

Pink” electronic marketing and its impact on the purchasing behavior of women : A field study on the female component in the city of Sabratha

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Abstract: *This research was an attempt to cover the impact of electronic marketing on the purchasing behavior of users of social networking sites in the city of Sabratha and the distinction of women in some marketing fields with multiple strengths, including patience in dealing with customers, better proportionality in dealing with women customers, lower general average wages, and so on. Among other advantages.*

Targeted marketing to women customers in a way that suits their tastes and characteristics, even if it is done by male marketers, because success in this case is due to realizing the value of differentiation between both women and men at the customer level. This study raised the problem of the extent to which e-marketing affects the purchasing behavior of women by studying what are the most important applications used in e-marketing and the impact of that on the purchasing decision. This study aimed to identify the factors for the success of e-marketing and explain the factors influencing purchasing behavior as well as identifying On pink (female) marketing as an important term, as the descriptive analytical method was followed in this study through a sample of 65 individuals, and electronic marketing is a means of spreading it, and electronic marketing is also considered an appropriate means in saving money, time and effort. There is a difference between Description of distribution and direct viewing of goods. Based on these results, the researcher reached recommendations, the most important of which is encouraging the expansion of electronic marketing operations because they are more effective in reaching the consumer and increasing interest in pink marketing, as well as holding electronic awareness seminars to reduce fraud upon delivery and setting controls for it.

Key Words: *electronic marketing, social networking sites, women customers, purchasing behavior.*

1. INTRODUCTION:

The world is now going through a transitional phase characterized by profound radical transformations in all different fields, as restrictions are broken and the doors of technology are opened in these transformations. Many business establishments are also seeking to develop the marketing aspect to respond to technological changes, as traditional marketing was a direct buying and selling process, but now Marketing has taken many types, including online marketing, i.e. electronic marketing. Electronic marketing is one of the latest means of promoting goods and services, as it combines many elements such as sound, image, and others to prepare the mind until the behavioral response is achieved by consumers.

The study of the consumer market and understanding of The role of consumers is essential, as it is linked to the success of production work. This requires the need to know the consumer and how he makes the decision to buy or not. In other words, consumer purchasing methods have changed. Many of them now meet their daily needs for goods and services through electronic marketing channels that promote goods and services and influence the purchasing decision-making process for consumers, specifically the female component.

This study aims to determine the impact of electronic marketing on the purchasing behavior of users of social networking sites and the impact of pink marketing on the female component through factors and determinants that will be identified and studied, and then appropriate proposals will be presented.

2. The study Problem:

The study problem can be formulated in the following question:

To what extent does electronic marketing affect the purchasing behavior of women?

To answer this question, the following questions can be asked:

- 1- What is electronic marketing? What are the most important applications of electronic marketing?
- 2- What is female consumer behavior? What are the stages of the purchasing decision-making process?

3. Study hypothesis:

There is a statistically significant effect of electronic marketing on the purchasing behavior of women in the city of Sabratha.

4. Objectives of the study:

Through this study, the researcher aims to do the following:

- 1- Identifying the factors for the success of electronic marketing and its relationship to the purchasing behavior of women.
- 2- Explaining the factors affecting the purchasing behavior of women.
- 3- Study of “women’s” pink marketing.
- 4- Trying to obtain useful results to provide suggestions and recommendations regarding the impact of electronic marketing on the purchasing behavior of women.

5. The importance of studying:

The importance of this study lies in the following

- 1- This study gives a comprehensive overview of the impact of electronic marketing on the purchasing behavior of women
- 2- Shedding light on pink marketing and how it affects the purchasing behavior of women
- 3- Understanding technology as an effective marketing tool.
- 4- Adopting electronic marketing by businesses to attract and attract consumers.

6. Study variables:

- Independent variable: electronic marketing.
- Dependent variable: purchasing behavior.

7. The limits of the study:

The scope of the study is as follows:

- **Human borders:** the female element within the city of Sabratha.
- **Time limits:** Due to the rapid development in technology, this study was limited to data pertaining to the time period fall 2023/2024 AD.
- **Spatial boundaries:** This study was applied within the city limits of Sabratha, and the distribution of questionnaire forms was limited to 65 samples in malls, large markets, and delivery service offices in the city.

