably because they consider femininity a label to be discovered and learned in time.

Also feel in greater extent feminine, highly educated women and those who have children.



Why Women Feel Feminine?

Caring, Elegance, Independence , Empathy

Why Women Don't Feel Feminine?

Physical Appearance

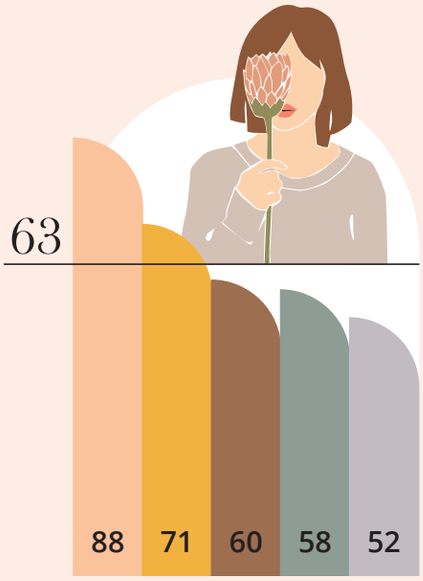
Discovering their Femininity

Most women believe that femininity is acquired/learned during their lifetime, especially women from gen Z and Millennials.

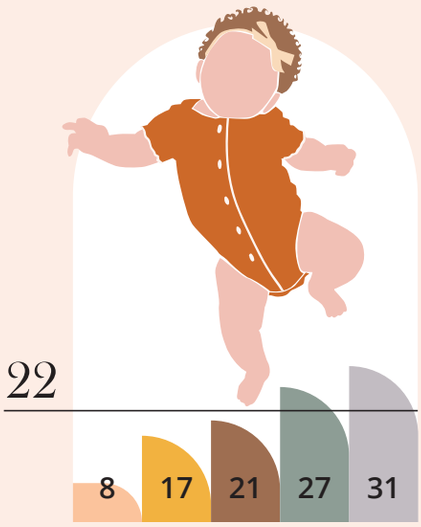
In the same time mature women (45+y.o.), believe in greater extent that femininity comes naturally, being born with it, most probably as they didn't have access to this much information and feminine typologies as younger generations have nowadays.

While middle aged women (35 and 44 y.o., young moms), believe femininity is learned from a female figure in their family.

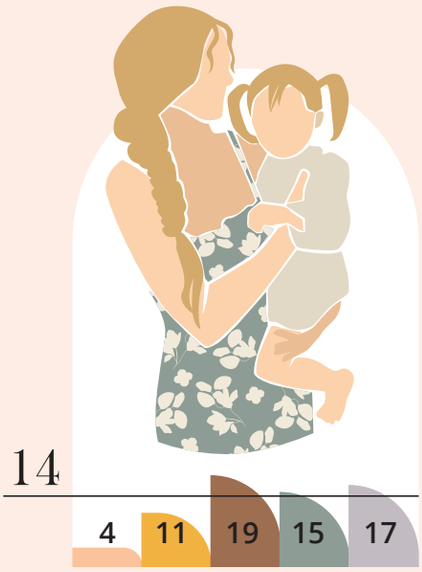
— All women · 18 - 24 y.o. · 25 - 34 y.o. · 35 - 44 y.o. · 45 - 55 y.o. · Over 55 y.o. %



She acquires / learns it during her lifetime

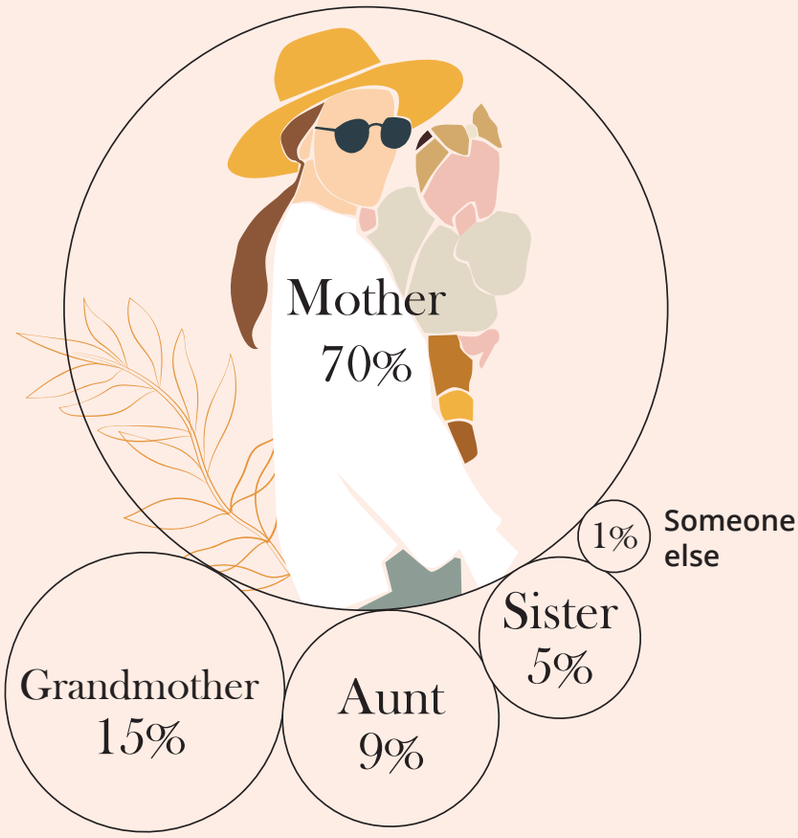


She is born with it / inherits it



She learns it from a female figure in the family

For 7 out of 10 women who believe that femininity is learned from a female figure, their MOTHER is their main landmark. Especially women with medium education and those who don't have children of their own.

