

**Research Article**

## **IDENTIFYING AND RANKING THE FACTORS AFFECTING GENDER MARKETING IN ADVERTISING**

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### **ABSTRACT**

Human's demand and requirement are originated and based on marketing system. Product is born with human need, whatever that offer a service or meet a need can be a product including people, locations, Organizations, service and opinion. In other words, product is something that is able to meet a demand. Need indicates the perceived privation in a person. Products have value when they meet people's need. Desire in marketing is formed by meet the needs and demand is the ability to meet a desire. This study is aimed to identify and rank the factors affecting the gender marketing in advertising of perfume companies in Iran, Fars province. In this regard, we investigated the relationship between gender marketing and advertising in perfume companies in Fars. So, 260 questionnaires were distributed among all experts and professionals of perfume industry then they are collected and analyzed using SPSS and Amos. It should be noted that the reliability was calculated 0.81 showing its high reliability. Results show that in this research model, effectiveness of Strategies for Attracting customer, gender policy for purchase and specification of customer satisfaction, messenger tools and comment strategy were verified. ( $\alpha=0$ ;  $p<0.05$ ). but strategies to attract customer is ranked on the highest level with coefficient 0.469, then specification of customer satisfaction, messenger tools, gender policy for purchase and opinion strategy are ranked 2-5 with coefficients of 0.190, 0.140, 0.124 and 0.76, respectively.

**Keywords:** *Marketing, Gender Marketing and Advertisement.*

### **INTRODUCTION**

Marketing or formal business principle is originated from USA. In the early twentieth century, it was taught as an individual business syllabus in several universities of USA. It is considered that it should pass three steps as business principle: "production period" in which marketing was only constrained according to production limitation (up 1930s); "customer period" in which customer is centered in all marketing activities (Dewill *et al.*, 2012).

Marketing is defined by such term as "providing products or service to meet the consumer's needs." In other words, marketing includes understanding customer desire and corporation production conformity to meet those needs and involves profitability process for corporation.

A successful marketing requires having suitable product in appropriate time and place and being sure that customer is informed due to it, thereby it is caused to future orders (John, 2010); also, advertising is a most common tool that companies use it to drive their encouraging communication towards buyers and their goal societies.

Advertising whatever to present and promote the idea, product or service impersonally, is done by an advertiser, which requires paying dollars.

Advertising means that it sends message, recognizes something to others, or pretends something regardless appropriate or inappropriate, also it involves visual and verbal messages that should pay to promote an idea or a product through a source using advertising channels to transfer to a special group or whole society.

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### **Literature Review**

#### **Marketing**

Marketing is defined as a process to identify, develop and meet the customers' need and desires for products and service. It is a social and managerial process whereby people and communities provide their needs through production, supply and efficient and valuable goods trade-offs (Kotler, 2004).

#### **Gender Marketing Definition**

Gender marketing is a process that people and communities provide their needs and requirements in terms of gender, through production, presentation and exchange of useful and efficient products with others (Akhondi *et al.*, 2007).

Goffman (1979), contrary to research procedures, didn't find any direct relation of gender disparity pattern to reach social reward as anomaly, but according to analysis hypothesis of this framework, he investigated how women and men interpret their mutual acts than disparity facts. In this view, Goffman focused on "gender advertisement" that considered "gender presentation" concept, and subsequently "equal and unequal" rites and "parents-children" relationship.

#### **The Concept of Advertisement**

Advertisement is the application of each communication forms that is based on purposive planning and it is directed the impact on thoughts, emotions and certation group acts in a specific aim (Esmaeili, 2009).

Advertisement is the most common tools that firms use it to drive encouraging relations towards buyers and their targeted communities.

Advertisement is any public presentation and advancement of idea, products or service performed by an advertiser requiring charge payment. Advertisement means delivering messages, identifying something to others, or pretending something as good or bad; it includes visual or verbal messages that is transferred to special groups or the whole society and paid charge in order to promote a belief or a product from a source through advertising channels.

