

SOME ASPECTS REGARDING MARKETING WOMEN ORIENTED

POJA ROXANA¹, ROMANESCU MARIA¹, IOSIM IASMINA¹, POPESCU GABRIELA*¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara Faculty of Farm Management, Timisoara, Romania*

*Corresponding author's e-mail: gabi_cosmi@yahoo.com

Abstract: The specialists in marketing have identified 12 elements of marketing which companies use for communicating offers and to convince consumers, but also to demonstrate the fundamental rules used to apply differentiated culture elements on the sexes

Key words: *marketing, events marketing, protion*

INTRODUCTION

In marketing, the roles of gender and, in particular, the role of the female sex change very quickly. Social changes, such as the significant rise in the number of women employed, have improved the image in the eyes of men and women in their own eyes, but also of the products which they purchase. [1] Today's modern woman plays a more important role in the decisions related to the traditional male acquisitions. For example, over 60 % of the buyers of new cars under 50 years old are women.

MATERIALS AND METHODS

Women do not represent a brench. Amounting to 51 % of the total population, they constitute the majority. Moreover, their purchase power outcomes their representation in the total population. In many categories which are male by tradition, they are already a majority: over 60% of the new cars, 66% of the personal computers and 55% of household appliances are purchased by women. Women's preferences and priorities should be integrated into each marketing initiative of a company, instead of being marginalized as an isolated and singular program.

RESEARCH RESULTS

At the planning stage, researchers, brand managers, sales managers, marketing managers or directors of advertising - all those involved in the communication with the customer - it should be ensured that the assumptions and strategic priorities do not overcross the consumers which represent the greatest opportunity to strengthen sales, market share and the net profit: women.

The women have certain skills early on, they develop the ability to match the colors at an early age, when men they have acquired only when he would be married.

Let us think about the differences in the sexes, seised by the market researchers, in comparing with the preferences of women and men. The Women eat more fruits, the men, more meat. As a writer said: "Boys food does not increase cultivated. It's hunted or killed." The men prefer corn flakes, women, a mixture of cereals. The men consume more soft drinks, women, bottled water. There are large differences in quantities consumed: when the Hershey researchers have discovered that women eat fewer sweets, the company created a white chocolate, HUGS, one of the most successful large releases of food of all times.

