



An examination of the rhetoric and “reality” of pink marketing in Islamic society

التسويق الوردي بين المفهوم الأدبي والواقع في المجتمعات الإسلامية

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Abstract

This paper is a survey of the pink marketing's reality in Islamic societies and how to apply it according to the Muslim women's privacies and religious obligations, where we try to highlight the specificities of this new concept and show the pink marketing mix.

This paper identifies the pink marketing , specially pink product, pink pricing, pink promotion and pink distribution and address many examples of Muslim women's marketing practices in our communities and we go out to do some serious recommendations.

Key Words: Pink Marketing; marketing-oriented to women; Muslim women; Islamic Marketing; Islamic society.

الملخص:

هذه الورقة البحثية عبارة عن مسح لواقع التسويق الوردي في المجتمعات الإسلامية وكيفية تطبيقه وفقا لخصوصية المرأة المسلمة والتزاماتها الدينية، حيث نحاول إبراز خصوصيات هذا المفهوم الجديد والتعرف على عناصر المزيج التسويقي التي يتركز عليها.

نعالج الموضوع بطريقة وصفية بدءا بتعريف التسويق الوردي بصفة عامة، المنتج الوردي، التسعير الوردي، الترويج الوردي والتوزيع الوردي مع التطرق إلى أمثلة حية توسع دائرة الرؤية إلى ممارسات تسويقية موجهة للمرأة المسلمة في مجتمعاتنا ونخرج بذلك إلى بعض التوصيات الجادة.

الكلمات المفتاحية: التسويق الوردي، التسويق

1. INTRODUCTION

Pink marketing is one of the most important activities of modern organizations, and it is a new entry point for any organization targeting women as a consumer or as a carrier of marketing information. The organization's success in carrying out this activity determines to a high degree the extent of the success that can result in its successful marketing operations. Hence, the researchers' desire checks this modern activity on the ground of reality in all regions and societies.

Organizations are also realizing at present the importance role that women play in the success of their policies and in achieving their goals as a consumer, and they can work in the market only through special targeting of this category, this importance for women as a target consumer and activities that The marketing organizations recorded about the decision-making ratios in the family according to gender, especially in Islamic societies, among which are the most important of the following:

- Women's purchases represent 75% of all purchases in the Islāmic world, and 46% of all purchases in Saudi society, from health care products, cars and equipment.

Women's expenditures account for 58% of all online expenditures in the Gulf countries and the Middle East.

- Women's expenditures in the world represent about \$ 20 trillion annually.
- Women bought about 58% of cars in the American market, and their impact extends to 80% of purchasing decisions in the auto market there.

Hence, this study came about the reality of pink marketing in Islamic societies and the extent to which the targeted women are satisfy with it, which enables us to make some recommendations that are proper for the Islamic environment.

Study questions:

What is pink marketing reality's in Islamic societies?

What is the extent of Islamic women's satisfaction with the reality of marketing pink in her community?

The objectives of the study:

- Recognize the reality of the marketing mix pink in Islamic societies.
- Quantify the degree of Islamic women's satisfaction with the reality of the pink marketing mix in their society.
- Come up with recommendations and scenarios that may improve the reality of the pink marketing mix in Islamic societies.

The study hypothesis:

The first hypothesis: Most Muslim women are satisfied with the reality of pink marketing in Islamic societies.

The second hypothesis: The satisfaction of Muslim women depends on the compatibility of the pink marketing mix presented to them, as satisfying the needs and desires of women requires the development of an integrated marketing mix.

The third hypothesis: Adopting efficient and pink marketing requires linking mainly to market characteristics and requirements, and adopting an integrated information system that ensures the flow of information related to the development and renewal of products and selecting the lines of its efforts from the lines of the company's efforts.

Study methodology:

The research paper aims to show pink marketing's reality in Islamic societies and measure the satisfaction of Muslim women with these practices. To achieve this, we have adopted the use of descriptive and analytical method using the survey methodology for some pink marketing practices in some societies.

The information and data used in this research are based on information, secondary data, and primary data.

Secondary information and data: It includes information drawn from books, references, studies, electronic publications, and electronic publications and publications.

The preliminary data were obtained from the information obtained by the previous researchers; it was scrutinized and linked to the current Islamic reality.

Spatial and temporal Limits of study:

The study covered the period from the beginning of 2004 (the emergence of pink marketing mechanisms in the world) to the present day. The study covered the Muslim community and Muslim women in particular, meaning all territorials with a high density of Muslim women.

2. THEORETICAL FRAMEWORK AND PREVIOUS STUDIES:

2.1 Pink Marketing Concept:

It is one of the new terms in marketing, which represents one of the factors that most international companies have exploited in its application, and it can be called "women marketing" or "women-oriented marketing".

