

The Impact of Pink Marketing on Women's Purchasing Decisions at Destinations and Hotels: Applying on Egyptian Domestic Tourism

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Abstract:

Pink marketing is one of the new marketing trends that emerged in the twenty-first century, and it refers to women and any marketing activities aimed at them. This study aimed to determine the impact of pink marketing mix dimensions on women's purchasing decisions for destinations and hotels of Egyptian domestic tourism. To achieve the objectives of the study, a quantitative approach was applied. The targeted population of this study was the Egyptian tourist women in Hurghada, Sharm El Sheikh and Alexandria, as vital areas for domestic tourism in Egypt during the period: from July to September 2021. Both online and offline questionnaires were used to collect the primary data for this study. A total of 960 questionnaires were collected from the sample of the study. The findings indicated that pink marketing mix has a major positive impact on women's purchasing decisions in the choice of destinations and hotels in the Egyptian domestic tourism. Moreover the most positive dimensions in relation to the impact on women's purchasing decisions were

respectively as pink promotion, pink price. Moreover, there are significant strong positive relationships between all dimensions of pink marketing mix (product, price, place and promotion) and women's purchasing decisions. According to demographic data, there are variances in women's purchasing decisions (age categories, education level, job status). This study presented some useful recommendations that are valuable for both travel agencies and hotels in Egypt, Because of the vital importance of pink marketing and its impact on women's tourism and hotel purchase decisions

Key words: Pink marketing, marketing for Women, Women's Purchasing Decisions, Domestic Tourism.

Introduction:

Pink marketing is a modern terminology in marketing as it began at the beginning of the 21st century (Massoudi, 2020), refers to women, and all marketing efforts directed to women (Freihat et al, 2021). Pink Marketing

is the marketing effort that seeks to fulfill women's needs and desires in terms of goods and services, through collecting marketing information that correspond to their attitudes and tastes (Obaidi and Aziz, 2017, p.402). Pink marketing is defined as all of the marketing activities and efforts targeted to female customers including: product, price, distribution, and promotion in a way that suits women. pink marketing does not only focus on aspects of marketing that target women as a customer or buyer, but also aims to address the role of women in serving the areas of marketing in general, whether those serving girls' customers or that use marketing plans and issues for the market as a whole (Freihat et al, 2021).

Women represent half of the world's population and they account for about 85% of overall consumer spending (Abdelkader and Abdelkader, 2019). Women are main players in economics, marketing and any activity of the life (Sutter et al, 2016). The budget for a tour is mostly decided by wife and only the booking and travel arrangements are done by the husband. Marketing to women reveals the essential ideas for success in marketing products and services in the woman's market growing and developing when institutions understand and meet the needs of women, they can succeed in developing and increasing market shares (Berletta, 2003). Accordingly, organizations around the world have begun to concern on identifying women's needs and desires as a target market segment, working to satisfy them, and studying the marketing factors affecting their purchasing decisions, to achieve their satisfaction and gain their loyalty (Kraft and Weber, 2012; Alexandra and Melnyk, 2016).

This study aims to explore the impact of pink marketing on women's purchasing decisions in the choice of destinations and hotels in the

Egyptian Domestic Tourism, and the objective of this study are;

- Identifying importance of pink marketing in tourism and hospitality.
- Exploring the factors affecting on women's purchasing decisions in the choice of destinations and hotels in the Egyptian Domestic Tourism.
- Highlighting the pink marketing mix elements in tourism and hospitality.
- Exploring the relationship between pink marketing mix and women's purchasing decisions in the choice of destinations and hotels.
- Investigating the impact of pink marketing mix on women's purchasing decisions in the choice of destinations and hotels.
- Identifying the differences of women's purchasing decisions according to demographic data.

The importance of this topic stems from that women represent half of the world's population and they account for about 85% of overall consumer spending (Abdelkader and Abdelkader, 2019, Rohrer-Vanzo et al, 2016), Also 85% of the travel purchasing decisions made by women or affected by them (Shehata and Fayyad, 2020). Hence it is important for a marketer to provide as much information and communication for women buyer because it plays an integral part in travel buying decisions (Chopra, 2014). This study was applied on the Egyptian domestic tourism, targeted the Egyptian tourist women in Hurgada, Sharm El Sheikh and Alexandria, as vital destinations for domestic tourism in Egypt to recognize the process and behavior of women's purchasing decisions in the choice of destinations and hotels in the Egypt.

Literature Review:

Pink Marketing Definition:

Marketing to women is known informally as "Pink Marketing (Yano, 2013). pink color was associated with women to the extent that

women prefer it in all products. Pink color is described as a global language to attract women through the suggested term of "Pink Globalization" (Yano, 2013). There are several definitions of pink marketing according many authors as follow; Pink marketing defined as "The marketing to/by women and it should to include the dealing with women in general, whether they are marketers or customers. Abdelkader and Abdelkader (2019). Pink marketing also defined as "the application of marketing mix elements (product, price, place and promotion) in a way that is proportionate and Compatible with women's psyche and lifestyle, to meet their needs and desires in an optimal way that enables them to be loyal to product (Qaddumi,2017).Pink Marketing is also known as all activities and marketing efforts targeted at women clients from product, price, distribution and promotion in a way that suits women (Massoudi, 2020.; Ahmed, 2017).