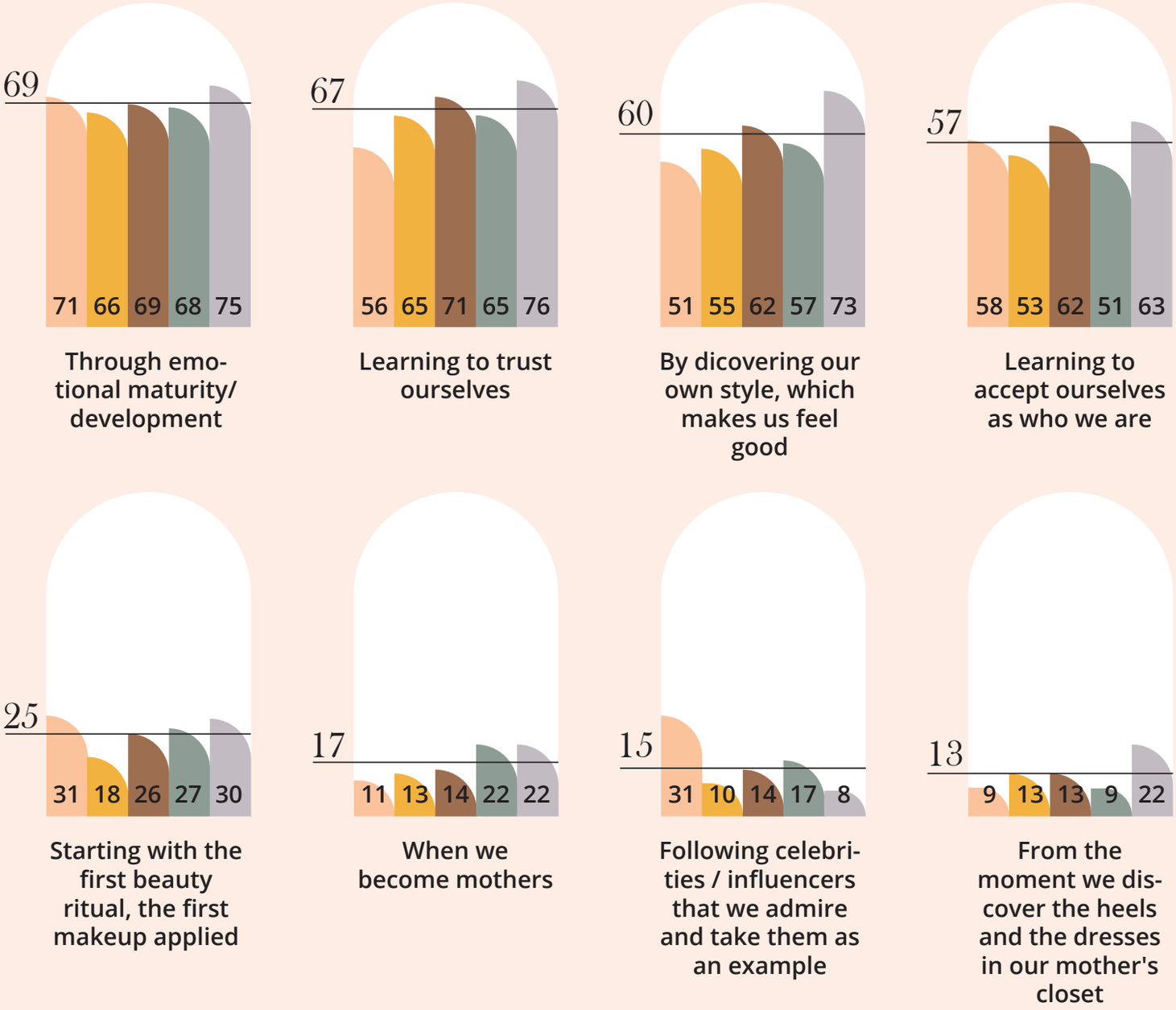


Some women are born with it, and some discover femininity along the way, by...

Emotional maturity, self-confidence, discovering their own style and accepting themselves, especially among mature women.

Among younger women their first beauty ritual, their first make-up and taking as example celebrities/influencers which they admire tend to be more femininity discovery triggers vs. among mature women.

— All women ● 18 - 24 y.o. ● 25 - 34 y.o. ● 35 - 44 y.o. ● 45 - 55 y.o. ● Over 55 y.o. %

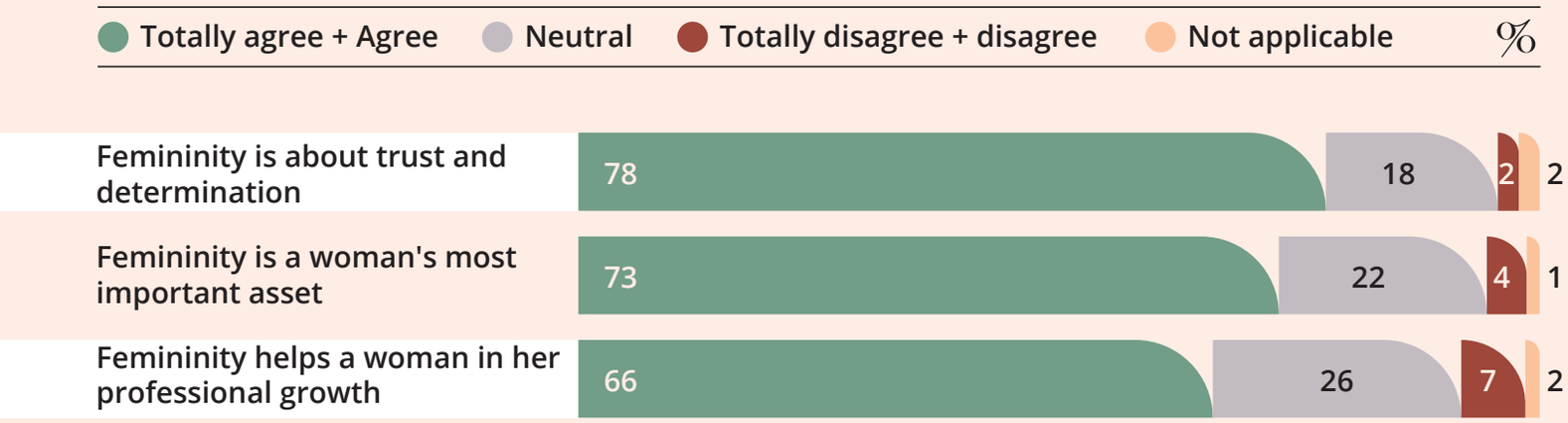


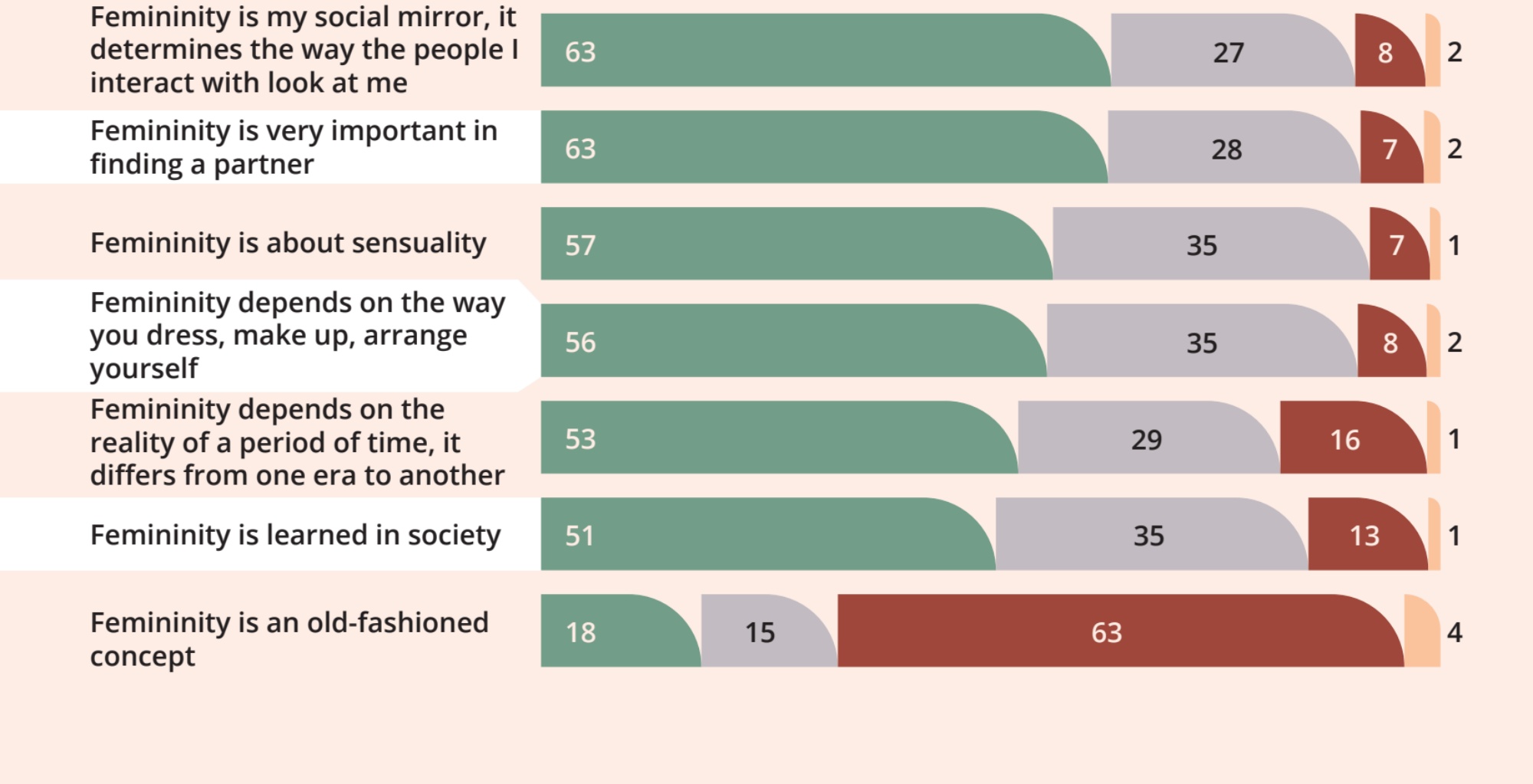
Femininity is about much more...

For 8 out of 10 women femininity is about trust and determination, especially millennials and women highly educated.

Mature women believe femininity is a woman's most important asset, as they were born with it. While gen Z women believe femininity is a bit shallow as it helps a woman in her professional growth.

