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## PINK MARKETING MIX AND ITS IMPACT ON FEMALE PURCHASE DECISIONS: A STUDY OF SAUDI ARABIA

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### ABSTRACT

*This study investigates the influence of the pink marketing mix—product, price, place, and promotion—on female consumers' purchase decisions within the hospitality and tourism industry in Saudi Arabia. Grounded in the context of Vision 2030 and growing female travel participation, the research aims to identify the most predominant factor influencing the pink marketing mix and also determine the overall impact of pink marketing on purchase decisions. A structured questionnaire, adapted from validated scales, was administered to 261 female respondents. Data analysis was conducted using SPSS and SmartPLS, employing Confirmatory Factor Analysis (CFA) and regression analysis. Results revealed that price was the most predominant factor influencing the pink marketing mix, followed by promotion, place, and product. Regression analysis confirmed a significant positive impact of pink marketing on purchase decisions, explaining 51.2% of the variance. The findings highlight the strategic importance of gender-sensitive marketing in tourism and offer valuable insights for marketers aiming to target female consumers in conservative yet evolving markets and also highlights the effectiveness of the pink marketing mix in influencing the purchase decisions of female consumers.*

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**KEYWORDS:** Pink Marketing Mix; Female Consumers; Purchase Decision; Tourism Marketing; Hospitality Industry; Gender-Sensitive Marketing; Vision 2030.

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## 1. INTRODUCTION

The concept of the Pink Marketing Mix, tailoring the traditional 4Ps (Product, Price, Place, Promotion) to resonate specifically with female consumers, has gained significant traction in Saudi Arabia's evolving hospitality and tourism sectors (Halwani, 2025). This approach aligns with the Kingdom's Vision 2030 initiative, which aims to diversify the economy and promote gender inclusivity.

Recent data underscores the growing influence of female travelers in Saudi Arabia. In 2024, women constituted 44% of all tourists, with 36% traveling solo, reflecting a shift towards more independent and personalized travel experiences (Singh et al., 2023). This demographic shift has prompted the hospitality industry to adapt by offering wellness retreats, cultural experiences, and adventure tourism tailored to female preferences (Sumit, 2025).

The hotel industry, in particular, has seen substantial growth, driven by increased tourism and investment in infrastructure (Daye, 2019). By 2025, the market is projected to reach €2.42 billion in revenue, with an annual growth rate of 3.43%. This expansion presents opportunities for implementing pink marketing strategies that cater to female consumers' specific needs and preferences (Statista, 2025).

Moreover, the integration of Artificial Intelligence (AI) into marketing strategies has enhanced personalization efforts. A study highlighted that AI significantly influences women's purchasing behavior through mobile applications, particularly in the realms of price and promotion. This technological advancement allows for more targeted and effective marketing campaigns within the hospitality sector (Beyari, 2024).

The application of the Pink Marketing Mix in Saudi Arabia's hospitality and tourism industry is not only timely but also essential (Kaur & Singh, 2022). By understanding and addressing the unique preferences of female travelers, businesses can foster greater engagement and loyalty, contributing to the sector's sustained growth and alignment with national economic diversification goals.

### 1.1. Evolution and Significance of Pink Marketing in the Contemporary Business Landscape

Marketing strategies have historically been constructed with a generalized consumer base in mind. However, as businesses began to recognize the heterogeneity of consumer preferences, especially those of women, a more nuanced and gender-

sensitive approach emerged, named as Pink Marketing (Kaur & Madaan, 2023). This term refers to marketing practices specifically tailored to women, encompassing not only gender-aware advertising but also product design, pricing, distribution, and communication strategies that resonate with female values, aspirations, and lifestyles (Massoudi, 2020).

### 1.2. Evolution of Pink Marketing

The origins of pink marketing can be traced back to the mid-to-late 20th century, when companies first began to acknowledge the distinct consumer behaviors and preferences of women. Traditionally, marketing toward women often centered around household products, beauty items, and fashion, reinforcing certain stereotypes (Singh et al., 2025; Gomez-Borquez et al., 2024). However, this approach began to evolve as women's societal roles diversified.

By the early 2000s, the feminist movement and the rise of women in the workforce significantly reshaped the marketing narrative. Women emerged not only as decision-makers in household purchases but also as independent consumers with disposable income and distinct tastes in areas like travel, electronics, automobiles, and finance. This shift called for a marketing strategy that went beyond the superficial "shrink it and pink it" mindset (making products smaller and pinker) and instead focused on authentic engagement, understanding, and inclusion (Kaur et al., 2024; Van Tilburg et al., 2015).

