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Social media marketing: How can it be equally efficient for both men and women segments?

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Abstract

One of the most rapidly rising technologies of our day, social networking platforms is used by billions of consumers throughout the world. The marketing environment is constantly evolving as a direct result of the widespread use of various social media platforms. It's not unexpected that marketers have started embracing the use of social media as an advertising approach, given the massive audiences available that spend several hours per day utilizing social networking across a variety of platforms for information processing, entertainment, and social connections. There are already significant corporate values placed on the ways in that social media may be used to influence customer views and purchases. As a result, businesses are using social media mechanisms to strengthen relationships with clients. To reap the advantages of social media, both firms, and consumers need to adapt to the new norms. In light of this, the research endeavored to emphasize the role that user-generated content plays in the marketing of businesses, as well as to predict what social media channels and industries businesses should focus on in the future, and how doing so would alter the gender balance in such domains. Is it true that women are more likely to be influenced by commercials than men? This study sets out to quantify the influence of television commercials on the purchasing decisions of female college students. Social media campaigns that specifically target women have been demonstrated to provide better results than those that focus on men. The findings of this study will be useful for influencing businesses and marketing departments to increase their budgets for social media advertising and for assisting those departments already engaged in this field. Marketers interested in expanding their reach on social media platforms or improving their understanding of customer behavior may find this research useful.

Keywords: Social media, marketing, men, women

Introduction

The widespread embrace of social media by business leaders has had an enormous effect on the efficacy and efficiency with which their goods arrive to the marketplace and this is in conjunction with the broad digitization of business and marketing procedures across every industry and part of the globe. Contrary to common belief, the odorless environmentally friendly cleaning solution is marketed to both men and women. Finally, the emergence of social media has provided some men with a more appealing target audience than women^[1, 2]. Trust between people grows as their connections strengthen. The expansion of human contact possibilities is a direct result of technological progress. Despite the obvious advantages of technology and the parallels between buyer-seller interactions and romantic relationships between men and women, no one has investigated the prospect of using digital dating tools to assist boost salespeople's self-assurance^[3]. The most effective strategies for preventing male perpetration of sexual violence against females are direct interaction with males and the use of media and other forms of engagement^[4]. Advertising is essential in today's market for the achievement of any service or good. It's a great way to get your message out to consumers. Advertising helps get the word out about the many brands available to consumers. Everyone in the nation, from kids to adults, will have access to comprehensive product information because of this. Display advertisements, native ads, advertisements in newspapers, postal ads, tv commercials, radio spots, online ads, billboard ads, and adverts for various public services are just some of the many forms of advertising out now. Advertising is a powerful promotional tool that may increase sales of goods in several ways. Advertising helps with everything from the introduction of a new product or line to the cultivation of brand loyalty among existing customers and the recruitment of new ones^[5].

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Profits in the green industry were hit hard by the recession because fewer individuals were able to afford landscaping and gardening as property prices and homeownership dropped. Green firms in the US have been forced to reevaluate their marketing strategies as a result of sector consolidation during the Great Recession. Due to its low price and wide reach, advertising in the digital sphere has grown in popularity ^[6]. Brand messaging may have a significant impact on consumers, and marketers are starting to pay greater focus on social media as a result ^[7].

A. Study Motivation

Recognizing the present rise in the number of social media customers and the vast quantity of information published on these platforms, this study looks at the period just before any action takes place in a city, analyzing how women and men use social media and the effects of the material they post.

Related work

In the ^[8] study, Researchers examine the effectiveness of social media marketing in the field of sustainable development using binary logit and time-censored regression. The study's foundation was based on data collected from an initial survey of US garden stores and greenhouses. The findings indicate that the attitudes of managers and the network impact are the key drivers of the consistent use of social media marketing. In addition, they demonstrate that smaller companies may profit more from social media use in terms of sales growth than larger ones do.

Here ^[9], Researchers explore the way social media may aid female entrepreneurs in India. We utilize case studies to learn how effectively various social media platforms operate for female company owners. We'll use PULA (Pune Ladies), a closed Facebook community for women in Pune that was established in 2015, as an example. To understand more about the visibility, marketing, income, and mental health advantages the organization has provided, in-depth interviews were done with 15 of the more engaged women business owners of the membership. Responses were compared and contrasted for commonalities and variances. The article presents evidence suggesting that PULA helps women business owners increase their visibility and profits by providing a low-cost platform for product and service promotion. The findings of this study will aid women entrepreneurs in making the most of social media regarding promotion, networking, and revenue.