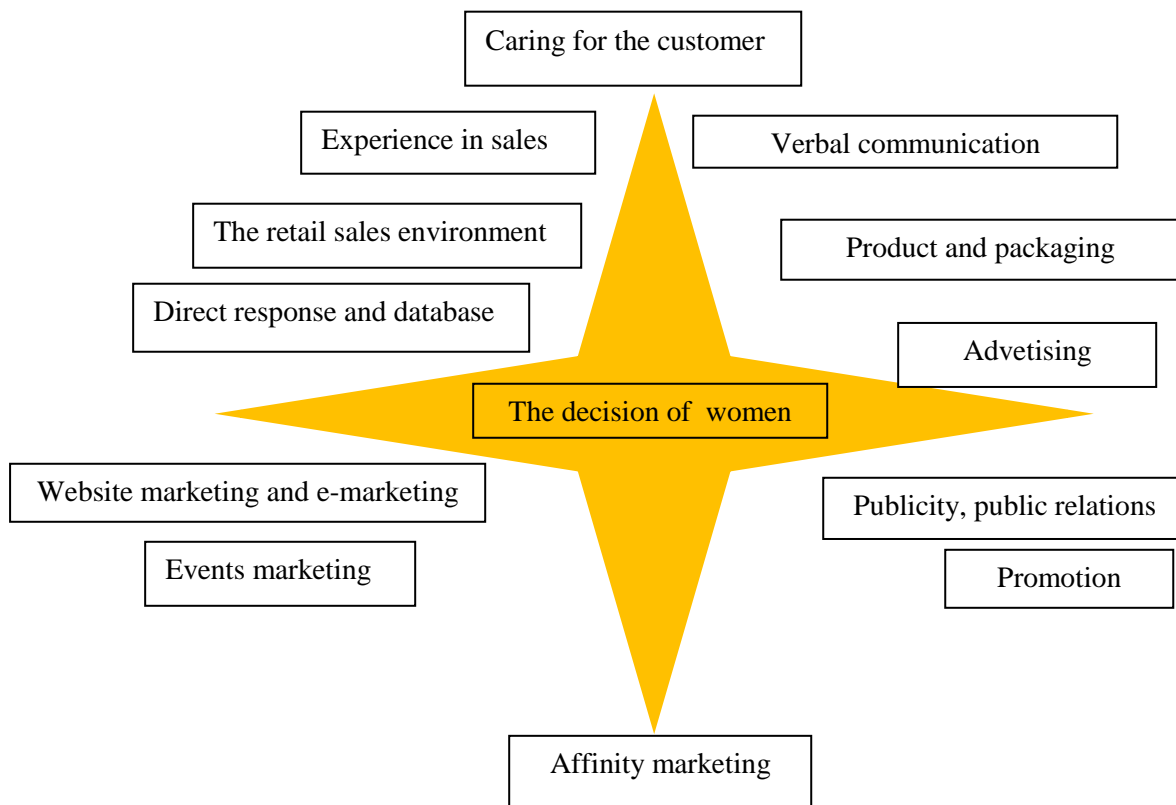


Figura 1. Environmental influences on buying behavior

In many companies, the men are governed by private purposes, which underpin self-affirming and perfection. Instead, women are taught to value the common purposes, like the membership and assessment of harmonious relationships. [3]

The culture is another variable that influence the purchasing behavior, reflecting in all the specific behavioral patterns in both women and men. Many products are typical of sex; retrieve the attributes of male or female, and consumers frequently associate them with a sex or another . Market people creates and perpetuate the classification on gender of the products (telephones Princess, toys for boys and girls, babies' napkins made of different colors). Even the names of the brands differs by sex: those with alphanumeric characters (Formula 409, 10W40, Clorox 2) are technical, so male. Our sex influences the role of instrumental of products purchased. Studies show that men buy items instrumental and for recreation without thinking too much, projecting independence and activity, while the women buy goods symbolic and autoexpresive, concentrates on the appearance and emotional aspects.

One of the biggest changes in the role of the gender takes place in Japan. The Japanese wives stay at home and take care of children while their husbands work till late and take care of the customers. A Japanese good wife must go behind her husband. This patterns suffer now transformations, for women are no longer so eager to live through their husbands. More than half of the Japanese women between 25 and 29 years old are working, or looking for a job. Market people and Japanese advertising agencies begin to describe the women in professional situations (although still in the servant roles) and even to develop the market segments for female, even though traditional there are male products, as cars. [2]

The role of women in the Islamic religion is reduced in the society, which influences the patterns of behavior, single man adopting the decision to purchase for most products, women choosing only the food products.

Even if they have or not a working place, women have come to appreciate the independence and to react positively to the marketing campaigns which they claim the freedom to take decisions relating to the single life style.

The ideals of beauty over time

The satisfaction of the physical image on which a person shall submit to the others is affected by the degree to which it corresponds to the esteemed of the culture of the person concerned. An ideal of beauty is a particular model or copy of the summons. If the beauty is only at the surface, in history and culture to another, especially women have worked very much to win. They were hungry, they distorted the feet, and his lips were



tortured, spent hours at a time under the dryer, in front of the mirror or under ultraviolet, have made certain operations aesthetic to lift the standards of female beauty of the society.

As this commercial by Zuri Cosmetics suggests, the global perspective upon the ideals of beauty is to be attractive.

Some of the advertisements shall submit to the switch of roles, in which women retrieve the traditional roles of men. In other cases, they appear in the romantic situations, but are more dominant, sexually speaking. As an irony, the current advertising is free to highlight features of the traditional female, now that equality of the sexes is a fact supported. Freedom is proved by a German poster of a magazine for women. The legend explains: "The women of today can prove weakness, because they

are strong." [3, 4]

In the last century, standards of beauty in respect of women have changed significantly. We will present some of the defining aspects of them.