Millennials women consider femininity to be also more about sensuality and less about the way you dress, make-up etc.




Femininity is my social mirror, it determines the way the people I interact with look at me
63
27
8
2
Femininity is very important in finding a partner
63
28
7
2
Femininity is about sensuality
57
35
7
1
Femininity depends on the way you dress, make up, arrange yourself
56
35
8
2
Femininity depends on the reality of a period of time, it differs from one era to another
53
29
16
1
Femininity is learned in society
51
35
13
1
Femininity is an old-fashioned concept
18
15
63
4

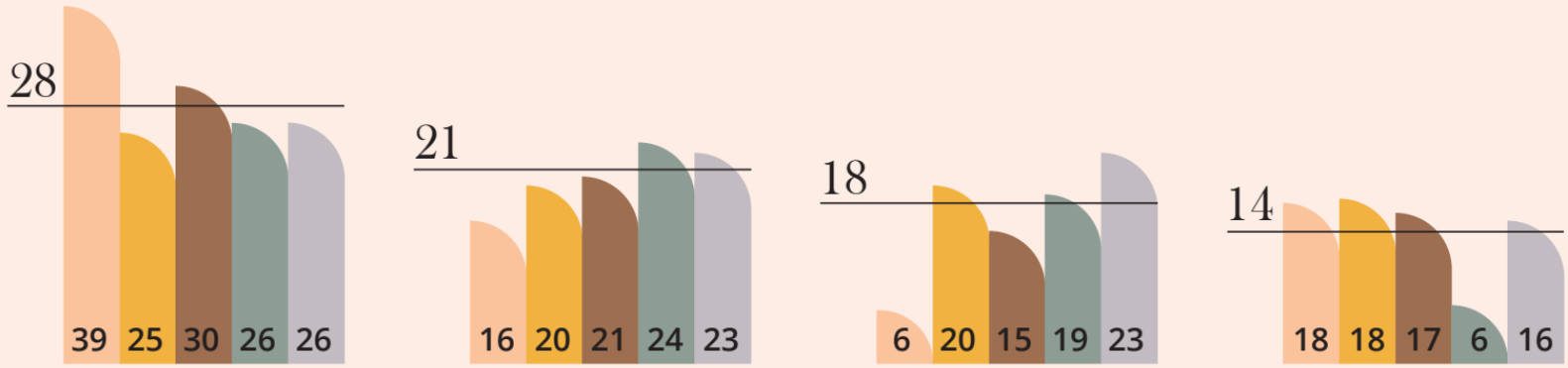
Feminism Perception

For one third of interviewed women, feminism is an emancipation movement of women.

As every generation has it flavors, the concept of feminism it's seen from multiple angles:

- gen Z women already believe that society should be equal in rights and responsibilities between men and women. And this is the reality in which they live, so their perception is different: they do not consider necessary women activism movements;
- moving forward Millennials women seek in feminism a community where women feel accepted and understood;
- while more mature women find in feminism a way to understand women role in society, a way to fight the system and draw attention to women's rights and freedoms.

— All women · 18 - 24 y.o. · 25 - 34 y.o. · 35 - 44 y.o. · 45 - 55 y.o. · Over 55 y.o. · %



A movement of emancipation towards all women, in order to be financially independent, professionally, decision makers

Understanding the role of women in society

A woman's movement, with the aim of drawing attention to women's rights and freedoms

A community where women feel accepted and understood

A concept specific to modern society

Encouraging women to fight domestic vio-

Supporting minorities / involvement in disad-

A radical move, I don't find myself in it

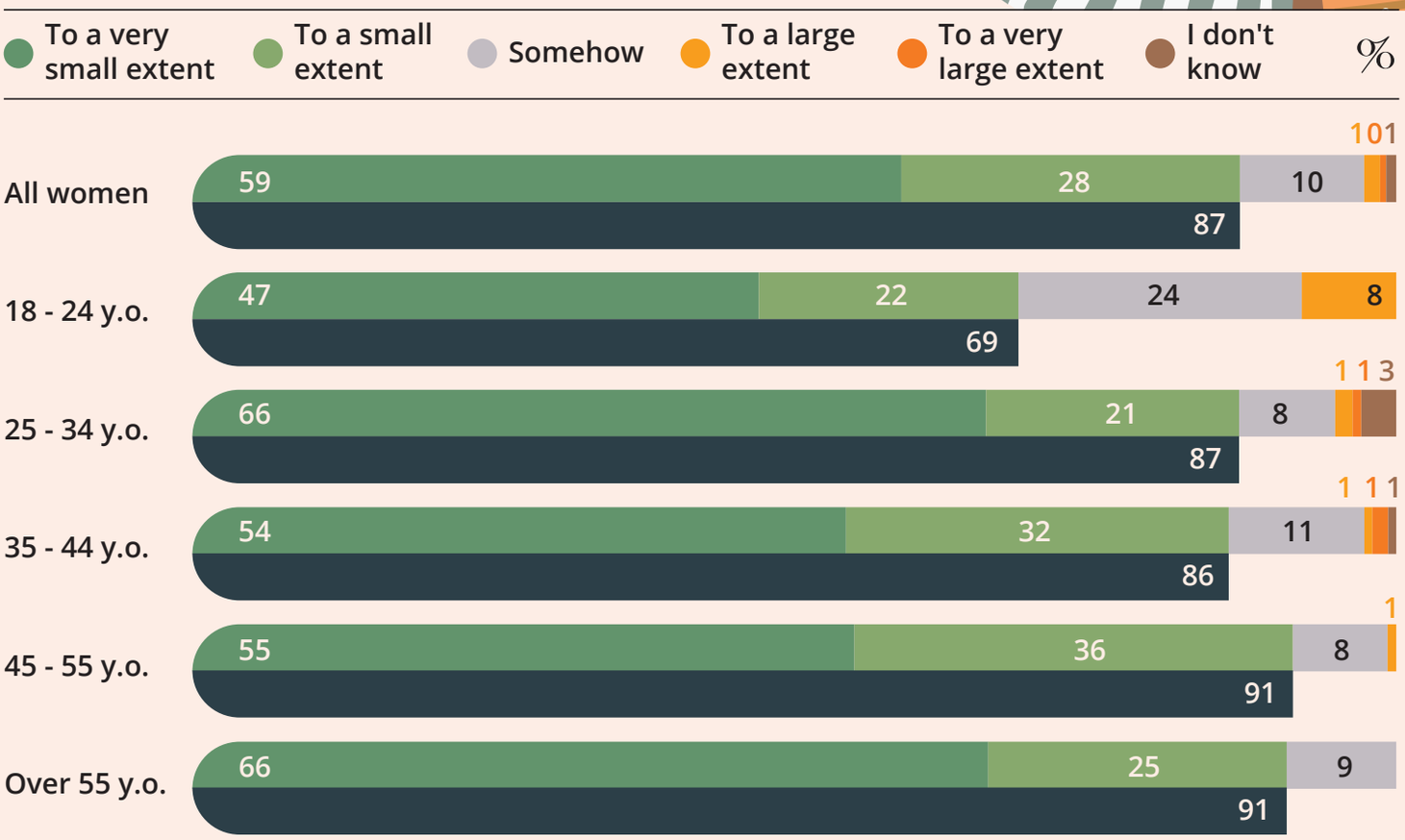
I don't know

lence

vantaged com-
munities

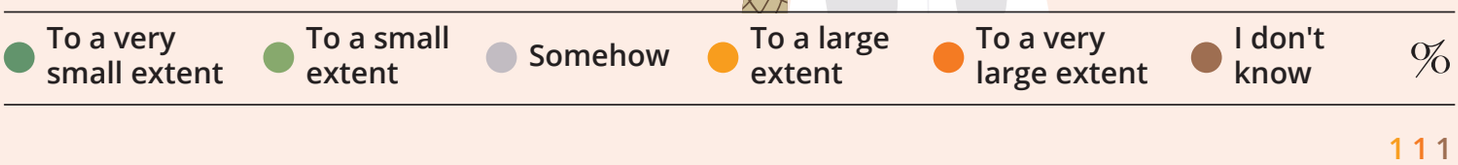
9 out of 10 women from urban areas find financial and professional independency important.