Pink marketing defined as all activities and marketing efforts targeted at women customers, from product, price, distribution, and promotion in a way that suits women, in the target market and in the period specified for it. Also,

pink marketing is those marketing efforts implemented with the knowledge of women or targeted to women clients or marketing to and from women.

It's also a marketing strategy based on targeting women , so that the marketing techniques used by the company are more influential in women than their impact on men, because the women's psychological nature differs than men's psychological nature , and this means that the motives for buying with women are different from the motives for buying in men. Hence, the purchasing behavior of a woman differs from the purchasing behavior of a man, and we infer more with the words of Sheikh Muhammad Rashid Rida:“The God's preferences for a man over a woman in the system of instinct is only contested by ignorant or arrogant ones; it is larger brain, broader mind, and greater In preparation for science, and a Fate on various works”. (Hassan: 1995).

The first definition focused on the attractive marketing mix for women, while the second definition focused on the necessity to include women in the sales process as workers, and the third definition clarified the marketing's importance in terms of the difference between the motivations of buying between women and men.

The definition of pink marketing can be summarized as “a marketing strategy that studies the needs and desires of women in the target market to achieve them through a marketing mix appropriate to their nature.” What is important in the topic presented in this research paper is how pink marketing practices have been able to target Muslim women and is this latter satisfied On these methods?

The pink marketing mix consists of: Pink product / pink service; Pink price; Place and time / pink distribution; Pink promotion.

The pink product:

Marketers interested in providing a variety of products that are easy to use and fit the nature of the pink consumer. (Broderick, A., Jogi, A., & Garry, T.:2003:p 600) .

And what concerned with the pink product in marketing management studies is the prevailing misconception that the product intended for women is always pink, and when it said in marketing, "pink product" means that it colored in pink, and this is wrong, because the pink product in marketing means all products that the organization directs it with marketing methods appropriate for women, and this does not necessarily mean using the pink color to envelop it or fill it. Products intended for women are either pink or any other color or a combination of colors to suit the target tastes and desires, and this varies according to the nature of the product itself. (Moss, G., Gunn, R., & Heller, J. :2006,p 329) .

The product intended for women must well-studied, especially with regard to the information on it (such as, on the last packaging) (Moss: 2017, p 130). Since women search more information and details of products and specifications than men, they are concerned with every detail and with all information, such as when buying A Muslim woman who is committed to cloths is interested in the quality of the clothes from fabric and detail, the extent of their compatibility with Islamic law, and the suitability of these clothes for their appearance and interested in the number of pieces displayed in the same class as they are looking for excellence in dress more than men, and the mother interested by reading the components of the food product Show it to her children as a housewife trying Muslim rationalization in consumption, which governs the audit information. (Nestorović, Č. : 2016 , p 125).

Also, the pink brand considered be every sign in the market that targets

the mind of a woman, whether it is a word, picture, letter or symbol, and it is most affected by the words spoken that the woman affected quickly by what said to her in terms of positive or negative consumption of a particular brand , so some studies have confirmed that 65% Of the women in Islamic countries, their friends recommend to buy products from brands in the event that their purchasing experience is positive, which affects the sales of this brand.(Harris, P., & Khatami, N. A. :2017).

Today, women in the arab Gulf are gaining an increasing purchasing power that affects various industries. As she entered various fields of work, earning her own money, women developed a deeper insight and understanding of brands. Among the institutions that perfected the pink marketing in the Arab Islamic society was Galaxy when launching its campaign towards women from the age of 25 to 45 years, describing its conditions as silk (the selection of advertising words directed to women) with the aim of promoting their products and as a symbol of signification (choosing the pink mark) and femininity And smooth taste. With her mark associated with many female films and cultural activities (exploiting the influence of the pink mark with the mouth word).(Rodas, M. A., & John, D. R.: 2019).

Pink Pricing:

It's convincing the decisions that taken about the elements of the pink marketing mix are very important, especially those related to the prices that requested for a good or service. And the most important elements of pricing that affect a woman's purchasing decision are:

- Discounts: Discounts are an opportunity to save for Muslim women, and an opportunity to practice the hobby of buying. For some women , follower whatever new in the prices of goods and services, is a good way to enjoy, as they are more likely to tempted by discounts on storefronts than men, according to a study conducted in Jordan.(سيما غالب مقاطف، رائد احمد المومني: 2011، ص

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- Flexible pricing: Flexible pricing has a major impact on a woman's purchasing decision and can be summarized in the following elements: Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. : 2015).
 - Continuing to attract women and make them loyal to the product and to the marketer of the product.
 - The allocation of the commodity and price to the target Muslim woman.
 - Providing price information and its relationship to the product.
 - The electronic auction system can also be used in the case of electronic marketing or electronic promotion where we find, such as, Microsoft participated in the celebration of International Women's Day (Exploiting Marketing Opportunities) through several workshops in Cairo to train Egyptian girls (targeting the highest percentage of women browsing For websites) to help from their application services, and this participation was called the "Women's Ambition Initiative" (the acquisition of expressive expressions as a marketing strategy). This initiative also targeted 100,000 women from the Middle East and Africa in December 2013 (a good segmentation of the women's market in the world). (González-González, C. S., García-Holgado, A., : 2018).

