

## THE PSYCHOLOGICAL AND BEHAVIORAL EFFECTS OF FEMALE CONSUMERS ON MARKETING TACTICS

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### **Abstract:**

*Modern women possess a wide range of talents, intelligence and knowledge. They seek self-worth fulfillment and are financially independent. The article's main focus is on how modern marketers adapt their strategies based on in-depth analysis and empirical study on the three key aspects of female consumers' psychology. Marketers manufacture items that fully satisfy customers' physical and emotional needs; they also determine the right price to draw in female customers; and finally, they engage with these customers effectively to build a trustworthy and ongoing relationship. In order to arrive at the conclusion that client research will be the trend of corporate strategy in the fiercely competitive market; the paper seeks to integrate marketing theory with case analysis.*

**Keywords:** Marketing Strategy, Female Psychology, Female Behaviour, Communication.

### **INTRODUCTION**

A person is not always a user or customer when they purchase a good or service. The notion and ideas behind consumer behavior have been affected by a wide range of academic fields industries. The study of consumer behavior has focused on people and the elements that determine how much money to spend on items for consumption. Social physiology, anthropology of culture and economic sociology Due to biological, neurological, and behavioral differences between the male and female brains, female shoppers make up the majority and are viewed as powerful forces in the industry.

Because men and women think and act differently, there are differences in how people purchase. As a result, men will learn enough about a product or service from online reviews and commercials. The primary objective of this study is to identify the various schools of thinking that might add to and direct future studies on female purchasing behavior and the status of women in the marketplace. Females would ask individuals close to them in an effort to learn from others' experiences. The study material on consumer shopping behavior and the place of female consumers in the market has been reviewed by the researchers.

### **REVIEW OF LITERATURE**

**According to Kindra (1994)**, a person's lifestyle is an outward representation of their needs, beliefs, or patterns in relation to their country's political, economic, and social spheres. This internal representation of the needs and values of the customer shows what the client intends to buy and does not intend to buy.

**Backewell and Mitchell (2003)** assert that different contextual factors affect young female shoppers differently than they do older female customers. Compared to more experienced and mature female shoppers, young women are predicted to consume sooner and view shopping as a leisure activity.

**According to Park and Lennon (2004)**, in addition to the information that women learn from their peers, TV commercials have a significant influence on their purchasing decisions.

### **OBJECTIVES OF THE PAPER**

- To understand how instability in consumption is being caused by the status of the global economy
- To understand how consumer value satisfaction, trust, and retention are related to the behavior of female consumers.
- To understand customer behavior and the different kinds of female consumers.

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**RESEARCH METHODOLOGY**

The research was carried out in response to the Indian industry's requirement and need to comprehend the psychology of women and make decisions regarding the formulation of marketing strategies accordingly. This study article aims to comprehend the purchasing and decision-making experiences of women, as well as the communication and marketing tactics employed by corporations to appeal to women consumers in the Indian market. Only 200 of the 500 female consumers who were contacted via an online questionnaire for the study's purposes actually answered.

**MARKETING RESEARCH FOR FEMALES-**

First off, women now have significant earning potential. Advertisers and marketers are greatly tempted by their purses. Women are demonstrating themselves everywhere and at any time, from the workplace of a small manufacturing plant to the grand and opulent office of a chief executive officer, from the lecture platform of a renowned university to the office of a neighborhood committee to an international conference.



Leading roles and well-paying jobs are no longer exclusively reserved for men. It is quite common for women to make far more money than males do. As a result, it is also rather common for marketers to focus on contemporary purses for ladies.

Second, the purchasing power of contemporary women consumers is extremely alluring. The primary buyers in households are still women. Women play several roles in society, which allows them to make the majority of purchasing decisions even though they only make up half of the consumer market. In addition, it appears that men are more likely to decide on major purchases like houses, vehicles, and appliances for the home, but if the housewife is not a fan of the item, the sale is rarely made. "Women are the largest single spending bloc on the planet," a marketer once claimed. "It is just stupid not to cater to them," in his opinion.

Not to mention, modern ladies are more desirous and in demand. Women have intense cravings for everything lovely. Their numerous decorations, hundreds of pairs of shoes, several hairstyles, overflowing closets, and useful makeup cosmetics never seemed to be enough to them.

Indeed, the modern woman is a very attractive and powerful market segment. It's time for entrepreneurs to acknowledge that female consumers are an influential group that should not be disregarded.

Businesses should have a plan to ensure that "you have got women" if they want to reach new heights of success. Large multinational companies that conduct business globally have started to recognize that women's economic power will undoubtedly have an impact on their significant market share. As a result, they are putting more effort into studying the psychology and behavior of female consumers to create products that are ideal for them.

But if marketers still adhere to the outdated stereotype that views women as housewives alone and lack a subject-by-subject overview of women's attitudes, behaviors, consumer preferences, and other factors, it will be difficult to win over women's pleasure and preference. Women are still viewed by many businesses as "minority" or specialized customers. Because it denies women their proper position as majority consumers, whose needs and interests are crucial to marketing strategy, "minority think" can undermine any meaningful change aimed at women customers.

#### **PRODUCTS WITH A CUSTOMER FOCUS-**

Anything that a customer buys or would buy to satisfy a perceived need is considered a product. Generally speaking, consumers purchase needs met rather than specific features of a product [1]. Instead of purchasing goods, consumers purchase solutions to problems or motive satisfaction. For instance, women buyers purchase romance, attraction, sex, sensual pleasure, elegance, and a plethora of emotional and psychological benefits rather than perfume, milk lotion, or a chemical molecule with particular odoriferous properties. Rather than purchasing pricey jewelry for its intrinsic value, women buyers purchase it as a symbol of grace, prosperity, and marital contentment. At line with what the former head of Revlon once stated, "in the store we sell hope, in the factory we make cosmetics."

