The Vital Role of Pink Marketing IN THE Creation of Women's Loyalty

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Abstract: This study aims to investigate the impact of the pink marketing mix on creating women's loyalty, specifically focusing on Maybelline New York beauty products in the Kurdistan Region. The fundamental question addressed is: Does the pink marketing mix of Maybelline New York beauty products significantly affect women's loyalty in the Kurdistan Region? An analytical-descriptive approach was applied, and data were collected through a questionnaire distributed to 125 women consumers at local shopping malls in Erbil province, Iraq. Statistical tools, including descriptive statistics, arithmetic mean, standard deviations, Cronbach Alpha, and Pearson correlation coefficient test, were used to analyze the data using SPSS software. The findings revealed a positive relationship between the pink marketing mix and loyalty. Each element of the pink marketing mix—product, price, promotion, and place—showed a modest to weak correlation with loyalty. Despite the limitations of focusing on a small group of women shoppers and one brand of cosmetics and the restricted movement due to the COVID-19 outbreak, the study provides valuable insights. In conclusion, the study confirms that the pink marketing mix significantly influences women's loyalty. The results suggest that focusing on product quality, appropriate pricing, effective promotion, and convenient distribution can enhance customer loyalty among women. These findings offer practical implications for marketers in the cosmetics and beauty supplies industry, guiding them on strategies to foster loyalty among women shoppers.

1. Introduction

With the advent of modern concepts and terminologies, especially in the areas of marketing, various types of research have emerged across different fields. As women constitute half of society and are its foundation, a new type of marketing oriented towards women has emerged, known as pink marketing. The origin of this label is derived from the distinctive colour associated with women, which is pink. Pink marketing is a recent trend, and many businesses, particularly in developed countries, have started to adopt and implement this concept (Rohrer-Vanzo et al., 2016). Women occupy many areas of life, making them the focus of many organizations that develop and improve marketing strategies targeting women (Barletta, 2003). Women play a vital role in our communities, especially in purchasing decisions. This role stems from their success in many tasks as consumers and decision-makers, as well as their influential role in the purchasing decision-making process of others (Massoudi, Jameel, & Ahmad, 2020). Consequently, institutions today are paying great attention to customers and establishing interactive relationships with them to gain trust and loyalty. Providing customers with the information they need before acquiring goods and services is crucial. Therefore, understanding customer desires and needs leads to loyalty.

The participation of women in the marketing process, whether existing or targeted, prompts us to consider the role and relationship of women to marketing activity and its objectives, particularly customer satisfaction and loyalty (Gazi, 2019). Women can perform the marketing function and are affected differently than men. This fact, as described by various authors, indicates that women's privacy must be taken into account to reach marketing objectives, especially customer loyalty. The problem of the study revolves around the following fundamental question: How does the pink marketing of Maybelline New York beauty products affect women's loyalty in the Kurdistan Region?

The objectives of this article are: to recognize the impact of pink marketing of Maybelline New York beauty products on customer loyalty in Kurdistan, particularly the pink marketing mix elements; to highlight the importance of pink marketing for women in Kurdistan, especially in Kurdish society in general; and to attempt to change the traditional view of women by marketers, considering them an essential party in the marketing process due to their creative and different intellectual skills, particularly in the field of marketing goods and services for women. Finally, the article aims to provide suggestions to Kurdish institutions on the importance of allocating a marketing mix for women, to motivate and encourage other researchers in the field of marketing to study and deepen their knowledge in this new field of pink marketing (Abubakar & Obansa, 2020).

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This study is significant because it addresses a gap in the literature regarding the role of pink marketing in influencing women's purchasing behaviour and loyalty. It contributes to a better understanding of how gender-targeted marketing strategies can be effectively implemented in the beauty industry, particularly in regions with unique cultural contexts like Kurdistan. The findings of this study will provide valuable insights for marketers, helping them to develop more effective marketing strategies that resonate with female consumers. Furthermore, it will highlight the potential of pink marketing to drive customer loyalty and business growth.