8. Data collection sources:

- **Primary sources:** Questionnaire collects data by asking participants questions
- **Secondary sources:** books, scientific journals, websites.

Terminology of study

1. E-marketing: It is the use of the Internet to communicate with customers directly or indirectly, promoting products or services, selling them, and providing customer service.

2. Purchasing behavior: It is the process of making decisions related to purchasing products or services, from searching for information to the actual purchase and beyond.

3. Pink Marketing: It is a marketing strategy that focuses on women, and uses colors, icons, and messages that match the stereotype of women.

4. Purchasing decisions: It is the decision-making process undertaken by consumers to purchase products or services. This process involves assessing needs, searching for information, comparing options, and making a final decision.

9. Study population and sample:

- **Study population:** The study population consists of a number of female customers who frequent the combined markets, as well as mobile phone stores in the city of Sabratha.
- **Study sample:** A simple random sample was taken, and its number was (65) individuals, to whom questionnaire forms were distributed.
- **Study methodology:** The researcher relied on the descriptive analytical approach, where he then collected data on the phenomenon as it is in reality, using the questionnaire as its main tool through the statistical analysis program, and the upward clustering analysis method was used, as well as the use of the Excel 2023 program.

10. Previous studies:

1/**Mohamed Shabah**, Musa Saadawi, 2019, Electronic marketing via social media and its impact on consumer purchasing behavior (study of a sample of social media users in Algeria).

This study raised the problem of the extent of the impact of electronic marketing through social media on the purchasing behaviors of individuals throughout the purchasing decision-making process, starting with perception and ending with post-purchase behaviors. This study also aimed to measure the impact of marketing through social media on the purchasing behavior of a consumer in a sample of Social media users in Algeria in order to explore the purchasing stages most affected by electronic marketing.

This study reached some results, the most important of which is the widespread use of social media as well as the length of periods they spend on it affect the purchasing decision in general. Based on the results of the study, recommendations were put forward to improve the impact of social media decisions. Marketing through social media, such as requiring organizations to turn to social media to approach consumers and interact with them; Marketing efforts on social media should be intensified to enhance access to existing and potential customers.

2/ **Manal Khafallah**, Wissam Qatalyh 2018-2019, The impact of marketing via social media sites on the consumer's purchase decision (An analytical study of the opinions of a sample of consumers of Condor Foundation products via its Facebook page).

The problem of this study lies in the extent to which marketing through Facebook affects the purchasing decision of consumers of Condor Foundation products. This study also aims to enable the consumer to understand the purchasing decisions he makes daily; Studying consumer behavior enables the researcher to understand the internal and external factors that influence consumers' actions; Studying consumer behavior also enables the marketer to know the behavior of current and expected buyers and influence them.

11. Characteristics of electronic marketing:

Internet marketing is characterized by various and different advantages, such as the absence of specific fees for receiving or sending e-mail messages, and the ability to exchange messages electronically over the Internet, in addition to the fact that the message via e-mail can reach the desired place in a time not exceeding a few minutes, regardless of the distance. (1)

1- **Extensive service:** E-marketing is characterized by the fact that it provides a broad service: customers dealing with the marketing site can deal with it at any time and without the organization that owns the site knowing who has read its e-mail unless the client contacts it. It can also monitor visitors to its site, and the organization can also through The Internet creates more consumers, better suppliers, and more convenient partners, quickly, easily, and less expensively. (2)

2- **The ability to address:** The technology available on the Internet has made it possible to give online visitors information about the products they need and want before they make a purchase. This process, represented by the market's ability to identify customers before they make a purchase, is called the ability to address the relevant customers. (3)

3- **Narrowing the distance between companies:** E-marketing narrows the distances between giant and small companies in terms of production, distribution and human efficiency, so that small companies can access the international market via the Internet without having the infrastructure of huge multinational companies and make them stand on an equal footing with these companies. In competition, this is due to the use of the same method in carrying out buying and selling operations and providing various types of services electronically, as in the case of distributing music, laser discs, video films, computer programs, etc.

