

## MARKETING & ADVERTISEMENT STRATEGIES FOR WOMEN CONSUMERS

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### ABSTRACT

*Today a woman uses her knowledge and wisdom to make decisions. They are financially independent and strive to realize their own worth. This article basically explains how modern marketers create marketing strategies from the three main elements of product, price and communication, using the same good analysis and research on the psychology and behavior of female consumers. Marketers use this information as a guide to create products that meet customers' physical and emotional needs; Set the right price to attract women and then communicate effectively with female customers to build on-going trust. This article attempts to combine business theories with statistical data and concludes that in intense business competition, customer research will be the method to develop business ideas. Statistics speak for themselves and confirm that women win the buyer. Many small business owners are so focused on selling to everyone that they often overlook simple questions that can have a big impact on sales. Compared to the male consumer market, marketing mixes strategies differently for the female consumer, including strategies such as product, design imagery, product copying, packaging, pricing, distribution, advertising, and personal selling.*

**KEYWORDS:** Women, Decisions, Consumer, Marketing Mix, Behavior of Female.

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### Introduction

Today, depictions of men and women appear in all kinds of media, radio, newspapers, television, film and gender equality are constantly making news and giving priority to plans. In fact, it is almost impossible to pick up a magazine or newspaper without coming across at least one article about women's changing social, behavioral and lifestyle influences that affect home culture.

Nowadays, depictions of men and women are abundant in all media, radio, newspaper, television, cinema and gender-related issues, people often make news and become the main source of plans. It is almost impossible to pick up a magazine or newspaper without coming across at least one article describing the changing social, behavioral, lifestyle and family status-related behavior of women. Women are becoming financially independent.

### Review of Literature

Customer loyalty is defined as the perceived importance a customer places on a product (such as a product or brand, promotion or purchase) based on product needs, values and satisfaction (Salomon et al., 2004). According to O'Cases (2000), many customers' involvement in understanding customers' behavior regarding products can be associated with products, messages and sensors. Zaichkowsky (1986) noticed that the past participate is (a) the person modifier (b) the object or stimulus and (c) the modifier.

Activities can lead to different types of engagement (products, purchases, and marketing) rather than differences or interactions. Previous studies have shown that consumers interact with different types of products and that interaction with consumers leads to different types of purchasing behaviors and

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behavior. (Mittal and Lee, 1989; Tigert, Ring and King; 1976). According to Backewell and Mitchell (2003), many environmental factors affect young buyers and distinguish them from older female buyers. Young women need to spend more time shopping and using products as entertainment than older women. According to Zelezny et al. (2000), in a study examining women's behavior, found that women were safer when shopping than men.

### **Marketing Reasons for Females**

This study concluded that the various roles of modern women in society have given them the following four segments of business women: First, modern women have earning power. For marketers and advertisers, their wallets are a big temptation. From the workplace of a small manufacturer to the office of a luxurious CEO, from the classroom of a small school to the disciplinary level of a prestigious university, from the community office to the international conference, women appear everywhere and everywhere. . High-paying jobs and leadership are not the preserve of men. 60% of female respondents earn more money than men, this is normal. So it's only natural that marketers are turning their attention to modern women's bags.

Secondly, women's electricity consumption is also very good today. Women are still the recipients of the head of the family. Although women make up only half of the total consumer market, their multiple roles make them the majority of purchasing decisions. Also, home appliances, cars, houses, etc. When it comes to big purchases like this, most men seem to make the decision, but if the mother doesn't like the product, the sale is less complete. . A businessman once said, "Women are one of the greatest resources in the world" and argued that "it would be foolish not to work for women."

Finally, women's needs and desires are quite high today. Women have a desire to make everything cute. They can't get enough of their extravagant clothes, hundreds of pairs of shoes, and countless different hair and cosmetic products.

In fact, today's women are a very powerful and attractive consumer market. It's time to realize that female consumers are too powerful a force to ignore. If companies are interested in taking success to the next level, they should make plans to ensure they "have women." Large international companies operating around the world began to realize that women's economic power would not affect their business and began to invest more energy in studying the behavior and psychology of female consumers in order to make the product "just right for her."

But if marketers continue the old housewife stereotypes without writing down women's behavior, attitudes, customers' preferences and others one by one, it will not be easy to attract women's interest and attention. Many businesses still view women as "minority" or niche customers. This "minimal thought" can lead to significant changes for female customers because it does not leave women in their rightful place, because the needs and desires of the majority of customers form the basis of business ideas.