2. Literature Review

2.1 Pink Marketing: Women As A Consumers

Women Women signify more than half of the global population. Directly or indirectly, consumer spending by women accounts for almost 85% of world purchases, including automobiles and healthcare (Rohrer-Vanzo et al., 2016; Barletta, 2003). Women are considered key players in economics and other areas of life (Sutter et al., 2016). Women have gained more independence from men due to professional success and economic autonomy, impacting their purchasing behaviour. As a result, there are minimal differences between female and male targets in purchasing. On the other hand, males take pride in detailed care related to appearance, pleasure, and moral needs. Nowadays, women are also competing in traditionally male-dominated categories like automotive, high-tech, and financial services. In the past, women's dissatisfaction with commercial, insurance, and automotive offers was evident because these services were not appropriate for their needs. Despite these recent changes, women remain the primary gender that prioritizes product and service quality or value. Recent studies have verified that price is not the most crucial driver for purchasing decisions. Instead, women prefer products and services based on the contrast between what they "get" and "give". Indeed, a new economic process in recent years has involved a significant number of female consumers. The colour of a product directed at the shopper base can substantially influence accomplishing business goals. Emotionally, the colour pink is linked with empathy, love, and passion. The colour pink is feminine, soft, and youthful, and it represents love and compassion.

2.1.1. Pink Marketing

According to Abdul Fatah (2017), the term pink marketing refers to targeted marketing for women, with pink being the colour of femininity. This has led marketing scientists and experts to use it as an indicator of marketing directed towards women. Products aimed at women can be coloured pink or any colour that suits the female (Yano, 2013). This varies according to the nature of the product and the needs and desires that the foundation intends to fulfil through its product. Some believe that the term pink marketing is limited to women's sales, while others define it as marketing for women, targeting female clients, or marketing to and from women.

Pink marketing, or marketing to women, is a strategy based on targeting women with an institution's products. The institution uses marketing techniques that are more influential on women than on men, recognizing that women's psychological nature differs from men's subjective views. This means that the motives for buying among women are different from those of men, and therefore, their purchasing behaviour also differs. Female marketing, or pink marketing, does not target women only as customers or buyers but also addresses the role of women in serving marketing areas in general, whether they serve clients from young girls or use plans and marketing issues for the market as a whole.

Pink marketing can be defined as applying the elements of a product marketing mix, pricing, promotion, and distribution in a manner consistent with and commensurate with the psychological and lifestyle of women to meet their needs and desires effectively, enabling companies to reach the stage of customer loyalty (Kaddumi, 2017).

Pink marketing includes all activities and marketing efforts targeted at female clients, encompassing product, price, distribution, and promotion in a way that suits women. Organizations must address women unequivocally with their marketing messages because this approach is characterized by a pattern that no longer applies to women. Marketing messages must show understanding and conformity with the essence and needs of women (Ahmed, 2017). Pink marketing seeks to fulfil the needs and desires of women by collecting marketing information that matches their trends and tastes (Alubaidi, 2016)

It is noted that pink marketing not only sells products to women but also extends to products aimed at men, as women influence men's purchasing decisions. Companies must target women in their marketing campaigns, as they influence the decision-making process of buyers. This requires marketing expertise in campaigns for products intended for men, children, or families, giving signals or suggestions that affect women and convince them to purchase these products.