Pink distribution:

It includes the following points:

- Pink design: Pink marketing is concerned with the pink design of the store or the selling site, and this does not mean a pink color for the store or its decor. Rather, it is a special solo design and decoration that attracts the women's attention, because women care more than men in the way of designing the store or the place of providing the service and displaying the product in it, the

smell of faces and the colors of its walls according to what are stipulated in the Islamic Sharia. And the best evidence for the campaign “stop Embarrassment,” a campaign that the Saudi woman “Fatima Karoub” started on the Internet in October 2010, where more than 12 thousand supporters of the campaign participated in it on Facebook. The campaign aims to stop the women’s embarrassment in women's underwear stores and their supplies, by stopping men from selling these products in particular, and by replacing them with women sellers.

- The specialty of the pink sales force: By that we mean that employees in the sales department must select with high experience in dealing with clients who have full knowledge of Islamic obligations and controls (Macintosh, G., & Krush, M.: 2017). Since Muslim women are concerned with how to deal with them. And because women also take more time than men in making the purchase decision, the pink sales force (directed at women) must absorb more and give them more time to think and compare with other products (such as, alternative products) and must also convince them that there are more benefits in The offered product compared to competing products.

Pink Promotion:

Pink Promotion: is more Focusing on emotions: Given that women are more emotional than men, pink promotion always focuses on emotional uses more than makes sense. For example, pink promotion focuses on music (religious songs, for example), colors, certain feelings, for example, feelings of motherhood and tenderness, feelings of love and loyalty..... etc.

Also Pink Promotion need the selection of the adverbs: From most of the terms used in advertisements directed at women, we find: "This is what makes you unique", "This is the secret of your beauty", "This is the secret of your brilliance", because most women search for brilliance, beauty and excellence. With these selected words or phrases, women feel that they are the

only ones targeted. And Muslim women are not far from this.

2.2 PREVIOUS STUDIES:

There are many studies that asked ink about women in Islam and the evolution of Muslim women's perception, but a few rare ones who saw them from a purely marketing angle to that we decided to classify the previous studies in this table according to some elements intertwined with the topic at hand:

Study Title	Researchers	The basic elements discussed in the study
Religion and Women: Islamic Modernism versus Fundamentalism	Mansoor Moaddel(1998)	<ul style="list-style-type: none"> - Islam and women's rights in the marketplace, - Gender roles,
Women Claim Islam: Creating Islamic Feminism Through Literature	Miriam Cooke(2004)	<ul style="list-style-type: none"> - The process of targeting Arab women by Islamic means.
Female and male grain marketing systems: analytical and policy issue for west Africa and India.	Jackson, C., & Pearson, R. (2005)	<ul style="list-style-type: none"> - Muslim consumer behavior, - Gender theory and marketing practice - Marketing Islamic in India and West Africa
Peculiarities of consumer perception in the aspect of marketing to women. Engineering economics,	(Banytè, 2007)	<ul style="list-style-type: none"> - The article reveals the issue of perception as a relevant object of contemporary consumer behavior studies and validates the importance of this variable recognition in the development of marketing to women.

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Muslim women, consumer capitalism, and the Islamic culture industry. .	Gökarıksel, B., & McLarney, E (2010)./ Collective reference	<ul style="list-style-type: none"> - Contemporary Islamic Femininity - Women’s bodies in the market - Methods of targeting women in the Islamic market.
Between Fashion and Tesettür Marketing and Consuming Women’s Islamic Dress	Banu Gökarıksel and Anna Secor (2010)	<ul style="list-style-type: none"> - Contemporary dress for Muslim women - Marketing challenges for Muslim women.
Islamic Branding and Marketing: Creating A Global Islamic Business	Paul Temporal(2011)	<ul style="list-style-type: none"> - The Islamic brand and some effects on women
Promotional tool of marketing: an Islamic perspective	Anwar (2013)	<ul style="list-style-type: none"> - Muslim marketers must be aware of their position and role in managing marketing activities directed at women. The Qur'anic view of man and his resources should be the basis for designing promotional tools and media strategies.
Islamic challenges to advertising: a Saudi Arabian perspective	Akram Abdul Cader (2015)	<ul style="list-style-type: none"> - There are several factors to consider when developing advertising messages and content for Muslim women.
Is Hijab a fashion statement? A study of Malaysian Muslim women	Fadila Grine , Munazza Saeed (2017)	<ul style="list-style-type: none"> - Marketing’s modification in the hijab can be accepted in Malaysia, but the substantial design to wear the hijab is an obligation.