### **Products for Meeting Women's Need**

Marketers must bear in mind what's the value of ladies, what ladies cherish, what they take faith in, what they watch about, what they appreciate, and comprehend the knowledge- sense and perceptivity of their ladies as compared to the minds of men- effects and theorems. The product developer can only produce the true product "fully fit for her" with the backing of womanish studies.

According to Webster (1997) the effective organisation of the future will be client- concentrated, not product- concentrated or technology- concentrated, handed by business data moxie that connects the client's voice to the entire value distribution process of the company. Successful marketing organisations will have the needed chops to handle colorful strategic marketing procedures, numerous of which, until lately, haven't been effective.

Products for the Changing request of Women guests If a product is determined to win the cash of guests, the dynamic change in the marketing terrain should be a problem. It's possible to divide the marketing terrain into the competitive terrain (including the business, its direct contender and guests) and the macro terrain (the broader social political and profitable terrain in which the organisation works).

Mindfulness of how the terrain in which marketing takes place is altering when designing and enforcing a solid marketing approach. In a word, the station of women's tone- regard is likely to be a vibrant, continuing system. The change will induce further conditions and demand among women guests, which in turn will give businesses with the sapience into altering surroundings more openings.

### Products for the Various Sections of Female Markets

We can't anticipate that all females should work with a piece of item or publicizing plugs. Neither the market for ladies nor the market for men is just about as homogeneous as it used to be. Ladies play out various jobs today and have an expansive assortment of mentalities about their situations in the public eye, and females change and vary from one another relying upon their thought of significant worth, age, instructive degree, profit, occupation, and, surprisingly, social foundation. Simply endeavor to exhibit from the age viewpoint, we can discover that moderately aged ladies beyond 40 years old who are hitched will generally put a ton of accentuation on their family and they spend a ton on their children. The little kids somewhere in the range of 21 and 32, be that as it may, who frequently have less monetary pressure and family trouble, will generally burn through all the money they have acquired. The different purchaser associations in this manner need unmistakable items to meet their prerequisites. That is the point at which the division of publicizing grew up.

As per the division of females in America by Del I. Hawkins; there are no less than four significant female market fragments.

- **Conventional Housewife:** wedded overall; favors remaining at home, home-and-family focused, they need companion or potentially children to be satisfied, look for fulfillment from family and family upkeep, feel battled with this help and love and are normally happy with job.
- **Caught Housewife:** wedded overall, They would like to work, but since of small children, nonappearance of conceivable outcomes outside, family pressure, they have no other choice except for to remain at home, doesn't see the value in family tasks, has blended feelings about the ongoing status and stresses over the possibilities previously lost in past.
- **Working Female in Bondage:** wedded or single. They'd prefer stay at home, however they're working for monetary need or social or family pressure. Doesn't get fulfillment or importance from business, appreciates most family tasks, yet absence of time is baffling for her, feels the contention over her situation, particularly when there are more youthful children at home.
- **Working Woman in the Profession. Hitched or Unmarried:** They like to work and get happiness and importance from work instead of home and family. In the event that more youthful children are at home, they experience some contention over their job, however are normally cheerful. For such females home support is a complete clash with their current job and persona. Every female has her own personality and disposition. Concluding which fragment you will target and afterward "treat" each portion diversely is fundamental.

### Research Methodology

The examination was led in light of the need and request of the Indian business to figure out the female brain science and in like manner take the choices to form the showcasing procedures. The examination paper has attempted to comprehend the female point of view of purchasing and direction and the correspondence and promoting methodologies of organizations for ladies customers in the Indian market. With the end goal of study 800 ladies purchasers from everywhere India were moved toward through web-based survey, yet just 580 female shoppers answered.

### Data Analysis and Interpretation

The information was examined on the rate based strategy to keep up with the effortlessness and increment the opportunities to more readily comprehend. The examination of information has closed on significant elements of female brain research and conduct.

### Marketing Strategies for Women

#### • Lower Prices Attract Women

Ladies know about the cost and as a matter of fact a sharp spectator as well, which can make sense of why a few advertisers much of the time advance their deal in "on special" movement. The appealing pamphlets printed for the lower cost frequently push ladies to purchase something they don't require or can't use for quite a while. For instance, a bunch of covers that is practically close to its legitimate time, at its shocked cost will be gotten by ladies in their shopping basket; they might utilize one piece of the veil back home. Two or three shoes that cause lower leg's aggravation after a long walk inferable from its low quality are much of the time bought by a lady in light of the wonderful plan of the shoes and the tiny expense. For sure, she just wears the shoes once after she possesses it on the grounds that the lower leg torment makes her put the shoes in her storage room. It is the "marked down

value" allurements and we frequently refer to this way of behaving as "motivation buy." Ladies like "drive buying" to guys since guys frequently care less about the expense yet about the capability and convenience of the thing. Virtually all females have the experience of drive buying for anything going from attire to food, beauty care products to domestic devices just by the method for "truly super-lower-cost" appeal. 84 % of the ladies respondents were of the assessment that low evaluating is one of the huge variables for the buy choice.

