



A Review Study of Women: As a Target Customer of Consumer Goods Industry Specifically in Indian Context

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Abstract:

Purpose: This review paper is based on finding out Women as a new emerging market avoiding the mindset of considering them of being second class population but bearing them in mind as a potential customer of the business. As this female demography entail half of the total population thus targeting such a big market could bounce the required living inhalation for further expansion and also in few cases it may boost its revival also..

Methodology: From the ocean of thousand of scientific studies More than 100 studies including research papers, review papers, research articles, web reports etc. were considered for the purpose of related study to get fully elaborated conception about the subject. Out of which more than 30 papers have been explained in the review section.

Finding: All relevant aspects to be studied has been tried to be covered by the reviewer. And finally the study revealed that if women is at center core of business there is lot of chances to get succeed. Because business needs new and emerging markets if any neglected market is approached by a business then there is lot of scope to grow further. Also this study reveals that women have a multiplier impact on the economy. Being at the center of the house it can also impact the decision of other family members.

Value: This paper will give a valuable insight to approach a large but in few sense a neglected segment which in turn will give a boost up for the business to grow. Specially in india where this female segment is much more large in share and much more deprived compared with the other developing countries needs to be focused at must.

Keywords: Sheconomy, Feminism, Women in Marketing, Pink Marketing, Gender Marketing

1.) Introduction:

An individual or group of these individuals, prepared to consume any or both the goods and services offered by the business is customer. A business may be taken as an entity that is engaged in the procuring, production, and trade of these things. As stated by Sam Walton, "In business, only boss is THE CUSTOMER."

In a similar way, **Jack Trout** believed, "At this age of differentiation; either differentiate or die."

1.1) **Background:** Notwithstanding the reality that there is nothing new to market to women, but fluctuations have been noticed in its dimensions and scope over the time and expected to continue to do further. During World War II, women sought to abandon all the luxuries of homes which was recognized by organizations in due time. In the field of consumer behavior and marketing research, there is not any abundance of academics calling for feminism and related to feminist tactics, considering the growing prevalence of marketing practices majorly male-dominated. Hirschman (1991, 1993) highlighted the notion of patriarchy in this sector. Bristor & Elishor (1991), Wood Ruffle (1996), Stern (1996), and several other feminists and scholars had sightseen and analytically observed the gendered nature of the consumer distinctiveness projects (Eraranta & Moisander, 2011; Eräranta, Moisander, & Pesonen, 2009; Evans, Riley, & Shankar, 2010; Gentry & Harrison, 2010; Kjeldgaard & Nielsen, 2010; Littlefield, 2010; Maclaran & Catterall, 2000; Martin, Schouten, & McAlexander, 2006; Ourahmoune & Ozcaglar-Toulouse, 2012; Schroeder, 2003; Schroeder & Zwick, 2004; Thompson & Holt, 2004; Valtonen, 2012) but also marketing theory and practice (Beetles & Crane, 2005; Brace-Govan, 2010; Bristor & Fischer, 1993; Fischer & Bristor, 1994; Gentry & Harrison, 2010; Joy & Venkatesh, 1994; Meriläinen, Moisander, & Pesonen, 2000; Ostberg, 2010; Ourahmoune, Binninger, & Robert, 2014) who concentrated primarily on women for sake of eliminating inequality based on gender were amongst the early feminists. Marketing & Feminism: Current Issues Research (2013) asserts that when it came to eradicate the gender gap, feminism relied only on women, as evidenced by Gelsthrophe (1992). Bettany, Prothero and Dobscha, (2010) discovered that the concept of gender has been articulated and interpreted in an array of ways to assist in a more profound and more reflective understanding about consumer behavior.

1.2) **Current Scenario:** The term 'Womenomics' has been floated around the raising awareness of purchasing power of a woman in a market economy. In scenario of today are the world's most powerful consumer is woman and predicted to only grow in future also. Various progressive houses with product lines like automotive and electronics traditionally considered male dominated has started an attempt to attract women for their designs and messages. Women of the family are more repeatedly in charge of household finances than in preceding generations (Heermann, 2010).