With the digital revolution and the advent of social media, female consumers gained platforms to voice their expectations and influence brand reputations, further accelerating the evolution of pink marketing from stereotyping to empowerment-focused strategies.

### 1.3. Pink Marketing in Contemporary Era

Today, pink marketing is far more sophisticated. It is no longer about coloring products pink or marketing beauty and household items. It involves understanding the emotional, psychological, and aspirational dimensions of women's buying behavior (Ma & Wang, 2024).

Modern pink marketing integrates:

- Data-driven personalization: Using AI and data analytics to understand female consumer behavior patterns.
- Empathetic storytelling: Brand narratives that align with women's values, experiences, and lifestyles.
- Community engagement: Leveraging

- platforms like Instagram, Pinterest, and TikTok to create female-centric communities.
- Inclusivity and diversity: Recognizing the diversity among women—age, culture, socio-economic status, etc.—in marketing campaigns.

The approach is now more intersectional, acknowledging that not all women are the same and thus require customized communication.

#### **1.4. Adoption of Pink Marketing in Saudi Arabia**

The Kingdom of Saudi Arabia has witnessed significant socio-cultural transformation in recent years, particularly under Vision 2030, which places strong emphasis on women empowerment and gender inclusivity (Aldhobaib, 2025). As a result, the female workforce participation rate has increased from 17% in 2017 to over 37% in 2024 (source: Saudi Vision 2030 Progress Report). This societal shift has created fertile ground for pink marketing to flourish.

In the hospitality and tourism sector, this evolution is especially evident. Women in Saudi Arabia are now traveling more independently and participating in business, cultural, and leisure travel, both domestically and internationally (Almathami & Mair, 2023). According to Travel & Tourism News Middle East (2024), 36% of female tourists in Saudi Arabia now travel solo, and 51% prefer tailored travel experiences that reflect their lifestyle choices.

Hotels and tourism companies have responded by integrating pink marketing principles:

- Creating female-only floors or sections in hotels for added comfort and privacy.
- Offering wellness and spa packages designed for female travelers.
- Marketing cultural tours, adventure activities, and culinary experiences specifically tailored to women.
- Using female influencers and content creators to promote travel experiences on social media platforms.

The digital transformation in Saudi Arabia also plays a critical role in enhancing pink marketing adoption. According to Statista (2024), internet penetration among Saudi women stands at 98%, and over 65% of digital purchase decisions are made or influenced by women.

This digital presence allows marketers to apply AI-based personalization tools to tailor offers and messages to women across platforms such as Instagram, Snapchat, and TikTok (Madaan et al., 2024).

#### **1.5. Importance of Pink Marketing in the Tourism and Hospitality Industry**

Pink marketing is not just a gender-centric tactic, it is a strategic business imperative because of:

- Economic Power of Women: Globally, women control an estimated \$31.8 trillion in consumer spending annually (Boston Consulting Group, 2023). In the Middle East, particularly in urban areas of Saudi Arabia, women are increasingly involved in high-value purchase decisions, including hospitality and travel experiences.
- Brand Loyalty and Advocacy: Women are more likely to develop emotional connections with brands and are active brand advocates when their experiences are positive (Xie et al., 2019). A well-executed pink marketing strategy increases the chances of repeat bookings, loyalty memberships, and word-of-mouth referrals.
- Decision-Making Influence: In family tourism, women are often the primary decision-makers (Jamal et al., 2019). They research destinations, compare prices, read reviews, and finalize bookings. Targeting women effectively means influencing the entire travel purchase funnel.
- Creating Differentiation: In a competitive market, pink marketing helps hospitality businesses differentiate themselves by offering empathy-driven and value-based services—such as flexible check-ins for traveling mothers, child care facilities, or female tour guides for solo women travelers.
- Sustainable Business Growth: Integrating gender-sensitive marketing aligns with Environmental, Social, and Governance (ESG) goals (Markopoulos et al., 2022). Promoting inclusivity and empowerment adds long-term social value and enhances brand equity, which is crucial for companies seeking investment or international partnerships (Mehta et al., 2025).

#### **1.6. Pink Marketing Mix Elements**

The Pink Marketing Mix is an adaptation of the traditional 4Ps of marketing, Product, Price, Place, and Promotion, to address the preferences, expectations, and decision-making patterns of female consumers. In the Saudi Arabian context, especially with the rapid transformation of the hotel and tourism industry under Vision 2030, the integration of pink marketing elements has become crucial for attracting and retaining the growing segment of female travelers (Bednarz & Klimczak, 2024).

