

The Role of Female Population as a Consumer in Modern Marketing Strategy and Management

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Abstract : Female population has an increasing role when it comes to purchase. Consequently, the female population has a greater role in modern marketing. Although it is thought that women buy more than men, marketing strategy was not directed specifically towards women. The thing that has changed regarding women's role in modern marketing is the fact that the female population has a leading position when it comes to decision making in various fields and various sectors, which was not the case in the past. Marketing should be directed towards women but it should be done in the right way. Compared to men, women buy in a different way, and they look for more various advantages in the product itself, than men do. This paper aims to show the importance of the female role in the modern marketing and management and to redirect marketing in some way towards female population through new marketing strategies and management systems. Hypothesis is that women have an important role in marketing, and marketing strategy of modern society could and should be based on and directed towards female population and their tastes when it comes to purchasing. It is necessary and desirable to apply marketing strategy with a special strategy that has an emphasis on women and their purchase or in a word to apply WS- woman strategy. This research was carried out as a random sample research, where were obtained 212 valid surveys whose results serve as a basis for drawing conclusions about the research as well as to verify the formulated hypotheses. The research was carried out during 2011 and 2012. The study has shown a significant role of the female population in the marketing process.

Keywords : marketing, management, female, purchase, strategy

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