

Bytes of Affect: Unveiling Narratives of the Menopause Market on Social Media

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Resumo

This research delves into the growing market around menopause, focusing on social media as an affective atmosphere shaping women's menopausal experiences. A netnography study on Instagram explores affective narratives, revealing three emerging affective themes modulating women's menopausal experiences and the menopause market dynamics: (1) the sacralization of influencers, (2) the narrative of fear, and (3) the aesthetics concern superimposing healthiness. All the aspects are embedded within the neoliberal narrative of consumers' responsabilization. Our findings contribute to consumer and gender literature addressing a critical period of women's lives that still lacks research. It also adds to the latest literature on consumer spaces and affective atmospheres, evidencing that the digital space introduces an affective atmosphere that influences and shapes consumers' experiences. Keywords: Menopause consumption, affective atmosphere, digital spaces