

The Impact of Pink Marketing on Egyptian Women's Buying Behavior in the Hospitality Industry

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Abstract

One of the new marketing terms that have appeared in the twenty-first century is "pink marketing," which describes marketing initiatives that target females; women constitute a large segment of customers that must be appreciated. This study explores the impact of pink marketing on Egyptian women's buying behavior in the hospitality industry. To achieve the aim and objectives of the study, a quantitative research approach was adopted in this research using a questionnaire survey with female customers of five-star hotels (288 valid questionnaire forms), measuring the effect of pink marketing on the buying behavior of Egyptian women using AMOS 4 was tested using structural equation modeling (SEM). The research results show that pink products, prices, promotion, and physical evidence are the main variables in women's buying behavior toward hotels.

Keywords: Pink marketing; Pink marketing mix; Women buying behavior.

Introduction

By collecting marketing data that aligns with women's views and preferences, pink marketing aims to satisfy women's demands and wishes for products and services (Obaidi & Aziz, 2017). "Pink marketing" is the colloquial term for marketing to women. Women strongly associate with pink, to the point where they favor it. "Pink Globalization" suggests that pink is a universal language to attract women (Yano, 2013). Women comprise half of the world's population and account for roughly 85% of all consumer purchasing (Abdelkader & Abdelkader, 2019). According to Sutter *et al.* (2016), women dominate the fields of economics, marketing and daily activities. As a result, organizations all over the world have begun to focus on recognizing women's needs and desires as a target market segment, trying to please them, and researching the marketing variables influencing their purchasing decisions to attain their satisfaction and gain their loyalty (Alexandra & Melnyk, 2016).

The mental image of hotel establishments is one of the most important pillars that departments work to take into account, as interest in the issue of mental image and its importance for these establishments has constantly increased; this is all due to the value it adds, as it works to form subjective opinions and impressions on the one hand and create and positive behavior among its customers on the other hand. Most establishments, whether service, economic or social, seek to create the desired mental image among their customers by developing sound and effective marketing plans to improve the impressions and cognitive knowledge of customers and achieve compatibility between their goals on the one hand and the desires of customers on the other hand (Morrison, 2022). This achieving continuity. Perhaps the most critical activity that helps

it build a good image of the service it provides to the customer and convince him of the extent of its quality compared to other institutions is pink marketing directed at women.

The problem revolves around the importance of addressing the needs of women and considering them as a target segment so that marketing efforts are directed towards their study, as they emphasize the influential role of women in the purchasing decision and the speed of response in achieving their loyalty to the brand. This study explores the impact of pink marketing on Egyptian women's buying behavior in the hospitality industry. To reach this overall aim, the study has six specific objectives to identify the importance of pink marketing in hospitality, determine the impact of applying pink marketing practices on women's purchasing behavior, highlight the pink marketing mix in hospitality, investigate the relationship between women's hotel choices and the pink marketing mix, determine the variations in women's purchase choices based on demographic information, and develop recommendations for hotels to increase the number of female customers and satisfying their needs to attract them to the hospitality services and products.

Literature Review

An Overview of Pink Marketing in the Hospitality Industry

Pink Marketing Concept

Pink is frequently used to represent women (Harvey & Strahilevitz, 2009). Pink has also been linked to women in such a way that women prefer it even on the packaging of harmful products like cigarettes (Doxy & Hammond, 2011). The proposed term "Pink Globalization" describes pink as a global language to attract women. No one can definitively say who first proposed "pink marketing"? And when? However, the inaugural edition of the Marketing to Women MTW Conference in 2003 is one of the most significant events in this regard. Since then, this conference has become an annual event (Yano, 2013).

Pink is unquestionably the color of femininity, which led marketing scientists and professionals to adopt it as an indication of marketing targeted at women (Abdul Fatah, 2017). Pink marketing is the phrase used to describe focused marketing for women. However, goods intended for women can be painted pink or any other hue that appeals to women (Yano, 2013). These changes depend on the product's characteristics and the wants and wishes the foundation hopes to fulfill for women through its development. Some think the phrase "pink marketing" only applies to sales to women. How do you sell to women, according to some definitions? Marketing to and from women is indeed included in sales strategies aimed at women clients or implemented to get to know women.

Pink marketing is the marketing strategy that aims to satisfy the requirements and wants of women in terms of products and services by gathering data on their attitudes and preferences (Obaidi & Aziz, 2017). Given that women impact men's purchasing behavior, pink marketing isn't just used to promote to women; it also applies to males. That is, businesses should target women in their marketing campaigns because they have the power to influence purchasing decisions. To do this, clever marketing should be used in campaigns for goods marketed to men, kids, and families by sending signals or suggestions that impact women and persuade them to purchase them (Abdel Fattah, 2017). Pink marketing is another term for advertising campaigns that specifically target women as consumers or are carried out with their awareness as marketers (Saeed & Sabriina, 2015). A marketing approach that targets women through companies that make or sell items is known as "pink marketing" or "women-oriented marketing" (Education, 2021).