- Few significant study publications have entrusted the necessity of this feministic segregation that have pointed out the shift of current dynamics toward females. Analysts predicted that women make up \$32.8 trillion of global spending. (Case-Shiller report)

- Around 70- 80 percent of gross consumer purchasing power is owned by women. (source-forbes)
- Although, Effects of feminism is not limited to only consumer products, apparels, and home furnishing goods (sources-girl power marketing)
- A most relevant example would be the The Royal Bank of Canada, which focused on women specifically in both Canada and United states with around 95% of its advertising budget. Similarly, 70% of unilevers Facebook advertising spending is targeted on women. (sources-pathematics)

According to Harward business review survey 2009, a company's likelihood to succeed throughout the recession recovery phase will enhance if it emphasizes women as its primary customer base over all other types of segments.

1.3) Future Scope:

As per findings of mackinsey global institute economic empowerment of women could boost around \$ 12 trillion dollar to global gdp by 2025 which indicates that gratifying the wants of women related to consumption renders logic not only for women equality but for business also .

2.) Need of the study: Need to conduct the study is –

- If there is any loyalty test, women are more loyal to brand as compared to men and more inclined to comply with offers, rebates, discounts, words-of-mouth, and recommendations. (according to a Guardian report)
- Accounting for around half of purchase and more than 80% of purchasing decision of those industries are taken by women who were earlier treated as male dominating industries like electronics and cars.
- 40% users of of Twitter are women.
- 70% of profiles of pinterest are owned by women.
- Ease acceptance of upgraded technology.

In the words of Abdelkar and Abdelkar, 2019 around half of world's population is women which control approximately 85% of all spendings which is pretty much significant to focus.

Sima Biswas, the executive director of (UNW) United Nations Women, recently compelled to put the concept of equality into reality, forced all allies and partners to work collectively in order to succeed accordingly. Sutter et al. (2016) asserted that women are the major participants in the field of economics. Brister & fischer (1991 &1993) delineated feminism related approach encountering its likely involvement to gain implications of additional research. Because Women is considered to predominate in all sphere of life doesn't matter whether it is business or marketing.

Don't bargain customers to come for your product, invent your products suited to your customers....Seth Godin

Marketing to women in Indian context:

As studies had demonstrated earlier, women have been acknowledged more and more as a customer globally. But it found still exceptional in India. Due to masculine and patriarchal ascendancy of structure of Indian society, businesses used to convey a little attention towards the expectations and needs of women as stated accurately Role of women in marketing, if not completely ignored than at least given too little attention (carsky **et.al. 1988**; **meclaran et.al. 1997**; **peiss, 1998**). Numerous scholars and prominent experts have compelled the corporate sector to focus on this very important segment. However, if taken the next Indian census of 2021, which highlighted the necessity of marketing to women making more sense.

- Indian population is thought to be almost 136.3 million, where women comprise 48.6% of the population, indicating that one for every two falls into our targeted market.
- Indian sex ratio is 1020 (NFHS-5)
- Women literacy rate is around 71.5% (NFHS-5)
- The average life expectancy of Indian women in 2014–18 was 70.7 years (Sample registration system, office of registrar general)
- Women enrolled for higher education is 18.2%
- • The nation's overall enrollment includes 1.89 million women and 1.9 million men, having a gender parity index of -1.01. Notwithstanding this, enrollment growth is women is 18.2% and for men it is 11.4%. (AISHE report 2019-20)
- Women owing bank accounts has tripled in number within past six years.
- In the past five years women has noted with a growth of 63% in their disposable income

In conclusion, it is anticipated that focusing on women such a large market of this huge size will be able to be penetrated. And as also buoyed by Indian Companies Act, if one can't recognize what this segment demands how it can be thought that efforts will be initiated to satisfy that group. Above demarcated statement of Indian companies act states the inevitability of research as regards women.