Pink marketing is also defined as a marketing strategy based on targeting women with company's products so that the marketing techniques used by the company are more effective on women than they have on men because women's psychological nature differs from that of men, and this means that the motives for purchasing in women differ from that in men, and thus, women's purchasing behavior differs from that of men (Freihat et al (2021).Pink marketing is also defined as those marketing efforts that target women as customers or that is implemented with their knowledge as marketers (Saeed and Sabriina, 2015). Pink marketing is also defined as a marketing strategy based on targeting women through organizations that produce or market products (Saud, etal., 2020). Abdelkader and Abdelkader (2019) summarized a framework of Pink Marketing includes three main groups of items:

- First group: Woman as a Marketer: This group includes 9 main factors favored women, as follows: giving higher prices, presenting higher offers through negotiation, customer-oriented, relations-oriented, ethics and moral decision, quality-oriented, immigration, higher attitude to online working and transactions and high care about volunteering.
- Second group: Woman as a Customer: This group includes 9 main factors favored women, as follows: ethics and moral decisions, online transactions, product loyalty, care about product evaluation, shopping, modern devices, education, tentative language and care about the important of the right side of advertisement page.
- Third group: includes 9 main not-favored women, as follows: risk taking, satisfaction in general, competitiveness, quantitative-oriented performance, care about insurance and warranty, speed of decision taking, feeling of pride, selling outcomes and intelligence tests of general/mathematical-logical/spatial/verbal abilities.

Importance of Pink Marketing:

Pink marketing is extremely important to organizations that use it because it has an impact on women's purchasing decisions (Freihat et al (2021). According to (Massoudi, 2020., Shehata and Fayyad,2020., Abdelfattah, 2017., Lbasir, 2018), pink marketing is essential through the following reasons:

- The importance of a woman in the marketing field stems from several aspects, and not just because she is a buyer and seller. Women are involved with their household decision-making and in their professional career. Also,

- women possess a large share of the world wealth.
- Women's purchases represent 85% of all purchases in the world, starting from personal care products, health supplies to cars and equipment.
- Women's expenses represent 58% of all payments online.
- Women's expenditures in the world represent about \$ 20 trillion annually.
- The status of the woman and her care ingrained the Arabic culture in particular and the Eastern culture in general.
- The Arab region maintains a large share of world wealth. Therefore, the percentage of what belongs to a woman has up to about 40% of the wealth. This is a strong indicator of the role of the women in the Arab economy.
- Women represent a considerable segment of clients and consumers in all markets where the duty of appreciation must be taken into consideration.
- Women made 70% to 80% of all travel-related buying decisions globally in 2014 (UNWTO, 2021).
- Targeting women with more social media marketing campaigns, as females spend a bit more time 40% on social media than their men counterparts.
- Using appropriate colors for women in products and advertisements, such as pink or red and avoid colors that suit males such as blue.
- In women's advertising, companies should push more than ever to influence their subconscious, including the use of clear conscious terms like "since you're a woman" or "this product is for you." However, it is preferable to affect the subconscious through the marketing background, such as cues to femininity in the form of music and colors.
- Companies must give women with additional services and outstanding customer service. According to studies, 65 % of female customers are loyal to a company after having a favorable first experience with it. This emphasizes the necessity of providing excellent customer service to women, since you can win their business simply by treating them well on the first contact.

Elements of Successful Pink Marketing:

According to Massoudi, 2020., abdefattah (2017) and Lbasir (2018), there are several elements the marketer must be take into account to achieve a successful pink marketing for women as:

- In advertising and persuasion of women by sales representatives, firms should focus on emotional aspects of the product rather than logical aspects; women are emotional, so it is better to persuade them by influencing their emotions; the effect on emotions does not mean cheating or neglecting the logical aspects of the product, such as quality and price. Nonetheless, it necessitates a greater emphasis on emotional difficulties.

Pink Marketing Mix Elements:

Woman purchasing process is linked to pink marketing mix elements used to present products to her (Freihat, et al, 2021). So many companies in the world adopted a pink marketing strategy and applied it to women by molding the basic four elements of marketing mix (product, price, promotion and place), in a manner consistent with the dimensions of the woman's life (Massoudi, 2020).

Pink product:

Pink product marketing goal is the degree of compatibility between the pink product itself

and the characteristics of a woman, what she expects from the product and her urgent need that pink product meets and satisfies (Almusaeid, 2016). Women are always ready to pay for the product that attracts their eyes and satisfy their needs (Li et al., 2015). While men search for the ultimate benefits of products and services provided to, such as the price and the characteristics of tangible product that addresses their reason and logic, women attention is given to some details related to their taste and affection, so women are more interested in intangible characteristics that affect their morale and psychological side (Li et al., 2015). Both Freihat et al, (2021) and Alexandra and Melnyk, (2016) emphasized the need to distinguish pink product directed to women, because they always need to purchase the best and the distinctive one, therefore, advantages and benefits of it with the comparison of competitors one, attention to its shape and packaging, must be shown.

Pink Price:

It represents the amount that women customers pay for the product without exploiting their weaknesses (Massoudi, 2020). Price plays an important role in the selection process and that some are willing to pay more in order to receive greater quality of service (Martin, 2014). Tourism and hotel services price is one of the most important attributes in hotel selection process. (Yang, et al, 2017). Therefore, tourism companies and hotels should use pink pricing methods, by setting reduced prices for women's trips or shopping trips, presenting discounts and offers of vacations and accommodations for women especially in tourist seasons (Zidan, 2020).

Pink Place (Distribution):

It depicts the place where the product is offered to female clients, with the necessity to consider their preferences in terms of color and form in both the external and internal

designs. While the male is more concerned with the physical aspects of the businesses, the woman is more concerned with the emotional aspects of the stores. (Massoudi, 2020.; Alubaidi, 2017,). distribution (place) is regarded one of the most essential marketing mix elements. Distribution is the action that permits products to be displayed to clients at the appropriate time and location. As a result, the company's location, the range of services supplied, and the overall ambiance of the organization are the most essential factors influencing the end customer's purchase decisions. (Freihat, et al, 2021). One of the most basic components of the pink marketing mix that influences women's purchasing decisions is direct, indirect, and electronic distribution channels and websites. Women are influenced by the quality of distribution outlets, their external and internal design, and the colors used, whereas men are concerned with physical factors such as distribution outlet proximity and ease of the reservation (Lieven et al., 2015.; Freihat, 2021).