#### **GOODS SUITED TO THE NEEDS OF WOMEN-**

In addition to understanding their female consumers' sense and sensitivity in comparison to men's minds and things and theorems, marketers must also keep in mind what women respect, appreciate, take pride in, care about, and enjoy. The real product can only be "perfectly fit for her" by the product designer with the aid of women's study. In 1997, Webster stated: "The future successful organization will be customer-focused, not product- or technology-focused, supplied by a market information competency that ties the voice of the customer to the entire firm's value delivery process etc. The abilities required to oversee several strategic marketing processes will be had by successful marketing firms, but many of them haven't, up until recently, been considered to fall under the marketing category.

#### **GOODS CATERING TO VARIOUS FEMALE MARKET NICHE-**

It is unrealistic to expect a product or an advertisement to appeal to every woman. The market is no longer as homogeneous for men or women as it once was. Women nowadays play a variety of roles in society and have a wide range of ideas about these positions.

They also differ from one another in a number of ways, including age, career, level of education, money, and cultural background. Just to give you an idea, middle-aged married women over 40 prefer to prioritize their families and devote a significant portion of their income to raising their kids. But young girls between the ages of 21 and 32, who frequently have less financial strain and family responsibilities, have a tendency to spend all of their earnings. They typically don't have much restrictions or control over their expenditures. As a result, in order to meet their needs, the various consumer groups require distinct products. Segmenting your marketing was introduced at that point.

### DATA ANALYSIS AND INTEPRETATION

The data was analyzed using a percentage-based approach in order to keep things simple and improve comprehension. The data analysis has produced conclusions about the main facets of female psychology and behavior.



### MARKETING STRATEGIES TOWARD WOMEN

#### 1. Reduced cost that draws in females

Given that women are price sensitive, it makes sense that some marketers frequently use the phrase "on sale" to advertise their sales. Women buyers are frequently persuaded to purchase items they do not truly need or cannot eat for an extended period of time by the appealing bulletin produced at the reduced price. For instance, a collection of masks that are almost out of date at an unexpected price may entice women to pick them up and add them to their shopping carts, even if they can only use a portion of the mask at home. A lady will frequently purchase a pair of shoes only because they look nice, even though they might hurt her ankles after a long day of walking because of their low quality. In actuality, she only ever wears the shoes once after purchasing them due of ankle pain, which forces her to store them in her closet for appreciation.

It is the allure of a "lower price," and this practice is frequently referred to as "impulse buying."

Men tend to care more about the function and utility of a thing than the price, which is why women prefer to make "impulse buying" decisions. Almost all women have experienced impulsive purchases of any kind of product, including food, clothing, cosmetics, and household appliances, all under the pretense of being "really-super-lower-priced." Because of this, we believe that stores always benefit, whether women are happy or angry [3].

## **2- Greater cost equates to superior quality**

The majority of female consumers today prefer to place a high value on quality and functionality due to the rise in living standards. They are rarely compelled to buy the things even if the price drops. On the other hand, it's possible that preferred benefit campaigns can have a detrimental impact on brand perception and future value promotion. Women tend to favor products that rarely employ the price approach because they are perceived as having a high standard of quality and a long-standing reputation. Put succinctly, depending solely on a price reduction tactic to drive sales is a long way from cultivating brand loyalty. Perhaps it can boost sales quickly, but all it is is "false loyalty" supported by a low price [4]. Based on the various customer segments of women and their corresponding psychology and price value, the company should establish a very alluring repayment and pricing policy.

## **3- Communicating strategically with female consumers**

Public relations, packaging, sales force, advertising, and any other signals the company sends out about itself and its goods are all considered forms of marketing communication.

The following queries must be addressed for a communication strategy aimed at female consumers to be successful: What outcomes do we hope the intended audience will experience from our communication? We frequently claim that the goal of marketing communications, including advertising, is to encourage sales. Although this is the ultimate goal, the behavior objective is frequently much more immediate. For example, it might aim to teach the audience something about the product, get them to find out more about it, like it and tell others about it, or feel good about buying it, among many other things.

## **4- Strategic Communication with a Female Client**

The marketing communications strategy includes advertising, public relations, packaging, and other signals that the company provides about itself and its product. It also aims to effectively address the following issues and responses from the communication strategy:

how will our interactions affect customers' ability to make decisions? The success of a business depends on word-of-mouth communication and the sharing of information with others. We can find out about our closest product, restaurant, and distributors by either using or observing the most recent item and service, or by asking friends and other reference groups for information.

## **FINDINGS**

- Most of the women who responded base their purchases on recommendations from others rather than respecting their own judgment.
- The majority of the female respondents felt that affordable prices are a significant aspect when making purchases.
- The study discovered that there are gender differences in how attitudes toward age and wealth evolve, but these differences do not significantly affect the relationship between the customers' preferred brands or styles of apparel.
- Women who purchase clothing have a strong belief that high-end apparel is an indication of greater quality.

## **LIMITATIONS**

- Even though the study was done at a specific moment in time, if its long-term effects had been considered, the results would have raised concerns.
- There are many more aspects of female physiology that could have been studied in order to get more precise conclusions. These were not covered in the study.
- Because this study was conducted in India, its findings may differ from those of studies conducted in the West.

## CONCLUSION

Since it has been shown that women are better informed than men, marketing campaigns have focused more on women. However, it has also been noted that some businesses have become so focused on luring in female clients that they are unable to compare their strategies to those that are broadly applicable to the female market. The research has to emphasize the components that need to be built with the female market's orientation toward the various product categories in mind, such as price and marketing communication approach.

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