

The Fusion Path of Social Value and Economic Value in the Public Welfare Participation of Women-centric Care Brands

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Abstract: Taking care of women has become a crucial part of brand development as the social economy shifts toward high-quality growth and women's self-awareness grows. In this context, how to combine social value and economic value by participating in public welfare activities has become a hot topic for everyone. Based on corporate social responsibility, strategic philanthropy and stakeholder theory, this paper systematically combs the core driving force of value integration, and deeply analyzes the problems encountered in practice, such as the change of public welfare purpose, unclear business motivation and the inability to keep up with value evaluation. Our research focuses on building a complete value integration framework, which includes three core parts: strategy, execution and evaluation. Strategically, this study emphasizes that social welfare undertakings must be closely integrated with the company's brand mission. In practice, they achieve coordination through product innovation, market promotion, and partnerships. In the aspect of evaluation, a closed-loop feedback system is established to measure social and economic benefits. This paper aims to provide a theoretical framework and practical guide for women's care brands, help them achieve sustainable development through public welfare practice, and thus promote "business for good" as a new model of brand competition.

1. Introduction

1.1 Research Background

It has become an important direction of social progress for brands concerned about women to actively participate in social welfare undertakings and promote the organic combination of social value and economic value. From a policy perspective, China's 14th Five-Year Plan clearly emphasizes common prosperity, urges enterprises to fulfill their social responsibilities and supports women's development projects. By integrating resources in fruit industry, tourism and other fields to carry out skills training, women's economic ability has been improved. At the level of social cognition, issues related to women's rights and interests have been widely concerned. The public's expectation of brand value has surpassed the product function and paid more attention to equality and inclusiveness. Therefore, companies like Ant Group and Tencent are devoting themselves to women's development with the help of digital technology, and public welfare actions are closely linked with corporate strategy. In addition, in the consumer market, the younger generation of consumers are more inclined to choose brands that show social responsibility.

1.2 The Introduction of the Research Question

With the change of the present environment, it is becoming more and more common for women-oriented caring brands to do public welfare things. However, they still encounter many problems that need to be solved quickly, which brings us some topics worthy of study.

Many female brands want to participate in public welfare projects, but they still fail to combine social benefits with economic benefits. Some brands' public welfare activities are only superficial and not closely related to their main business, so there is no way to make social benefits and economic benefits grow together.

At present, we don't have a complete set of research and practical experience to help women-

centered caring brands find out how to integrate their values when participating in public welfare activities. In the specific process, companies often encounter some problems, such as how to take care of social and economic benefits at the same time, how to choose suitable public welfare projects, and how to measure whether public welfare actions are effective or not.

This study wants to explore how women-centered caring brands can combine social value with economic value when participating in public welfare activities. It hopes to solve these challenges encountered by brands in public welfare practice, provide theoretical basis and practical suggestions for related companies, and promote the establishment of a more pragmatic and efficient public welfare participation model for women's caring brands.

1.3 Definition of Core Concepts

In order to ensure the accuracy and scientificity of our research, we have made clear explanations for some important words in particular.

"Women-centric care brand" refers to those brands that are mainly aimed at female users. These brands are very concerned about women's needs, rights and development, and will also incorporate some caring content into their product design and marketing activities. They not only provide products and services that can meet the actual needs of women, but more importantly, they also pay special attention to supporting and encouraging women at the psychological and emotional levels.

"Social contribution actions" refers to various ways for brands to participate in public welfare undertakings. For example, investing money and materials, organizing charitable activities, or supporting charitable projects, all of which will have a positive social impact. The social contribution behavior of a brand is not only a charity act, but also a strategic choice, which can closely link the development of enterprises with social progress.

2. Theoretical Foundation and Literature Review

2.1 Corporate Social Responsibility

Corporate social responsibility (CSR) says that enterprises should take the initiative to be responsible for employees, consumers and community partners while making money, so as to realize the total value of economy, society and environment [1]. Some theories believe that enterprises are a part of society, so their activities should not only focus on making money, but also fulfill some moral, legal and charitable obligations for the welfare of society [2]. In terms of caring for women, CSR shows that the company pays attention to women's health, education and career development through public welfare projects. If the proportion of women on the board of directors of enterprises is higher, they are more likely to make charitable donations, so that they can better fulfill their social responsibilities [3]. Social responsibility practice can actually become economic benefits. Cultural media enterprises can enhance their brand reputation and market competitiveness by doing public welfare communication. CSR theory provides a practical basis for brands to care about women's participation in public welfare [4].