Pink Promotion:

Male and female consumers evaluate messages in promotion and advertisements differently (Furaiji et al, 2013). A woman is more emotional than a male because she is more concerned with feelings than with reasoning. Women can be persuaded of a thing through their emotions, whereas males can be persuaded of a product through mental trials. As a result, institutions that market their products to women should focus their advertising efforts on expressive appeals and provide straightforward information about the products (Massoudi, 2020). women like in the advertising campaign including the attention to emotion, harmony, and colors (Alubaidi, 2017). Also word of mouth is an essential advertising approach for women in pink marketing, because 64% of mothers contact their friends about items before buying them.

Understanding the women's purchase decision-making process allows marketers to gain more knowledge about them. Moreover, it can be a foundation for them to create more suitable marketing strategies and campaigns for their target (Furajji et al, 2013). Tourism and hospitality establishments must use elements of the pink promotional mix to influence women's purchasing decisions, such as the pink advertisement by celebrity endorsements and other forms of visual dazzle, music, and the attractive colors of women, or personal selling by female marketers for pink products (Lbasir, 2018) or word of mouth, or sales promotion tools using discounts and offers of vacations and accommodations for women. or by using social media technologies for interactive marketing and effective communication (Zidan, 2020).

Importance of Women's Purchasing Decisions:

Making decisions on tourism product purchase, which means choosing a destination in the first place and then organisation of the tourist trip, plays an exceptional role in family decision-making (Niemczyk, 2015). Kumar and Krishnaraj (2015) summarized the tour process of family tourists into a six stage process as below: Decision of tour dates (based on children`s holidays), Search of information, Reading web reviews, Decision of tour place, Performing tour and review of experience and Posting of review in websites. Women and men tourist preferences were significantly different. Women were found to be the primary decision maker in relation to business travel and are more brand loyal than man (Haoa and Harb,2014). Women purchasing decision-making process can be summarized as, steps or stages that a woman goes through; including conducting tests to any goods or services she prefers to buy

(Babiker, 2017). It is also known as those steps and stages that a woman undertakes by collecting information and analyzing it to compare the alternatives to choose the best alternative, to achieve the desired goal to solve a particular problem.

The choice of both wife and children plays an important role in the final choice of the destination as the father naturally want to satisfy their children and wife (Kumar and Krishnaraj,2015). Women are main players in economics, marketing and any activity of the life (Sutter et al, 2016). Hence, there is a great influence of women in purchasing decisions called on both marketing experts and practitioners to devise new marketing methods and techniques that suit their nature and fit their needs, desires, way of thinking, and purchasing motives. These marketing tactics geared toward women are called Pink Marketing (Freihat et al, 2021). Pink marketing is not limited to selling products to women, but extends to products directed to men, as women influence men's purchasing decisions, so companies should target women in marketing campaigns, as they influence the purchasing decision-maker, and this requires the use of marketing cleverness in marketing campaigns for products directed to family, through sending signals or suggestions that affect women and make them convince men or children to buy these products (Massoudi, 2020., Freihat et al, 2021). The study of Kumar and Krishnaraj (2015) concluded the decision making among the family as; the tour budget is decided by the wife only, The place of the tour is decided by the children and The tour decision is initiated jointly by the whole family. So it is important for the tourism marketer to attract both wife and children who decide the place and the budget of the tour.

Gender plays an important role in the purchasing decisions and consumer behavior because the differences between men and

women about expectation, want, need, life-style etc (Furajji et al, 2013). Gender differences are a vital factor in marketing strategies. Previous studies confirmed a large set of significant gender differences such as; attitudes (Yang,2016), values, communication languages, psychological perspectives, behaviors of information search, consumption, or perceptions/evaluations of products (Abdelkader and Abdelkader, 2019). Women and male have significant differences in preference for tourism services and facilities at hotels. Men favored food and bar facilities, parking and catering, while women favored services such as access to shopping malls, fitness facilities, cleanliness, style of room and bathroom (Haoa and Harb,2014).

Factors affecting on Women's Purchasing Decisions of Destinations and Hotels:

The woman's decisions are taken and influenced by the observance of various elements and factors, including the spoken word, public relations, promotion, advertisement, 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 (Massoudi, 2020.,Berletta, 2003).According to Chopra (2014) it can be stated that following are the most significant factors which affects the purchase behavior of the women. These factors are: Promotional strategy, Festival offers, Discounts, Availability, Billing Speed and Ambience.

The family decision-making process of choices the destination can be divided into several stages as: Need recognition, Information search, Evaluation of alternatives, Choice of product or service and Post-

purchase evaluation (Furajji et al, 2013.; Furajji et al, 2012). Tourists' vacation choices are influenced by a number of different factors such as the children's holiday period and next the parents is both are working try to take leave combined with any holidays during the same period of time. Once the date is fixed, next the destination choice is discussed among the family members and the destinations positive attractions are taken in to consideration and other alternatives are compared along with good accommodation (hotels) at an expected cost (kumar and Krishnaraj,2015). Furthermore, The family vacation decision making process is influenced by various factors related to the characteristics of the tourism product such as: type of vacation, price, distance of the destination, length of the voyage, .etc (Srnc et al, 2016).Women and men tourist preferences were significantly different. Women were found to be the primary decision maker in relation to business travel and are more brand loyal than man. The most important factors affecting in women's decisions of choices hotels are location, price, facilities, cleanliness, safety and service (Haoa and Har,2014., Lockyer,2005). Also Price, location of the hotel, room rates, interior decoration, facilities and amenities are the most factors in choice the hotel according to Pantelic (2017).The attractions and sightseeing places of the destination and also all activities and the facilities offered at the resort of stay (like swimming pool, games, entertainments activity children and the couple with various games, bon-fire, trekking, music etc.) are the most important factors in the decision-making process of the family (kumar and Krishnaraj,2015).