2.1.2. The Importance of Pink Marketing

According to Pashley (2016), pink marketing is essential for several reasons. Firstly, the importance of women in the marketing field extends beyond their roles as buyers and sellers; women are deeply involved in household decision-making and their professional careers. Additionally, women possess a significant share of the world's wealth. Women's purchases account for 85% of all purchases globally, encompassing personal care products, health supplies, cars, and equipment. Furthermore, women represent 58% of all online payments. Women's expenditures worldwide amount to approximately $20 trillion annually. In the American market, women buy about 58% of the cars, and their influence extends to 80% of the beauty supply market. The status of women and their

care is ingrained in Arabic culture, particularly in Eastern culture. The Arab region holds a large share of the world's wealth, with women owning up to 40% of this wealth, indicating their significant role in the Arab economy. Women represent a substantial segment of clients and consumers in all markets, necessitating appreciation and targeted marketing strategies (Pashley, 2016). Marketing to women reveals critical ideas for success in marketing products and services. The women's market grows and develops when institutions understand and meet the needs of women, thereby succeeding in developing and increasing market shares (Barletta, 2003).

2.1.3. Requirements For Successful Pink Marketing

Abdul Fatah (2017) outlines several key requirements for successful pink marketing. Firstly, firms should focus on emotional appeal rather than logical attraction in advertising and persuasion. Women are more likely to be influenced by emotions; therefore, passionate communication is more effective. This focus on emotions does not imply neglecting the logical aspects of the product, such as quality and price, but rather emphasizing emotional elements. Secondly, firms must provide additional services and excellent customer service. Studies show that 65% of female customers develop loyalty to a brand after a positive first experience, highlighting the importance of good customer service. Thirdly, targeting women with more social media marketing campaigns is crucial, as females spend about 40% more time on social media than their male counterparts. Fourthly, using appropriate colours for women in products and advertisements, such as pink or red, and avoiding colours that suit males like blue, is essential. Lastly, in women's advertising, firms should work to influence their subconscious more than ever, including the use of clear phrases that affect consciousness such as "because you are a female" or "this product is for you." It is best to influence the subconscious through the advertisement background, such as references that indicate femininity, like music and colours used in the advertisement, or the presence of flowers and roses (Abdul Fatah, 2017, pp. 21-22). To achieve successful pink marketing, it is essential to consider the elements women rely on to make their decisions, as illustrated in the figure below.
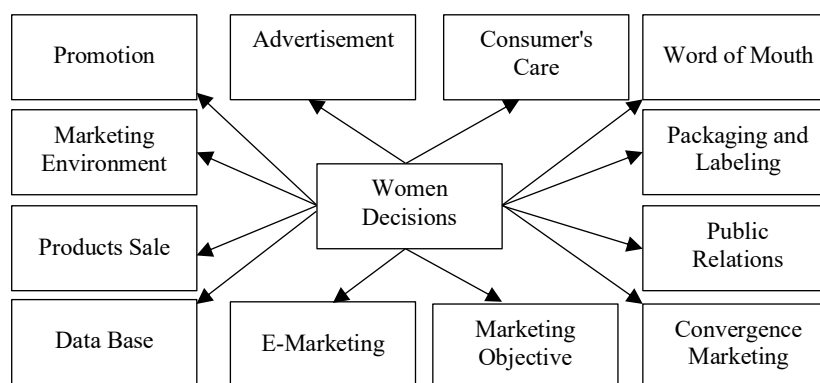

Figure 1: Elements of Women Buying Decision. Source: Berletta, 2013, P. 67

We notice from Figure No. (1) that the woman's decisions are taken and influenced by the observance of various elements and factors, including the spoken word, public relations and consumer care so that the products and services directed to the woman must take into account these elements because it is important for woman, 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 the desire to buy for women.

2.2. Marketing Mix And Pink Marketing Applications

Pink marketing is a modern terminology in marketing that began at the beginning of the 21st century, where many institutions worldwide adopt a pink marketing strategy and apply it to women by moulding the four elements of the marketing mix (product, pricing, promotion, and distribution) in a manner consistent with the dimensions of a woman's life.