Current scene of the Indian business environment:

The pink movement #me too campaign, selfies with daughters, beti bachao-beti padhao, , etc. are a few examples of the swelling consciousness about feminism in Indian context that is striking the climate of economy along with the, social, cultural, legal and ethical environment which in turn is impacting the overall business environment. Having a multiplier effect involvement of women need to be studied further. Importance of this sector is now partially being acknowledged, few businesses houses have validated themselves by quickly joining community of the unicorns group exclusively focusing on female client base Media estimates suggest that 11 of the 30 unicorns for 2020 targeted towards women. For examples unicorns that either directly or indirectly target women are Byju's, Ola, Vedantu, Upgrad, Sharechat, Zomato, Myglamm and SWiggy. Covering as much as possible higher

percentage of female was among the common strategies they followed, and the visible outcomes assured the importance of this female demography.

Mamaearth, Dealshare, Livspace and Leadschool, are among top 10 unicorns of India enlisted within the first quarter of 2022. these companies have earned their space in unicorn club barely concentrating on female with proactively marketing their products only to female.

As a result, we could deduce the conclusion that given statement represents the formula of success of their business:

Literature review:

It may be said a survey of scholarly sources i.e. books, journals, thesis, articles related to marketing to women as a target customer. This review contains various studies along with full detailed explanation as a part of it in order to find out **the applicability of the study**. in short, this review will consist of an abridgement, a concise summary and an appraisal of current state of knowledge about scope of feminism in marketing. It may also incorporate a discussion about the method, methodology used in various studies and various conclusions along with further suggestions for future research.

Functions of review of literature:

- To access the importance of the study in concerned field and to push for the further discussion about it.
- To express understanding in writing of the relevant subject.
- To mould a theoretical framework for taking feminism at its core center.

Objectives:

- Accessing a novel idea in WOMEN MARKETING;
- Estimating the impact of numerous variables on women's buying patterns;
- Predicting the expected future of business after recognizing Women as its Potential Customers.

Review of literature:

Here the used term "**Pink Marketing**" a modern terminology of marketing is Pink Marketing noticed at the beginning of the 21st century (massoudi, 2020) denotes to segment related to women and all marketing exertions focused to women (Freihat et al. 2021). Is to discuss the significance of marketing specifically to women focusing only the tourism industry in the study conducted by Mohamed Ezzat named "*The Impact of Pink Marketing on Women's Purchasing Decisions at Destinations and Hotels.*" This research was based on tourism sector of Egypt. The term is best supported with determination of statement by portraying few basic and most popular Hurgada, Alexandria and Sharm El Sheikh's significant tourism favored populations of Egyptian but only the women were used as the study's population but only from July to September 2021. Overall

960 questionnaires were collected for the study purpose also using the researcher's most suited quantitative methodology. Here the researcher agreed with Women are main players in economics, marketing and all other activity of life (sutter et.al.2016) also as a signal of women-sophiscated marketing the term pink marketing has attracted the scholars and experts community connected with the field of marketing, because pink is the color of femininity (Gharib, 2015,p.2) also demarcated as a marketing tactic primarily based on targeting only women by associating company's products with female consumers (Fares, 2020,p.4) to measure variations and differences in women's spending power based on few fixed variables like education, age, and status Simple regression along with 5 point likert scale and Annova was also applied to measure the validity of the pre-decided hypothesis. To find out the relationship between the purchasing power of women and pink marketing Pink marketing comprises application of elements of marketing mix (product, price, promotion and distribution) proportionately also Compatible with women's lifestyle and psyche, to encounter in optimal way all their requirements and desires enabling them to be committed to product (Qaddumi, 2017, p.95) Pearson correlation method was used which showed a very strong high and significant relationship ($r=.789$).