1. Product: Designing Experiences that Empower

### and Engage Women

In pink marketing, the product offering goes beyond the physical commodity or service, it encompasses the experience, emotional value, and symbolic meaning attached to what is being offered (Fine & Rush, 2018). In the hotel and tourism industry, this means curating services and packages that resonate with women's aspirations, safety needs, lifestyle choices, and cultural expectations.

Key pink product strategies in Saudi Arabia includes:

- Women-only hotel floors or accommodations that provide privacy, comfort, and security. Leading hotel chains like Marriott and Hilton in Riyadh and Jeddah have started experimenting with these concepts.
- Wellness and spa retreats, yoga holidays, and health-oriented packages that emphasize self-care and rejuvenation—elements that appeal to both working professionals and homemakers.
- Female-centric travel packages including solo travel, mother-daughter trips, and female business traveler amenities (like in-room workspace, beauty kits, etc.).
- Inclusion of female tour guides and cultural interpreters for local experiences, which enhances comfort and trust.
- Culturally sensitive offerings, such as availability of abayas, halal food options, and separate wellness facilities, especially for inbound female tourists from other Islamic countries.

Customization and emotional connect are at the heart of the pink product strategy (Kim & Sullivan, 2019). In this sector, products should not only meet functional needs but also provide safety, status, inspiration, and self-fulfillment.

### 2. Price: Value-Oriented and Transparent Pricing for Women

Pricing strategies in the pink marketing mix must reflect women's unique shopping behavior, where value for money, trust, and flexibility matter more than aggressive discounting. Women often evaluate purchases more holistically, balancing budget with perceived benefits, emotional connection, and ethical considerations.

In Saudi Tourism and hospitality, pricing strategies may include:

- Tiered pricing for wellness or cultural packages (basic, premium, exclusive) to suit different economic segments among female travelers.
- Female loyalty programs that reward repeat

bookings, spa visits, or group travel. These programs often have stronger retention results among women than men due to the emotional connection formed.

- Family and female group travel discounts, particularly during Ramadan, Eid, or women-specific festivals.
- Transparency in pricing: No hidden charges, easy refund policies, and clear inclusions are highly valued by female customers who seek reliability.

Additionally, research shows that women are more responsive to value-based promotions (e.g., "spa treatment free with a 3-night stay") than plain percentage discounts, especially in the service industry (Moodie & Hastings, 2011).

### 3. Place: Seamless Accessibility with a Focus on Safety and Comfort

"Place" in the marketing mix traditionally refers to the distribution and availability of the product (Wichmann et al., 2022). In the pink marketing mix, it involves ensuring convenient access, user-friendly booking platforms, and safe, comfortable physical environments tailored to women.

Saudi Arabia's tourism sector has advanced in this area by:

- Investing in mobile-first booking platforms that feature intuitive UX designs, personalized options, and women-centric filters (e.g., search by spa, safety rating, or female-only accommodation).
- Enhancing transport infrastructure for safe and comfortable travel for women, including female-only taxi and rideshare services (like Careem's female-driver initiative).
- Locating hotels and resorts in female-friendly zones (near shopping areas, wellness centers, or educational institutions) where women feel secure and culturally comfortable.
- Providing real-time virtual tours, photo-rich interfaces, and chatbot assistance—features that particularly appeal to detail-oriented female buyers.

With increasing numbers of solo women travelers in Saudi Arabia (over 36% in 2024, according to Travel and Tourism World), the emphasis on physical and digital safety and accessibility becomes a non-negotiable part of the place strategy.

### 4. Promotion: Emotional Engagement and Empowerment-Focused Messaging

Promotion is the most visible element of pink marketing and must be carefully tailored to appeal to women's emotional intelligence, aspirational identities, and social values (Atkinson et al., 2024).

Effective promotional strategies in the Saudi tourism industry includes:

- Storytelling through female influencers: Collaborations with female travel bloggers and lifestyle influencers who narrate personal experiences resonate more with female audiences than traditional ads.
- Campaigns emphasizing empowerment, self-discovery, and relaxation, rather than focusing purely on luxury or price.
- Social media-centric promotions (especially on Instagram and Snapchat) with vibrant imagery, women-focused hashtags, and community-building elements like giveaways or group challenges.
- Emphasizing safety and comfort in all messaging to build trust.
- Highlighting inclusive brand values, such as women in leadership, women-friendly workplace policies, or sustainable tourism efforts (which women are more likely to support).