2.2.1. Pink Product

Pink products represent any goods or services produced to align with women's desires, needs, and tastes. Women shoppers look for information and details about a certain brand and pay more attention to specifications than men. Women dissect every piece of information about the product. For example, when a woman purchases clothes, she cares about the quality of the clothes, their compatibility with fashion, and the appropriate range. They seek excellence in clothing more than men, and mothers are particularly keen on reading the components of food products they buy for their children to ensure their health. Institutions providing products directed toward women must therefore take care of all details and provide comprehensive product information (Alubaidi, 2016, p. 406).

2.2.2. Pink Price

Pink price represents the amount that women customers pay for a product without exploiting their weaknesses. Generally, a product perceived as high-priced by a man may be seen as reasonably priced by a woman because it meets moral needs that men might not recognize. Women often care about product packaging and accessories,

leading to greater spending compared to men. Business firms might target women and specific age groups or social classes, allowing them to establish a pricing strategy based on the perceived value of the product.

2.2.3. Pink Distribution (Place)

The pink distribution represents the site where the product is sold to women customers, taking into account their tastes in colours and forms used in external and internal designs. Men focus more on physical elements in stores, such as parking availability and stock, while women emphasize packaging, décor, attentive customer service, and the treatment of salespeople (Alubaidi, 2017, p. 407). Efficient product distribution requires using an extensive network characterized by strong distribution to reach consumers effectively, ensuring products are available in stock, and creating an affordable pricing strategy in stores, supermarkets, and shopping malls.

2.2.4. Pink Promotion

Pink promotion represents the way to communicate with female clients without exploiting their innate tendencies and weaknesses. Women are more emotional than men, focusing more on emotions than logical information. Convincing women about a product often involves appealing to their emotions, while men are more convinced through logical evaluation. Institutions targeting women must therefore focus on emotional appeals in advertising while presenting common-sense information about the products. Alubaidi (2017) explains that women appreciate the attention to emotion, harmony, and colours in advertising campaigns. For example, maternity products aimed at mothers should emphasize motherhood feelings and sensitivity toward their babies. Promotion can be enhanced by unique product forums, print media, and publications, relying on word-of-mouth recommendations, which is an important advertising method among women in pink marketing.

2.3. The Concept Of Loyalty

Most organizations realize that their success and stability depend on their ability to understand and satisfy their customer's needs and desires. In the competitive market, loyalty has become a crucial topic for business organizations. Alnosoor (2014) defines customer loyalty as how an organization earns a customer's trust where the relationship governing the exchange process is mutually profitable. Liu et al. (2017) describe loyalty as a customer's long-term engagement with the same service or product. Kotler (2014) defines loyalty as the customer's willingness to reciprocate activities with the organization. Dick and Basu (1994) describe loyalty as the consistent identification of consumers with their favourite store, supported by Massoudi (2020), who states that loyalty involves high market share and the ability to request relatively high prices compared to others' prices.

Few studies have focused on loyalty, such as Dick and Basu (1994), who classified consumer loyalty into relative attitude and repeat patronage, grouping these into four types: spurious loyalty, latent loyalty, loyalty, and no loyalty. This classification is essential for marketers and advertisers due to its significant influence. Tanford and Baloglu (2013) divided loyalty into nine groups, including true loyalty, active loyalty, latent loyalty, projected loyalty, neutral loyalty, basic loyalty, spurious loyalty, ultimate loyalty, and no loyalty. Other studies, such as Chang et al. (2009), examined loyalty from attitudinal, behavioural, and compound perspectives. Cassidy and Wymer (2016) hypothesized loyalty as a client's emotional state towards a brand, while Izogo (2016) advised assessing customer satisfaction, trust, quality, and image in attitudinal loyalty. Studies by Dwivedi and Merrilees (2016), Thaichon and Jebarajakirthy (2016), and Ali et al. (2016) measured customer loyalty intentions and gauged attitudinal and behavioural loyalty.

