

The Impact of Pink Marketing on Consumer Decision-Making Process to Buy Cosmetics: The Moderating Role of Social Media

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Abstract

This study aims to identify the impact of pink marketing on the consumer decision-making process to buy cosmetics, and to examine the moderating role of social media on that impact, based on the descriptive and analytical methods. A questionnaire was developed based on understanding of the literature review related to the theories and practices of pink marketing and the consumer decision-making process. The research population was female consumers in the capital Amman who have the desire to buy cosmetics. Due to the difficulty in counting the number of female consumers, a convenience sample was used and (600) questionnaires were distributed. The number of retrieved questionnaires valid for analysis was (524) questionnaires representing (87.3%) of the total distributed. Statistical Package for the Social Sciences (SPSS) software was used to analyze data, where the descriptive statistic measures, and simple, multiple, stepwise and hierarchical linear regression analyses were conducted. The study concluded that there is a statistically significant impact for pink marketing on the consumer decision-making process to buy cosmetics. It also concluded that there is a moderating role for social media with a statistically significant effect on the impact of pink marketing on the consumer decision-making process to buy cosmetics. The study recommended that cosmetic companies should provide cosmetics of different brands and high quality that suit all needs, and clarify the distinctive features of their cosmetic products. It also recommended that cosmetic companies should pay attention to marketing via social media and improve the type of advertising content; because of the significant impact on the interaction of female consumers with the products they offer, and the exchange of information and data with friends through social media.

Keywords: Pink Marketing, Consumer Decision-Making Process, Cosmetics, Social Media