Moreover, pink promotional strategies benefit from interactive and participatory formats, such as online forums, reviews, polls, and Q&A sessions, which foster two-way engagement and a sense of community (Franchini et al., 2022). The Pink Marketing Mix, when effectively applied, enables hospitality and tourism businesses in Saudi Arabia to align with both market demand and societal change. Women are no longer passive participants in the travel economy; they are decision-makers, influencers, and repeat consumers who seek value-rich, emotionally resonant experiences.

## 2. REVIEW OF LITERATURE

### 2.1. Pink Marketing

Pink marketing, also referred to as gender-sensitive or female-focused marketing, involves designing marketing strategies that cater specifically to women by considering their psychological, emotional, and behavioral preferences (Sophus, 2022). As consumer markets evolve, businesses are increasingly recognizing women not just as passive purchasers but as powerful decision-makers influencing household and personal purchases across various sectors (Bhatti & Srivastava, 2013). This has led to a shift in the traditional marketing mix; product, price, place, and promotion; to better align with the expectations and values of female consumers, especially in industries like tourism and hospitality, where experiences, safety, personalization, and emotional engagement are key

drivers of decision-making.

### 2.2. Product and Female Consumer Preferences

Product customization has become a critical factor in engaging female consumers (Karlsson & Ryberg, 2024). Studies have shown that women are more likely to purchase products and services that resonate with their values, lifestyle, and identity (Peng, 2023). In the tourism and hospitality sector, tailored services such as women-only hotel floors, wellness retreats, and culturally sensitive tour packages significantly enhance the perceived value among female consumers (Solas, 2023). According to Gabr (2024), product design in pink marketing should focus on empathy, emotional comfort, and inclusivity. For example, the inclusion of female guides, flexible check-in services, or health-conscious food menus are all product-based decisions that appeal more to women travelers, particularly in conservative societies like Saudi Arabia.

### 2.3. Price Sensitivity and Value Perception

Price is a fundamental element in the pink marketing mix, and women tend to exhibit different pricing sensitivities compared to men. Research suggests that women are more value-driven and consider a broader range of factors, such as ethical sourcing, emotional benefits, and brand trust, when evaluating price (Thomas et al., 2024). Shehata and Fayyad (2020) observed that in the hospitality industry, transparent pricing, special discounts for women, and loyalty programs significantly influence women's purchase behavior. Women tend to respond more favorably to promotions that emphasize value rather than aggressive discounting (Hizam, 2025). In the Saudi Arabian context, where female economic participation is rising under Vision 2030, the sensitivity to pricing combined with personalized value offerings creates new marketing opportunities.

### 2.4. Place: Accessibility, Safety, and Convenience

The "place" element in the marketing mix is redefined in pink marketing to focus not only on distribution channels but also on safety, convenience, and comfort, critical concerns for female travelers (Ezzat & Rady, 2021). According to Zidan (2020), women are more likely to consider proximity to essential services, perceived safety of the location, and ease of access when choosing hospitality services. Sterren (2024) further emphasize that women's travel preferences are shaped by logistical considerations such as transport accessibility,

availability of female-only spaces, and digitally enabled services like mobile bookings. In Saudi Arabia, where gender norms are gradually evolving, ensuring accessibility to women-specific tourism services through culturally appropriate platforms enhances engagement and satisfaction.

### **2.5. Promotion and Emotional Connection**

Promotional strategies in pink marketing require an emotional and value-based approach (Jipps, 2024). Women are generally more responsive to storytelling, cause-related marketing, and campaigns that promote empowerment and social responsibility (Malviya, 2023). Traditional, feature-heavy advertisements are often less effective compared to narratives that evoke feelings, showcase real experiences, or highlight brand ethics. The role of influencers is particularly significant in pink marketing (Maa & Wang, 2024). According to Gabr (2024), social media platforms like Instagram and Snapchat are widely used by women in the Gulf region, and endorsements by female travel bloggers or lifestyle influencers can greatly enhance promotional reach and trustworthiness. Promotion strategies that focus on empowerment, wellness, family bonding, and female solidarity are likely to resonate more deeply in the Saudi context.