Recognizing the connection between customer satisfaction and loyalty is vital for businesses (Massoudi, 2020). Customer satisfaction is a critical factor in increasing loyalty, combining both notions to achieve the firm's profitability and market share. Satisfaction is a reliable indicator of repeated purchasing behaviour (Woodcock et al., 2003). Satisfied customers are more likely to buy the product, ignore price sensitivity, engage in positive word-of-mouth, and become loyal clients, while dissatisfied customers can damage the firm's reputation (Chen and Wang, 2009).

2.4. Hypothesis

When it comes to loyalty, the majority of previous studies have focused on the marketing mix or the relationship with customer satisfaction. However, no study has specifically targeted pink marketing and its role in creating women's loyalty. Therefore, to address this gap, we developed the main hypothesis of the study and a set of sub-hypotheses to support it.

The main hypothesis: There is a statistically significant positive correlation between the pink marketing mix of Maybelline New York cosmetic products and the loyalty of women customers in the Kurdistan Region. The main proposition is divided into the following sub-hypotheses:

H1: *There is a statistically significant positive correlation between the pink products of Maybelline New York cosmetics products and achieving women customers' loyalty in the Kurdistan Region.*

H2: *There is a statistically significant positive correlation between the pink pricing of Maybelline New York cosmetics product and achieving women customers' loyalty in the Kurdistan Region.*

H3: *There is a statistically significant positive correlation between the pink promotion of Maybelline New York cosmetics products and achieving women customer's loyalty in the Kurdistan Region.*

H4: *There is a statistically significant positive correlation between the pink place of Maybelline New York beauty products and achieving women customer's loyalty in the Kurdistan Region.*

3. Methodology

This section outlines the approach of the field study and the identification of the study sample. The researcher collected and analyzed data to support the chosen approach. A questionnaire was used for data collection, divided into two variables: the pink marketing mix with 15 statements and the loyalty variable with five statements. The target group of the questionnaire consisted of women customers attempting to purchase Maybelline New York brands at Family Shopping Mall, Erbil, Iraq. The researcher utilized a case study as part of the descriptive analytical approach. This approach is crucial for collecting data, information, facts, and opinions to provide a clear explanation of the case under study. A total of 130 questionnaires were distributed randomly; 5 were rejected, and 125 were valid for analysis.

Responses to each statement on the questionnaire were scaled according to the Likert scale: strongly disagree (mean score less than 1), disagree (mean score 1-2), neutral (mean score 2-3), agree (mean score 3-4), and strongly agree (mean score over 4). Statistical tools were also used to test and analyze the data using SPSS 22 software, including frequency and percentages to provide a comprehensive description of the sample in terms of demographics such as age, education, and employment. Arithmetic mean (a measure of central tendency) and standard deviation (a measure of dispersion) were used to assess the responses of the sample items to study variables. Cronbach's Alpha was used to ensure the validity and reliability of the study instrument. The Pearson correlation coefficient was employed to identify the nature of the association or relationship between the two continuous variables of the study. The research model is illustrated in Figure 2 below:
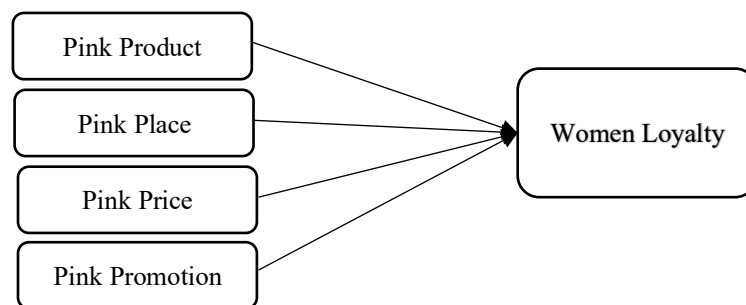
Figure 2: Conceptual Framework

4. Analysis and Findings

4.1. Demographics

Table 1: Age

Variable	Frequency	Valid Percent
Age		
18-24	54	43.2
25-30	44	35.2
31-45	25	20
Over 45 years	2	1.6
Total	**125**	**100**
Education		
Elementary School	1	0.8
High School	5	4
Associate	29	23.2
Bachelor	63	50.4
Master	27	21.6
Total	**125**	**100**
Employment		
Employed	76	60.8
Unemployed	49	39.2
Total	**125**	**100**