In ^[10] theoretical article aims to propose ways for leveraging technology to generate real or near-virtual interactions among salespeople and customers by drawing from the domains of advertisement, IT business, communications, sociology, and psychology. We suggest that online dating and social media may serve as models for the dynamics underlying virtual buyer-seller interactions. Because it both contributes to and implies a technological extension of the process for building buyer-seller connections, this study has a significant impact on the current literature.

In ^[11] research is a preliminary effort to learn the effects of influencer marketing on social media audiences. A social media influencer's value model is developed to take into consideration the roles of advertising value and source reliability. To explore this hypothesis, we designed an online survey of social media users who followed at least

one influencer. Partially least square (PLS) path modelling reveals that an influencer's credibility, attractiveness, and likeability all beneficially affect the credibility of the influencer's labelled posts, and this, in turn, affects brand awareness and purchase intent. Practical as well as theoretical implications are discussed.

In the ^[12] study, Authors looked at how several prominent companies create content for their social network profiles. The results provide insight into the link between the kind of social media platform, the sort of creative strategy/appeal utilized, and the level of consumer involvement in branded social media. Previous research (Ling *et al.*, 2004) suggests that brands should emphasize maintaining an active social media presence across all social platforms by regularly releasing fresh, relevant content and providing incentives for consumer participation. This study reaffirms the importance of maintaining open lines of communication and providing incentives for participation. Across a spectrum of creative strategies, it was also shown that experiential, visual, and exclusive signals were significantly connected with increased customer engagement. Despite the advantages of these creative tactics, most sponsored social content is utilitarian.

In ^[13] the purpose of morality is to analyze and discuss how new ethical concepts resulting from scientific development should be put into practice. The media can spread ideas about what constitutes physical beauty. The media is among the most prevalent and important kinds of social influence that contribute to the growth of this belief. This is the arena where thoughts about how one looks are created, disseminated, and eventually solidified into firmly held opinions in today's age of social media with modern technology. As a result, people from every stage of life are increasingly struggling with negative feelings about their bodies. In ^[14] In-depth analysis of the differences between male and female users of social networking sites (SNS) including Instagram, Twitter, and Facebook is discussed. This study aims to examine gender differences in five different experiential marketing settings. Convenience sampling was used to send out 250 questionnaires to college students, and 226 were usable. A T-test was performed in SPSS 21 on the data. It's often held that what women view on social media has a significant influence on their purchasing decisions. But men, not women, were shown to have a stronger emotional connection to the sites' material. Marketers may utilize the information to enhance the quality of their website for visitors.

In ^[15] authors of this post provide their forecasts regarding the future of advertising on social media. Nine topics that the authors anticipate will substantially shape the future of social media are selected and categorized by expected imminence (i.e. quick, near, and distant futures) via three perspectives (consumer, businesses, and public policy). For each of these five categories, the authors describe the current digital world, provide predictions and analyses, and suggest directions for future research and practice.

Social Media Marketing: Men vs. Women

Women are more likely to utilize these platforms than men to find new acquaintances and keep in contact with old ones. In contrast, men utilize social media to amass the data they need to expand their sphere of influence. They can learn more, make more connections, and rise in the ranks thanks to social media. Despite this, do you know whether men or

women are more likely to be engaged on social media? This may not seem like a crucial issue, but the answer will determine whether you should concentrate on male or female-dominated social networks. Men and women use the

internet to different extents and for different purposes. Women (76%) are more likely than males (72%), among internet users, to be active on social media.