Pink Marketing Definition

Pink Marketing is the colloquial term for marketing to women (Yano, 2013). The extensive literature review for this study turned up no definitive definition of pink marketing. According to a group of authors, pink marketing targets women only (Chua *et al.*, 2022). Pink marketing is the practice of utilizing a product's marketing mix, pricing, promotion, and distribution in a way that is consistent with and appropriate to women's psychological and lifestyle needs, allowing businesses to successfully meet their needs and desires and progress to the loyalty stage (Qaddumi, 2017). Pink marketing, also known as marketing to women, is a marketing approach that focuses on selling items to women. This is done by using marketing strategies that are more persuasive with women than men due to the psychological differences between men and women (Saud *et al.*, 2020).

Hospitality Pink Marketing Mix

Pink marketing is a term used in modern marketing that first appeared at the beginning of the twenty-first century. Many organizations around the globe now frequently use pink marketing strategies to target women by tailoring the four components of the marketing mix (product, pricing, promotion, and distribution) to fit the specific needs of women (Alexandra & Melnyk, 2016). Due to the unique emotional nature of women, it is essential to focus on the emotional temptations in the characteristics of the marketing program while creating the ideal pink marketing mix, whether for a good or service (Li *et al.*, 2015). On the other hand, it is paying more attention to the quality and worth of the given product by tailoring pink marketing mix elements to female personality traits without using marketing deceit to customers (Osama, 2008).

Pink Product

Since it differs from the one marketed to other consumers, it is the one whose qualities correspond with women's desires and tastes. Women pay attention to details related to their taste and affection, so they are more interested in intangible attributes that affect their morale and psychological side. In contrast, men look for the ultimate benefits of products and services, such as the price and the characteristics of tangible products that address their reason and logic (Li *et al.*, 2015). Alexandra and Melnyk (2016) also highlighted the necessity to differentiate pink products marketed to women because they are constantly looking for the best and most distinctive products; as a result, the advantages and benefits of it as compared to rivals' products, it is necessary to pay attention to its packing and shape.

Pink Price

Men see and evaluate prices differently than women do. Because women look for the genuine value of a product and how it connects to their requirements and the needs of their families (moral needs), they may view the provided price as exorbitant, while men may view it as reasonable or appropriate (Li *et al.*, 2015). Because women view prices holistically, or in terms of the complementary reciprocal relationships between the price and the other elements of the marketing mix, marketers must consider how the cost of pink products fits with the quality and characteristics of other products when setting their prices (Kadhim *et al.*, 2016). While Obaidi and Aziz (2017) suggested that women favor high prices (skimming price), men might not view it as a high price because they may believe that the higher price reflects a higher quality and a higher value of the product, which matches their moral needs. According to Li *et al.* (2015), low prices may persuade some women to purchase items they do not currently require because of the low price or special offers, referred to as "impulse purchasing."

Pink Place

The necessity to consider their preferences for the colors and forms used in the external and internal designs reflects the website where the product is offered to female clients. The woman emphasizes the packaging, décor, attentive customer service, and treatment of the salespeople. In comparison, the man places more emphasis on the physical aspects of the stores because he

is interested in having a parking lot so that he can park his car and concentrate on the inventory in the store (Alubaidi, 2016). The firm must employ a broad network with strong distribution for this network to reach consumers effectively and efficiently if it is to ensure an efficient distribution of its products. Businesses can do this by keeping their products in stock and implementing a reasonable price strategy in their stores, supermarkets, and shopping centers (Massoudi, 2020).

Pink Promotion

In addition, it should be noted that women are more emotional than men, as they are more concerned with emotions than logical information. Additionally, they are more likely to be persuaded to buy a product through their emotions than men are, so businesses that market to women should concentrate on emotional appeal. This represents communicating with female customers without exploiting their innate tendencies and weaknesses (Obaidi & Aziz, 2017). To attain the most effective persuasion and promotion, advertising and promoting items have evolved and are going toward allowing consumers to experience products before buying them (Education, 2021).

Pink People

According to (Lin,1999), the most crucial factor is selecting candidates for jobs in the service sector. All of the employees of a service business who deal with potential clients and even after they become clients are included in the people component of the marketing mix. These could consist of both employees and support personnel. Regarding administrative assistance, a substantial amount of input is given to providing services both on the front lines and behind the scenes, which affects how customers perceive the quality of the services (Wirtz & Lovelock, 2021).