Source: Calculated by the Author

We can see from Table 1 that the majority of our respondents who purchase Maybelline New York products are between the ages of 18-24, comprising 43.2% of the sample. The second largest age group of respondents is between 25-30 years old, accounting for 35.2%. Additionally, 20% of respondents aged between 31-45 are customers of Maybelline New York. Regarding education, Table 1 shows that the majority of Maybelline New

York customers are educated, with 63 respondents (50.4%) holding a bachelor's degree, 29 respondents (23.2%) holding an associate degree, and 27 respondents (21.6%) holding a master's degree. This indicates that educated women have more knowledge about brand names than uneducated women. Table 1 also reveals that the majority of our respondents, 76 (60.8%), are employed, while 49 respondents (39.2%) are unemployed.

4.2. Reliability Test

The researcher applied Cronbach's Alpha to examine the reliability of the questionnaire statements. Reliability is typically assessed using Cronbach's Alpha, a well-known method for estimating dependability. Pourdehghan (2015) suggests that for any exploration, a reliability score or alpha of 0.60 or above is acceptable. In this research, all 125 respondents provided their answers. As shown in Table 2, only components with high degrees of reliability (greater than 0.70), which met the threshold requirement suggested by Nunnally, are considered. Components below this threshold were removed. Table 5 shows the reliability test for 15 of the questionnaire's 20 statements.

Table 2: Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded[a]	0	.0
	Total	125	100.0

a. List-wise, no deletions based on all variables in the procedure.
Source: Calculated by the Author

Table 3: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.882	.891	15

Source: Calculated by the Author

Table 3 shows overall reliability statistics of 0.882. It is observed from Table No. 5 that all the items have achieved a reliability of more than .800.

4.3. Descriptive Statistics

Descriptive statistics summarize a set of data. It measures central tendency and dispersion. Table 4 shows the mean outputs mean and standard deviation scores in addition to the degree of its approval.

Table 4: Item Statistics

	Mean	Std. Deviation	N
Loyalty	3.96	1.409	125
Price	3.35	1.085	125
Place	3.31	1.245	125
Promotion	3.38	1.215	125
Product	3.68	1.156	125

Source: Calculated by the Author

We noticed from Table 4 that the overall degree of approval of the loyalty dimension was high, with an average mean of 3.96 and a standard deviation of 1.40, indicating that the sample respondents highly agreed with the loyalty variable. The overall degree of approval of the pink marketing mix dimensions was also high, with an average mean of 3.35 and a standard deviation of 1.08 for the price dimension. Similarly, the overall degree of approval of the pink marketing mix dimension of place was high, with an average mean of 3.31 and a standard deviation of 1.24. The pink marketing mix dimension of promotion also showed a high degree of approval, with an average mean of 3.38 and a standard deviation of 1.21. Finally, the pink marketing mix dimension of product had a high degree of approval, with an average mean of 3.68 and a standard deviation of 1.15. From these scores, we can confirm that the sample respondents highly agreed with the pink marketing mix variables and loyalty.

Table 5: Correlation between Pink Marketing and Loyalty

		Pink Marketing Mix	Loyalty
Pink Marketing Mix	Pearson Correlation	1	.817**
	Sig. (2-tailed)		.000
	N	125	125
Loyalty	Pearson Correlation	.817**	1
	Sig. (2-tailed)	.000	
	N	125	125

** Correlation is significant at the 0.01 level (2-tailed). Source: Calculated by the Author

Table 5 clearly shows a positive correlation between the pink marketing mix and loyalty, with a Pearson correlation coefficient value indicating a very strong correlation of 0.817, and a significant value of 0.000 < 0.05. This indicates that every time the pink marketing mix increases by one unit, the level of loyalty increases by 81%, which is a significant value. Therefore, the alternative hypothesis is accepted, and the null hypothesis is rejected. This leads us to conclude that the pink marketing mix has a positive significant relationship with loyalty.