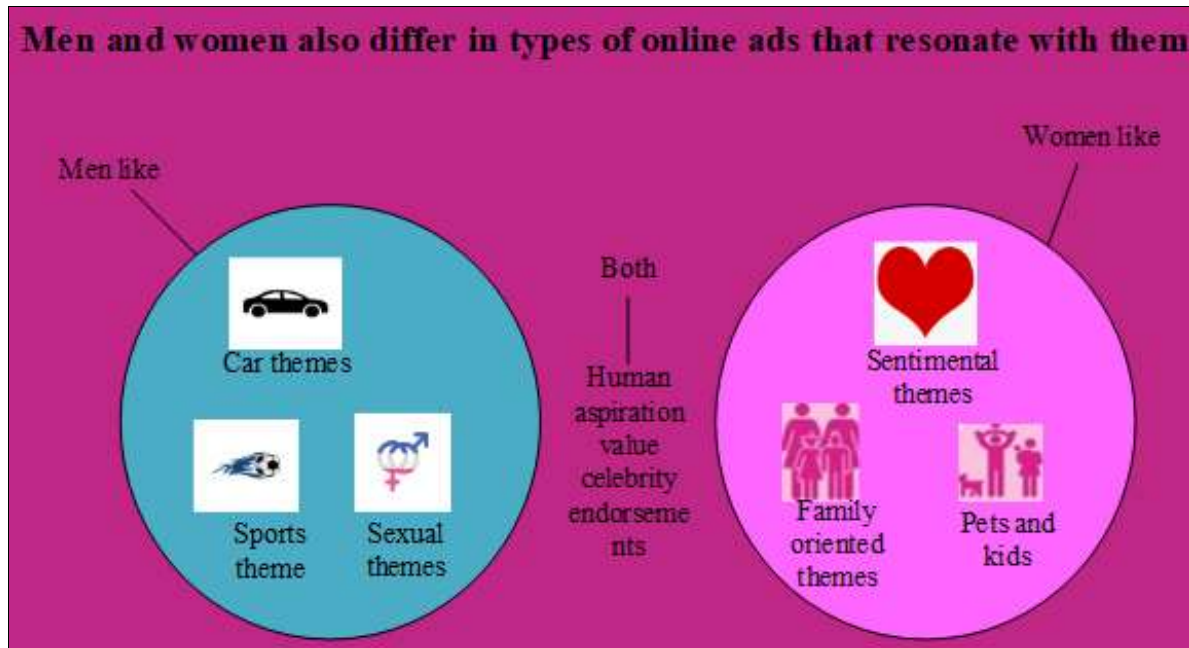


Fig 1: Social Media Marketing: Men vs. Women

Female preponderance in Social Media Marketing is a common theme in media and real-world workplaces alike. In a working environment where women make up just 44% of full-time workers in the US, this is quite a phenomenon, even though the gender difference is not great (changing by exact job title). So, which are the primary forces causing this equilibrium? We've found the following insights to be very helpful.

According to Scientific American's research, females naturally exhibit higher sociability, so it seems to reason that they would thrive in the realm of social media, where relationships and communication are valued highly. The position has been romanticized in media aimed at women (such as Sex in the City), which may encourage young women to enter the field. The significance of conjecture is undeniable, but there are other elements at play as well.

Women lead social media users

Women are still more likely to use social media than males are, yet the gender gap has shrunk from 2010 to 2015 (source: Pew Research Center). On average, women have an edge in the field of social media marketing, with the greatest disparity being shown on the sites Facebook, Pinterest, and Instagram. It's worth noting, however, that males tend to take the reins on social media sites like Reddit, Twitter, and LinkedIn.

Men utilize social media like an online Rolodex, keeping track of connections and using the platform to share their ideas and expertise with the world.

Social networking services are more popular among men than among women looking for dates.

Although women are less likely than men to date someone they met on Facebook, 65% of males agree that it's acceptable.

However, males may be brutal over the internet. Men are

more likely than women to end relationships online (24% vs. 9%).

Men are far less inclined to report making their profiles private and more open about revealing personal information. The percentage of men who have several social media accounts is higher than that of women, at 57% vs 50%.

Men are more likely than women to use social media every week, especially Twitter, but only with the possible exception of Facebook.

Men are far more likely than women to view videos online.

Advertisements

A Feminine Perspective on Digital Marketing

- Women are more likely than males to use social media to interact with others and disclose details about their life.
- Women tend to be more personal when asking for guidance on social networking sites. The highs and lows of their everyday life are openly discussed
- Men are more likely to possess smartphones, but women are more likely to use them for social networking, by a margin of 10 percentage points
- Most women use Facebook daily. This is how they spend their free time.
- 1 in 5 women between the ages of 18 and 34 use Facebook at 3 a.m
- 63% of internet users network through Facebook
- Four in ten respondents (42%) feel it's OK to share drunken selfies online.
- 79% are fine with kissing in photos
- "Frenemies" are something that 58% of Facebook users want to keep tabs on.
- Fifty percent have no problem becoming Facebook friends with total strangers
- Women log more hours each week on average than men

- do on social networking sites.
- In a survey of college-aged women, 89% agreed with the statement "You ought not to share something on Facebook"

that you don't want your loved ones to see." According to a prior statistic, it suggests that many of them feel comfortable being drunk in front of their parents.