Srnc et al. (2016) summarized the factors that influence the choice of the destination are accessible prices, good value of offers and services, additional services adapted to

children, adequate accommodation facilities, Cleanliness and maintenance of the destination, good traffic connections and safety of the destination. Also the choice of accommodation is mostly influenced by many factors like the price, location of the accommodation facility, additional services within the accommodation facility (swimming pool, kids' entertainment), and size and available facilities in the room. Freihat et al (202) summarized that women pay much attention to details when purchasing services, thus this factor must be considered during the marketing process, and dealers must be patient while dealing with them because they are characterized by hesitancy. Women are the controlling purchases and driving shift in the economy. Travel companies are creating new products that go beyond the standard for the female traveler. To meet the wants and preferences of their female clientele, chains, groups, and individual hotels are developing ways to cater exclusively for women or 'feminine requirements' (Chan, 2007). Hotels are developing products and services that go above and beyond the norm. When checking in female visitors, front desk staff is better taught to be more courteous by ensuring that all information, such as room number, is not read aloud. They provided better spa services and held in-house yoga lessons for women guests (Haoa and Har, 2014).

Hypotheses of the study:

This study was designed to investigate the main hypotheses and several sub-hypotheses, as follows:

The main hypothesis 1:

H2: There is a statistically significant impact of pink marketing mix dimensions on women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism.

The sub- hypothesis:

H1.1: There is a statistical significant impact of the pink product on women's purchasing decisions.

H1.2: There is a statistically significant impact of pink price on women's purchasing decisions.

H1.3: There is a statistically significant impact of pink promotion on women's purchasing decisions.

H1.4: There is a statistically significant impact of pink distribution on women's purchasing decisions.

The main hypothesis 2:

H2. There are no statistically significant differences according to (age, educational level, job status) regarding to women's purchasing decisions for destinations and hotels of Egyptian domestic tourism

The sub- hypothesis:

H2.1: There are no statistically significant differences according to age categories regarding to women's purchasing decisions for destinations and hotels of Egyptian domestic tourism

H2.2: There are no statistically significant differences according to educational level regarding to women's purchasing decisions for destinations and hotels of Egyptian domestic tourism

H2.3: There are no statistically significant differences according to job status regarding to women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism

Research Methodology:

Population and Sample:

This study aimed to determine the impact of pink marketing on women's purchasing decisions for destinations and hotels of Egyptian domestic tourism. To achieve the objectives of the study, a quantitative approach was applied. The targeted population of this study was the Egyptian tourist women in Hurghada, Sharm El Sheikh and Alexandria, as vital areas for domestic tourism in Egypt during the period from July to September 2021. Both offline (paper) questionnaire and online questionnaire (google form through social media and groups of travel agencies) were distributed to collect the primary data for this study. A total of 960 questionnaires were collected from the sample of the study.

Survey instrument

The survey consisted of two parts. The first part of the questionnaire included questions on demographics data of Egyptian tourist women and the information related to the travel decisions making of the family. The second part of the questionnaire consists of the dimensions and instruments of the pink marketing mix elements (pink product, pink price, pink place, pink promotion) and women's purchasing decisions based on several authors (Freihat, et al, 2021.; Zidan, 2020.; Massoudi, 2020.; Bomala and Mekhnash, 2019.; Babiker, 2017.; Niemczyk, 2015.; kumar and Krishnaraj, 2015). A five-point Likert scale ranging from 1 as strongly disagrees to 5 as strongly agree, was used for the measurement.

Data Analysis

The collected data were analyzed using the statistical package for social science (SPSS

Demographic data analysis:

version 22). Both Descriptive and inferential statistical methods were used. Descriptive statistics (Frequency, percentages, mean, standard deviations) were used to provide a comprehensive description of the sample in terms of demographics. Also, Pearson correlation coefficient test was used to examine the relationship between the study's dimensions. Moreover, simple regression analysis was used to test the hypotheses of the study. ANOVA test used to measure the differences according to (age, educational level, job status) regarding to women's purchasing decisions for destinations and hotels of Egyptian domestic tourism. Cronbach's Alpha test to measure the internal consistency between questionnaire statements, and then to determine the degree of reliability of the tool.

Validity and Reliability:

In order to verify content validity of the questionnaire, the survey questionnaire was review by several marketing and academic experts in tourism and hospitality. Cronbach's Alpha was calculated to examine the internal consistency reliability of the dimensions that were used in the survey. In general, a scale's dimensions are to be reliable when it achieves value (α) over 0.7. Accordingly, it is clear that the proposed scale was reliable and valid for this study's purpose, since the overall α was 0.948.

Results:

The sampled group consisted of a total of 960 participants. results and statistical analysis of the field study were mentioned as follow:

Table (1) demographic data of the sample respondents

Variables	Categories	F	%
Age	less than 20	-	-
	20-40	480	50
	41-60	420	43.7
	more than 60	60	6.3
	Total	960	100
Educational level:	Secondary Education	40	4.2
	High Education (bachelor/ license)	760	79.1
	Master or PHD degree	160	16.7
	Total	960	100.0
Job Status	Governmental job	530	55.2
	Private job	230	24.0
	No work	200	20.8
	Total	960	100.0

Table 1. shows the results of demographic data of respondents. In terms of age categories of respondent, The majority of them (50%) were between the ages of 20-40, followed by those between the ages of 41-60 by 43.7%. with regard to educational level, the majority

of respondents 79% had a high level of education, followed by 17% had a master or PHD. Furthermore, around 55% of respondents worked for the government, while 24% worked for a private job.

The family's decision-making process for tour-planning aspects:

Table (2) tour-planning elements decisions among the family

	Husband		wife		children		Jointly	
	F	%	F	%	F	%	F	%
Who initiated the tour decision?	190	19.8	100	10.4	20	2.1	650	67.7
Who collected information about destinations, hotels, tours?	270	28.1	240	25	70	7.3	380	39.6
Who decided the budget for the tour?	360	37.5	390	40.6	-	-	210	21.9
Who decided the tour destination?	190	19.8	140	14.6	70	7.3	560	58.3
Who decided the hotel of accommodation?	280	29.2	250	26	50	5.2	380	39.6
Who decided the time of the tour?	360	37.5	160	16.7	10	1	430	44.8
Who decided the mode of booking	620	64.6	100	10.4	60	6.3	180	18.8

Table 2 showed the family's decision-making process for tour-planning aspects. The following elements were discovered as a result of the findings: the tour decision making are made by jointly between all family members (67.7%).the tour's budget

decided by the women (40.6%), followed by the Husband (37.5 %). the tour destination was chosen jointly between all family by 58%.the hotel of accommodation was chosen jointly between all family members by 40%.