<p>The relationship between media marketing advertising and encouraging Jordanian women to conduct early detection of breast cancer</p>	<p>(Alhawamd eh, 2020)</p>	<p>– Therefore, the results showed that marketing ads have a strong significant effect on encouraging women to early examination. Several resources were used for these marketing advertisements that</p> <ul style="list-style-type: none"> – educate women about early detection of breast cancer. Also, traditional media methods such as radio and television, – and modern methods such as the Internet, smartphones, and social media were largely preferred. Moreover, the – researchers further suggested that there should be more advertising campaigns that can enhance audience – predilection concerning early detection of breast cancer.
<p>Buying-Shopping Disorder among Women: The Role of Vulnerability to Marketing, Buying Motives, Impulsivity, and Self-Esteem</p>	<p>(Chauchard, 2021)</p>	<ul style="list-style-type: none"> – buyers women are more sensitive to marketing strategies, although vulnerability to marketing was not identified as a predictor of the severity of promotion. Given the enormous literature on the role of marketing in womens behaviours, further studies are needed to better understand the

		role of marketing to develop appropriate market policies.
- The Gratifications Achieved by Egyptian women from the use of E-Marketing sites on the Internet.	(Elsharkawy, 2021)	- The impact of using online electronic marketing sites on traditional marketing has reached 57.1%. The percentage of payment on receipt occupied 87.9% of the preferred payment methods for the Islamic Egyptian women when purchasing from e-marketing sites.

DISCUSSION

Adopting efficient pink marketing requires linking mainly to market characteristics and requirements, and adopting an integrated marketing information system that ensures the flow of information related to the development what necessitates the institution adopting a pink strategic marketing. And the pink strategic marketing includes dealing with the following aspects :

- Account the environmental characteristics of the women’s market, for example, Muslim women are distinguished by some features that make their marketing policies distinctly different from marketing in non-Muslim societies. And this step comes to diagnose the internal and external environment of the organization, according to the region.
- Organizations’ reliance on a perceptual picture that focuses mainly on the perception of women to this institution. This directly affects promotional policies and distribution outlets. The European promotional campaigns used for an indecent image of women cannot be standardized in a Muslim country.
- Mutual effect between marketing and social activities in society and feminist

activities such as collective movements, women's unions and periodic women's meetings in clubs and other places and occasions. We can adopt religious occasions in Islamic societies as a marketing opportunity, for example, during Ramadan or religious holidays (Eid al-Fitr and Eid al-Adha).

- Varied and multiple desires of women at one time, as we find that man, for example, specializes in the purchase of food and only furniture while we find the housewife specializes in buying everything for the family. We can provide it with everything you need in one place to minimize distribution costs.
- Women need a special type of treatment that requires high and distinct skills that are able to persuade the customer and negotiate with them in a special way. And Islamic women have a property in this.
- There are a set of distinctive characteristics that distinguish women from men and muslim women in particular, and they should be looked at in a holistic view, such as: specifications of clothes, and distinguish some services such as sports clubs that call for some specificity, shaping, and shaping The products offered are standard, that is, they do not differ from customer to customer.
- Account the implicit characteristics of the pink products or services that are associated with the customer who see few considerations in these products. Like beauty, decency, distinction, or audacity, for example. With regard to Muslim women, we find several symbolic considerations, which were encouraged by our beloved ALMustafa like companionship, "rufqa bialqawarir". Hadith dini.

4. CONCLUSION.

Women are considered as a half of society, and they contribute a lot of activities to economic development, as we find many books and studies studying this aspect "the role of women in the economy", but if we see them as a customer or as an economic customer or industrial buyer for a specific good

or service, studies are very few, and This few increases its severity if we address it from an Islamic side, and this is what "pink marketing" tries to specialize in.

"Pink Marketing" is trying modestly (as a new science) to understand the woman's purchasing style and how she takes the decision to purchase it as a stand-alone consumer, and what are the most important indicators that affect the acquisition of Muslim women. And how can a woman choose the purchase decision based on a specific price or a specific promotion (Sales for example). The distribution and availability of the product also affect the woman's purchasing decision.

A number of points can be presented in the form of proposals, namely:

- The acceleration to writing books for pink marketing because they are very rare.
- Encouraging research in this field and applying it to the Islamic community (its customs and customs) and writing paper on this topic.
- Opening Master's specializations for Islamic Marketing and inserting Pink Marketing subject under it.
- Establishing research laboratories or teams that work to develop the concept of pink marketing according to the Islamic perspective and the most beautiful to be led by women.

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