„The perfect woman” of the '30 is no longer „the perfect woman” of today, the concept of feminin beauty changing so much in the last century. Periods in the history are characterized by a 'typical appearance" or an ideal of beauty. The history of the American can be described according to the sequence of the dominant ideals. At the beginning of the 19th century fashion was that she should be so delicate that she would seem dreading ill. The poet John Keats described the ideal weather woman as a 'white lamb bleating after the protection of man". Type of ideal body of western woman has radically changed in time, and the changes have led to a realignment of markers of sexual dimorphism- those aspects of the body which distinguish the sexes between them.



1900-1910 - at the beginning of the century female body ideal was dictated by the American graphic artist Charles Dana Gibson. His drawings have developed the fascination for women with the hourglass figure at the beginning of the 20th century, at the time the ideal female involving an exaggerated slim waist, a voluptuous bust and a prominent rear and hips. The '20s - this period was marked by the quick-step and slow foxtrot dances, and for their interpretation women had to be "free". More exactly, do not wear a giridle or any uncomfortable clothes, and the length of the dresses to be shorter. Moreover, the waist wasn't highlighted like before, so the dancers were considered to have a male look even. In this way, the ideal of woman in the '20s appeared as an ideal considered scandalous by many at the time. Why? Until then, it was intolerable for a woman to show off her breasts while dancing. Furthermore, they were showing off their ankles and even their knees while dancing and they would adopt some habits considered at that time masculin, like smoking and driving.

The '30s- The supremacy of the "free" dancers did not lasted long, because only after a decade, the Hollywood stars would dictade the ideal body of a woman. Mae West was the embodiement of the ideal woman, with a voluptuous body, slim waist, and a proeminent rear, the exact oposite of the dancers who presented a male allure.





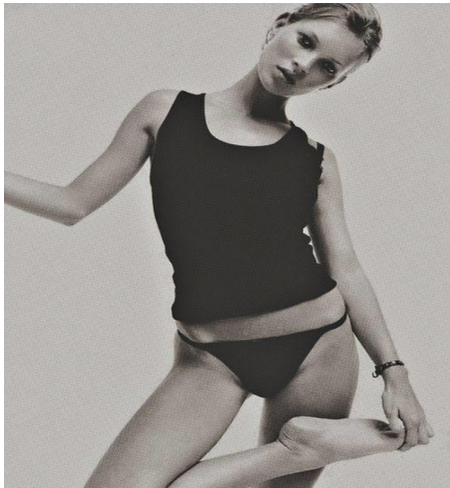
The '40s- During the 2nd World War the feminine ideal was far from Mae West representation from the '30s. In this time there was a need for women to be slender and agile and the star, Rita Hayworth was the perfect embodiment of this ideal of a woman, skinny but strong.

The '50s- During this period, there was an explosion of sex female symbols: Marilyn Monroe, Betty Page, Sophia Loren and Brigitte Bardot. Long legs, slim waist, but also the voluptuous appearance of figure have returned in force within the concept of the perfectly female body.



The '60s- Sexual revolution has brought with it a new ideal of female body: slim body look, slightly androgynous and model Twiggy Lawson was the perfect embodiment of the ideal, after which women in the 60's longed for.

The '70s - During this period, the perfect body of a woman was supposed to be toned and, of course, tanner. The stigma on a darker skin tone, associated with lower social classes, was winning ground more and more, which led for so many women, but also men to appreciate tanned skin. But not only tan mattered, but the tone also. During the period in question, the ideal of beauty was played by the actress Farrah Fawcett. But, in the 1970's, the need to have a slim body and a toned one, has determined a significant increase in cases of Anorexia in the United States of America, many young girls calling to drastic measures to obtain slimmer figures.



The '80s- The body athletic, well toned, without any fat has become the ideal body tipe. The actress Jane Fonda and her tutorials with physical exercises were the hottest. But also in this period has occurred and "the cult of supermodels", as Naomi Campbell and Claudia Schiffer, which would show concepts of beauty hard to reach for most women: tall, toned and yet still skinny. [6]

The '90s- In this period, more and more, the catwalks would dictade what was the ideal in beauty, so the perfect body would become being very tall and also super skinny. A great impact of this ideal was the model Kate Moss, placed on the scene in 1993 for a campaign by Cavin Klein. The pale face skin, with the mandible well defined and very thin legs have become the concept of the "perfect body" among women, although it represented an ideal very difficult to attain.