Table 6: Correlation between Product and loyalty

		Pink Marketing Mix	Loyalty
Pink Marketing Mix	Pearson Correlation	1	.546**
	Sig. (2-tailed)		.000
	N	125	125
Loyalty	Pearson Correlation	.546**	1
	Sig. (2-tailed)	.000	
	N	125	125

Source: Calculated by the Author **. Correlation is significant at the 0.01 level (2-tailed).

Table 6 shows a modestly positive correlation of (0.546), and the significant value is 0.000 < 0.05. Indicating that every time the level of product increases by one unit, the loyalty level increases also by 54%. Thus, hypothesis 1 is accepted.

Table 7: Correlation between Price and loyalty

		Pink Marketing Mix	Loyalty
Pink Marketing Mix	Pearson Correlation	1	.417**
	Sig. (2-tailed)		.000
	N	125	125
Loyalty	Pearson Correlation	.417**	1
	Sig. (2-tailed)	.000	
	N	125	125

Source: Calculated by the Author **. Correlation is significant at the 0.01 level (2-tailed).

Table 7 shows a poor correlation of (0.417), and the significant value is 0.000 < 0.05. Thus, every time the level of price increases by one unit, the loyalty level increases by 41%. Accordingly, we accept hypothesis 2.

Table 8: Correlation between Promotion and Loyalty

		Pink Marketing Mix	Loyalty
Pink Marketing Mix	Pearson Correlation	1	.203**
	Sig. (2-tailed)		.000
	N	125	125
Loyalty	Pearson Correlation	.203**	1
	Sig. (2-tailed)	.000	
	N	125	125

Source: Calculated by the Author **. Correlation is significant at the 0.01 level (2-tailed).

Table 8 shows a weak correlation between pink promotion and loyalty, the Pearson correlation coefficient has a poor value of (0.203), and a significant value of 0.000 < 0.05. Therefore, every time the level of price increases by one unit, the loyalty level increases by 20%. Thus, we accept hypothesis 3.

Table 9: Correlation between Place and loyalty

		Pink Marketing Mix	Loyalty
Pink Marketing Mix	Pearson Correlation	1	.393**
	Sig. (2-tailed)		.000
	N	125	125
Loyalty	Pearson Correlation	.393**	1
	Sig. (2-tailed)	.000	
	N	125	125

Source: Calculated by the Author **. Correlation is significant at a 0.01 level (2-tailed).

Table 9 also shows a weak correlation between the pink place (distribution) and loyalty. The value of the Pearson correlation coefficient indicates a poor correlation of 0.393 and a significant value of 0.000 < 0.05. Thus, every time the level of distribution increases by one unit, the loyalty level increases by 39%. Accordingly, we accept Hypothesis 4.

This empirical study examined the connection between the pink marketing mix and women's loyalty. The study sample consisted of a group of women shoppers of Maybelline New York products located in shopping malls in Erbil, Kurdistan Region of Iraq. The study took an analytical-descriptive approach, and the data were analyzed using SPSS. Finally, we tested the main hypothesis and the sub-hypotheses using Pearson Correlation. The findings were supported by Pourdehghan (2015), who suggested that the marketing mix has a positive relationship with customer loyalty.

5. Discussion

The findings of this study provide compelling evidence on the significant impact of the pink marketing mix on women's loyalty, specifically within the context of Maybelline New York products in the Kurdistan Region. The results align with the broader literature on marketing and consumer behavior, reinforcing the importance of targeted marketing strategies.