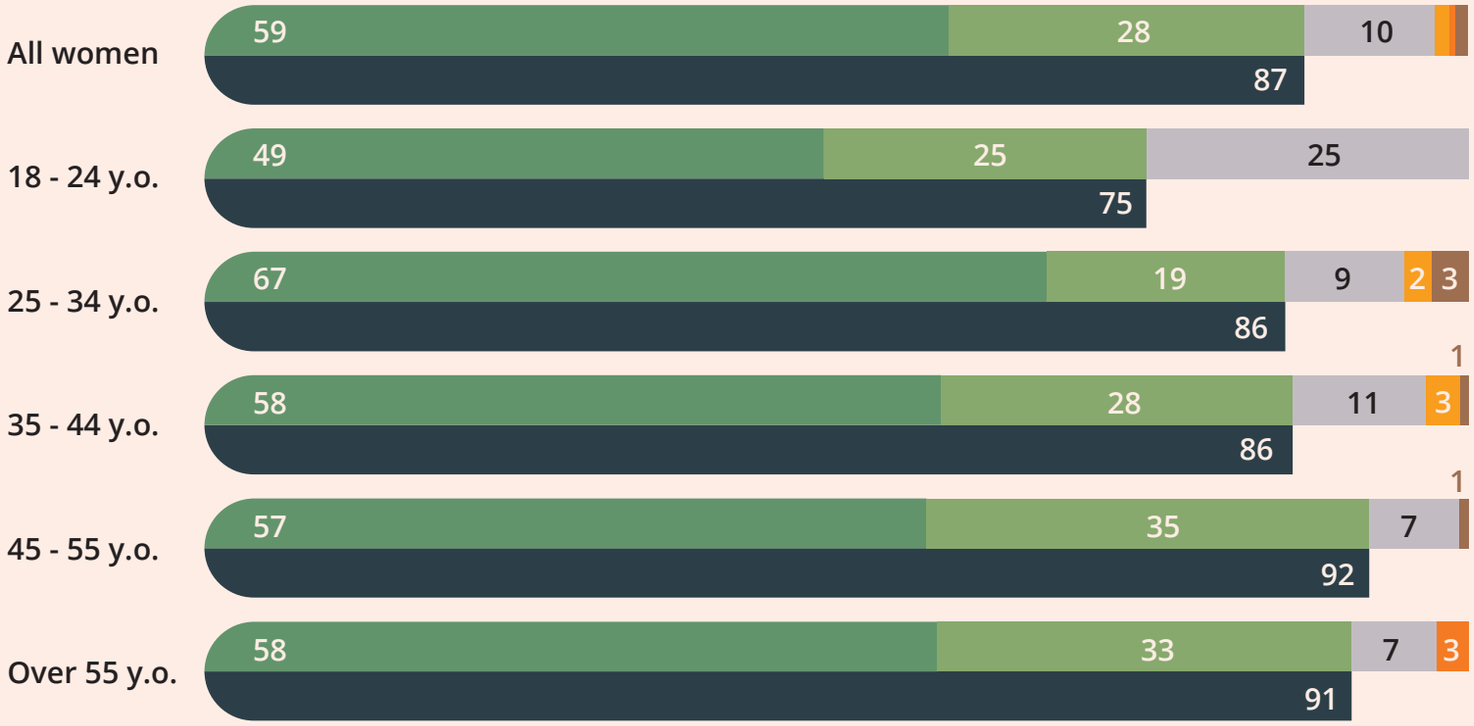
Due to age difference and set of priorities, young women (18-24 y.o.), seek the least this financial and professional independence.



9 out of 10 women from urban areas find emotional independency in a relationship vital, especially mature women thanks to the experiences that made them aware about the importance of this aspect.

Once again youngest generation are not there yet in order to fully understand this concept, as it must be build through experiences and emotional growth.