"Pretty in Pink" and "Girl Power": A study of how women are targeted and portrayed in alcohol brand marketing on Facebook and Instagram (A.M. Atkinson a, B.R.Meadows a, C. Emslie b, A. Lyons c, H.R. Sumnall, 2022) studied the gendered way of division of labour and established feminism as a research topic to be studied further, particularly taking only the alcohol industry. In the study, researcher analyzed and explained the alteration of the way in which women are currently being portrayed and addressed in business for sake of marketing, which reflects the reality of the ground of having continuous change in the scenario. Growing of attention towards this segment in marketing is a result of a change in the context of cultural, social, and legal framework. Attention to feminism is regularly as well as continuously increasing, impacting gender inequality negatively and damaging the in many way prevailed gender stereotypes. Here, alcohol marketing posts ($n=2600$) were analyzed throughout the duration of 18 months, covering from January 1 to June 30, 2020, applying both qualitative and quantitative methods. As a result, the researcher found out that after researching with a thorough study of the data gendered content has been provided by all brands. Researcher also discovered that few other societal issues, including LGBTQ activism race and gender equality, and more for a say i.e. Influencer collaborations and celebrity endorsements were also promoting towards a gendered manner shift.

FEMINISM AND MARKETING: CULTURAL CHANGE OR PINKWASHING, Payton R. Anderson 2015) The relationship between feminism and marketing was explored with supporting women not just because of being half of the society, but more of that, as numerous marketing

researches disclaimed for decisions solely taken by women or even influenced by this category accounts for around 85% of the total purchasing (Shehata and Fayyad,2020,p.221). So it has become a major issue in societal treatments to keep the interest of women in central nerve (Khasawneh, 2015, p.5). With this study with the examples of three notable brands that were utilizing feministic viewpoints for marketing their products with a themes of feminism empowerment at the heart of their marketing campaigns. Like Verizon, Dove, and Nike (let me play around, 1990s), 2004's "campaign for real beauty," and (Inspire Her Mind, 2014 supported (Merriam Catterall, Pauline Maclaran, Laurna stevens , 2000) with uttering marketing and feminism as an explosive combinations need to be handled carefully and ultimately resulting in best way to marketing theory and practices

Covering from primitive work of coasta (1994) to contemporary work of today eg. others like Thureay Zayer (2012), Catterell et.al.(2013), Assel et.al. (2015) and Dobscha (2019)1 etc. this subject of Gender research has been given academic responsiveness always. But for Encashing the feministic approach of marketing and taking feminism in historical context in the study, Pauline Maclaran (2012) discussed about the gendered facet of marketing and the feminist phenomenon of buyer behavior. It studied the nuanced link between feminism and marketing philosophy along with the onground practice. In this research, the researcher has deeply passed on through numerous important studies starting a discussion over whether these marketing tactics empowers or exploits this such a large group known as women. Here the researcher wrapped up as a conclusion that both alternatives are much severe and that the prevailing situation is the exact where a moderate course is being taken.

In the study **FEMINISM FOR SALE: COMMODITY FEMINISM, FEMININITY, AND SUBJECTIVITY**, Julie Elizabeth Dowsett (June 2014) conducted an inquiry into the virtuous girl to validate feminism in very popular Anglo-American culture. Here, feminism and feminized commodities are taken under discussion n. Since there is noticed fundamental difference of gendered behaviors counted to differ in many facets from that of another traditional segment i.e. men. To considerate the needs of a women in place of a customer becomes further urgent, because it is women that subsidizes to the process of intense decision-making and purchasing. (Gharib, 2015,p.4). Along with the commodification of women. The research approach adopted were somehow related to conical as well as contemporary political theory related with the feministic approach. The findings were concluded by saying that the relationship is interdependent, and to this relationship, education is literally connected with feminism, subject creation and social control,.