By advertisement definition, industry advertisement should be distinguished from consumer's market advertisement. First, industry advertisement play a little role in communication with target market compared to consumer advertisement. Second, industry advertisement emphasizes on informative and logistic attraction such as products and their purchasing reasons (e.g. attractiveness of characteristics, competitive advantages as well as predicative abilities and product celebrity). Whereas market advertisement emphasizes on attraction related to consumer's social and psychological needs, target market in industry advertisement is much less than the mass market that consumer's market advertisement is targeted by it (Delneshin *et al.*, 2007).

#### **Research Review on Marketing**

According to Amini's results from "the study of the gender impact on relationship marketing such as trust, Commitment, communication, conflict suppression and customer's Loyalty" (2009) showing women are more sensible on trust and loyalty than men and they are more loyal than men in these two factors. Men have more sensibility on conflict suppression/ loyalty. In the "informing / loyalty", there is no difference between these two groups and gender was not a factor.

Farzinmehr (2009), in a paper, concluded that, the stereotyping gender-role in advertisement is going down. Gender roles in advertising considering buyers also are disputed the investigators. Given that gender is a cultural construct. Gender roles and expectations are influenced by the local culture and they are not universal. Hence it is necessary to study the gender differences as cross-cultural.

Mohammadian (2001) in a book as "advertisement management" concluded that generally if we have a wide perspective in advertising, we'd better to consider marketing concept in two main clusters: "pure marketing and social marketing".

Pure marketing considers customer's short-term contrasts and desires and long-term welfare, but social marketing is trying to balance manufacturer interest, consumer's requirements and needs and community interest.

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This means that there is no the pure marketing in bio – environment issue era, lack of resources, population growth, global inflation and neglecting social services in underdeveloped countries or it is not clear in developing countries; it should be focused on social marketing considering the triple interests of producers, consumers, and the environment.

Akhondi (2007), due to his study, concluded that advertising executives have to rely on science and art to do much effort in order to use female models and encouraging controversial symbols in the supply of goods; also, press ads can enjoy a large share of female models and encourage them to buy gender-appropriate products.

In Goffman's "Gender Advertisements" (1979), it is pursued the issue of how individuals reveal their gender to others, and how gender identity is used in advertising, which concludes that: "Gender schematically made in different shapes in a variety of media."

**MATERIALS AND METHODS**

In this study, after exploratory factor analysis, first, it was selected 24 variables in order to discover factors affecting gender marketing that were approved by experts. Five factors were labeled. Then a questionnaire distributed among 260 perfume experts and specialist in perfume industry in Iran, Fars province, to measure these factors influencing on advertisements. Data was analyzed and ranked using Amos and AHP, respectively. After that, they were tested by research questions and the results were obtained.

**Data Analysis**

*Exploratory Factor Analysis*

The following table presents the extracted variables from the literature of related researches based on this topic:

**Table 1: Extracted Variables**

<b>variable</b>	<b>No.</b>	<b>variable</b>	<b>No.</b>
Understanding of Ethics	13	communication	1
style communication	14	Gender identity	2
brand message	15	Loyalty	3
brand image	16	Preferences	4
call messenger	17	Ethical evaluation	5
rewards	18	Purchasing decisions	6
Discounts	19	Trust to decision-making	7
visual messenger	20	Gender position	8
Advocacy	21	Listening attention to the customer	9
Competition	22	Satisfaction	10
Expression of Emotions	23	Cooperation	11
verbal messenger	24	Expression of feeling	12

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**Table 2: The results of the rotated matrix**

	Component							
	1	2	3	4	5	6	7	8
brand message	.799							
brand image	.759							
style communication	.692							
rewards	.655							
Discounts	.540			.367				
Gender identity		.776						
Purchasing decisions		.766						
Trust to decision-making		.744						
Gender position		.563		.546				
Ethical evaluation		.556						
Advocacy			.817					
Satisfaction			.698					
Loyalty			.688					
call messenger				.776				
verbal messenger	.338			.555				
visual messenger	.401		.350	.467				
Expression of feeling					.816			
Expression of Emotions					.744			
communication					.629			
Cooperation						.838		
Competition						.797		
Understanding of Ethics							.785	
Preferences			.412				.498	
Listening attention to the customer								.886