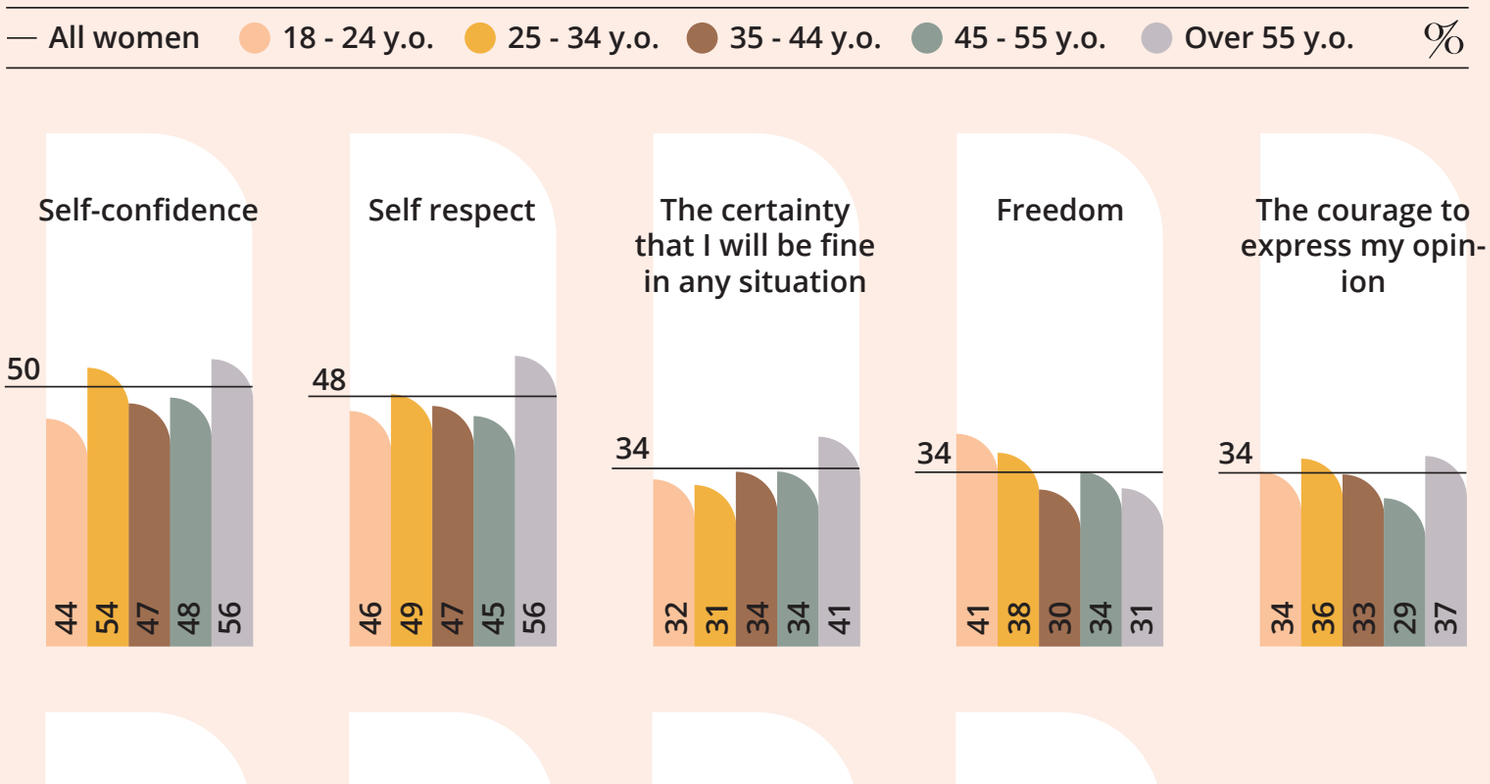


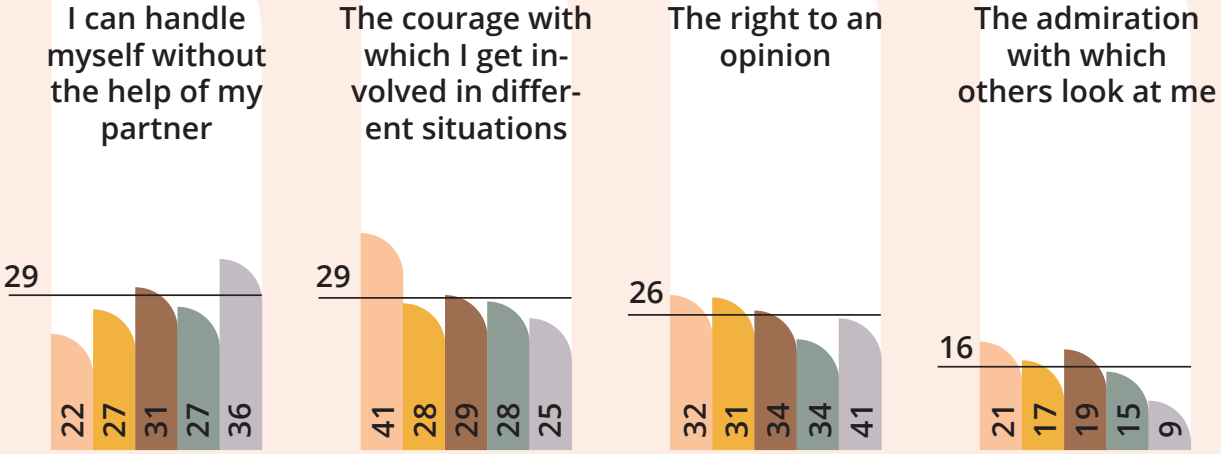


The Advantages of an Independent Woman

For half of interviewed women the main advantages of an independent woman are: self-confidence and self respect. Values mentioned in greater extent by mature women (over 55 y.o.) and highly educated women, followed by the certainty they will be fine in any situation and being able to stand on their own, without the help of their life partner.

For younger generations the main advantage of an independent woman is their freedom. Followed by the courage to make a step forward and get involved, the right to have an opinion and express it and the admiration of others for being courageous and free.





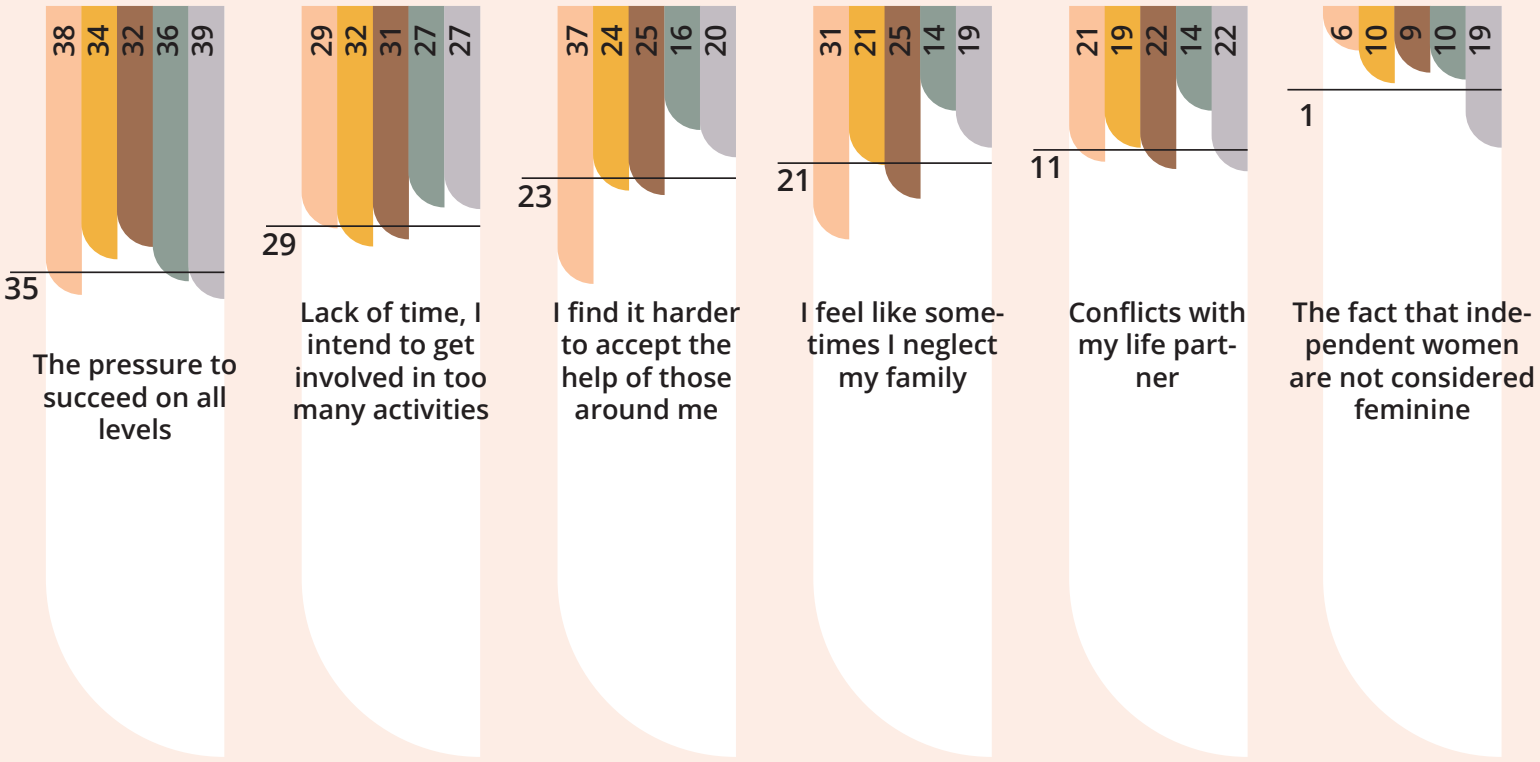
The Disadvantages of an Independent Woman

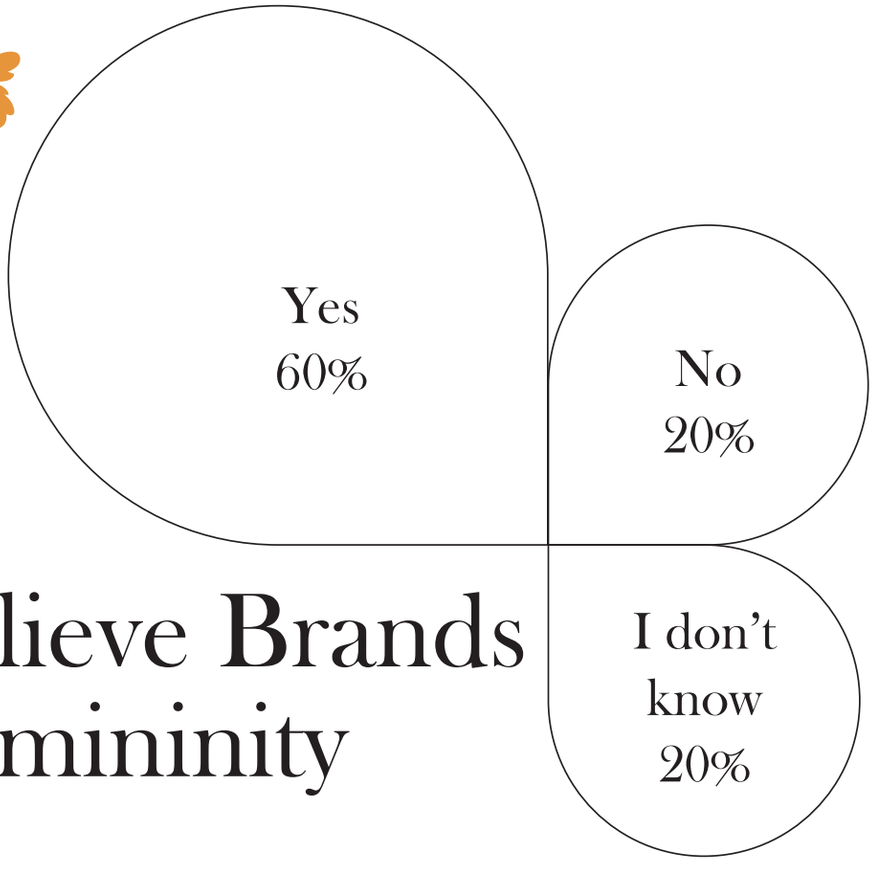
Main disadvantage of being an independent woman is the pressure to succeed on all levels.