Pink Physical Evidence

A positive relationship exists between the physical evidence and the customers' comfort level. As a result, care must be taken to ensure the hotel's physical environment is appropriate. Most women prefer classical music, so paying attention to the quality of the music used is essential. Women also love color, so it's necessary to pay attention to furnishings, simple decorations in building design, entrances, and paintings (Dahmiri, 2020). Also, the hotel's physical attributes leave a lasting impression on the women. According to a study conducted in 2017 by Al Kadhim *et al.* on some American restaurants, 68% of women change products due to the overall ambiance of the service; a relationship appears.

Pink Process

It is one of the marketing mix's most essential components. Process refers to how a specific product is paid for and delivered to the consumer; the company needs an efficient sales system. Take the scenario where you enter Burger King and order a tender crisp burger, and it is delivered in two minutes. A process is a collection of steps related to an organization's product. Customers want to know about your organization's potential future structure in addition to the product you provide (Wu & Li, 2018).

Customer Buying Behavior in the Hospitality Industry

Customer Behavior

Varkaris and Neuhofer (2017) state that social determinants include social standing, societal role, family members, and reference groups (friends, followers, coworkers, etc.). Social factors and the social role and status of the individual significantly influence consumer decision-making in the hotel sector. People frequently use word of mouth (WOM) when deciding which hospitality services to use, and they inquire with friends or coworkers about the offerings of specific businesses. In this situation, reference group rankings in social media (such as Trust Pilot or Facebook reviews) strongly influence people's decisions on their hospitality use. Moreover, personal Factors include the consumer's gender, occupation, life stage and age, way of life, and personality (Agarwal *et al.*, 2022). Emotional aspects are the most robust and

significant drivers of consumer behavior when purchasing decisions in the hospitality sector. For instance, a consumer's gender affects their motivations, spending time, and the average check paid.

Customer Buying Behavior

Consumer purchasing behavior is the culmination of a consumer's attitude, preferences, intentions, and decisions around how they will act in the marketplace while purchasing a good or service. The consumer is prepared to buy once they have analyzed their options. Sometimes, a consumer's intent to buy does not translate into a transaction. The marketing company must assist the consumer in following through on their purchase intention. To do this, the business can employ several strategies. Credit or payment arrangements may be encouraged, or a sales promotion such as the chance to win a prize or participate in a contest may offer incentives to buy immediately. The pertinent internal psychological process linked to the integration of a buying choice. As soon as the integration is attained, the organization will have far more accessible access to influence buying choices (Abishek & Mathipurani, 2019).

Types of Customers Buying Behavior

According to Naim (2023), the four main categories of consumer purchasing behavior are as follows. Below is a discussion of them:

- A. Complex Buying Behavior
- B. Dissonance- Reducing Buying Behavior
- C. Habitual Buying Behavior
- D. Variety Seeking Buying Behavior

Gender Difference in Customer Behavior

Gender tends to influence purchasing decisions. Men typically follow a simple, rapid approach and become more utilitarian. They'll base their choice on information and facts. Women favor making emotional decisions and tend to hedonism. Men have greater brand loyalty. They frequently use mobile devices to shop. Women emphasize good customer service. They consider online shopping to be dangerous and want to feel valued. At lunchtime, female customers enjoy buying on Taobao. Furthermore, because men like to purchase things that appear in their searches, brands must spend on sponsored advertising (Chen, 2020).

Relation between Marketers and Customers' Decisions in the Hospitality Decision-Making Process

Marketers can substantially impact the hotel sector in every phase of the customer decision-making process. When consumers first assess their options after identifying a need, this is where the influence can begin (Szmigin & Piacentini, 2018). This shows that markets can influence consumer behavior even when not required. On the other hand, marketers can help them become the most well-known and alluring business out of all the alternatives (Gavilan *et al.*, 2020). Each of these choices has the potential to be crucial in influencing how customers behave and make decisions.

Women as a Hospitality Customer

The Concept of Women's Buying Behavior

In pink marketing, a woman's phases or purchasing stages may include testing any products or services she wants (Babiker, 2017). It is sometimes referred to as: "The process of contrasting alternatives, that is, the act of selecting the best option that most effectively addresses the needs of women" (Abdali & Allaq, 2006). They Can infer from the definitions that a woman's decision-making process consists of the steps and stages she goes through when gathering information, analyzing it, comparing her options, and selecting the best option to accomplish her goals or solve a particular problem.

The Importance of Women's Buying Behavior

The wife and kids' preferences partly decide the destination, as the father wants to please their wife and kids (Kumar, 2015). Women dominate the fields of economics, marketing, and all other aspects of life (Sutter *et al.*, 2016). As a result, women significantly impact consumer choices, which has prompted marketing practitioners and experts to develop new strategies that align with women's requirements, want, and purchase motivations. Pink Marketing refers to these female-targeted marketing strategies (Freihat *et al.*, 2021). Companies should target women in marketing campaigns because they influence the purchasing decision-maker, and this necessitates the use of marketing cunning in marketing campaigns for products directed at families by sending signals or suggestions that affect women and make them persuade men or children to buy these products. Pink marketing is not limited to selling products to women but extends to products directed at men (Massoudi, 2020; Freihat *et al.*, 2021).