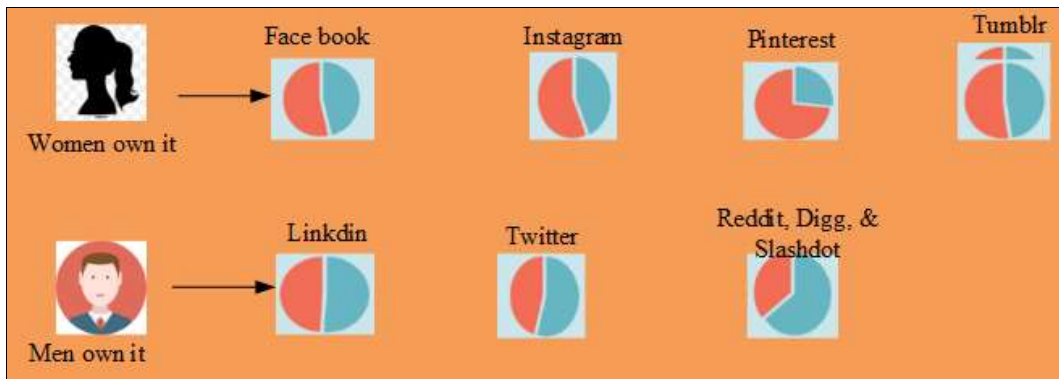


Fig 2: Social media platform by user gender

Table 1: Social media platform by user gender

	Female Users (%)	Male Users (%)
Snapchat	70	30
Pinterest	60	40
Instagram	58	42
Facebook	52	48
Twitter	47	53
LinkedIn	46	54
YouTube	45	55

Marketing in the Age of Social Media, Broken Down by Gender

In January 2023, women made up 51% of Snapchat's worldwide readership, the highest percentage among the

listed social media platforms. Similarly, women make up 48.2 percent of Instagram's user population. Twitter's male users make up a disproportionately large 63% of the platform's total global viewership.

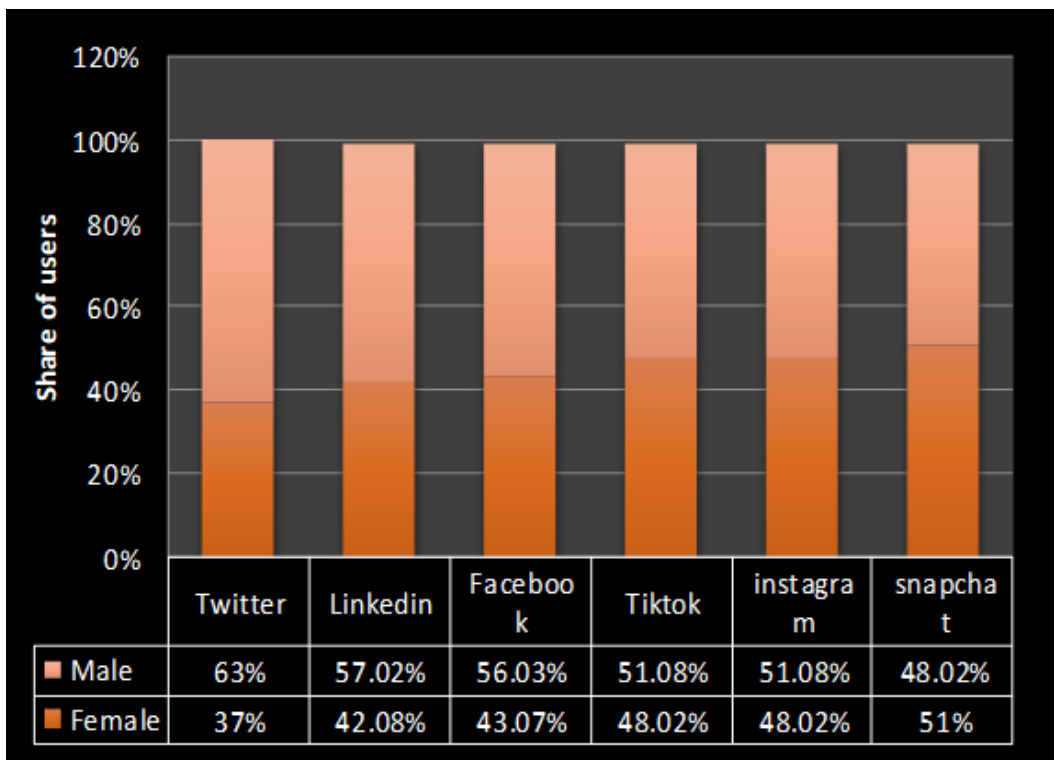


Fig 3: Marketing in the Age of Social Media, Broken Down by Gender

Men and women use very much similar social media sites. There is neither a preponderance of male nor female users across the platforms discussed here. However, the