Factors Affecting Car Buying Behavior of Women Customers in Haryana researched by Ritu, Bhanwar Singh and Rosy Dhall Here, the researcher stated that women's roles today is much more than simple household finance management it is far beyond the traditional one. Here the author suggested a new perspective on the variables that have influence on the purchasing

habits of female customers. As it is said marketing to women comprises those marketing efforts applied with the use of women's acquaintance, or besieged to female patrons, or marketing directed from and to women (Abdel Fattah,2017,p.17).specifically in the car market taking Haryana as its study location. An exploratory factor methodology with a structured questionnaire is being carried out for getting validated results after scientifically analyzing the data using SPSS. Findings of the study indicated at 6 significant factors, totaling around 25 variables, made a significant impact on women's car-purchasing behavior. Which were grouped under five categories: physical characteristics, marketing tactics, accessibility, affordability, comfort, recommendation and assurance. With an interview of 210 women in Gurugram, Panipat, Faridabad, Rewari and Panchkula, the study concluded the decision-making element for buying a car. Correlation between latent variables was examined using Bartlett's Test of Sphericity.

R. Geetha* & Dr. R. Poornima Rani, "DEMOGRAPHIC VARIABLES OF WOMEN CUSTOMERS AND THEIR INFLUENCE OVER CUSTOMER SATISFACTION IN PUBLIC SECTOR BANKS, CHENNAI CITY." This study was just to investigate the impact of demographical factors on consumer buying behavior specifically the women customer, having 600 samples covering from June to December of 2016. Women customers residing in Chennai and coupled with being a client of four public sector banks , including Indian Banks State Bank of India, Indian Overseas Bank Canara Bank with Three Zones for sampling purpose. Research survey was taken as a research instrument using an efficient sampling method. Impact of independent variables was determined with descriptive analysis followed by SPSS based statistical analysis and annova method. The study concluded confirming with Gender is perceived as a significant moderating variable especially in research associated with consumer behavior and management (lim et. Al., 2014;Fernandez, 2015) through a significantly declared positive correlation between variables related to demography and satisfaction level.

Are female customers more loyal than male ones? This study measure the Loyalty to Businesses and Individual Service Providers Differs by Gender Volume 4, No. 6, June 2015, of the *International Journal of Management and Social Sciences Research (IJMSSR)*. Here researcher used a convenient strategy to select 200 respondents as the sample size in order to measure the gendered based differences taking loyalty While women are If one is marked as quality-oriented then it will be a women [McNabb, R., Pal, S., & Sloane, P. (2002)], [Shurchkov, O. (2012)], but man is sloping towards quantity [Shurchkov, O. (2012)]. A lot of previous studies favored men in overhauling about swelling outcomes, productivity and profit [Mathies, C., & Burford, M. (2011)], [Johnson, D. K., & Gleason, T. R. (2009)] as dependent variable to specific firms as well as service providers. For the study a pre decided Standardized and properly formatted questionnaires were distributed among the selected population to acquire required data. In the study, for loyalty comparison researcher conducted the t-test and Levene's test was applied for variance equality. The findings of the study revealed that gender do not impact the loyalty and no significant relationship was noticed between gender and loyalty because both men and women are loyal regardless of the so called gender perception as concluded. "Cause

marketing” results for loyalty towards brands and regularly upwarding of profits from both genders (Shayon, 2011)

Valentyna Melnyk, Stijn M.J. van Osselaer, & Tammo H.A. Bijmolt Are Women More Loyal Customers Than Men? This study also came up with similar theme but with something different result along with some five other investigations where gender based differences in loyalty was examined with study 1, whereas with the use of study 2 potential differences of loyalty between women and men was examined. The researcher here wrapped up the study by saying that the vacuumed generated just because of the gender as females are more dedicated by morals and conscience decisions rather than men [Beekun, R. I., Stedham, Y., Westerman, J. W., & Yamamura, J.H. (2010)], [Morrell, K., & Jayawardhena, C. (2010)], [Lund, D.B. (2008)]. [Sun, S., Fan, X., & Du, J. (2016)] discussed men favouring in cyberbullying preparation. In 1999 the study of [Whitley, B.E., Nelson, A.B., & Jones, C.J. (1999)] men favoring in cheating. The study forwarded the idea based on these five studies that men and women behave differently in terms of loyalty doesn't matter whether it is individuals, groups or group like . It further entrusted on saying that women are much more devoted to their personal interests rather than men whom are to their groups.