### **2.6. Pink Marketing in the Saudi Arabian Context**

The socio-economic transformation under Saudi Arabia's Vision 2030 has led to increased female participation in the workforce and public life. This shift has also influenced women's behavior as consumers, particularly in sectors such as tourism and hospitality. With more women traveling independently or with female groups, service providers have begun adapting their marketing practices to align with this new demographic. Beyari (2024) examined the impact of Artificial Intelligence on pink marketing in Saudi Arabia and found that digital platforms, when personalized and ethically aligned, significantly influence women's purchasing behavior. The rise in mobile-based bookings, women-only travel platforms, and online communities further underscores the need for businesses to integrate digital strategies with pink marketing principles (Iswanto et al., 2024).

### **2.7. Impact of Pink Marketing on Purchase Decision**

The cumulative influence of the pink marketing mix has a direct and measurable impact on purchase decisions (Frihat, 2024). Studies indicate that when

women perceive a brand as understanding their needs, emotionally, functionally, and culturally, they are more likely to engage in repeated purchases, offer positive referrals, and exhibit brand loyalty (Hussain et al., 2022).

The research by Shehata and Fayyad (2020) confirmed that all four elements—product, price, place, and promotion—collectively influence hotel selection behavior among women. In the current study's context, regression results show that pink marketing explains more than 51% of the variance in women's purchase decisions, with price emerging as the most dominant factor. This finding aligns with prior literature that positions value perception and affordability as central to female consumer behavior.

### **2.8. Research Gap**

In the rapidly evolving global tourism and hospitality industry, gender-focused marketing strategies, particularly those aimed at women, have gained increasing attention. Pink marketing involves tailoring the marketing mix (product, price, place, and promotion) to appeal to female consumers by considering their preferences, safety needs, emotional connections, and value perceptions (Haibao & Haque, 2023). Although the concept of pink marketing has been explored in Western contexts and certain sectors like beauty, fashion, and FMCG, there remains a significant dearth of scholarly attention toward its application in the hospitality and tourism industry, especially within Middle Eastern regions like Saudi Arabia.

Most prior studies (e.g., Zidan, 2020; Shehata & Fayyad, 2020) have focused on female consumer behavior within Egyptian tourism or global urban markets, but little research has examined how pink marketing strategies influence purchase decisions among Saudi women, a demographic experiencing increased socio-economic participation and independence, particularly in metropolitan hubs such as Riyadh. Furthermore, limited empirical studies have investigated which specific elements of the pink marketing mix most significantly impact female consumers' purchasing behavior in this unique cultural and regulatory environment.

This research addresses this gap by exploring how women in Riyadh respond to various elements of the pink marketing mix and how these elements influence their purchasing decisions in the hospitality and tourism sector. The study contributes to the growing body of gendered marketing literature and offers strategic insights for brands seeking to design more inclusive and effective marketing campaigns in conservative, yet rapidly

transforming economies.

## 2.9. Research Questions

- What are the key factors influencing the effectiveness of the pink marketing mix in the tourism and hospitality industry among female consumers in Riyadh?
- Which element of the pink marketing mix has the most significant impact on female consumers' purchase decisions in the Saudi Arabian context?

## 2.10. Research Objectives

1. To identify the most predominant factor influencing pink marketing mix.
2. To determine the impact of pink marketing on purchase decision.

## 2.11. Hypothesis of the Study

H1.1: There is a statistical significant impact of the

pink product on women's purchasing decisions.

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

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

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

H2: Pink marketing has a significant positive impact on the purchase decisions of female consumers in the hotel and tourism industry in Riyadh.

## 3. RESEARCH METHODOLOGY

### 3.1. Survey Instrument

For the purpose of data collection a structured questionnaire were prepared by adapting the scale from different research papers (Table 1) as stated below:

**Table 1: Variables Used in the Study.**

Product (Tailored Offerings for Women)	Abdel Kerim Youssef Zidan, H. (2020). The role of pink marketing in women's purchasing decision-making concerning tourism products: "A field study on women-only tourist beaches in the northwest coast of Egypt". <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(2), 202-225.
Price (Value Perception and Affordability)	Gabr, T. R. (2024). The impact of pink marketing on Egyptian Women's buying behavior in the hospitality industry. <i>International Journal of Tourism, Archaeology and Hospitality</i> , 4(1), 147-163.
Place (Accessibility and Safety)	Shehata, A., & Fayyad, S. (2020). The impact of purchasing behavior on the relationship between pink marketing practices and women's loyalty to hotels. <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(1), 221-239.
Promotion (Emotional and Social Engagement)	Beyari, H. (2024). The effect of AI on pink marketing: the case of women's purchasing behavior using mobile applications. <i>Frontiers in Artificial Intelligence</i> , 7, 1502580.
Purchase Decision	Abdel Kerim Youssef Zidan, H. (2020). The role of pink marketing in women's purchasing decision-making concerning tourism products: "A field study on women-only tourist beaches in the northwest coast of Egypt". <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(2), 202-225.
	Shehata, A., & Fayyad, S. (2020). The impact of purchasing behavior on the relationship between pink marketing practices and women's loyalty to hotels. <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(1), 221-239.
	Beyari, H. (2024). The effect of AI on pink marketing: the case of women's purchasing behavior using mobile applications. <i>Frontiers in Artificial Intelligence</i> , 7, 1502580.
	Abdel Kerim Youssef Zidan, H. (2020). The role of pink marketing in women's purchasing decision-making concerning tourism products: "A field study on women-only tourist beaches in the northwest coast of Egypt". <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(2), 202-225.
	Shehata, A., & Fayyad, S. (2020). The impact of purchasing behavior on the relationship between pink marketing practices and women's loyalty to hotels. <i>Journal of Association of Arab Universities for Tourism and Hospitality</i> , 18(1), 221-239.
	Ma, R., & Wang, X. (2024). Beyond gender: The evolving

	significance of pink in the contemporary marketing. <i>Sustainable Economies</i> , 2(3), 168-168.
	Gabr, T. R. (2024). The impact of pink marketing on Egyptian Women's buying behavior in the hospitality industry. <i>International Journal of Tourism, Archaeology and Hospitality</i> , 4(1), 147-163.
	Li, Y., Li, Z., Liu, Y., & Teng, Y. (2015, August). The impact of women consumers' psychology and behavior on marketing strategies. In 2015-1st International Symposium on Social Science (pp. 307-310). Atlantis Press.

The questionnaire hence prepared have a total of 34 statements, 24 statements on pink marketing mix and 10 statements on purchase decision.

### 3.2. Population and Sample

The targeted population of this study comprised female consumers residing in Saudi Arabia, recognized as a key hub for domestic tourism. Primary data for this study were collected using both offline (paper-based) questionnaires and online surveys distributed via Google Forms, shared through social media platforms and travel-related community groups. Purposive random sampling technique were used and a total of 298 responses were received out of which 261 were found to be valid and complete in all respects. Hence 261 responses were used for data analysis to effectively address the research objectives.

### 3.3. Data Analysis

For performing the data analysis, SPSS and Smart PLS were used. In alignment with the nature of the data and the objectives of the study, both descriptive and inferential statistical techniques were employed as the most appropriate methods of analysis. The following procedures were used:

- To achieve the first objective, identifying the most predominant factor influencing the pink marketing mix: An adapted scale was directly subjected to Confirmatory Factor Analysis (CFA), which allowed for the validation of the underlying constructs without the need for preliminary exploratory factor analysis.
- To address the second objective, determining the impact of the pink marketing on female purchase decisions: Regression Analysis was employed to assess the strength and significance of the relationship between the pink marketing variables and purchasing behavior.
- To ensure the reliability and internal consistency of the measurement instrument, Cronbach's Alpha was calculated for each construct. This helped validate the consistency

of the questionnaire items used in capturing the intended variables.

## 4. RESULTS AND DISCUSSIONS

The present section outlines the key findings derived from the data analysis conducted to address the research objectives.

### 4.1. Reliability and Validity

To ensure the content validity of the questionnaire, it was reviewed by several marketing and academic experts specializing in tourism and hospitality. Cronbach's Alpha was computed to assess the internal consistency reliability of the scale's dimensions. A Cronbach's Alpha ( $\alpha$ ) value above 0.7 is generally considered acceptable for reliability (Izha et al., 2023). In this study, the overall  $\alpha$  value obtained was 0.968 (Table 2), indicating a high level of internal consistency. Therefore, the proposed scale was deemed both reliable and valid for achieving the research objectives.

**Table 2: Reliability Statistics**

Cronbach's Alpha	N of Items
.962	24

**Objective 1: To identify the most predominant factor influencing pink marketing mix.**

To achieve the first objective, an adapted measurement scale comprising four key constructs (Product, Price, Place, and Promotion) was directly subjected to Confirmatory Factor Analysis (CFA). This approach was chosen as the constructs and their corresponding items were already established and adapted from previous validated studies, eliminating the need for preliminary Exploratory Factor Analysis (EFA). The CFA enabled the validation of the measurement model by examining factor loadings, construct reliability, and overall model fit. This analytical step was crucial in confirming the structural integrity of the pink marketing mix dimensions before assessing their relative impact, thereby ensuring the robustness and validity of the findings.