Factors Affecting Women's Buying Behavior

The spoken word, public relations, promotion, advertising, and consumer care are among the elements and factors that women observe when making decisions, so products and services targeted to women must consider these because they are crucial for women. When the institution identifies these factors, especially the most influential ones, it can guide them and make them the starting point through which it creates new products (Berletta, 2003; Massoudi, 2020). The following are the most critical variables that substantially impact how women shop (Chopra, 2014). These elements are availability, discounts, festival offers, billing speed, ambiance, and promotional approach.

Based on the review of previous literature, seven hypotheses and a conceptual model of the impact of pink marketing on Egyptian women's buying behavior in the hospitality industry (See Figure 1) are presented below:

- H1:** The pink product has a statistically significant effect on women's purchasing decisions.
- H2:** The pink price has a statistically significant effect on women's purchasing decisions.
- H3:** The pink place has a statistically significant effect on women's purchasing decisions.
- H4:** The pink promotion has a statistically significant effect on women's purchasing decisions.
- H5:** The pink people have a statistically significant effect on women's purchasing decisions.
- H6:** The pink physical evidence has a statistically significant effect on women's purchasing decisions.
- H7:** The pink process has a statistically significant effect on women's purchasing decisions.

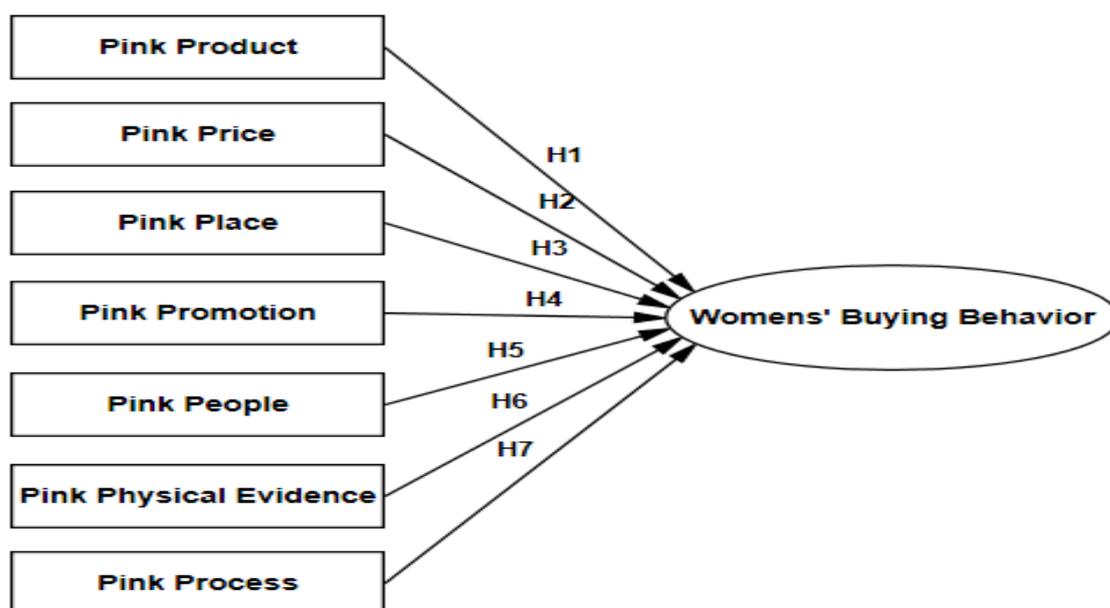


Figure 1, Conceptual Framework

Research Methodology

Survey instrument

Questionnaires were filled out to collect data, and statements from previous studies were used (i.e., Abdel Kerim, 2020; Shehata & Fayyad, 2020; Ezzat & Rady, 2021; 2022). Table 1 shows the questionnaire items besides the sources. The questionnaire items have been discussed and fine-tuned with academic staff, hotel managers, and experts in the hospitality industry. The final version of the survey was divided into three main sections. The first section asks customers for profiling information. In the second section, customers (women only) were asked to rate twenty-eight items on a seven-point Likert-type scale ranging from: ‘Strongly disagree’ (1) to ‘Strongly agree’ (5) about the impact of pink marketing on Egyptian women's buying behavior in the hospitality industry. The response is based on the question: to what range do you agree or disagree with each item? The 28 items are divided into seven variables: Pink Product (five items), Pink Price (four items), Pink Place (four items), Pink Promotion (four items), Pink People (four items), Pink Physical Evidence (four items), and Pink Process (three items). Finally, the third part measured the women's buying behavior in the hospitality industry (See Table 1).