FACTORS DETERMINING THE BRAND LOYALTY OF WOMEN FOOTWEAR CUSTOMERS – A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY

M.MEENAKSHI DR.R.SAVITHRI This study's was executed to identify the concerned variables that may impact the women's loyalty towards brands in footwear industry assigning the concept associated with Prominence that got its stems from the statistics that women represent around half of the world's inhabitants and justified for about 85% of global buyer expenditure (abdulkader and abdulkader,2019) Through this study researcher distributed a structured questionnaire in research area of Chennai City. The primary and first hand data was collected and analyzed with use of both descriptive as well as analytical methodology utilizing a random sampling of 511 respondents. Likert 5 scale approach was used for ranking variables and concluding further on base of these rankings.

The Antecedents of Female Customers' Satisfaction with Online shopping in Bangladesh

Md. Sayed Parvez 1* Jubayer Suhan2 stated that evaluation of female customer satisfaction categorized under the term 'feminism' is continuously becoming more and more important along with gaining popularity of electronic commerce studies preferred women, which incline towards online shopping [Liu, W.Y., Lin, C.C., Lee, Y.S., & Deng, D.J. (2013)], activated social networking sites [Lin, X., Featherman, M., & Sarker, S. (2017).] purchasing habits [Seock, Y.K., & Bailey, L.R. (2008)], [Kim, D.Y., Lehto, X.Y., & Morrison, A.M. (2007)] In this study, Researcher used a questionnaire to conduct an empirical study with approximately 222 respondents that were approved for further investigation. With use of SPSS in contrast to t-test analysis, technique which employed was likert scale to validate the extreme expression of female

attitude. In the study around six more criteria's were also covered considering as important factors for female customer satisfaction.

A study THE CUSTOMERS' PERCEPTION OF THE SELLERS IN THE CONTEXT OF GENDER DIFFERENCES Jana Kovaľová¹ Ivana Ondrijová² Dagmara Ratnayake Kaščáková³ was based on objective of determining. Spending of more time on shopping [Chang, T.S., Chang, T.S., Yeh, H., & Yeh, H. (2016)] rather than a man. The best shopping impetuses for women: adventure fashion, and value and most of all is the brand evaluation; and for men it is : cost cutting and expediency [Segal, B., & Podoshen, J. S. (2013)], while men are for brand evaluation [Bhaduri, G., & Ha-Brookshire, J. (2015).]. The way how customers perceived value of brands with subject to gender. With 243 respondent consisting 112 male also 131 female customers a differential analysis study was applied. To process the data T-test was used, and for statistically processing the results SPSS 20 was further utilised. Here it was revealed that the customer's buying behaviour was influenced by the way how the seller is perceived depending on gender base differences.

MARKETING STRATEGIES FOR FEMALE CONSUMERS IN INDIA: A STUDY OF FEMALE PSYCHOLOGY AND BEHAVIOUR IN INDIAN MARKET conducted by **Lavina Khilnani**, the researcher here integrated the marketing theory with the case study for sake of getting a conclusion Difference in perception can create inadvertent divergent messages about the company/product (Levit, 2012).about the crucial importance of client research. With the help of this research, the researcher has agreed on conclusion that the various roles played by women in today's society i.e. their spending power, coupled with their demand linked with the willingness, have claimed the reason for which a business should concentrate primarily on women in today's competitive world (H Craft & J. M Weber 2012) stressed to change the technique used for marketing to women suited to contemporary requirements. Best for a woman will be word of mouth. Out of 800 people who completed the study's questionnaire was completed with total of 800 populations out of which 550 women were justified for further study. The data was in the first view analyzed with a percentage parameter. In order to have a significant share with an assured success rate in today's competitive market there is a dire need to get women focused an understanding the spirit of a women and conformity with needs can be a best marketing message of today (Babiker, 2017, p.7) as a central nerve.