- **Higher Price Meaning Quality**

As the expectation for everyday comforts has filled over the most recent couple of years massively, most ladies clients have begun putting a great deal of accentuation on quality and highlights. A lower value drop can seldom make them scramble for the merchandise. Then again, the special advantage mission may in some cases unfavorably affect the picture of the brand and truth be told it further confines the limited time worth of the brand. Numerous items that seldom utilize the cost approach appear to almost certainly cause the inclination of ladies since they were considered to have long haul notoriety and excellent norms. 60 % of the female respondents accept high evaluating implies top notch however 42 % of the respondents actually really like to go for the brands offering low value regardless of the huge contrast in the quality advertised. As such, it is a long way from developing a dedication to a brand to depend on a diminished expense way to deal with help deals.

It could have the option to help deals in a brief time frame, yet entirely it's simply a "phony reliability" upheld by low costs. The organization ought to lay out a truly engaging system of reimbursement and estimating in view of the segments of unmistakable female clients and their related brain research and cost esteem. Be that as it may, since the market has cost touchy customers, consequently the advertisers foster the different showcasing methodologies for various classifications.

#### **Findings**

- Larger part of the ladies respondents were of the assessment that low evaluating is one of the critical variables for the buy choice.
- Larger parts of the ladies respondents go with their buying choices on others' counsel as opposed to giving significance to their own viewpoint.
- Study has reasoned that distinctions in sexual orientation truly do exist regarding building mentality towards in vogue clothes and brands.
- Contrast in age and pay isn't critical comparable to purchasers' favored brands or outfits.
- Female purchasers have major areas of strength for a that high evaluating means top caliber

#### **Suggestions**

##### **Suggestions on Overall Marketing Strategy**

These days, the quintessence of "ladies' extraordinary items or exercises" with the trademark of regarding ladies is to ceaselessly develop orientation division and orientation generalizations, even orientation segregation. The most exceedingly awful thing is that this sort of items or commercials really builds up the generalizations of various sexes, amplifying the impact of disparity, and it not simply loses their female clients as it were. Hence, some female advertising methodologies flopped totally, yet in addition caused awful friendly impact. Clearly, the motivation behind why they fizzled is that they just intended to draw in clients and further develop their deals volume as opposed to zeroing in on female themselves seriously. Those techniques are phony female promoting. Looking at Nike's system above, everybody could see Nike's work on assisting ladies with breaking generalizations. Their Air Jordan series shoes offer various sizes to ladies from tiny to extremely enormous, which could cook all females' actual qualities. Besides, those shoes address that ladies likewise have privileges and abilities to play ball. These address that items ought to cause ladies to be more helpful and agreeable, to break the generalizations for ladies as opposed to limiting them to shows and conventional contemplations. Additionally, as indicated as a visual demonstration of Nike, companies should give themselves to the foundation for the government assistance of ladies or young ladies essentially, which will win high notoriety for their brands. Words express stronger than deeds, so the viable way of behaving is a fundamental piece of female showcasing too. The significance of women's activist power causes women's activist promoting to be a pattern in the publicizing business. Female promoting can stand out for shoppers and increment the social impact of brands. Be that as it may, organizations driven by interests are frequently unfit to get a handle on what is promulgation and what is selling. In the event that

organizations don't control the level of female advertising and don't have the foggiest idea what is a proper method for showing their interests to ladies, the showcasing systems' impact will be the inverse. In this manner, the primary idea about female promoting that proposals to Chinese brands is that the name of "female advertising" and "ladies' privileges" can't be manhandled yet rather with earnest activities that disturbing about ladies. A brand that truly upholds orientation equity doesn't have to discuss women's liberation the entire day. Purchasers are very savvy. They know when a brand is scouring problem areas to take care of ladies, when they are truly working for ladies, and when essential, they will stand along with these brands and stand up. Through credible close to home reverberation and comprehensive activity to do female promoting, the brand can truly move customers, not by selling a Shirt with "I'm a women's activist". It ought to be constantly recalled that female promoting isn't showcasing for advertising.