Table 1: Construct			
Construct	Factors	Items	Measure
	Pink Product	P1	The hotel offers all products and services that match your desires regarding design, colors, and décor
		P2	The hotel offers various services and products for you (i.e., beauty center, entertainment activities, spa, yoga, etc...)
		P3	The hotel continuously strives to develop all services and products offered to you.
		P4	The hotel prioritizes women's opinions regarding the quality of services and products.

Independent		P5	The hotel provides as much information and details of the products and services provided to you as possible.
	Pink Price	PR1	Price plays a significant role in my buying behavior in hotels.
		PR2	The hotel offers products and services at affordable and attractive prices for me.
		PR3	The hotel studies your price needs to provide a variety of price offers.
		PR4	I compare prices for hotel services before making a purchasing decision.
	Pink Place	PL1	The hotel's location is easily accessible and not an obstacle for women.
		PL2	The hotel cares about its female clients regarding pink place design (i.e., using music and fit colors).
		PL3	The hotel offers all its services in the various places where women gather.
		PL4	The hotel's privacy policy is essential for me.
	Pink Promotion	PRO1	The hotel makes its design based on the emotional aspects of women (such as the use of music and attractive colors).
		PRO2	Promoting the pink hotel products depends on word of mouth among women to influence their buying behavior.
		PRO3	The hotel relies on its advertisements for women's social networking sites.
		PRO4	Women are attracted to sales promotion tools such as discounts, coupons, and gifts.
	Pink People	PE1	The hotel has staff with excellent experience, knowledge, and skills.
		PE2	The hotel staff has the right attitude to serve women.
		PE3	The hotel staff deals with all women alike.
		PE4	The hotel staff are sympathetic toward women's problems.
	Pink Physical Evidence	PH1	The hotel can build trust with female customers by displaying the experience certificates of the employees and the awards they have received.
		PH2	Hotels take care of the material and moral aspects surrounding women during their stay.
		PH3	Hotels are concerned with the appropriate personal appearance of the employees during service provision (i.e., staff uniforms).
		PH4	Hotels are interested in using women's favorite colors in their décor and their music in different outlets.
	Pink Process	PC1	The hotel staff delivers their services and products at the appropriate time without delay.
		PC2	The hotel staff is fully aware of all the information and steps of women's services provided.
		PC3	Hotels are distinguished by their professionalism and effectiveness in providing services and products to me.
Dependent	Women Buying Behavior	BE1	I prioritize using hotel products and services that suit my needs, feelings, and emotions.
		BE2	Pink promotional campaigns (i.e., advertising) influence women's buying behavior in the hotel sector.

	BE3	The quality of hotel services, extraordinary prices, and price offers affect women's buying behavior in the hotel sector.
	BE4	The hotel's physical environment can affect my choice of a particular one.
	BE5	The private treatment can affect my choice of a hotel.
	BE6	I compare prices when choosing to stay in hotels.
	BE7	I collected all the information about the hotel when choosing to stay there.
	BE8	Women often take their friend's opinion about the choice of hotels.

Source: adapted from (Abdel Kerim, 2020; Shehata & Fayyad, 2020; Ezzat & Rady, 2021; محمد، 2022)

Sample Design and Sample Size

Research design is transforming a set of research questions into a research project. The overall plan for a research investigation is referred to as the research design. To accomplish the goals and objectives of the research, such a plan explains the procedures that must be performed to ensure that the data acquired answers the research questions (Elziny, 2017). Any study design must be chosen after a series of related stages. The stages of social research design are an essential topic in the debate over social research. The fact that there is no set approach for segmenting social research into stages should be emphasized (Cooper & Schindler, 2008; Saunders *et al.*, 2009; Bryman & Bell, 2011). Due to the nature of the current research, which requires rich and detailed data about pink marketing and women's buying behavior in the hospitality industry, to achieve the aim and objectives of the study, a quantitative research approach was adopted in this research using a questionnaire survey with female customers of five-star hotels.

The purpose of the pilot study is to assess the validity and reliability of the research tools, develop and improve the measure of the questions, and ensure that the survey was well constructed and simple for potential respondents to understand (Zikmund, 1994). In terms of the order and wording of the questions, a pilot study aids the researchers in modifying the questionnaire or interview form (Veal, 2006).

The final version of the survey was divided into three main sections. Firstly, female customer was asked about their profiling information (i.e., age, educational level, employment status, and marital status). Moreover, in sections two and three, female customers were asked to rate seven independent variables and one dependent variable using 8 points Likert scale (36 items), Pink Product scale with five items, Pink Price scale with four items, Pink Place scale with four items; Pink Promotion scale with five items; Pink People scale with four items; Pink Physical Evidence scale with four items; Pink Process scale with three items; and Women's buying behavior scale with eight items.

SPSS version 20 was used for the descriptive analysis. In addition, AMOS 4 was utilized to test the measurement model of safety culture and employees' safe behavior using structural equation modeling (SEM). Furthermore, the structural fit of the proposed model was assessed using goodness-of-fit methods.

