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Under Social Media's Influence

beauty standards and the power of media on women

Exploring Femininity:
key traits & confidence boosters

What defines femininity?

Although physical appearance is often overshadowed by other factors, femininity is rather defined by behavior and attitude, self-expression, self-confidence, and a delicate attitude to pleasures.

However, when analyzing age groups, we notice differences in the perception of femininity. Young women (Gen Z) are more sensitive to more other aspects than women

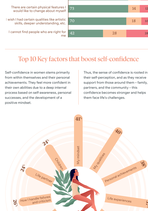
75% A woman's behavior and vibes

44% A woman's physical appearance

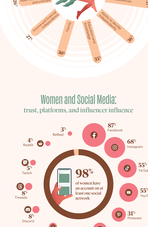
Attitudes toward self-confidence

Top 10 Key factors that boost self-confidence

Self-confidence in women stems primarily from their perceived physical attractiveness. They feel more confident in their own abilities due to a deep internal belief in their capabilities and skills and successes, and the development of a positive mindset.



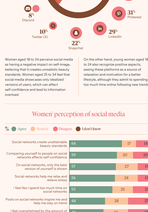
Women and Social Media:
trust, platforms, and influencer influence



Women aged 18 to 34 perceive social media as having a negative impact on self-image, self-esteem, and body image. Conversely, Millennials (aged 35-54) feel that social media showcases only idealized lifestyles, which can boost their self-confidence and lead to information overload.

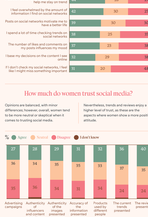
On the other hand, young women (aged 18 to 34) also recognize positive aspects, including the opportunity for self-expression, relaxation and motivation for a better lifestyle, although they admit to spending too much time online following new trends.

Women perception of social media



How much do women trust social media?

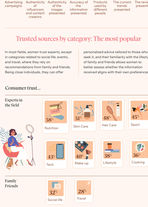
Opinions are balanced, with minor differences however overall, women tend to be more neutral or skeptical when it comes to trusting content online.



Nevertheless, trends and reviews enjoy a higher level of trust, as these are the aspects where women show a more positive attitude.

Trusted sources by category: The most popular

In most fields, women tend to place their trust in categories related to social life, events, and travel, where they rely on recommendations from family and friends. Beauty-related topics, they can offer

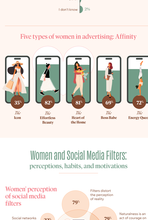


What makes influencers and content creators trustworthy?

In the Romanian online space, women, in numerous influencers, ranging from beauty, lifestyle, entertainment and content creators, do not influence collaborates with more and more brands. It becomes difficult to differentiate between

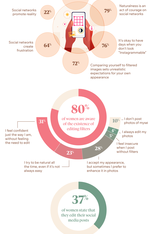
the authenticity of their recommendations. That's why most followers value transparency and honesty. Influencers to genuinely use the promoted products, document their experience with them, and be authentic, without filters.

Five types of women in advertising: Affinity



Women and Social Media Filters:
perceptions, habits, and motivations

Women perception of social media filters



Reasons for using/editing photos

More insights at request

- **Trusted sources for social media content by category** – overview of all brands (celebrities, influencers, etc.) mentioned by women
- **Trusted sources for social media content by category** – comparison of Women Influencers vs. Men Influencers.
- **Key qualities of women influencers and content creators;**
- **Women in advertising** – key qualities based on different female archetypes in advertising;
- **Comprehensive study conclusions;**
- **Demographic data comparisons;**

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