Zeynep Arsel, Kirsi Eräranta, and Johanna Moisander resulted whether gender if not a cultural concept then rather not a naive one also. Emma Allen cited an example of the campaign endorsed from the famous beauty brand dove 2004 which created a history by setting an example of brand first time applying and totally depending on femvertising [Stuhlmacher,A.F., & Walters,A.E. (1999)] men favored negotiation outcomes. While women good relations and favored satisfactions, men focus on higher pricing [Huang,J.H., Jin,B.H., & Yang,C.(2004)].In a very short span of time, this very campaign attracted to be in center of discussion under the national boundary. This initiative was taken as a new startup of social corporate responsibility (CSR) men favouring for care about insurance [Aseervatham,V., Lex,C., & Spindler,M. (2016).], [Luciano,E.Outreville, J.F., & Rossi,M.(2016) [Stanislawski, A.J., & Meier, K.J. (1998)].

moreover, male are more influenced by sensual confrontations in advertisements comparing to women [Kim,J.(2016)]. [Goh, T.T., & Sun, S. (2014)] stated right side of e- advertisements is for women while left is for men, Selling the theme of feminism helped Dove to be established as a financially and socially successful beauty brand under the perview of world.

In the study conducted by Freihat et al. (2021), researcher claimed pink marketing to be word of is a contemporary prevailing marketing approach innovated since the start of the twenty-first century (Massoudi, 2020), and which significantly refers only to women and also all marketing initiatives targeted only at women.

According to Furaji et al. (2013), male and female customers justifies advertising and promotional communications accordingly three discrete styles that she recognizes for involving with are verbal, visual and touch. (Joy, 2006). because as per psychological ground are more influential for women , because of psychological difference in between motivation behind each purchase differs for a women comparing to a men consequently, women's buying behavior varies to a men (Fares, 2020,p.4).women are taken as more emotional .They are more pre occupied with emotion rather than reason. Likewise, Chen, Su and Widjaja (2016) pointed out that social commerce plays a major role in being played by social commerce for sake of attracting new customers and also in increasing the instinct purchasing and Dennis, Morgan, Wright, and Jayawardhena (2010), social media marketing is more impactful to influence buying behavior of young women, in short, it can be better way understood that a women can be better way persuaded by mental experiments just because of being an emotional person rather than a men.

In the Survey conducted by Bustle(2017) out of total, 81% female millennial of the sample were of opinion of taking social media, particularly Instagram, Facebook and Pinterest etc as the greatest channel for marketing partners to communicate with target female customers. Because, this is female consumers that are using more and more social media .And one more thing that was concluded in this study was that it was quite tougher for influencers to selling to men.

A study conducted by Nandkarni et al. (2012) and Sun et al. (2018), researcher tried to assure in favor of feminism. Here the researcher pointed out that a significant part is played by the gender of the consumer in boosting trust with the use of social media. In the study conducted by Serganga et al. (2018) also disclaimed that women used to visit and spent more time on daily basis at Facebook compared to men, that is related to their propensity to engage in more social interactions. Nadkarni et al. (2012) in his study tried to assure about the use of social media by female consumers as a communication and information collection tool.

There are accordingly differences in reasons to interact and to make purchase decisions depending on gender of the consumers as stated by Marti Barleta. The male gender as per researcher merely desires the each transaction to take place while the female one is considering developing a relationship. Gulco, (2016) and polce lynch et al. (1998) expressed women more at communicating in their research , taking them more expressing and major identifier of different

stimuli as compared to men. For ex: women perform emotionally in purchasing decisions (Baker, 2012).

Feminism supported literature and feministic research has been considered as a subfield of the relevant mainstream of existing marketing literature, occupying a niche, as pointed by Brown and Stern.