A random sampling technique of female customers in Egyptian hotels from March 2022 to November 2022 was considered for this study. Moreover, hotels that participated in this study were chosen using a convenience sampling technique. Three hundred (300) sampled female customers were selected from fifteen five-star hotels in Greater Cairo. Two hundred Eighty-

eight (n 288) surveys were returned and were being used, which represents a 96 percent response rate (See Table 2).

Table 2: Employees' response rate					
Hotel Code	Distributed No.	Response Rate			Valid Percentage
		Valid	Missed	Invalid	
1. H001	20	20	--	--	%100
2. H002	20	20	--	--	%100
3. H003	20	18	1	1	%90
4. H004	20	20	--	--	%100
5. H005	20	20	--	--	%100
6. H006	20	17	2	1	%85
7. H007	20	20	--	--	%100
8. H008	20	19	--	1	%95
9. H009	20	19	1	--	%95
10. H010	20	20	--	--	%100
11. H011	20	20	--	--	%100
12. H012	20	19	1	--	%95
13. H013	20	20	--	--	%100
14. H014	20	18	2	--	%90
15. H015	20	18	--	2	%90
Total	300	288	7	5	96%

Results

Profile of Respondents

Table 3 shows the respondents' ages; among the groupings, people aged between 35 and 45, represented by 30.9% (n=89) of them, were the most significant percentage. After them, 29.2% (n=84) of the individuals with ages ranging from 25 to 34 years old, 20.8% (n=60) of them ranging between 18 and 24 years, and 19.1% (n=55) more than 45 years. Moreover, employed made up 77.1% (n=222) of the responders. This is significantly higher than the 22.9% (n=66) of unemployed responders. After that, the group of the material states the highest one is divorced, 49.7% (n=143), then widow 26.0% (n=75), married 13.5% (n=39), and the last one is single 10.8% (n=31). Concerning the respondents' level of education, university degree is 32.6% (n=98); the percentages of the two categories were highly similar: high school degree, 24.3% (n=73), and elementary school degrees, 23.3% (n=70). Then, the postgraduate degree came in fourth place with 19.9% (n=60). Lastly, the respondents' monthly income ranged from 10,000 to 15,000 L.E., 32.6% (n=94). In addition, 24.7% (n=71) of respondents' monthly income went from 5000 L.E. to 10000 L.E. However, from 1000 L.E. to 5000 L.E., 22.9% (n=66) of their monthly income. In contrast, the lowest percentage of their monthly revenue of more than 15000 L.E. was 19.8% (n=57) (See Table 3).

Table 3: Profile of respondents (N=288)			
Demographic Data		Frequency	%
Age	18 up to 24	60	20.8 %
	25 up to 34	84	29.2 %
	35 up to 45	89	30.9 %
	More than 45	55	19.1 %
Employment	Employed	222	77.1 %

	Unemployed	66	22.9 %
Material states	Single	31	10.8 %
	Married	39	13.5 %
	Divorced	143	49.7 %
	Widow	75	26.0 %
Educational	Elementary School	70	23.3 %
	High School	73	24.3 %
	University	98	32.6 %
	Post Graduate	60	19.9 %
Income	1000 up to 5000	66	22.9 %
	5000 up to 10000	71	24.7 %
	10000 up to 15000	94	32.6 %
	More than 15000	57	19.8 %

Confirmatory factor analysis (CFA)

Table 4: Factor loadings, validity analysis, and reliability test of the measurement model				
Construct	Factor Loading	CR	A	AVE
Pink Product		0.963	0.963	0.839
PRO1	0.969			
PRO2	0.963			
PRO3	0.891			
PRO4	0.898			
PRO5	0.853			
Pink Price		0.970	0.969	0.890
PRI1	0.972			
PRI2	0.955			
PRI3	0.903			
PRI4	0.942			
Pink Place		0.972	0.971	0.895
PLA1	0.972			
PLA2	0.963			
PLA3	0.948			
PLA4	0.900			
Pink Promotion		0.891	0.914	0.673
PROM1	0.874			
PROM2	0.863			
PROM3	0.849			
PROM4	0.679			
Pink People		0.970	0.971	0.889
PEO1	0.959			
PEO2	0.967			
PEO3	0.937			
PEO4	0.908			
Pink Physical Evidence		0.973	0.972	0.899
PHY1	0.965			
PHY2	0.938			
PHY3	0.954			

PHY4	0.936			
Pink Process		0.805	0.802	0.582
PROC1	0.684			
PROC2	0.739			
PROC3	0.855			
Buying Behavior		0.970	0.972	0.820
BUY1	0.945			
BUY2	0.884			
BUY3	0.906			
BUY4	0.895			
BUY5	0.910			
BUY6	0.893			
BUY7	0.905			
BUY8	(----			

Source: Adapted from (Abdel Kerim, 2020; Shehata & Fayyad, 2020; Ezzat & Rady, 2021; 2022, محمد).