proportion of either might vary greatly depending on the medium, as well as by age group. Let's take a look at five of the most widely used examples of social media to see this in

action: Multimedia sharing platforms like YouTube, TikTok, Instagram, Facebook, and Pinterest.

TikTok

TikTok was the most-downloaded app in the world last year, although it just launched. Over a billion people across the world use the app, with a small bias toward women. Sixty-one percent of TikTok users in the US are female. Over 420 million people between the ages of 18 and 24 use TikTok, making it the most popular social media app in this demographic.

So, why do so many advertisers find TikTok to be a promising platform for reaching their target demographic?

- By a wide margin, TikTok is perhaps the most interesting social networking app. Daily use averages 95 minutes, which is over 20 minutes greater than the next most popular app, YouTube.
- Brands may increase their visibility by forming partnerships with popular TikTok creators via the platform's Creator Marketplace. Creator content is the primary way that up to 35% of consumers learn about new businesses.
- The video-sharing app TikTok has further business applications: Seventy-three percent of app users say they developed a stronger affinity for businesses they engaged with, and 67 percent say they made purchases they hadn't planned to because of material inside the app.

While more and more individuals are using TikTok as a news and information source, marketers who want to take benefit of the site should focus on producing humorous or entertaining content.

- Brands also have a fantastic chance to increase their visibility by using the Creator Marketplace.
- TikTok Creators are in-the-know about what's popular today and are always on the lookout for the next big thing.
- You can reach hundreds of millions of people when you team up with professionals who already have a dedicated fan base.

YouTube

YouTube has been around for more than 15 years, yet it still attracts over a billion individuals every month, making it among the leading social media platforms.

- There are around 54% male and 46% female YouTube viewers in the United States.
- People typically use YouTube for around 19 minutes every day.

Despite these averages, individual YouTube users exhibit wide ranges of activity. Some will click on a link and quickly view a video, while others will go down the rabbit hole and devote hours to reading or watching videos. If you're a marketer and you're not using YouTube, you're losing out on a huge opportunity to connect with consumers all over the globe.

We must not overlook commercials either. YouTube advertising can reach over 2.5 billion individuals across the globe due to the high volume of daily users.

- TikTok may have stolen part of YouTube's video-viewing audience, but YouTube isn't going anywhere.
- In reality, YouTube is being forced to come up with

innovative methods to remain relevant in the future, which has resulted in some recent adjustments for producers to keep up with the competition.

- YouTube viewers appreciate a variety of material, including comedic videos and other types of entertainment, but the site's success is mostly due to one particular category of videos. Instructive Material.

If you are interested in learning how to do anything or find out more about a topic, one of the first places you should go is YouTube.

Brands may adapt content types like blog articles into consumable videos to enlighten and motivate consumers throughout the buyer's journey when they see that "how-to" and instructive material do well on the platform.

YouTube Shorts

- To fill the void created by the prohibition on TikTok in India, YouTube introduced "YouTube Shorts" in September 2020.
- Since then, the platform's popularity and user base have skyrocketed in the United States. It's an alternative to TikTok that serves a similar function.
- Brands who don't want to use TikTok or are looking for another venue for short, sweet content will find YouTube Shorts to be an excellent choice.

Instagram

Men somewhat outnumber women worldwide on Instagram. Instagram is an excellent social media site to appeal to both categories since the percentages are surprisingly close (50.7% and 49.3%, respectively). When Instagram users are broken down by age and region, intriguing patterns emerge:

- Women outnumber males among Instagram's 35-and-older user base.
- In the US, women make up 55.6% of the platform's users as of September of this year, according to user statistics.