2.2 Strategic Philanthropy Theory

According to the theory, the social actions of enterprises must be consistent with our big goals and be good at integrating resources, which can not only help the society, but also get commercial returns. This theory emphasizes sustainability, and charity projects should be linked with our company's best skills [5]. When balancing social welfare and profit goals, state-owned enterprises can strategically design some women empowerment projects as part of their brand differentiation strategy, so that they can simultaneously meet social challenges and enhance consumer loyalty [6]. Those brands that pay attention to women's issues can use this framework to create a mixed model of "women's skills training and product promotion", so as to help women groups and create new market opportunities. The theory further explains that strategic philanthropy reduces operating costs by enhancing corporate reputation and optimizing supply chain, thus promoting the integration of social value and economic value [7].

2.3 Stakeholder Theory

According to the stakeholder theory, companies must coordinate the interests of different groups—including shareholders, employees, consumers and communities—and achieve the goal of sustainable development through cooperation [8]. In charitable activities, this theory emphasizes paying attention to the needs of key groups, and requires those women-centered care brands to cooperate with government agencies, non-governmental organizations and women's communities to jointly carry out activities to improve resource utilization efficiency and expand social influence [9]. For example, in online charity crowdfunding, the support of relevant parties is the key factor for the success of the project, while female participants often show stronger enthusiasm for participation because of emotional resonance [10]. Practical experience shows that having organizations like learned societies to participate in management can make charitable activities more transparent and credible [11]. Therefore, stakeholder theory provides a practical framework for women-centered caring brands, which helps their charity work to be more organized and sustainable.

2.4 Perceived Value Theory

According to the idea of perceived value, customers assess goods and services by taking into account a variety of values, including social, emotional, and functional aspects [12]. Customers, especially women, pay great attention to the social meanings and emotional identities that companies convey. Therefore, Hunan agricultural products with a geographical indicator can enhance the health and cultural significance views of female consumers, which in turn can increase their purchase intent [13]. In the charitable sector, where a portion of the profits are used to support programs for women's education, this strengthens customers' sense of moral fulfillment and brand loyalty. Women are more likely to choose brands that align with their personal values, according to research. One of the most important ways to affect how brand value is perceived is to participate in public welfare activities. According to this theory, companies can use psychological support to create a "public welfare-consumption" interaction system that helps turn social benefits into financial profits.

3. Practical Challenges

3.1 The Misappropriation of Charitable Intent

A concerning trend emerged when certain brands, particularly those catering to women, began participating in charitable endeavors: the objectives of those charities were misrepresented. Some brands view women as a marketing tool and don't actually care about them or demonstrate any sense of social responsibility. They just employ charitable endeavors to increase the brand's recognition and popularity while chasing quick financial gains. In this way, these activities have lost their original meaning and failed to really help women.

3.2 Business Motives

When some brands do public welfare activities, they always overemphasize commercial purposes and cover up their social contributions. When planning public welfare projects, brands often consider economic interests first, but forget the core spirit of public welfare activities. When choosing public welfare fields, they prefer those directions that can bring business benefits quickly, rather than really paying attention to the most urgent needs of women. Such public welfare activities fail to show their social value, it is difficult to realize the organic combination of social benefits and economic benefits, and ultimately it will damage the image of the brand in the hearts of consumers.

3.3 The Lack of Value Evaluation

Those brands that mainly serve our girls are not doing well enough to check whether their charity activities are useful or not. At present, there is no reliable scientific method to accurately calculate how many social and economic returns these activities have brought. In society, it is difficult to know whether they really help us, such as making our life better or improving our social status. Economically, it is unclear how many things these activities have helped the brand sell, or how much

market share they have occupied. Because there is no good evaluation, brands don't know how their good deeds are done, and they can't adjust their plans in time, so it is difficult to combine doing good deeds with making money.