Factors affecting on Women's Purchasing Decisions of Destinations:

Table 3. Factors affecting on Women's Purchasing Decisions of Destinations:

Factors	Mean	SD	Rank
Safety and Cleanliness at destination	4.1354	1.06729	1
Variety of entertainment activities for family and children	4.0938	1.00134	2
Variety of tourist attractions at the destination	3.8229	1.05129	3
Easy of transportation to the destination	3.7212	1.04135	4
Variety of shopping centers	3.6979	1.13821	5
Image and brand name of the destination	3.6875	1.10277	6
Distance should be near	3.0417	1.04054	7

The previous table (table 3) showed that the most influential factors for choosing the tour destination are; Safety and Cleanliness at destination (M=4.13), followed by availability of variety of entertainment activities for family and children (M=4.09), then the

variety of tourist attractions at the destination (M=3.82), and Easy of transportation to the destination (M=3.72). This was agreed with the results of the study conducted by Srnc et al (2016)

Factors affecting on Women's Purchasing Decisions of Hotels:

Table 4. Factors affecting on Women's Purchasing Decisions of Hotels:

Factors	Mean	SD	Rank
Location of the hotel	4.1563	.97228	1
Additional services and facilities for women (spa, yoga, Gym, beauty center...etc)	4.1146	.95651	2
Entertainment activities (animation , variety parties, aqua ,children's games...etc)	3.9583	1.02030	3
Safety and Cleanliness of the hotel.	3.9167	1.09665	4
Appropriate price for accommodations and other services.	3.6667	.99704	5
Quality of food and beverage.	3.4896	1.04132	6
Design and interior decoration , music and colors of the hotel	3.3895	1.08922	7
Brand Name of the hotel	3.2500	1.11862	8

Table4 showed that the most influential factors for choosing the hotel of accommodation arranged as; Location of the hotel (M=4.15), followed by availability of additional services and facilities for women (spa, yoga, Gym, beauty center...etc) (M=4.11), then entertainment activities at the hotel (animation, variety parties, aqua, children's games...etc) (M=3.95), and Safety

and Cleanliness of the hotel (M=3.91). This was agreed with the results of the study conducted by Srnc et al (2016)

Descriptive statistics of Pink Marketing mix Dimensions:

The descriptive statistical analysis and results of the pink marketing mix dimensions are presented below.

Descriptive Statistics of Pink Product Dimension:

Table 4. Descriptive Statistics of Pink Product Dimension

statements	Mean	SD	Rank
Woman is interested by available services and facilities at the hotel (spa, yoga. Gym, Beauty center ...etc)	4.3333	.86246	1
Woman is interested by shopping centers and entertainment activities at the destination and hotel (such as; malls, animation, variety parties, aqua, children's games...etc)	4.2812	.78706	2
Woman is interested by tourist product which a compatible with her desires, needs, preferable colors and decoration design.	4.0417	.85334	3
Woman is interested by safety and cleanliness of both destination and hotel.	3.3958	.91880	4
Women prefer a variety of tourism and hotel services to pick from.	3.9167	.89800	5
Travel agencies and hotels are interested by providing tourism and hotel services in particular for women.	3.8958	.96313	6
Travel agencies and hotels take into account the opinion of women in tourism products providing for them.	3.4375	.97746	7
Total	3.9003	.69231	

The statistical analysis results in the above table indicated that the total mean of pink product phrases based on women sample responses was (3.90) with a standard deviation of (0.692), which indicated a high degree of agreement for all pink product phrases which means that this element has an important role on women's purchasing decisions. this result was agreed with the previous studies of Freihat et al, (2021),

Zidan, (2020).The findings of this studyrevealed that women aremost interested in the hotel's various services and facilities (spa, yoga. gym, beauty center) (M= 4.33, SD= 0.862), followed by shopping centers and entertainment activities at the destination and hotel (such as; malls, animation, variety parties, aqua ,children's games) (M= 4.28, SD= 0.787) and safety and cleanliness of both destination and hotel (M= 3.39, SD= 0.918).

Descriptive Statistics of Pink Price Dimension:

Table.5 Descriptive Statistics of Pink Price Dimension

statements	Mean	SD	Rank
The price must be appropriate for the quality of the tours and hotel services	4.1250	.80729	1
Providing private prices for women is an important in women's purchasing decisions of tourism and hotel services.	4.1667	.81266	2
The price is considered a major factor on women's purchasing decisions of destinations or hotels.	4.0729	.78096	3
The woman compares the prices of pink tourism services, before making a decision and purchasing.	3.9271	.91614	4
Providing a variety of prices offers is an important (for women) in women's purchasing decisions of tourism and hotel services.	3.6354	.85582	5
Total	3.9854	.67935	

The statistical findings in the previous table showed that the total mean of pink price phrases was (3.98) with a standard deviation of (0.679), which indicated a high degree of agreement for all pink price phrases which means that this element has an important role on women's purchasing decisions. this result

was agreed with the previous studies of Freihat et al, (2021), Zidan, (2020).The results referred thatThe price must be appropriate for the quality of the tours and hotel services (M=4.12, SD=.807) was ranked first, followed by "Providing private prices for women is an important in women's purchasing

decisions of tourism and hotel services" (M=4.16, SD=.812), then "The price is considered a major factor on women's

purchasing decisions of destinations or hotels" (M=4.07, SD=.780).