4- The absence of paper documents: In e-marketing, deals are executed electronically without the need to use paper, especially products that accept numbering, from the negotiation process until the delivery of the goods until receiving the price. This raised the issue of proving contracts and the validity of digital signatures, which called on international organizations to develop a special legal framework. E-commerce, electronic signing and payment. (4)

5- The speed of changing concepts: Marketing is characterized by the speed of changing concepts, the activities it covers, and the rules that govern it. This is because e-commerce is linked to the means and technologies of electronic communication and information technologies that change and develop rapidly. Therefore, the legal arrangements to which it is subject are subject to rapid change in a manner consistent with developments in technology. Communications and information.

6- The element of excitement must be used to attract the user's attention to electronic messages, as is the case in television advertisements, given the multiplicity of companies that offer their electronic messages.

7- There are no restrictions other than the cost on the amount of information that can be displayed on the Internet or the Web, and this display continues 24 hours a day because the World Wide Web does not shut down. (5)

12. The importance of electronic marketing:

The importance of using the Internet can be summarized by identifying the benefits that can be obtained from its use in the following six benefits:

1 - Reducing costs: The importance of using the Internet in the marketing field lies in reducing the need for sales and marketing uses and also reducing the need to print and distribute the materials necessary to conduct marketing communications.

2- Increasing sales and marketing capacity: The Internet provides institutions with new production opportunities and marketing new products and services, and also enables them to enter new markets.

3- Competitive advantage: If the organization is able to provide new capabilities and products or open new markets before its competitors, then it can achieve a competitive advantage that lasts until the competitor is able to possess the same ability.

4- Improving communication: This benefit includes improving communications with consumers, workers, and distributors.

5- Monitoring: The Internet can provide individuals with good marketing research through open channels to learn about consumer behavior and the method used by workers to perform services. (6)

13. Pink marketing Or women-directed marketing: It is a marketing strategy based on targeting women with the company's products, so that the marketing techniques used by the company are more influential on women than on men. The psychological nature of women differs from the psychological nature of men, and this means that women's buying motives differ from those of men. Men's purchasing motivations. Therefore, women's purchasing behavior differs from men's purchasing behavior. (7)

For example, a product that a man sees as an expensive product, a woman may see as cheap because it meets her emotional needs, which a man may not see in this product. Likewise, a man may not care much about the way the product is packaged and the accessories attached to the product, but a woman may care more about these details. (8)
The money that women spend on shopping is often greater than the money that men spend on shopping.

All of these differences in purchasing behavior between men and women require the use of marketing techniques and methods that suit women. These methods include product design and features, product packaging, product color, price, advertisements used to promote the product, and many other marketing matters to which the company must add a feminine touch. In order to convince the fairer sex and be able to sell products to them.

Pink marketing is not limited to selling products to women, but rather extends to products directed to men because women greatly influence men's purchasing decisions. That is, companies must target women in marketing campaigns because they influence the purchase decision maker or consumer of the product, and this requires the use of skill.

Marketing in marketing campaigns for products directed to men, directed to children, or directed to families, so that they give signals or suggestions that influence women and make them persuade men to buy these products.

There is a misconception about pink marketing, which is that pink marketing means coloring the company's products in pink, or that they These products are packaged in pink. This perception is definitely wrong. Pink marketing, as we mentioned in the previous paragraph, is the use of marketing techniques and methods suitable for women. This does not necessarily mean using the color pink in coloring or packaging the products. (9)

The term pink marketing has been used to indicate that pink marketing is marketing directed to women. The color pink is undoubtedly the color of femininity, and this is what made marketing scholars and experts use it as an indication of marketing directed towards women. On the other hand, products directed at women can be colored pink or any other color that suits the female, and this varies according to the nature of the product and according to the needs and desires that the company intends to have. Achievement of the female through her products.

Second: The differences between the purchasing behavior of women and men.

When a woman makes a purchasing decision, there are factors that influence this decision that differ from the factors that influence a man when he makes a purchasing decision. These are some of the differences: (10)

1- Women focus greatly on information and details:

Women search for information and details about products and their specifications more than men. They care about every detail and every piece of information. For example, when a woman buys clothes, she pays attention to the quality of the clothes, the extent to which they are compatible with fashion, and the extent to which these clothes suit her appearance.