**Table 3: Factor Loadings (Unstandardized).**

	Parameter estimates	Standard errors	T values	P values
PMM1 <- Product	1.000	n/a	n/a	n/a
PMM10 <- Price	1.000	n/a	n/a	n/a
PMM11 <- Price	1.187	0.140	8.485	0.000
PMM12 <- Price	1.071	0.139	7.697	0.000
PMM13 <- Place	1.000	n/a	n/a	n/a
PMM14 <- Place	1.006	0.113	8.868	0.000
PMM15 <- Place	0.967	0.114	8.467	0.000
PMM16 <- Place	0.938	0.112	8.363	0.000
PMM17 <- Place	0.942	0.115	8.201	0.000
PMM18 <- Place	1.014	0.113	8.981	0.000
PMM19 <- Promotion	1.000	n/a	n/a	n/a
PMM2 <- Product	0.990	0.127	7.820	0.000
PMM20 <- Promotion	1.325	0.213	6.231	0.000
PMM21 <- Promotion	1.230	0.207	5.951	0.000
PMM22 <- Promotion	1.139	0.207	5.509	0.000
PMM23 <- Promotion	1.058	0.186	5.699	0.000
PMM24 <- Promotion	1.147	0.189	6.081	0.000
PMM3 <- Product	1.143	0.133	8.621	0.000
PMM4 <- Product	1.159	0.127	9.141	0.000
PMM5 <- Product	0.966	0.120	8.068	0.000
PMM6 <- Product	1.122	0.130	8.628	0.000
PMM7 <- Price	1.017	0.131	7.764	0.000
PMM8 <- Price	0.946	0.136	6.938	0.000
PMM9 <- Price	1.063	0.131	8.104	0.000

The results from Table 3 present the unstandardized factor loadings derived through Confirmatory Factor Analysis (CFA), offering insights into the strength and significance of each observed variable's association with its respective construct. All items under the four dimensions—Product, Price, Place, and Promotion—demonstrated statistically significant factor loadings, with p-values less than 0.001, indicating robust associations. For the Product construct, items PMM2 to PMM6 showed strong loadings ranging from 0.966 to 1.159, suggesting high consistency and relevance. Similarly,

the Price dimension (PMM7 to PMM12) had loadings between 0.946 and 1.187, reflecting solid internal alignment. The Place construct, comprising six items (PMM13 to PMM18), also demonstrated strong and consistent loadings, ranging from 0.938 to 1.014. The Promotion construct (PMM19 to PMM24) exhibited slightly more variation, with loadings from 1.058 to 1.325, but remained statistically significant across all indicators. These results affirm the validity of the measurement model and confirm that each item reliably reflects its intended latent construct, providing a strong foundation for further structural analysis to determine the relative impact of these constructs on purchase decision.

**Table 4: Model Fit.**

	Estimated model	Null model
Chi-square	548.761	2134.578
Number of model parameters	54.000	24.000
Number of observations	87.000	n/a
Degrees of freedom	246.000	276.000
P value	0.000	0.000
ChiSq/df	2.231	7.734
RMSEA	0.019	0.278
RMSEA LOW 90% CI	0.006	0.267
RMSEA HIGH 90% CI	0.032	0.289
GFI	0.882	n/a
AGFI	0.913	n/a
PGFI	0.860	n/a
SRMR	0.084	n/a
NFI	0.943	n/a
TLI	0.917	n/a
CFI	0.837	n/a
AIC	656.761	n/a
BIC	789.920	n/a

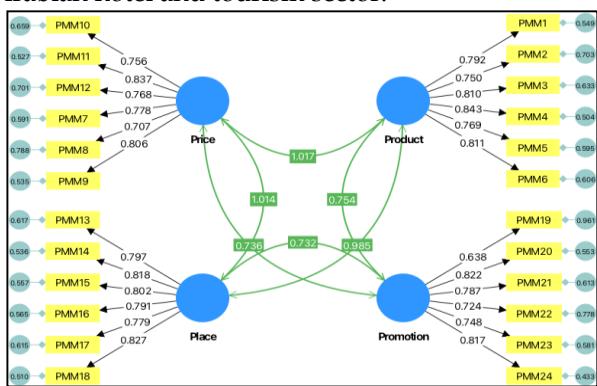
The model fit statistics (Table 4) indicate a strong and improved fit of the measurement model assessing the pink marketing mix. The Chi-square/df ratio is 2.231, which is well within the acceptable range of less than 3, suggesting a good overall model fit. Notably, the RMSEA value is 0.019, which is far below the recommended threshold of 0.08, indicating an excellent fit. The 90% confidence interval for RMSEA (0.006–0.032) further reinforces this, demonstrating low error of approximation in the population. The GFI (0.882) and AGFI (0.913) are both close to or above the ideal value of 0.90, reflecting a strong level of goodness-of-fit. The PGFI value of 0.860 also supports model parsimony. Moreover, the SRMR stands at 0.084, which is within the acceptable limit (<0.10), and the NFI (0.943), TLI (0.917), and CFI (0.837) all indicate good comparative