Firstly, the high approval ratings for the loyalty dimension, with an average mean of 3.96, underscore the effectiveness of pink marketing strategies in fostering strong consumer loyalty among women. This aligns with prior research indicating that tailored marketing efforts, which consider the unique preferences and behaviors of female consumers, can significantly enhance brand loyalty (Barletta, 2003; Rohrer-Vanzo et al., 2016).

The study's detailed examination of the pink marketing mix components—product, price, place, and promotion—revealed notable insights. Each component demonstrated a high degree of approval among respondents, suggesting that these elements are crucial in appealing to female consumers. For instance, the product dimension, with an average mean of 3.68, highlights the importance of offering products that meet the specific needs and desires of women. This finding is consistent with Alubaidi (2016), who emphasized the significance of product details and quality in attracting female customers.

Moreover, the positive correlation between the pink marketing mix and loyalty, as indicated by a Pearson correlation coefficient of 0.817, confirms the hypothesis that a well-executed pink marketing strategy can substantially increase customer loyalty. This finding supports the assertion by Pourdehghan (2015) that a strong marketing mix positively influences customer loyalty. It suggests that businesses aiming to capture the female market should invest in developing marketing strategies that resonate emotionally and practically with women.

The weaker correlation between the place dimension and loyalty, with a Pearson coefficient of 0.393, highlights a potential area for improvement. This suggests that while distribution channels are important, they may not be as critical in driving loyalty as other elements of the marketing mix. Businesses might need to explore innovative distribution strategies that align better with women's shopping preferences and habits, possibly by enhancing online shopping experiences or creating more engaging in-store environments (Alubaidi, 2017).

Furthermore, the study's findings indicate that emotional engagement plays a significant role in marketing to women. The high approval for the promotion dimension (mean of 3.38) underscores the effectiveness of emotionally charged marketing campaigns in building loyalty. This aligns with Abdul Fatah (2017), who highlighted the importance of emotional appeals in advertisements targeted at women.

6. Conclusion

This article aimed to explore the role of the pink marketing mix in gaining customer loyalty. After reviewing and analyzing the data, the researchers arrived at the following conclusions: There is a high acceptance for the independent variable (pink marketing) among the research sample. The degree of acceptance for pink product and pink distribution was also high. On the other hand, there was a low acceptance of respondents regarding the implementation of pink price and pink promotion. There was a very high acceptance rate for the dependent variable (loyalty) by the study sample, indicating that our sample is loyal to Maybelline New York products. Finally, pink product has a positive correlation with loyalty, showing that quality, product design, and product improvement correlate with customer loyalty. Pink price also has a positive correlation with loyalty, indicating that the suitability of the price with women's educational level, the suitable price for women, and the fact that price is not the first priority for women correlate with customer loyalty. Pink distribution has a positive correlation with loyalty, meaning that the availability of the product in the right place, at the right time, and in the right assortment correlates with customer loyalty. Additionally, pink promotion has a positive correlation with loyalty, showing that focusing on women's emotions in marketing, not exploiting women in marketing commercials, and offering free trial services correlate with customer loyalty.

7. Limitations And Future Recommendations

Based on our research results, the researchers came to the following suggestions: Pink promotion plays an essential role in customer loyalty. Therefore, every firm targeting women shoppers should not ignore the promotional aspect of reaching women's trust and loyalty. Additionally, institutions should be encouraged to promote pink marketing. Maybelline New York should offer promotional offers and services to retailers in the Kurdistan Region to increase the communication channels between them and women in the region. Retailers should concentrate more on pink marketing in our society. Finally, the creation of institutions that support pink marketing, especially in the health sector, including institutions related to women's protection from cancer, such as breast cancer, should be encouraged.

This article focused on a small group of women shoppers and one brand of cosmetics in its survey; thus, the findings cannot be comprehensive for the entire region due to the COVID-19 outbreak in the region. This research focused on the pink marketing mix and its role in customer loyalty. Other issues, such as the role of word of mouth in activating pink marketing and the challenges that prevent institutions in the region from implementing pink marketing, are subjects for future studies.

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