### **Suggestion on Product Strategy**

If endeavours have any desire to work effectively in female promoting, it is important to have a profound comprehension and handle of the qualities of female shoppers' way of behaving, and it is likewise important to make comparing showcasing techniques as per the qualities of female buyers' ways of behaving to direct female customers to consume. The conduct qualities of female shoppers are not quite the same as those of different gatherings. Female customers are more personal in the selection of merchandise. As per the perception technique, the fundamental presentation is as per the following: Female shoppers connect extraordinary significance to the lovely appearance of items; the close to home attributes of female purchasers are especially clear when they purchase merchandise; female customers seek after quality and security of items in utilization exercises; female buyers focus harder on cost execution; female purchasers seek after uniqueness and variety of character. Thus, through the above investigation of the conduct qualities of female shoppers, this paper advances the accompanying four designated female showcasing ideas for Chinese ventures.

All things considered, Chinese organizations need to make wonderful and remarkable items to cater ladies' inclinations. Beginning from the bundling and appearance, ventures utilize the novel, choice and wonderful appearance to meet the main great impression of female purchasers, in this manner prompting shopper ways of behaving. Plus, the nature of items is smarter to be in an undeniable level. Ladies' shopping experience is exceptionally rich and important for the utilization of the item, which requires the item not exclusively to focus on the presence of the delightful, yet additionally to focus on the common sense. Female customers will consider whether it is important to purchase items as indicated by their own shopping experience. In this manner, just when the quality is better might they at any point gain additional appreciation from them. Also, partnerships ought to feature the proficiency and capability of their items to draw in additional female buyers, since ladies really are shrewd and down to earth. Likewise, the excellent assistance is essential. Obviously, top notch administration can meet the mental requirements of female buyers, in order to safeguard their confidence. Ladies are touchy and profound. Consequently, endeavours ought to complete exhaustive preparation for deals and administration staff to bring persistence and cautious help insight to shoppers, improving their unwaveringness and great impact on brands.

### **Suggestion on Price Strategy**

As per the overviews on factors impacting female shoppers, cost is the fundamental thought of female customers when they purchase an item, so the great quality and reasonable cost of the item are exceptionally famous with them. They will set a normal cost level, and in the event that items surpass it, they will have a mental dismissal. During the time spent buying products, ladies frequently associate the cost of merchandise with their own will and feeling. A few ladies imagine that the value level of an item is a characteristic of their social climate status and self-development, while others focus closer on the expense execution of the item. Thus, Chinese endeavours ought to have an exact situating and acknowledgment of their items and arrange them, and afterward plan sensible costs as per request arranged evaluating and differential valuing, so ladies can get different mental fulfilment in the proper costs of various types of products.

### **Suggestion on Promotion Strategy**

In view of the above examination of Nike ladies' showcasing model, simply by picking the correct method of female advertising might Chinese brands at any point accomplish the normal advancement impact. In particular, the promotions that target ladies ought to be fitting and significant. This sort of publicizing ought to be delivered according to female clients' viewpoint, drawing ladies'

advantage and impact them. It is actually significant that organizations can't extend the generalizations of ladies and broaden the hole among female and male inadvertently. In addition, an ever increasing number of new media show up these days. Chinese organizations should jump all over the chance to promote through different new media and widen exposure channels. Taking everything into account, Nike's exercises are a fundamental piece of their female promoting. Chinese companies need to gain from that technique. For the advertising towards ladies, one of the most fundamental things is that brands ought to tell ladies the specific and earnest worry about them. For this situation, the best strategy is to pass care and understanding on to female by holding exercises and taking part good cause about ladies. Enterprises should recollect that activity is superior to heart. Consolidating markdown advancement with a decent shopping environment would be better.

### Limitations

- The review has been finished on a particular time, had the longitudinal impact of the review been viewed as the outcomes might have been unique.
- The review has not taken every one of the components of female brain science, a lot more factors can be contemplated to close on additional substantial outcomes.
- The review has been directed in Indian setting; results could contrast for the exploration in western business sectors.
- The review has utilized the rate based technique for ends; there can be different other quantitative strategies for investigation of information and its translations.

### Conclusion

Ladies customers are closed to be the more intelligent buyers than guys. In this way the showcasing systems become more female centered. However, issues have been found that organizations become so engaged in drawing the female customers that they neglect to comprehend that there can't be the widespread use of advertising techniques with the general populace of the female market. The review has subsequently called attention to the areas, for example, cost and advertising correspondence methodologies which must be outlined remembering the female market direction towards the various classifications of items.

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