**Table 3: Summary of exploratory factor analysis and labeling**

Factor Weight	Item NO.	variable	factor	NO.
.799	Q 15	brand message	Strategies to attract customers	1
.759	Q 16	brand image		
.692	Q 14	styles communication		
.655	Q 18	rewards		
.540	Q 19	Discounts	Gender purchase policy	
.776	Q2	Gender identity		
.766	Q6	Purchasing decision-making		
.744	Q 7	Trust to decision-making		2
.563	Q 8	Gender position		
.556	Q 5	Ethical evaluation		
.817	Q 2	Advocacy	Characteristics of customer satisfaction	3
.698	Q10	Satisfaction		
.688	Q3	Loyalty		
.776	Q17	call messenger	Message delivery tools	4
.555	Q24	verbal messenger		
.467	Q20	visual messenger		
.816	Q12	Expression of emotion	Strategies to comment	5
.744	Q23	Expression of Emotions		
.629	Q1	Preferences		

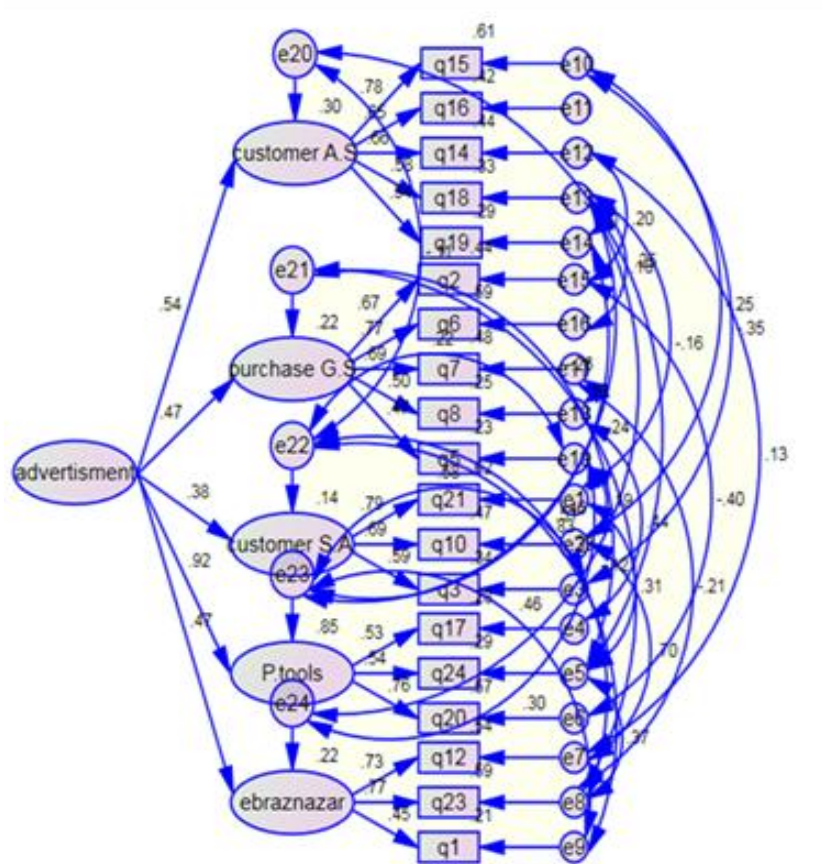
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In this section, the presented hypothesis in this research is concluded using structural equations model:

1. Strategies to attract customers impacts on advertising.
2. Gender purchase policy impacts on advertising.
3. Characteristics of customer satisfaction impacts on advertising.
4. Message delivery tools impacts on advertising.
5. Strategies to comment impacts on advertising.