Descriptive Statistics of Pink Place Dimension:

Table 6. Descriptive Statistics of Pink Place Dimension

statements	Mean	SD	Rank
The availability of the tourist product in places where women congregate makes the purchase process easier.	3.7500	.93590	1
Interior decoration and design of distribution places is an important for women.	3.6250	.94973	2
Women prefer to get tourism and hotel services from various places.	3.5521	.88869	3
Accessibility to distribution places is critical for women.	3.3750	1.03384	4
Using music and fit colors in distribution places is an important for women.	3.3646	1.05253	5
Total	3.5333	.76561	

According to the statistics in the above table, the total mean of pink distribution phrases was (3.53), and a standard deviation of (0.765), indicating a high degree of agreement for all pink place phrases, implying that this factor influences women's purchase decisions. This result was consistent with prior investigations by Freihat et al. (2021), Zidan,

and others (2020). Furthermore, "The availability of the tourist product in places where women congregate makes the purchase process easier" (M=3.75, SD=.935) was ranked first, followed by "Interior decoration and design of distribution places is an important for women"(M=3.62, SD=.949).

Descriptive Statistics of Pink Promotion Elements:

Table 7. Descriptive statistics of pink promotion elements

statements	Mean	SD	Rank
Advertisements targeted women on social media facilitate the purchase process.	4.0208	.90162	1
Women prefer the advertising campaigns that focus on the emotional aspect and the feelings of women rather than their logical aspect.	4.0000	.87843	2
Using attractive colors, tunes and music in Advertisements facilitate the women's purchase process.	3.9583	.95702	3
Using sales promotion tools by discounts, gifts and offers of vacations and accommodations are important for woman.	3.7188	.99742	4
personal selling by female marketers for tourism products has an impact on a woman's purchasing choice.	3.6146	.92885	5
Word of mouth is an essential advertising approach for women in pink marketing.	3.5313	1.00003	6
The usage of well-known (famous) people in advertising has an impact on a woman's purchasing choice.	3.5104	1.06116	7
Total	3.7649	.72147	

According to the table above, the total mean of pink promotion phrases was (3.76), with a standard deviation of (0.721), indicating a high degree of agreement for all pink promotion phrases, implying that this factor influences women's purchase decisions. This result was consistent with prior investigations

by Freihat et al. (2021), Zidan, and others (2020).Furthermore, the elements of pink marketing were arranged sequentially based on the replies of women samples as follow: "Advertisements targeted women on social media facilitate the purchase process"(M=4.02, SD=.901), "Women prefer

the advertising campaign that focuses on the emotional aspect and the feelings of women rather than their logical aspect"(M=4.00, SD=.878), then "Using attractive colors, tunes and music in Advertisements facilitate the women's purchase process"(M=3.95, SD=.957).

Descriptive statistics of women's purchasing decisions elements:

Table 8. Descriptive statistics of Women's Purchasing Decisions elements

statements	Mean	SD	Rank
Women's purchasing decisions for tourism and hotel services are influenced by the appropriate price with the quality, discount prices and availability of variety prices.	4.1771	.82952	1
A woman is ready to purchase any tourism product that is compatible with her desires, needs, and feelings and emotional.	4.0521	.94001	2
Women's purchasing decisions for tourism and hotel services are influenced by variety pink promotion and advertising campaigns targeted women.	4.0000	.87843	3
A woman is ready to purchase tourist and hotel products after gathering adequate information and comparing available offers.	3.7188	.94370	4
A woman is ready to purchase after the advice of her friends with the choice of particular tourism and hotel services.	3.7188	.99742	5
Total	3.9333	.74350	

the above table showed that the total mean of women's purchasing decisions phrases was (3.93) with a standard deviation of (0.743), which indicated a high degree of agreement for all women's purchasing decisions phrases . this result was agreed with the previous studies of Freihat et al, (2021), Zidan, (2020).Moreover, women's purchasing decisions for tourism and hotel services are mostly influenced by: " the appropriate price

with the quality, discount prices and availability of variety prices' (M=4.17, SD=.829), followed by "A woman is ready to purchase any tourism product which a compatible with her desires, needs, feelings and emotional" (M=4.05, SD=.940), and "women's purchasing decisions for tourism and hotel services are influenced by variety pink promotion and advertising campaigns targeted women" (M=4.00, SD=.878).

Table 9. Correlations between dimensions of Pink Marketing and Women's Purchasing Decisions

Variables	Pink Product	Pink Price	Pink Place	Pink Promotion	Pink Marketing	
Women's Purchasing Decisions	<i>r</i>	.595	.626	.608	.856	.789
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	960	960	960	960	960

To examine the correlation between pink marketing and women's purchasing decisions, The Pearson correlation was used. The correlation coefficients (Table 10) showed that there is a significant strong positive correlation between pink marketing and women's purchasing decisions (*r*= .789).

Moreover, there is a significant strong positive relationship between the all dimensions of pink marketing mix and women's purchasing decisions as mentioned in the above table. Accordingly, the most positive dimensions in relation to women's purchasing decisions were respectively as:

the pink promotion ($r = .856$), followed by the pink price ($r = .626$), the pink place ($r = .608$), finally the pink product ($r = .595$).

Test of hypotheses:

To test the first main hypothesis and sub hypotheses Linear Regression coefficients were used as follow:

Table 11. Linear Regression coefficients for the influence of pink marketing mix dimensions on women's purchasing decisions

	R	R square	Adjusted R Square	Std. Error of the Estimate	ANOVA Sig	Constant	B
Pink Product	.595	.354	.354	.59767	.000	1.439	.639
Pink Price	.626	.392	.392	.57981	.000	1.201	.686
Pink Place	.608	.370	.370	.59037	.000	1.846	.591
Pink Promotion	.856	.732	.732	.38517	.000	.614	.882
Pink Marketing	.789	.622	.622	.45706	.000	.275	.964

According to the statistical analysis in the above table, it can be stated the following findings:

- There is a strong significant correlation between Pink Marketing and women's purchasing decisions ($R = .789$), as well as (R square) refers to the coefficient of determination is (.622) meaning that 62% of the variation of the dependent variable (women's purchasing decisions) was explained by the independent variable (Pink Marketing). ANOVA Sig. (0.000) is less than (0.05), indicating that there is a statistically significant impact of pink marketing mix on women's purchasing decisions, so the first main hypothesis is valid.