Three nations account for the majority of Instagram users

- India
- United States
- Brazil

Why should I care? Instagram users from various countries provide different reasons for utilizing the service

- In India, 98% of Instagram users follow accounts related to their interests, the vast majority of which are related to technology.
- Instagram users of both sexes in the United States use the service for leisure, retail therapy, and social bonding.
- More than eighty-nine percent of Instagram users say they follow at least one company there.
- According to the platform's poll, Instagram is often used to strengthen connections with well-liked companies.

A poll conducted by HubSpot in the first quarter of 2022 asked 301 American Instagram users to identify the characteristics shared by their favorite companies. Their comments underscore the different reasons men and women

browse Instagram, despite the sample size being relatively tiny compared to the platform's entire reach:

- The most successful companies consistently provide high-quality articles that address issues or topics of interest to their target audiences.
- The most effective branded material is lighthearted, interesting, and fun to read.
- To encourage interaction with their brand, leading companies often provide followers with exclusive access to sales and discounts.

While these findings originate in a social media channel, many of the same principles hold for a branded online community.

Pinterest

The majority of Pinterest users are women - over 75%. A wider gender disparity exists here than on Instagram. Unexpectedly, in 2021, those aged 50–64 made up 38% of Pinterest users, with those aged 30–49 coming in as a close second at 34%. Since the typical Pinterest user is over 40 years old, you may discover that the dynamics of interaction and engagement on the platform vary significantly from those on younger-skewing platforms like TikTok and Instagram.

Users are interacting with companies on Pinterest and Instagram in similar but distinct ways. A whopping 97% of all searches are for non-branded terms. This is a huge deal for up-and-coming businesses and challenger brands that aren't yet household names.

- Users, or "Pinner," explore Pinterest in search of fresh concepts and ideas.
- In addition to being receptive to forming relationships with unfamiliar brands, Pinner are also super shoppers, ready to spend more than users of competing sites on brands, ideas, concepts, and products that pique their interest, inspire them, or align with their values.

Pinterest users aren't necessarily seeking comfort and approval as they may on Instagram; rather, they're on the lookout for their next great idea and have the resources to make it a reality. In 2021, the median yearly income of a Pinterest user's household was above \$50,000. The most important lesson for firms looking to use this knowledge to create their online community is to give back to their audience.

- Users follow and interact with companies on Pinterest because they believe the brand's goods or ideas will improve their mental, emotional, or physical well-being.
- • If you offer an item or service that individuals can relate to on some level, you don't have to depend on having a well-known brand to reach your audience.

Facebook

Facebook is by far the most popular and influential of these social media sites, and its dominance has only grown after it purchased Insta in 2012 and the messaging app WhatsApp in 2014.

Meta, which includes Instagram, Facebook, WhatsApp, and Messenger, claimed approximately 3 billion active users in Q3 2022, making it a larger organization than YouTube. Men, particularly those around the ages of 18 and 34, make up the bulk of Facebook's readership as of January 2022.

Given their common parent company, Meta, it's not unexpected to see that this demographic looks more like Instagram than Pinterest. Instagram and Facebook have a lot in common, yet the reasons individuals use each site are different.

Visitors to this social network, in contrast to Instagram users, aren't there to interact with companies but rather with friends and family. In 2019, this was the primary motivation for Facebook use (cited by 88% of respondents). Only around one-fifth of Facebook users say they interact with companies there.

Users are looking for entertainment on Facebook outside their own families; thus, to stand out, marketers must create material that is either community-building or entertaining, memorable, or emotionally charged.

- Once your brand establishes a loyal following, word of mouth will spread quickly about your content and offerings.
- This is what sets Facebook apart from Instagram, where customers are seeking new ways to engage with the companies they already know and love.
- It's not like Pinterest, where users actively search for suggestions and plan projects while discovering new products.

People's reasons for using Facebook suggest that marketers should emphasize a feeling of community and family if they want to succeed there. Even with such a large potential customer base, building a name for yourself may be far more difficult if you aren't already a well-known brand.

Conclusion

From researching their methods and findings, we learned that females are more inclined than males to engage with businesses on social media. When compared to the 36% of males online who do the same, women are far more likely to make use of social media to demonstrate their support for causes and get access to discounts and promotions from firms.

Women utilize social media more than males do to follow businesses, and they also leave more comments about the products they like. For the last five years, at least, women have consistently outperformed males in terms of social media engagement. New social networking sites have a lot to worry about in the next several years since women use social media differently than males and are driving the transition from desktop to mobile.

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