**Total Confirmatory Factor Analysis**

*Structural Model*



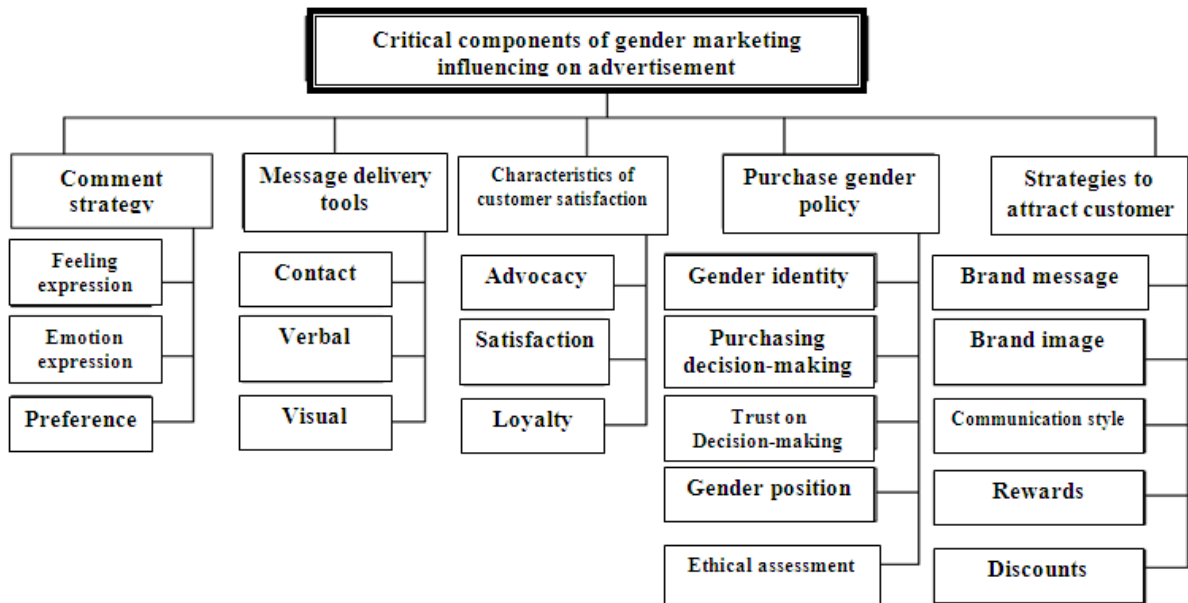
**Figure 1: Structural model modified standard coefficients**

**Table 4: Modification Model fit indices**

PCFI	PNFI	PRATIO	RFI	IFI	CFI	NFI	RMSEA	X2/df	General model
>0.05	>0.50	>0.50	>0.9	>0.9	>0.9	>0.9	<0.05	<2	Acceptable rate
0.69	0.64	0.70	0.88	0.98	0.98	0.91	0.029	1.21	calculated values

The ratio of Chi-square to degree of freedom is 1.21 and is appropriate. Some comparative fit indexes are higher than 90% that is appropriate. RMSEA is lower than 5% being appropriate (RMSEA<5%). Economical indexes are all above 50% and appropriate. So the model has a suitable fit. Fit partial index (ratio of critical to significance level) is given in the above table.

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**Figure 2: Conceptual model**

**Testing Hypotheses**

H1: Strategies to attract customer impacts on advertising.

**Table 4: Descriptive statistics**

SEM	SL	M	sample size
0.05	0.82	3.51	260

**Table 5: T-test**

Test Value=3.0

Mean	confidence interval;	MD	SL	DOF	test statistic Value
M=95%	low high				
0.41	0.61	0.51	0.000	259	9.97

H2: purchase gender policy impacts on advertising.

**Table 6: Descriptive Statistics**

SEM	SL	M	sample size
0.04	0.73	3.93	260

**Table7: T-test**

Test Value=3.0

Mean	confidence interval;	MD	SL	DOF	test statistic Value
M=95%	low high				
0.84	1.02	0.93	0.000	259	20.46

H3: Characteristics of customer satisfaction impacts on advertising.



