



## The Role of Pink Marketing Mixed Elements in Women's Cosmetic Purchase Decision

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### Abstract

The aim of the present study was to investigate the role of mixed elements of pink marketing in the purchase decision of women's cosmetics. The research population included all Iranian women who buy cosmetics. The research sample was female customers of online cosmetics stores. The research method was descriptive-analytical. Library method was used to collect data. After studying and reviewing the findings, the results indicated that pink marketing was an activity that was done either for or by women and it included a group of activities called marketing mix elements, which were formulated according to the needs, desires and psychology of women to influence women's attitudes and behaviors. Pink marketing was very important for the organizations that use it. Because it had an impact on the purchasing decisions of women who constituted a huge group of buyers. Pink marketing was not only limited to women as customers, but also to them as marketers when they influence the purchasing decisions of customers. Pink marketing was not limited to the use of pink in products, but included any product directed at women and could be any other color. Also, one of the most basic mixed components of the pink marketing that affected women's purchase decisions were direct, indirect and electronic distribution channels and sites. Advertisements also affected women because in pink advertisements attention was paid to the women emotional aspect and feelings. Pink price and pink distribution of products at the right time and place were among the factors that influenced women.



## Extended abstract

**Introduction:** Attracting customers' attention in today's competitive world has become one of the most challenging objectives of any business. Women are an important segment of the retail market and this group of customers enjoy shopping more and think differently than men. These differences in turn affect their purchasing behavior. Since women make up half of the world's population and accounted for about 85% of all consumer spending. They consider the main players in economy, marketing and any other activity in life. For this reason, marketing to women reveals essential ideas for success in marketing products and services in the women's market. When organizations understand and meet women's needs, they can succeed in developing and increasing market share. On the one hand, color, as the most important element in visual design, does not only give products an aesthetic appeal, but also conveys information that consumers rely on when judging the characteristics of unfamiliar products. One of the areas of women's consumption in Iran is cosmetics. Pink marketing is a marketing effort that seeks to meet the needs and desires of women in the field of goods and services, through the collection of marketing information in accordance with their attitudes and tastes. Pink marketing includes all marketing activities including product, price, distribution and promotion to customers. Pink marketing not only focuses on aspects of marketing that target women as customers or buyers, but also aims to address the role of women in serving marketing areas, whether those serving female customers or marketing initiatives and issues. The current research was purposed to investigate the role of mixed elements of pink marketing in women's decision to buy cosmetics.

**Methods:** The statistical population of the study included all Iranian women buying cosmetics. The research sample was female customers of online cosmetics stores. This research was designed in a descriptive-analytical way. Library method was used to collect data.

**Results:** After studying and reviewing the findings, the results indicated that pink marketing was an activity that was done either for or by women and it included a group of activities called marketing mix elements, which were formulated according to the needs, desires and psychology of women to influence women's attitudes and behaviors. Pink marketing was very important for the organizations that use it. Because it had an impact on the purchasing decisions of women who constituted a huge group of buyers. Pink marketing was not only limited to women as customers, but also to them as marketers when they influence the purchasing decisions of customers. Pink marketing was not limited to the use of pink in products, but included any product directed at women and could be any other color. Also, one of the most basic mixed components of the pink marketing that affected women's purchase decisions were direct, indirect and electronic distribution channels and sites. Advertisements also affected women because in pink advertisements attention was paid to the women emotional aspect and feelings. Pink price and pink distribution of products at the right time and place were among the factors that influenced women.



**Conclusion:** Makeup and beauty is a phenomenon that is given great importance in today's era. Today, women and girls in the society are more inclined towards this direction than ever before. Pink marketing is done to use mixed elements of women's pink marketing to satisfy the needs and desires of women through it. Women pay a lot of attention to details when buying goods and services, so this aspect should be considered in the marketing process, and since women's purchases are associated with hesitation, marketers should be patient in dealing with them. Pink marketing is of great importance to the organizations that use it because it has an impact on the purchasing decisions of women who constitute a huge segment of buyers. For a woman, the shopping process is essential in her life, because she considers it a means to satisfy her needs and desires, as well as a means of entertainment. Organizations can influence women's purchasing decisions by using different pricing methods such as discounts, free samples, and other methods. Pink marketing includes any product that is marketed to women and can be any other color such as red, yellow, orange, etc. Also, designing products that are compatible with women's personality and spirit has an impact on women's purchasing decisions. Distribution of products in terms of continuous and non-stop delivery is especially important for women. because sometimes a woman may buy a product and after some time when may she needs to buy it, she might not find it in the market. In general, due to the vital importance of pink marketing and its impact on women's decision to buy cosmetics, active companies and organizations in the field of cosmetics industry, it is necessary to pay attention to the plans, desires, needs and emotional preferences of women. Also, pay attention to pink marketing and pink price because they have the most positive impact on women's purchasing decisions. Price is considered one of the main factors in women's decision to buy cosmetics, so the price should be proportional to the quality of the cosmetic product and along with offering special prices for women.

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