CR = composite reliability; **α** = Alpha reliability; **AVE** = average variance extracted.

This study conducted validity and configuration reliability tests using a fit of the confirmatory factor analysis (CFA) model. The structural model's output and the factor loading of its constructs are displayed in Table 4. These findings suggest that there was a poor fit with the original model. Various indices must be changed to improve the model's overall fit. We looked at standard residual covariance to determine if it could significantly worsen the model fit. As a result, few items were covariate in the latent variables. PROM1 and PROM2; PROM1 and PROM3; PROM2 and PROM3; PROM3 and PROM4 in Pink Promotion latent variable, PEO3 and PEO4 in Pink People latent variable, PHY1 and PHY2; PHY1 and PHY4; PHY3 and PHY4 in Pink Physical latent variable, BUY1 and BUY2; BUY2 and BUY3; BUY3 and BUY4; BUY3 and BUY7 in Buying Behavior latent variable were covariates.

Ultimately, the estimation findings from the model produced the overall fit indices for the measurement model, which, at $\chi^2 = 1408.949$ with 516 degrees of freedom, $p < .0001$, $\chi^2/df = 2.731 < 3$ (Hair et al., 2010), was an acceptable threshold. Indexes of at least three of the following factors were used to assess the model fit: NFI = 0.919, RFI = 0.907, IFI = 0.947, CFI = 0.949, and TLI = 0.939, which exceeds the minimum acceptable value of 0.90 and indicates a well-fitting model (Tucker & Lewis 1973; Hu & Bentler, 1999). Furthermore, Arbuckle (2011) reports that the root mean square error of approximation (RMSEA) is 0.068 (< 0.08).

Reliability, Convergent validity, and Discriminant validity

The CFA results are shown in Table 4, where it is clear that the data is acceptable and reliable. The lowest Cronbach's and construct reliability scores were 0.802. This is done to verify whether the women's opinion regarding the pink marketing mix is trustworthy (Pallant, 2007). CR and AVE were also used to measure convergent validity. Additionally, both MSV and ASV values were used to evaluate discriminant validity. Sufficient convergent validity was demonstrated by the CR and AVE indices, whose convergent validity was above the lowest permitted level. However, to guarantee the discriminant validity, the square correlation of every pair of constructs and the AVE of every research construct was assessed (See Table 5).

Table 5: Discriminant Validity for the Measurement Model								
Variables	PRO	PRI	PLA	PROM	PEO	PHY	PROC	BUY
Pink Product	0.839							

Pink Price	0.729	0.890						
Pink Place	0.713	0.679	0.895					
Pink Promotion	0.596	0.540	0.632	0.673				
Pink People	0.679	0.731	0.766	0.634	0.889			
Pink Physical Evidence	0.670	0.701	0.728	0.645	0.812	0.899		
Pink Process	0.142	0.179	0.143	0.195	0.127	0.201	0.582	
Buying Behavior	0.715	0.794	0.708	0.580	0.715	0.704	0.167	0.820

Note: The bold values along the diagonal line are the AVE values for the constructs, and the other values are the squared correlations for each pair of constructs

The Hypothesized Relationships

Table 6 demonstrates that only four of the variables were found to be significant predictors of women's buying behavior in hotels. These findings support hypotheses H1, H2, H4, and H6 that a relatively positive relationship exists between Pink Products, Pink Price, Pink Promotion, Pink Physical Evidence, and Women Buying Behavior in hotels. At the same time, the second variables of Pink Place, Pink People, and Pink Process do not have a significant relationship with Women's Buying Behavior in hotels; reject H3, H5, and H7.

Table 6: Standardized Parameter Estimates of the Structural Mode

H	Path		Beta coefficients (B)	t-values	Results
H1	Pink Product	Buying Behavior	.439	23.198***	Supported
H2	Pink Price	Buying Behavior	.296	17.197***	Supported
H3	Pink Place	Buying Behavior	.047	2.631	Rejected
H4	Pink Promotion	Buying Behavior	.112	6.188	Supported
H5	Pink People	Buying Behavior	.011	.589	Rejected
H6	Pink Physical Evidence	Buying Behavior	.042	2.391*	Supported
H7	Pink Process	Buying Behavior	.002	.056	Rejected

*Absolute t-value > 1.96, p < 0.05; **Absolute t-value > 2.58, p < 0.01; ***Absolute t-value > 3.29, p < 0.001.

