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AN EMPIRICAL STUDY ON “MARKETING TO WOMEN”

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ABSTRACT

The paper replicates and extends the concept in relating with marketing to women which is a necessary one to be successful in today's market place. The era of men' is over, giving way to the women' of the 21st century. Today's most lucrative customers are women and they are responsible directly or indirectly for buying 80% of the consumer products. Women make or influence the bulk of companies consumer purchase in today's hyper – competitive world. Women present a huge marketing opportunity to corporate manufactures or service providers either in the traditional brick and mortar setup or in the online click mode.

Marketing to women is generally different from marketing to men with respect to the design of the product or service, price of the product or service and the media utilized to react them. According to experts, women react more to Audio-Visual media rather than print media such as magazines, journals, newspapers or any other media.

In this context, the author wants to explore his novel ideas and supportive guidelines to generalize the points to introduce and increase the percentage of women utility in marketing in the topic of “Marketing to women in the new era of 21st Century”.