While gen Z women feel as independent women that is harder to accept the help of those around them and sometimes they neglect their family, Millennials women feel as independent women they don't have the time to get involved in all the activities they want and believe in.

Mature women feel in greater extent that being independent makes them considered less feminine.

— All women · 18 - 24 y.o. · 25 - 34 y.o. · 35 - 44 y.o. · 45 - 55 y.o. · Over 55 y.o. · %





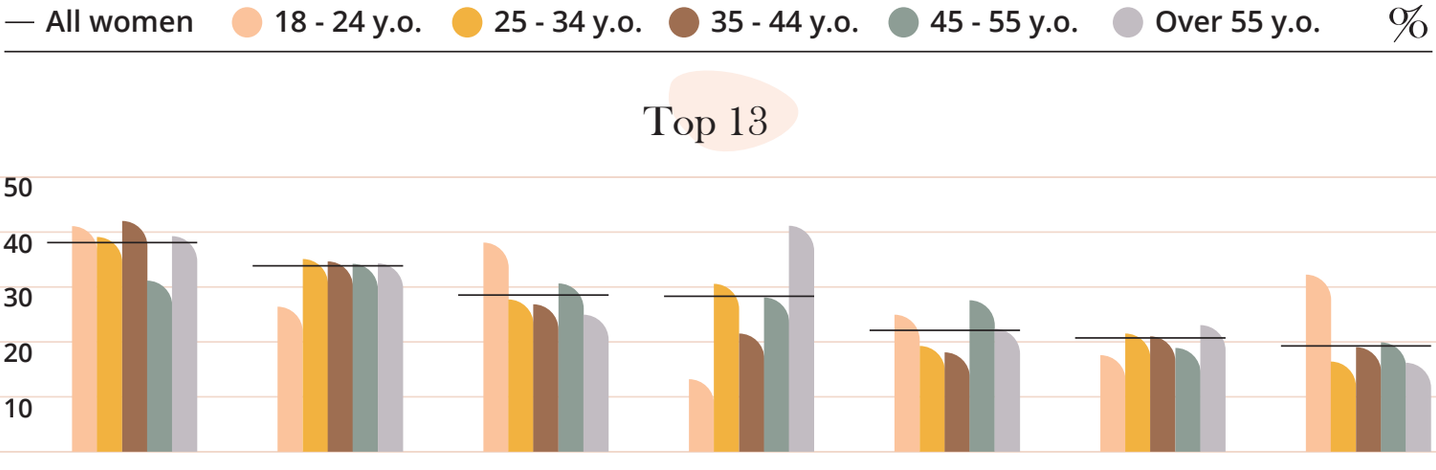
6 Out of 10 Women Believe Brands Promote Femininity

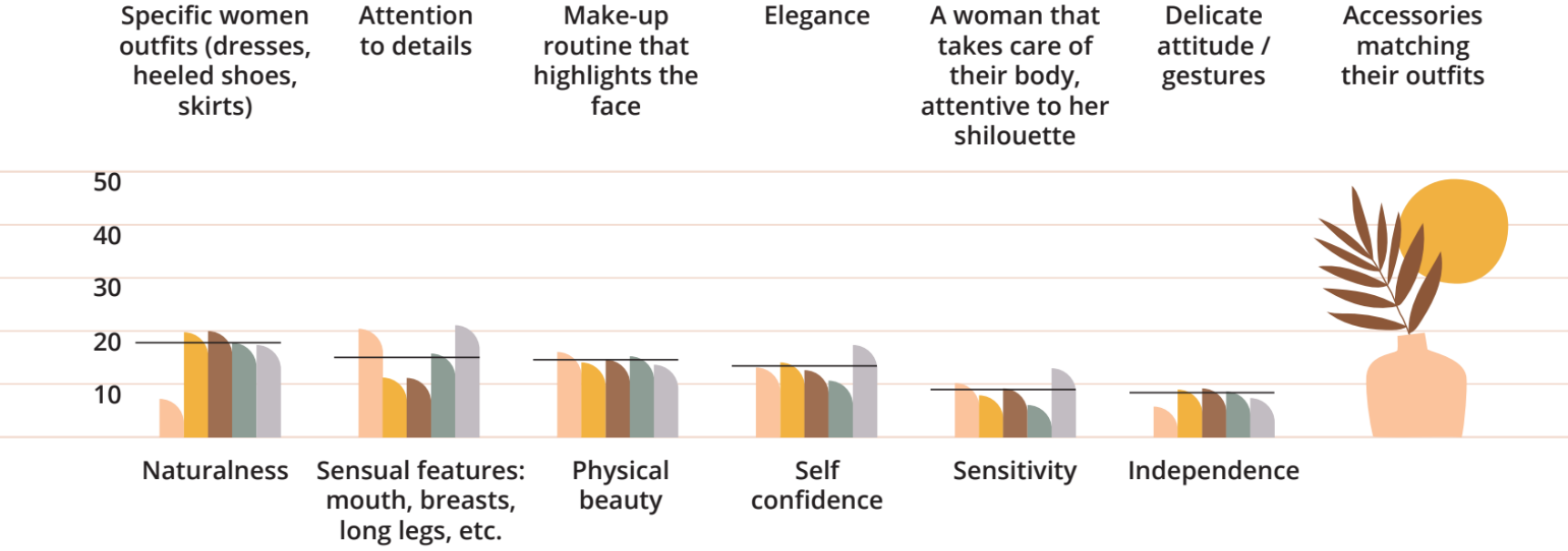
Femininity Features Promoted by Brands

We notice that women believe brands promote femininity more from an physical point of view and less by pointing out their values, such as: their power, emotions, gentleness, empathy, caring for loved ones etc.

For most women from urban areas femininity promoted by brands is about women outfits (dresses, heeled shoes etc.) and their attention to details.

While young women relates to a femininity communicated by brands through make-up routines, accessories matching their outfits and sensual features; more mature women respond better to brands presenting femininity features such as: elegance, self-confidence and sensitivity.





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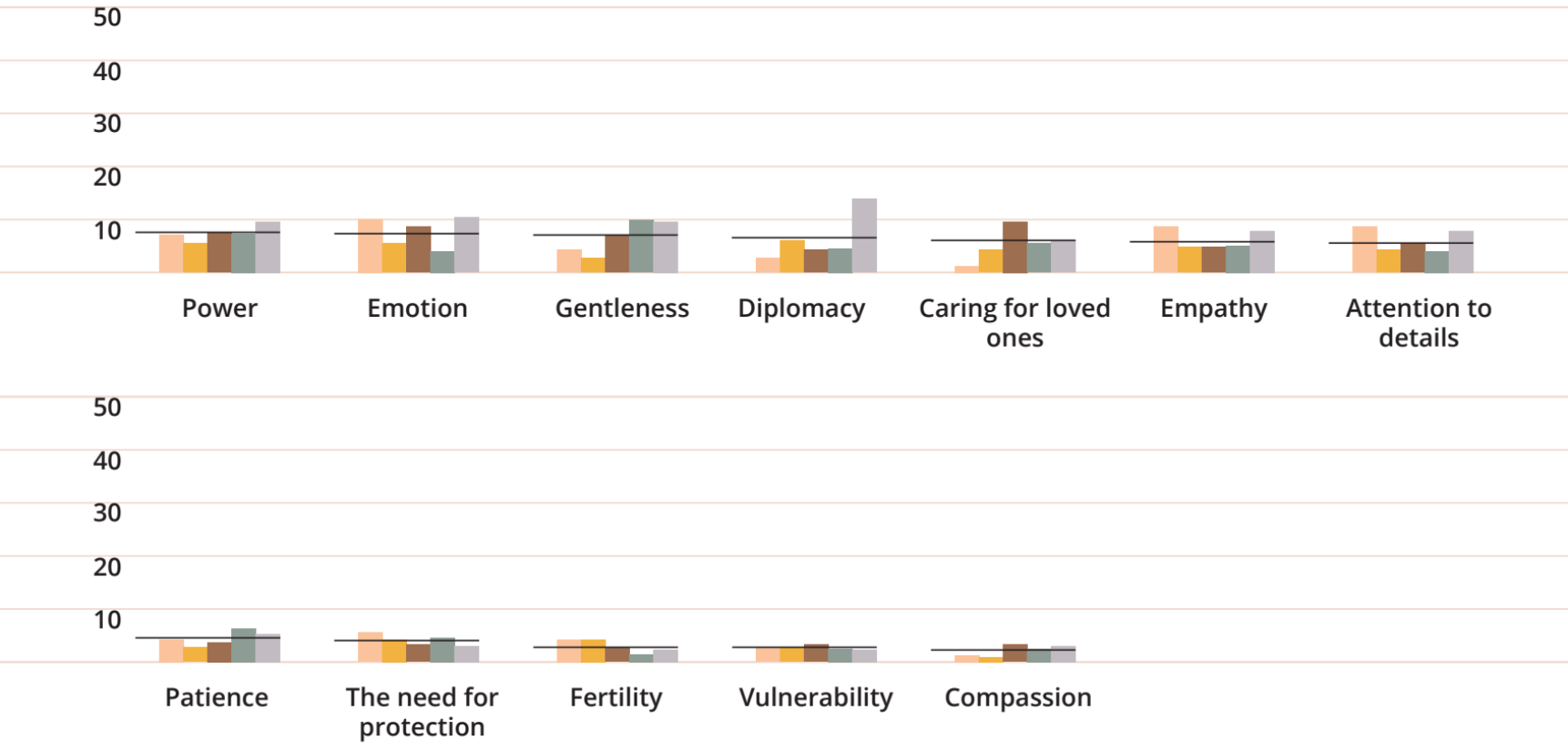