Discussion and Conclusion

Pink marketing plays a vital role in the success of the hospitality industry as it directs a unique marketing message to women. Therefore, special attention should be paid to understanding women's purchasing behavior from their point of view to know their requirements in a way that is compatible with the goals of hotels. Studies have shown that women make 85% of purchasing decisions; women's buying behavior is an inherent, instinctive state simply because purchasing makes them feel happy. This study targeted Egyptian females in hotels in Greater Cairo, and around 288 questionnaires were collected from March 2022 to November 2022. According to the findings of the investigation side of the study, there was high agreement among the study sample on the independent variable (women buying behavior), as the degree of agreement on the pink product, pink price, pink promotion, and pink physical evidence dimensions was high; which confirms that the hotels in Greater Cairo have indeed succeeded in implementing pink marketing towards women.

This indicates that women represent an important market segment for the hotel industry and have an excellent influence for several reasons, including that they play a pivotal role in the purchasing decision through their apparent influence in the purchasing process, whether as consumers by purchasing products related to their personal needs, or as purchasers of products for their children, or as decision-makers while purchasing products for their home, or influencing their relatives or husbands to buy a specific product. In addition, the study by Abdel Kerim (2020) agreed that the pink product positively affects the independent variable women's purchasing behavior in hotels; according to Massoudi (2020), the same result is valid for the pink price. Hence, all marketing methods and strategies that hotels invent to target women with their services are tailored to them by understanding their way of thinking and speaking to them in their language to influence them, and thus, they will affect those around them, increasing sales. Additionally, the woman is the champion of word of mouth; if The service is good, she is the best consumer to increase the sales because she will pass on her good experience to everyone she knows. Likewise, a woman is always interested in learning about the product, the price, whether there are discounts or not, and what offers are available, and she will search if there is something better than it and then decide to make her decision.

Recommendations

The study came to various recommendations based on these findings, the most significant of which are as follows:

1. Hotels need to take the pink marketing mix into account while creating their marketing plans and tactics, researching women's requirements, tastes, and desires to provide goods that suit their preferences for specific colors and styles of décor, concentrating on the key elements affecting the decisions made by women when choosing hotel services.
2. Using women in hotel marketing teams contributes to a greater understanding of women's needs and reaches the appropriate party to address them in marketing.
3. Hotels must pay close attention to pink marketing and pricing characteristics since they influence women's purchase decisions the most. Furthermore, they study the nature of women's buying behavior and the factors influencing purchasing decision-making.
4. Hotels must provide more services and amenities (e.g., a spa, yoga, gym, beauty center, etc.), shopping centers, and entertainment activities (e.g., malls, animation, variety parties, aqua, children's games, and so on).
5. Pricing is a crucial issue in women's hotel purchasing decisions, the price must be acceptable for the quality of the hotel services while offering special prices for women.
6. Considering the commercials and marketing campaigns aimed at women, emphasizing their emotions and feelings over their logic; employing eye-catching colors, melodies, and music in ads; and utilizing sales promotion techniques such as discounts, gifts, offers of trips, and lodging by women and studying the nature of women's buying behavior and the factors influencing purchasing decision-making.

Limitations and future Research

This study used a questionnaire survey to do its experimental work, which involved looking into 15 hotels in Greater Cairo and 288 female Egyptian customers. Furthermore, the variables impacting women's buying behaviors in hotels are included in this constraint. Among the limited ones, this research examined the impact of pink marketing on Egyptian women's buying behavior in the hospitality industry. Additional quantitative techniques like focus groups can be used in future studies. More research would be needed with a more significant sample size ratio to ensure that the study's conclusions can be appropriately generalized, as the sampling for this study included only a small number of female hotel guests. Regardless of its limitations, this study offers practical implications for hospitality scholars.

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تأثير التسويق الوردي على السلوك الشرائي للسيدة المصرية في صناعة الضيافة

الملخص العربي

أحد المصطلحات التسويقية الجديدة التي ظهرت في القرن الحادي والعشرين هو "التسويق الوردي" الذي يصف المبادرات التسويقية التي تستهدف الإناث؛ تشكل النساء شريحة كبيرة من العملاء يجب تقديرها. تستكشف هذه الدراسة تأثير التسويق الوردي على السلوك الشرائي للمرأة المصرية في صناعة الضيافة ولتحقيق هدف الدراسة وغاياتها تم اعتماد منهج البحث الكمي في هذا البحث باستخدام استبيان مع عميلات فنادق الخمس نجوم (288 استمارة استبيان صالحة). وتم قياس تأثير التسويق الوردي على السلوك الشرائي للسيدات المصريه باستخدام برنامج AMOS 4 باستخدام نمذجة اظهرت نتائج البحث ان المنتجات الورديه والاسعار و الترويج و الادلة المادية هي (SEM) المعادلات الهيكلية المتغيرات الرئيسية في سلوك الشراء لدي النساء تجاه الفنادق.

الكلمات الدالة: التسويق الوردي؛ المزيج التسويقي الوردي؛ السلوك الشرائي عند السيدات.