H1: There is statistically significant impact of pink marketing mix elements on women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism.

Furthermore, B value is .964, meaning that the pink marketing is impact on women's purchasing decisions by 96.4%. So, the following equation for

predicting the level of women's purchasing decisions based on pink marketing mix can be inferred as follow:

$$\text{Women's purchasing decisions} = .275 + (.964 \times \text{pink marketing mix})$$

- there is a strong significant correlation between Pink product and women's purchasing decisions ($R = .595$), as well as (R square) refers to the coefficient of determination is (.354), which means that 35.4% of the variation of the dependent variable (women's purchasing decisions) was explained by the independent variable (Pink product). ANOVA Sig. (0.000) is less than (0.05), indicating that there is a statistically significant impact of pink product on women's purchasing decisions, so the sub hypothesis H1.1 is valid.

H1.1: There is a statistically significant impact of the pink product on women's purchasing decisions.

Furthermore, B value is .639; meaning that the pink product is impact on women's purchasing decisions by 63.9%. So, the following equation for

predicting the level of women's purchasing decisions based on pink marketing mix can be inferred as follow:

$$\text{women's purchasing decisions} = \underline{1.439 + (.639 \times \text{pink product})}$$

- there is a strong significant correlation between Pink price and women's purchasing decisions ($R=.626$), as well as (R square) refers to the coefficient of determination is (.392), which means that 39.2% of the variation of the dependent variable (women's purchasing decisions) was explained by the independent variable (Pink price). ANOVA Sig. (0.000) is less than (0.05), indicating that there is a statistically significant impact of pink price on women's purchasing decisions, so the sub hypothesis H1.2 is valid.

H1.2: There is a statistically significant impact of the pink price on women's purchasing decisions.

Furthermore, B value is .686, meaning that the pink product is impact on women's purchasing decisions by 68.6%. So, the following equation for predicting the level of women's purchasing decisions based on pink price can be inferred as follow:

$$\text{women's purchasing decisions} = \underline{1.201 + (.686 \times \text{pink price})}$$

- there is a strong significant correlation between Pink place and women's purchasing decisions ($R=.608$), as well as (R square) refers to the coefficient of determination is (.370), which means that 37% of the variation of the dependent variable (women's purchasing decisions) was explained

by the independent variable (Pink place). ANOVA Sig. (0.000) is less than (0.05), indicating that there is a statistically significant impact of pink place on women's purchasing decisions, so the sub hypothesis H1.3 is valid.

H1.3: There is a statistically significant impact of the pink place on women's purchasing decisions.

Furthermore, B value is .591, meaning that the pink product is impact on women's purchasing decisions by 59%. So, the following equation for predicting the level of women's purchasing decisions based on pink place can be inferred as follow:

$$\text{women's purchasing decisions} = \underline{1.846 + (.591 \times \text{pink price})}$$

- there is a strong significant correlation between Pink promotion and women's purchasing decisions ($R=.856$), as well as (R square) refers to the coefficient of determination is (.732), which means that 73% of the variation of the dependent variable (women's purchasing decisions) was explained by the independent variable (Pink promotion). ANOVA Sig. (0.000) is less than (0.05), indicating that there is a statistically significant impact of pink promotion on women's purchasing decisions, so the sub hypothesis H1.4 is valid.

H1.4: There is a statistically significant impact of the pink promotion on women's purchasing decisions.

Furthermore, B value is .882, meaning that the pink product is impact on women's purchasing decisions by 88%. So, the following

equation for predicting the level of women's purchasing decisions based on pink promotion can be inferred as follow:

$$\text{women's purchasing decisions} = .614 + (.882 \times \text{pink promotion})$$

Differences of Women's Purchasing Decisions according to Demographic Data:

To test the second sub hypotheses ANOVA test was used to explain the differences of women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism according to demographic data:

Table. 12. ANOVA Test of the Differences of Women's Purchasing Decisions according to Age Categories of Respondent.

	df	Mean Square	F	(Sig)
Between Groups	2	4.327	7.941	.000
Within Groups	957	.545		
Total	959			

The above table showed that P-value is .000 (less than .05), which mean that there are differences of women's purchasing decisions according to age categories of respondent. So the second hypotheses H2.1 is not valid.

H2.1: There are no statistically significant differences according to age categories regarding to women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism

Table. 13 Multiple Comparisons according LSD (Age Categories)

(I) age	(J) age	Sig.	Mean	Std. Deviation
20-40	>40 - 60	.001	3.8987	.77019
	more than 60	.034		
>40 - 60	20-40	.001	4.0900	.62277
	more than 60	.004		
more than 60	20-40	.034	3.4000	.00000
	>40 - 60	.004		

*. The mean difference is significant at the 0.05 level

As a result, the differences are between all of ages categories (all Sig less than .05). Moreover, respondents between ages of 40 and 60 are the age groups most influenced by pink marketing (M=4.09), followed by the groups (20-40) (M= 3.89) and finally the age groups more than 60 (M= 3.40).

Table. 14. ANOVA Test of the Differences of women's purchasing decisions according to education level of respondent.

	df	Mean Square	F	(Sig)
Between Groups	2	10.127	19.007	.000
Within Groups	957	.533		
Total	959			

The above table showed that sig is .000 (less than .05), which mean that there are differences of women's purchasing decisions according to education level of respondent. So the second hypotheses H2.2 is not valid.

H2.2: There is a statistically significant difference according to educational level regarding to women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism

Table. 15 Multiple Comparisons according LSD (education level)

(I) education level	(J) education level	Sig.	Mean	Std. Deviation
secondary education	high education	.000	3.4000	.37893
	master or PHD	.000		
high education	secondary education	.000	3.8524	.84961
	master or PHD	.000		
master or PHD	secondary education	.000	4.0440	.63598
	high education	.000		

*. The mean difference is significant at the 0.05 level

As a result, the differences are between all of education level (all Sig less than .05). moreover, respondents who have master or PHD are the most influenced by pink marketing (M=4.04), followed by high education (M= 3.85)and finally secondary education (M= 3.40).