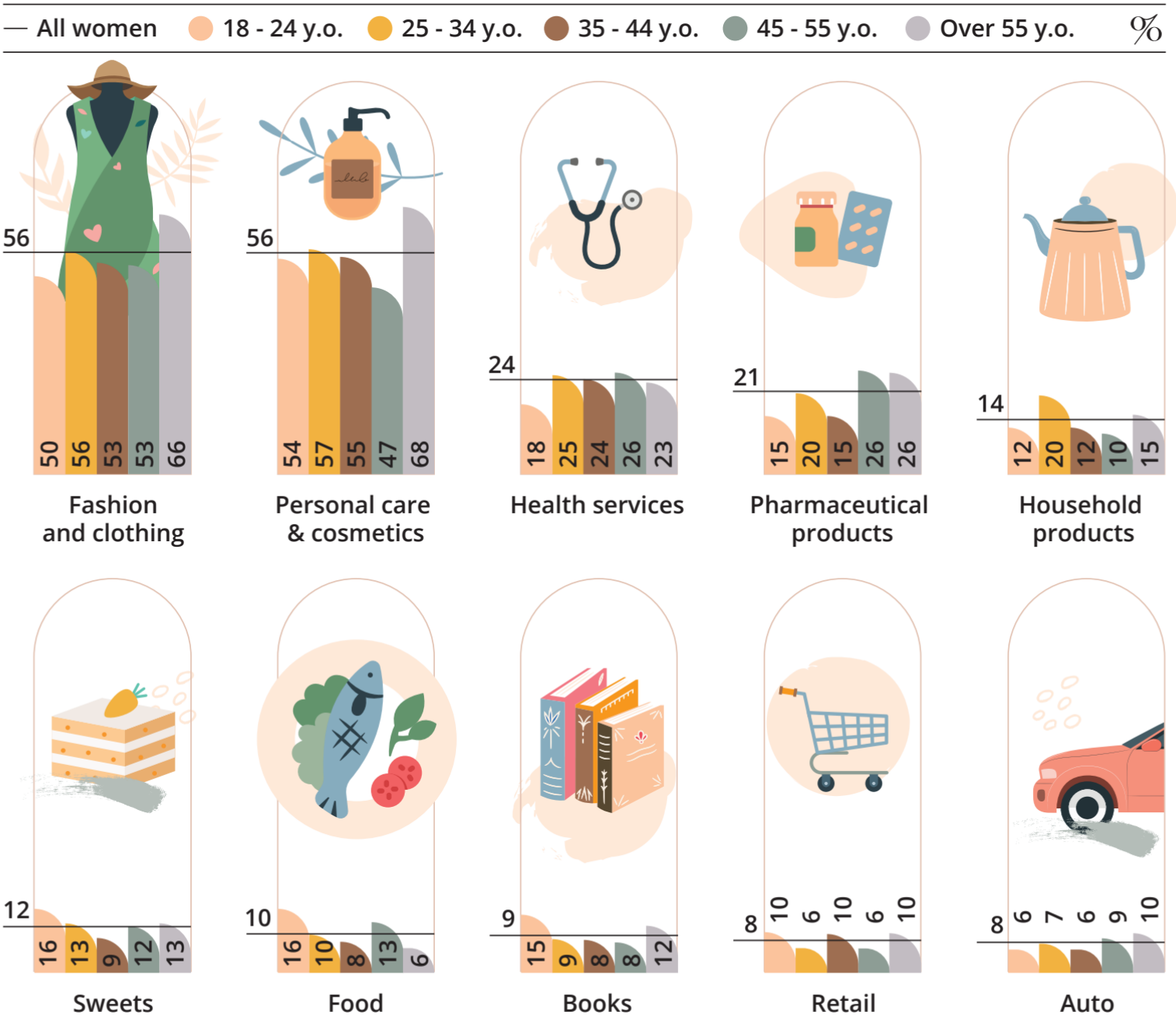
Categories that use in their Communication Femininity Features

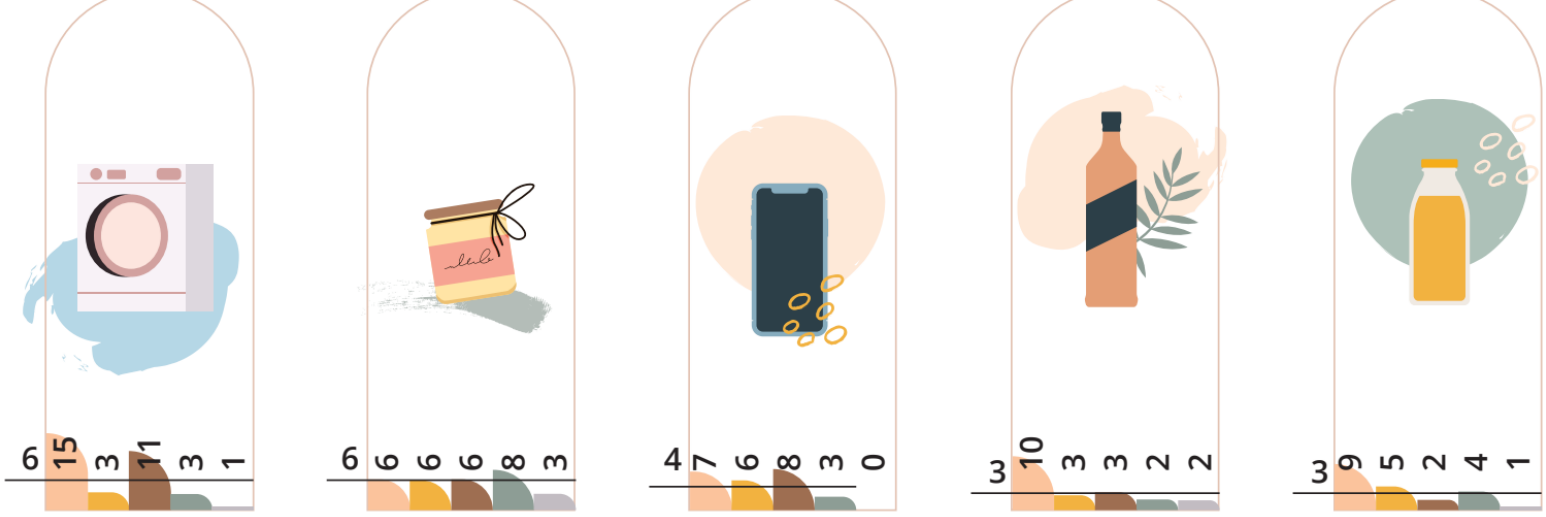
Women declare that fashion & clothing and personal care & cosmetics are the main categories which highlight femininity features.