She is concerned with the number of pieces offered of the same type. She searches for. Distinction in dress is greater than that of men. Likewise, mothers pay attention to reading the ingredients of the food products that they buy for their children. They are very careful about their children and do not buy any product for their children without making sure that it is healthy for them. Therefore, when you offer products directed towards women, you must write all the details on your products, as well. Your company's sales executives should provide all the details about the products when a woman purchases the products. (11)

2- Women are more likely to share word of mouth about brands than men:

As is commonly said in popular conversations, women talk more than men, and this applies to marketing as well. Women are more involved than men in talking about brands, as 56% of women advise their friends to buy products from brands if the purchasing experience from these brands is positive.

This requires the need to achieve satisfaction among women with your products and your treatment. In the case of positive talk about your brand, they will bring you many customers, but in the case of satisfaction and negative talk about your brand, they will distort the reputation of your brand and your customers will turn to competitors. (12)

3- Women are emotional while men are more logical:

Women are more emotional than men. They care about emotions more than logical information. Women are convinced of the product through their emotions, while men are convinced of the product through the mental examination of the product. This does not mean that women do not care about logical matters, but they care about emotional things more than men.

Therefore, companies that target their products towards women must focus on emotional temptations in their advertising and marketing campaigns more than logical temptations. For example, they focus on feelings in advertising, music, and colours. Likewise, products directed towards mothers must focus on the emotions of motherhood and the mother's tenderness for her children. (13)

4- Women take longer to make purchasing decisions:

Women do not buy the product unless they have a complete picture of the product, while men need certain specifications in the product and as soon as they are available, they buy the product. Therefore, if your products are directed to women, you must accommodate women more and give them more time to think about the products and compare them with alternative products in the market.

You must also convince her that there are greater benefits to your products than those found in competing products in the market. (14)

14. The practical side :

Study population and sample.

Study population:

To achieve the objectives of the study, which stipulates examining various aspects related to the subject of the research, the study population was limited to the commercial center and the delivery service office in Sabratha.

The study sample:

The researcher selected the members of the study sample by a simple random method, with a size of (80) individuals from the size of the study population, where (80) questionnaires were distributed, of which (65) questionnaires were

retrieved, and (15) questionnaires were not analyzable due to the incompleteness of the answers in them, and therefore the forms are analyzable. It is (65) forms.

1- Relative distribution of the research community according to gender.

Table (1): shows the relative distribution of the research community according to gender

Percentage	Number	Gender
%0	0	Male
%100	65	Female
%100	65	Total

We note from the statistical table that all members of the sample are women, which is in line with the subject of the study, as the sample targeted the female category only.

2- Relative distribution of the research community according to age

Table (2): shows the relative distribution of the research community according to age

percentage	number	Age categories
%31	20	Under 25 years
%38	25	26 years - 35 years
%23	15	36-45 years
%8	5	46 years and over
%100	65	Total

The highest percentage of individuals in the sample is the age group (26-35), which is the female group that is able to buy because most of them are workers and have salaries, and therefore they have independent purchasing power that allows them to shop, followed by the age group (which is less than 25 years old), which is a group Female students are the ones who follow the internet and fashion the most through social media.

3- Scientific level

Figure (3) shows the relative distribution of the research community according to scientific level

percentage	number	Academic level
%8	5	Secondary or intermediate
%31	20	Higher diploma
%38	25	Bachelor's degree
%23	15	Postgraduate studies
%100	65	Total

The highest percentage among the sample members is for the bachelor's academic level (38%), which is the group of women who communicate most on the Internet, which indicates that the higher the academic level, the greater the awareness of the importance of electronic marketing.

4- Profession

Table (4) shows the relative distribution of the research community according to profession

Percentage	Number	Occupation
%15	10	Student
%31	20	Female employee
%54	35	Housewife
%100	65	Total

We note from the statistical table that we find that the highest percentage of the sample is for housewives (54%), which is the female category that communicates the most on the Internet and is considered the most devoted to researching and shopping via the Internet, followed by the working group, which came at a rate of 31%.