Table. 16. ANOVA Test of the Differences of women's purchasing decisions according to job status of respondent.

	df	Mean Squar e	F	(Sig)
Between Groups	2	14.698	28.090	.000
Within Groups	957	.523		
Total	959			

The above table showed that sig is .000 (less than .05), which mean that there are differences of women's purchasing decisions according to job status of respondent. So the second hypotheses H2.3 is not valid.

H2.3: There is a statistically significant differences according to job status regarding to women's purchasing decisions for destinations and Hotels of Egyptian domestic tourism

Table. 17 Multiple Comparisons according LSD (job statue)

(I) job status	(J) job status	Sig.	Mean	SD
governmental job	private job	.000	4.0906	.65022
	No work	.000		
private job	governmental job	.000	3.7565	.75451
	No work	.002		
No work	governmental job	.000	3.7200	.85865
	private job	.002		

*. The mean difference is significant at the 0.05 level.

As a result, the differences are between all of job status (all Sig less than .05). moreover, respondents who have a governmental job is the most influenced by pink marketing (M=4.09), followed by who have a private job (M= 3.75)and finally no work (M= 3.72).

Conclusion and discussion:

This study aims to explore the impact of pink marketing mix dimensions on women's purchasing decisions in the choice of destinations and hotels in the Egyptian domestic tourism. This study targeted the Egyptian tourist women in the vital tourist cities in Egypt and around 960 questionnaires were collected during the period from July to September 2021. The findings of the study summarized that there are significant strong positive relationships between all dimensions of pink marketing mix (product, price, place and promotion) and women's purchasing decisions. Accordingly, the most positive dimensions in relation to women's purchasing decisions were respectively as: pink promotion, pink price, pink product, and finally pink place. This result was agreed with the findings of previous studies of Freihat et al (2021); Massoudi, 2020, Zidan, 2020; Lbasir (2018)

Furthermore, the results of the study indicated that pink marketing has a major positive impact on women's purchasing decisions in the choice of destinations and hotels in the Egyptian domestic tourism. Moreover the most positive dimensions in relation to the impact on women's purchasing decisions were respectively as pink promotion, pink price, pink product and at the last pink place. This was agreed with the results of the study conducted by Freihat et al (2021); Massoudi, 2020, Zidan, 2020; Lbasir (2018). According to demographic data, there are variances in women's purchasing decisions (age categories,

education level, job status). The findings revealed that respondents between the ages of 40 and 60, as well as those with a master's or doctorate degree and those working for the government, are the most influenced by pink marketing.

The decision-making process for tour-planning aspects is made jointly between all family members. nevertheless, the tour's budget decided by the women This was agreed with the results of the study conducted by kumar and Krishnaraj (2015).Furthermore, the most influential factors for choosing the tour destination are respectively as: safety and cleanliness at destination, followed by availability of variety of entertainment activities for family and children, then the variety of tourist attractions at the destination, and easy of transportation to the destination. This was supported by the findings of Srnec et al (2016) and kumar and Krishnaraj (2015).At the same time the most important variables influencing a woman's decision to choose a hotel are: location of the hotel, followed by availability of additional services and facilities for women (spa, yoga, Gym, beauty center...etc), then entertainment activities at the hotel (animation, variety parties, aqua, children's games...etc). This was agreed with the results of the study conducted by Srnec et al (2016) and kumar and Krishnaraj (2015).

The findings of statements analysis of the pink marketing mix dimensions revealed that women are more interested in the following elements. These are the most important factors influencing on women's purchasing decisions of tourism and hotel services:

- The availability of services and facilities at the hotel (spa, yoga. Gym, Beauty center ...etc)
- The availability of shopping centers and entertainment activities at the destination and hotel (such as; malls,

animation, variety parties, aqua, children's games...etc)

- The availability of tourist product which a compatible with her desires, needs, preferable colors and decoration design.
- The price is considered a major factor on women's purchasing decisions of destinations or hotels.
- The price must be appropriate for the quality of the tours and hotel services
- Providing private prices for women is an important in women's purchasing decisions of tourism and hotel services.
- The availability of the tourist product in places where women congregate makes the purchase process easier.
- Interior decoration and design of distribution places is an important for women.
- Advertisements targeted women on social media facilitate the purchase process.
- Women prefer the advertising campaigns that focus on the emotional aspect and the feelings of women rather than their logical aspect.
- Using attractive colors, tunes and music in Advertisements facilitate the women's purchase process.
- Using sales promotion tools by discounts, gifts and offers of vacations and accommodations are important for woman.

Recommendations:

Because of the vital importance of pink marketing and its impact on women's tourism and hotel purchase decisions, this study gave a few recommendations that are valuable for both travel agencies and hotels: Both travel agencies and hotels must consider pink marketing mix when developing the

marketing strategies and plans, Studying women's desires, needs, emotional preferences, etc. and offering tourist products which a compatible with their desires, needs, preferable colors and decoration design, Focusing on the most important factors influencing women's purchasing decisions of tourism and hotel services. Also they must pay attention to the dimensions of pink marketing and pink price since they have the most positive impact on women's purchasing decisions. The hotels must available more services and facilities at the hotel (such as: spa, yoga. Gym, Beauty center ...etc), shopping centers and entertainment activities at the destination and hotel (such as; malls, animation, variety parties, aqua, children's games...etc). The price is considered a major factor on women's purchasing decisions of destinations or hotels, so the price must be appropriate for the quality of the tours and hotel services, moreover, providing private prices for women. Considering of the advertisements and promotion campaigns which targeted women, and that focusing on the emotional aspect and the feelings of women rather than their logical aspect, as well as, using attractive colors, tunes and music in advertisements. Using sales promotion tools by discounts, gifts, offers of vacations and accommodations for woman. Expanding in the usage of pink marketing mix between the ages of 40 and 60, as well as those with a master's or PHD and those working for the government, because they are the most impact on women's purchasing decisions .

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