Gen Z women, as are more open to diversity relate femininity features to most products categories, especially: sweets, food, books, beverages (alcoholic and non-alcoholic);

Millennials women are more attentive to femininity features presented in the household products categories;
Women with age between 35 and 44 y.o. respond better to femininity features communicated in home appliances categories;

While for mature women (45+ y.o.) femininity features are also highlighted in pharmaceutical brands communication.





Femininity Perception in Advertising

Most receptive towards advertising seem to be the younger generations, who appreciate in greater extent ads with empowerment messages, such as self-acceptance.

Most women crave to see authenticity and distinctiveness, especially mature segments (over 45 y.o.), for whom with the right message/persons could become a trigger towards advertising.

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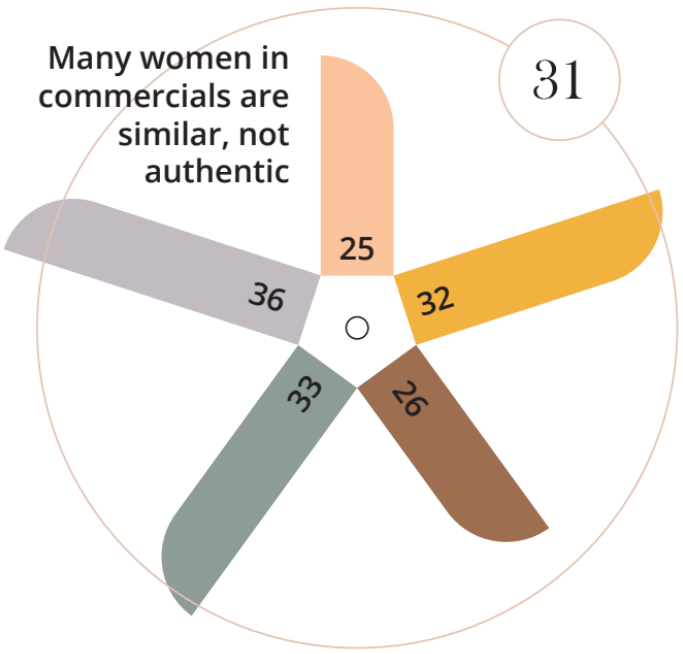
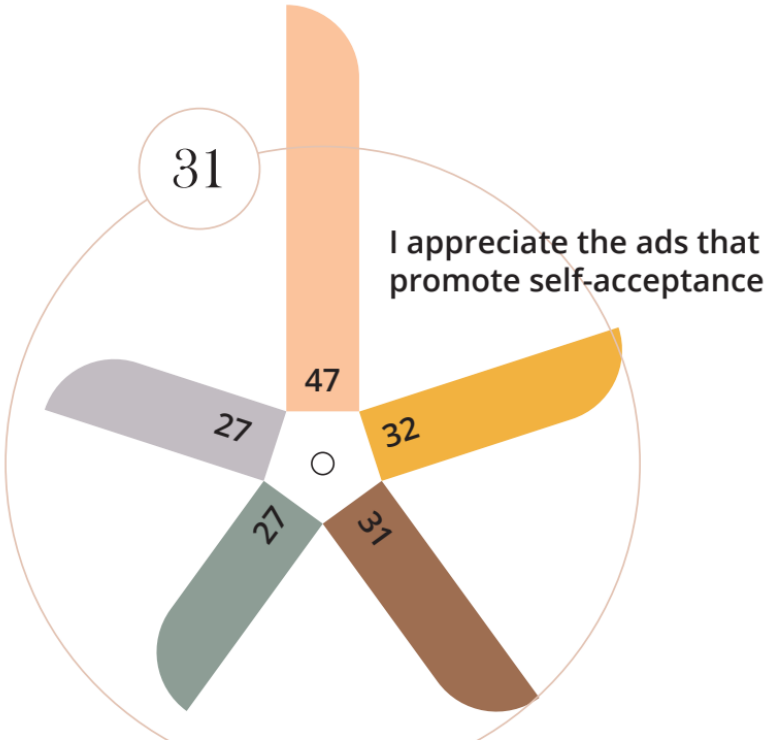
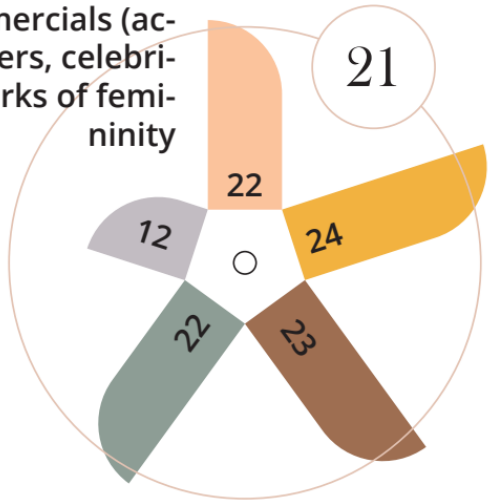
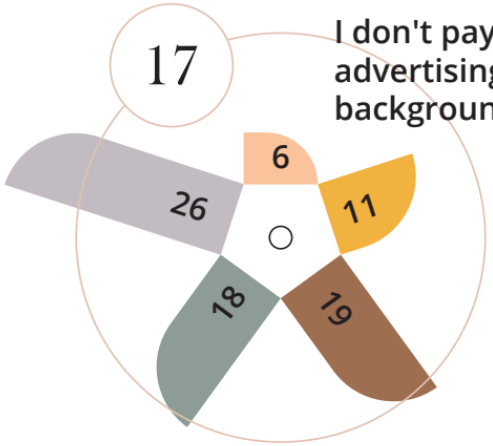


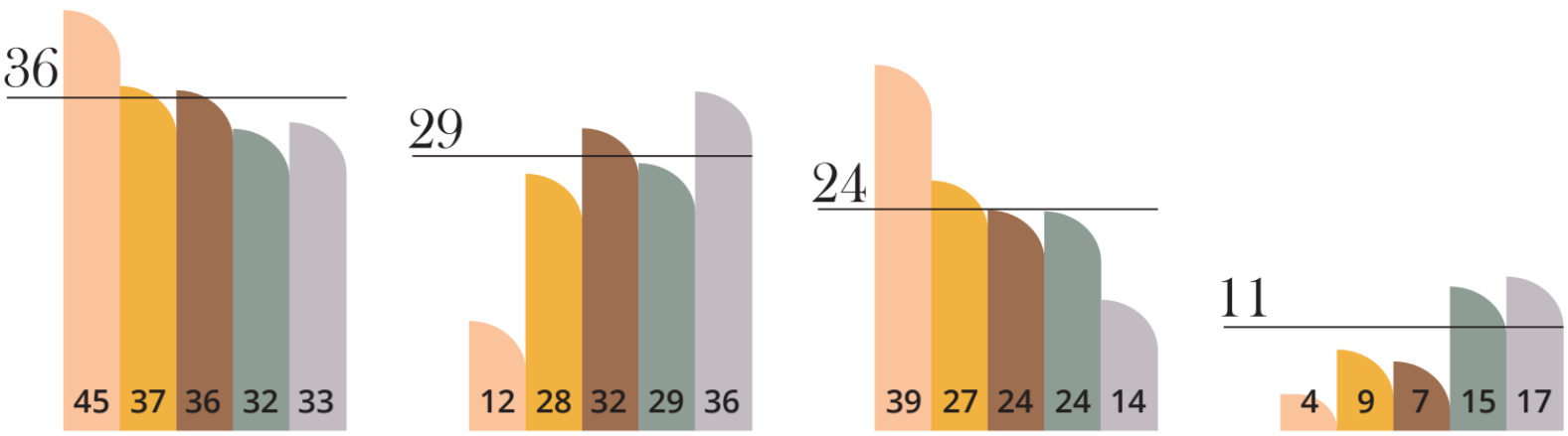






Women Expectations in terms of Brands Actions

Taking into consideration their life stage, women expectations are different: gen Z is the most demanding segment, as they have high expectations from brands on both layers, investing in social causes and focusing on marketing products dedicated for women; while mature women (over 55 y.o.), expect from brands to conserve the traditional portray of women, in their role of a mother, wife, daughter etc.



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