The 2000s- After a decade of skinny models who promoted the ideal thin woman, there were more and more campaigns which have warned about the dangers behind the ideal (more and more eating disorders such as bulimia and anorexia among women, some resulting even with death). In this context, the Victoria's Secret "Angels" appeared. The lingerie fashion house decided to bring high, voluptuous, toned body women to the stage. Goodbye thin legs! Adriana Lima was the image of the feminine ideal promoted by the Victoria's Secret, taken by women from all over the world. Lima has played an essential role in the recognition of women with forms, and her work, but also of those who have pleaded for the cessation of promoting the ideal of skinny woman have made, today, Kim Kardashian and Jennifer Lopez (for example) the "ideal" female body.

Cultural values of women

Many women remain only at the theoretical, affirmative level, attached to their values and principles of life in practice - that is, in their own visible behavior in many of the situations they meet - these values and principles can not be observed. [1, 3]

Every woman has a duty to her self to learn and constantly train, not to be inferior financially or materially, being able to by independent as a woman. Only after a woman will meet her basic needs alone (food, home, decent living) will understand that love does not mean material needs met by someone else but membership, recognition, attention, fulfillment, and emotional satisfaction in the first place.



Values that are not put into practice and remain only theoretically, generate internal and frustrating conflicts. The different social values of women should change how companies develop their advertising, Internet site, affinity marketing, and other elements that they put into the marketing plan.

Advertising is probably the easiest thing to work with, because there are so many ways to apply the principles of gender-differentiated culture. Nowadays, product differentiation on the shelf is one of the most difficult tasks for any manufacturer. One way you can do that, is by presenting people on the packaging. [5]



A South African private clinic, Xiomara Coronado Beauty Center, has created an advertising campaign who digitally alter the portraits of Angelina Jolie and Paris Hilton, thus launching an invitation to all people who do not want to be so wrinkled or who do not want to show their age. The basic idea was that they will naturally arrive with age, where everyone will, but if they care for their complexion and frequently use the services of the clinic, they can do ... miracles.

CONCLUSIONS

In this paper we present the view of women upon the marketing, revealing important perspectives for selling products and services, for the market which is more and more bulid by women. When a company understands and comes to succeeds the complex needs of a women they can successfully increase its market share.

Each and every woman has the duty to herself to educate and to self-educate, precisely in order to not be financialy or materialy inferior from point of view and thus be independent. Only after a women will satisfy her basic needs by herself (like food, household, a decent living), she will understand that love, doen't mean material needs

satisfied by someone else, but belonging, recognition, attention, fulfillment and emotional satisfaction as a first requirement.

REFERENCES

- [1]. **TABITA CORNELIA ADAMOV, TIBERIU IANCU, LUMINIȚA PÎRVULESCU, GABRIELA POPESCU, RAMONA CIOLAC**, 2017, Food security a problem of the XXI century, SGEM - Conference Proceedings, book 2, vol. 17, Issue 53
- [2]. **RAMONA CIOLAC, SIMONA CONSTANTINESCU, TABITA ADAMOV, DIANA MARIN, ANISOARA BANDA**, 2017, Development of rural tourism with ecological character, ecovillage-investments and benefits, SGEM - Conference Proceedings, book 2, vol. 17, Issue 53
- [3]. **GABRIELA POPESCU, IASMINA IOSIM**, 2012, New tendencies in consumer behaviour, *Lucrari Științifice Management Agricol*, ISSN 1453-1410, Vol. XIV(4)
- [4]. **GABRIELA POPESCU, TABITA ADAMOV, ANA MARIANA DINCU, IASMINA IOSIM**, 2016, Positive and negative trends of the Romanian tourism, SGEM Conference on Political Sciences, Book 2, vol V
- [5]. www.bartleby.com
- [6]. www.romaniancopywriter.ro