5- Websites used in the marketing process

Table (5) shows the relative distribution of the research community according to the sites used in the marketing process

Percentage	Number	the site
%30	19	Facebook
%15	10	Instagram
%3	2	Twitter (platformx)
%10	6	Google
%4	3	The YouTube
%38	25	Tik Tok
100%	65	Total

We note from the statistical table that we find the highest percentage among the sample members is for the Tik Tok tool, where the percentage of its use reached (38%), which is the highest percentage, as the program is considered modern, but it has become popular and widespread among users in a short period, followed by the social networking program Facebook, with a percentage of (30%).

6- Displaying the commodity on the Internet saves time and effort in searching for it in the markets.

Table (6):shows the relative distribution of the research community according to time and effort savings

Percentage	Number	
%92	60	Yes
%8	5	No
%100	65	Total

We note from the statistical table that a high percentage of the female sample (92%) confirmed that electronic marketing saves time and effort for them, and this is considered a high percentage that affects their purchasing behavior.

7- The electronic offers displayed limit the prices of the commodity

Table (7) shows the relative distribution of the research community according to electronic presentations

Percentage	Number	
%92	60	Yes
%8	5	No
%100	65	Total

We note from the statistical table that a high percentage of the female sample, which amounted to (92%), confirmed that electronic marketing provides high prices for goods, as offers are available to them from more than one place, which gives them the option of purchasing at the lowest price than what is offered, and it is considered a percentage High influence on their purchasing behavior.

8- What attracts your attention to the product or commodity offered.

Table (8):shows the relative distribution of the research community according to what attracts your attention

Percentage	Number	Occupation
%61	40	Discount offers
%8	5	Competitions on the site
%31	20	Giving gifts
	65	the total

We notice from the statistical table that a high percentage of the female sample, which amounted to (61%), confirmed that discount offers are the ones that most attract their attention while purchasing, as well as offering gifts when purchasing any product through electronic offers. This is a high percentage and it affects Their purchasing behavior.

9- Does the delivery service for the product or commodity offered affect the purchase decision?

Table (9) shows the relative distribution of the research community according to the delivery service

Percentage	Number	
%92	60	Yes
%8	5	No
%100	60	Total

We note from the statistical table that we find that a high percentage of the female sample, which amounted to (92%), confirmed that the delivery service is considered an essential factor when purchasing, given the nature of life and the lack of time, as well as the frequent fuel crises. This method saved time and encouraged a higher rate of marketing. Electronically, which is considered a high percentage that affects their purchasing behavior.

10- Among the problems that limit your purchasing power.

Table (10) shows the relative distribution of the research community

Percentage	Number	Occupation
%17	12	Return not available
%56	35	Difference between item and display
%27	18	Delivery service increased
%100	65	Total

We notice from the statistical table that we find that a high percentage of the female sample, which amounted to (56%), or more than half of the sample, confirmed that the product was different from the one it was delivered to them when it was delivered to them. Also, a percentage of (27%) responded to the increase in the delivery service, and the third percentage among the individuals responded. The sample is 17% due to the difficulty of retrieving some goods, which is considered a high percentage that affects their purchasing behavior.

15. Results:

- 1-Electronic marketing is a means of spreading.
- 2-The groups of women with the greatest purchasing power are female employees, then female students.
- 3-Marketing is considered an appropriate way to save money as well as time and effort.
- 4-The delivery service increased the spread of electronic marketing by 27%.
- 5-The purchasing process can be controlled through marketing offers and sales discounts.
- 6-The emergence of rapidly spreading electronic marketing methods such as “TikTok” has increased the volume of sales.
- 7-The percentage among the sample members (56%) confirmed that the description of the promotion differs from the direct viewing of the product.
- 8-There is a problem with the inability to return the item at a rate of 17%.

16. Recommendations

1. Expanding electronic marketing operations because they are more effective in reaching the consumer.

2. Study pink marketing or the science of marketing for women to know the marketing methods directed at them, especially since purchasing decisions are governed by the emotional side more than the rational side.
3. Identify the extent of the impact of delivery service, especially women's, on purchasing decisions.
4. Holding electronic awareness seminars and reducing electronic fraud in offers to avoid fraud when delivering the product and setting controls for it.
5. Encouraging women to carry out delivery service activities instead of men, which has a direct impact on increasing sales and purchasing decisions
6. Electronic marketing contributes significantly to reducing unemployment from women's work, and this contributes to improving the economic situation of women. Therefore, we advise women to learn its arts and techniques.

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