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**Table 8: Descriptive statistics**

SEM	SL	M	sample size
0.04	0.69	4.11	260

**Table 9: T-test**

Test Value=3.0

Mean confidence interval; M=95%		MD	SL	DOF	test statistic Value
low	high				
1.03	1.20	1.11	0.000	259	25.82

H4: Message delivery tools impacts on advertising.

**Table 10: Descriptive statistics**

SEM	SL	M	sample size
0.05	0.78	3.62	260

**Table 11: T-test**

Test Value=3.0

Mean confidence interval; M=95%		MD	SL	DOF	test statistic Value
low	high				
0.83	1.02	0.92	0.000	259	19.16

H5: Strategies to comment impacts on advertising.

**Table 12: Descriptive statistics**

SEM	SL	M	sample size
0.04	0.67	4.07	260

**Table 13: T-test**

Test Value=3.0

Mean confidence interval; M=95%		MD	SL	DOF	test statistic Value
low	high				
0.98	1.15	1.07	0.000	259	25.18

**RESULTS AND DISCUSSION**

On the first hypothesis, it can be said that due to the value of the test statistic is 9.79, greater than 1.96, the high-low mean was positive and  $\alpha=0.000$ ,  $p<0.05$ , therefore, it is concluded the  $H_0$  is rejected and the opposite hypothesis is confirmed. That is, Strategies to attract customer impacts on advertising. According to the t-test table, the mean is 3.51 ( $p>3.00$ ).

Hypothesis 2 suggests that the test statistic is 20.46, greater than 1.96, high-low levels of mean are positive and  $\alpha=0.000$  ( $\alpha=0.000$ ,  $p<0.05$ ). It can be concluded that  $H_0$  is rejected and the opposite hypothesis is confirmed. That is, purchase gender policy impacts on advertising.

According to t-test Table the mean is 0.93 ( $M>3.000$ ).

H3 indicates that the test statistic is 25.82, greater than 1.96, high-low levels of mean are positive and  $\alpha=0.000$  ( $\alpha=0.000$ ,  $p<0.05$ ). It can be concluded that  $H_0$  is rejected and the opposite hypothesis is confirmed. That is, characteristics of customer satisfaction impacts on advertising. According to t-test Table the mean is 4.11 ( $M>3.000$ ).

H4 indicates that the test statistic is 19.16, greater than 1.96, high-low levels of mean are positive and  $\alpha=0.000$  ( $\alpha=0.000$ ,  $p<0.05$ ). It can be concluded that  $H_0$  is rejected and the opposite hypothesis is

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confirmed. That is, message delivery tools impacts on advertising. According to t-test Table the mean is 3.92(M>3.000).

H5 indicates that the test statistic is 25.18, greater than 1.96, high-low levels of mean are positive and  $\alpha=0.000$  ( $\alpha=0.000$ ,  $p<0.05$ ). It can be concluded that  $H_0$  is rejected and the opposite hypothesis is confirmed. That is, Strategies to comment impacts on advertising. According to t-test Table the mean is 4.07(M>3.000).

6. Ranking each component influencing on gender marketing:

**Table 14: Ranking components of Strategies to attract customer**

Discounts	rewards	Communication style	brand image	brand message	
0.066	0.146	0.492	0.067	0.229	Weigh rank
5th	3th	1st	4th	2th	

**Table 15: Ranking components of Strategies to purchase gender policy**

Ethical evaluation	Gender position	Trust to decision-making	Purchasing decisions	Gender identity	
0.153	0.163	0.116	0.364	0.204	Weigh rank
4th	3th	5th	1st	2nd	

**Table 16: Ranking components of characteristics of customer satisfaction**

Loyalty	Satisfaction	Advocacy	
0.222	0.355	0.423	Weigh rank
3th	2nd	1st	

**Table 17: Ranking components of message delivery tools**

Loyalty	Satisfaction	Advocacy	
0.556	0.288	0.156	Weigh rank
1st	2nd	3th	

**Table 18: Ranking components of Strategies to comment**

Preferences	Expression of Emotions	Expression of feeling	
0.443	0.169	0.388	Weigh rank
1st	3th	2nd	

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