Relevance of study:

- For future long term stability and growth of business can be better way acknowledged by concentrating women consumer.
- It would strengthen women empowerment could be strengthening faster and will in turn offer better way of living standard to female community.
- Motive of high margin profit of a business can be achieved with the strategy favoring feminism.
- Whether government or private no matter whatever the institution could strategize accordingly after using the data of study.
- Ever expanding role of women in marketing still required some awareness with little research work based on feminism in marketing and no doubt this study will help to aware.

Delimitation of study:

The study being based on reviewing only a limited number of studies and is also further expected to be based on limited area wherever the result will be used to generalized as a general phenomena. Collected responses may vary accordingly as per literacy level demography, factors related to phycology and many other determinant .Few other considerable variables which may also impact the results and findings of the study had also been ignored. Researcher here as per knowledge is expected to apply convenience technique for selection of sample size and format that might also impact the validity of the result to some extent. For one more limitation of the study, it can be said that the Study fails to include men although this group also affect the survival as well as the growth of the business.

Research Gap:

Shopping was better way described by Dholakia (1999) as a “gender based activity”. Although there is an exponential growth noticed in research on gender in the field of marketing and buyers behavior over the last two decades, still there is a great need for more investigation required in the relevant study subject. Despite progress continued since decades for taking women at equality in the area of marketing that well acknowledged gender gap is still in prevalence in the economy and society. Not only just because of being a significant social and morality ground concern, this gender inequality also tried to attempt a severe economic challenge and, For sure if not completely ignored, this concept has not given sufficient and required attention in the market for women. All the related reviews of the studies mentioned above had highlighted the worth of a feministic marketing strategy. Although numerous studies have been conducted in this concerned field, but (harward business review 2009, Boston consulting group)

felt disappointing while explaining that there is still high potential generating a vacuum for development of this concept. Women are the drivers of economic growth the world around. Because collectively, share of growth market concerning to women counter more than twice the total size of India and China, but still this segment as we surveyed felt that retailers didn't take them seriously (HBR,2009).

It further also explained by saying the concerned sector felt under deserved as well as undervalued in the prevailing marketplace. Furthermore, at the era of the Great Depression, it was pointed out that studying and addressing the requirement of women would be critical for stimulating the economy further which is exactly where the secret to buyer's loyalty coupled with explosive growth and exponential market share lay. Women must be focused in the marketing themes of majority of brands' and also in overall brand strategy. Al-Zu'bi and Almajali (2015), shopping obsession is much more normal in women. Also, Johar (2015) noted that women being more fascinated to get involved into online purchasing compared to men also concerned for brands concept as well as trademarks make them not to get inclined towards price.

Jack trout the business guru correctly portrayed the reality in a single line by saying that they are ready to buy a lot of stuff, but not sufficient options are available for them.

As of Catalyst report professionals reflected that women regulate more than \$31.8 billion of global expenditure. Persona Design in its study provided lots of examples from current prevailing market supporting the concept of feminism. Also according to a study organized by YouGov Research (2020), brands still need to work a lot of more if they wished to break the chains and wanted to be free from typical prejudices of the prevailing scenario and expecting to create a more enthusiastic status of women especially in the field of marketing.

Conclusion:

As it is well stated in a line by saying the consumer market would have been feminine if it had a gendered perspective. Also it is expected that the next international growing market is to be of women. Women as favored by lots of researchers with proving to be the most influential consumers of the market, and also expected to be much further in upcoming next ten years. It is estimated that this stimulus will increase further also positively. Although, world have initiated on categorizing females wants and requirements as a targeted market fragment (kraft and weber,2012; alexander and melnyk,2016) but if we talk about the Indian scenario it is lagging much behind as per the capacity so positively still much more is required at India level. Although as the idea behind the study is not to alienating males; rather, as the highlighted by the Guardian report without disapproving marketing to men, if business use to target women, it are more likely to competently approaching men as well. Women are unquestionably a major target based on demographically for businesses, regardless of what the business is going to sell.

Companies are betting their future on a brighter and winning concept by investing in females in evolving nations. This significant consumer will harvest a win-win situation.

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