4. The Path to Value Integration

4.1 The Selection of Public Welfare Issues

Women-centered brands must pay attention to women's core needs and important social issues. They need to choose charitable projects that have both social value and brand mission, focus on women's health and career development (including skills training and gender equality), and link these efforts with the brand's main business-whether it is maternal and child products, cosmetics or women's clothing. In addition, in-depth research must be conducted to find out the specific challenges faced by the target population. This can ensure that the brand's charitable activities can not only effectively solve these social problems, but also make use of and supplement the brand's core advantages.

4.2 Products Innovation

By putting the idea of doing good deeds into the process of product design and manufacturing, we can achieve "selling a product and doing a good deed". For example, a girl's underwear brand can launch a "love cooperation series" and use part of the money earned to help breast cancer screening projects; Cosmetic companies can develop environmentally-friendly packaging products, which can reduce plastic pollution and let everyone live a more environmentally-friendly life. Product innovation should not only help the society but also make money, and use the characteristics of doing good deeds to create special advantages. For example, developing practical products for special people, such as designing clothes that are easy to put on and take off for disabled girls, can not only solve social problems, but also make the brand more popular.

4.3 Marketing Communications

We should use those emotional stories to make our brand feel more personal to everyone, so people will not think we are doing public welfare to sell things. We can make some documentaries, tell girls' stories, and see how charity activities have changed their lives. We can also launch activities like #FemaleEmpowerment on social media to encourage everyone to share their experiences, so that we can feel each other's feelings together. To reach more people, we need to promote it across many channels, including social media, offline activities, and popular KOLs. In addition, it is necessary to inform everyone about our project progress and financial expenses to build trust. Finally, this kind of communication can not only make people like our brand more, but also make more people willing to join us and act with us.

4.4 Management of Partnerships

We suggest establishing a diversified cooperation framework to mobilize the collective strength of the government, non-governmental organizations, media and communities, so as to expand the scope of public welfare activities. This includes working with women's federations to promote projects to protect women's rights and interests, working with charitable organizations to carry out relief work, and working with media to promote the concept of charity. In order to maintain these partnerships, it is very important to clarify the roles and responsibilities of all parties, establish continuous communication channels, and help the smooth implementation of the project. In this way, enterprises can improve the professional level of their projects and achieve a win-win balance between social impact and economic return.

5. Conclusion and Prospect

5.1 Primary Research Conclusion

This research carefully explored how to combine everyone's participation with social and

economic values in women's brands, and then came to these findings: the key to value integration lies in a high degree of strategic consistency. Companies must choose those public welfare projects that really solve women's needs and write these ideas into their mission and vision, so that public welfare undertakings and business activities will not be out of touch.

Theoretically, our research has applied the theory of Corporate Social Responsibility (CSR) to the field of female care, showing how public participation can bring about good changes, and also providing practical examples for specialized industries to do CSR. We have also enriched the discussion on strategic charity, and put forward an integrated framework, which makes up for the previous problem of how to systematize and operate public welfare work. By using Stakeholder Theory and Perceived Value Theory, our research explains how multi-party cooperation and consumer feelings work together in the process of creating value, which makes us see the motivation of the company to do public welfare from an interdisciplinary perspective. In practical application, our research provides a concrete framework for brands in the women's market, helps them balance social impact and business goals, and also provides a theoretical basis for policy makers who want to encourage enterprises to do public welfare.

5.2 Suggestions

Based on the research findings, this paper proposes the following practical recommendations. In general, when planning, brands should conduct in-depth research to accurately identify the core needs of female friends, such as health, education, and career development. They should select public welfare projects closely related to their main business and incorporate these goals into the company's long-term planning, thereby steadily investing resources. In practice, the brand can use real stories to promote, but it should avoid making people feel too purpose-driven. In order to create a diverse network and provide these public welfare initiatives greater legitimacy and professionalism, it is advised that they interact with NGOs and government organizations. Adopting a third-party evaluation system is the greatest option when considering the inspection effect. Regularly released public welfare reports should provide a clear explanation of the project's economic and social benefits, and the practice should be continuously modified in response to data feedback. Furthermore, the government should offer incentives, like tax breaks and exemptions, to entice more businesses to fund women's public welfare initiatives. This would motivate everyone to work together and mobilize society as a whole.

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