and incremental model fit. Overall, these fit indices collectively suggest that the measurement model is both statistically sound and theoretically robust, allowing for reliable interpretation of the pink marketing mix dimensions.

**Table 5: Construct Reliability and Validity.**

	Cronbach's alpha (unstandardized)	Composite reliability (rho_c)	Average variance extracted (AVE)
Place	0.915	0.916	0.644
Price	0.901	0.901	0.603
Product	0.913	0.913	0.634
Promotion	0.884	0.889	0.575

The reliability and validity results presented in Table 5 demonstrate strong internal consistency and convergent validity for all four constructs of the pink marketing mix: Product, Price, Place, and Promotion. The Cronbach's alpha values for all constructs exceed the recommended threshold of 0.70, ranging from 0.884 (Promotion) to 0.915 (Place), indicating high internal consistency among the items within each construct. Similarly, the Composite Reliability (CR) values, ranging from 0.889 to 0.916, confirm the reliability and stability of the measurement model. The Average Variance Extracted (AVE) values for all constructs are above the minimum acceptable limit of 0.50, with values such as 0.644 for Place and 0.603 for Price, suggesting that more than 50% of the variance is captured by the indicators for each construct. These results confirm that the adapted scale for pink marketing mix is both reliable and valid for measuring the intended constructs in the context of female purchase decision-making in the Saudi Arabian hotel and tourism sector.



**Figure 1: Graphical Output (CB-SEM).**

The SmartPLS path model diagram (Figure 1) presented shows the confirmatory factor analysis (CFA) results for four latent constructs of the pink marketing mix: Product, Price, Place, and Promotion, each measured by multiple observed variables (PMM1 - PMM24). The outer loadings for each

indicator on its respective construct are all above 0.7 for most items, signifying strong indicator reliability (Chin et al., 2025). The path coefficients between the constructs represent the strength of interrelationships. Among the four constructs, Price emerges as the most predominant factor influencing the pink marketing mix. This conclusion is supported by its high outer loadings (e.g., PMM12 = 0.837, PMM8 = 0.806) and its strong interaction values with other constructs (e.g., 1.017 and 1.014 path values to/from other constructs), suggesting that price plays a central role in shaping consumer perceptions in this context. From a strategic marketing perspective, the dominance of price implies that female consumers in the Riyadh tourism sector are highly sensitive to pricing strategies (Al-Moustafa et al., 2023). Price transparency, affordability, perceived value for money, and promotional pricing are likely to significantly sway their purchase decisions (Hanna et al., 2019). Hence, marketers and tourism service providers should prioritize competitive and value-driven pricing approaches to effectively appeal to this segment, thereby enhancing conversion rates and fostering brand loyalty within female clientele in pink marketing contexts.

Objective 2: To determine the impact of pink marketing on purchase decision.

To address the second objective, which aimed to determine the impact of pink marketing on female purchase decisions, regression analysis was employed using the SmartPLS software. This statistical technique enabled an in-depth evaluation of the relationship between the independent variables, i.e., pink marketing and the dependent variable, i.e., purchase decision. By utilizing structural path modeling within the PLS-SEM framework, the analysis provided insights into both the magnitude and significance of these relationships. Overall, regression analysis through SmartPLS proved effective in quantifying the practical impact of the pink marketing mix on consumer choices.

**Table 6: Summary Coefficients.**

	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
Pink Marketing	0.810	0.715	0.049	16.481	0.000	0.714	0.907
Intercept	0.487	0.000	0.166	2.943	0.004	0.161	0.813

The regression results presented in Table 6 offer compelling evidence for the second objective of the study, which was to determine the impact of pink

marketing on purchase decisions. The unstandardized coefficient for Pink Marketing is 0.810, with a standardized coefficient of 0.715, indicating a strong positive relationship between the pink marketing mix elements and female consumers' purchasing decisions. The T-value of 16.481 and a p-value of 0.000 signify that this relationship is statistically significant at the 1% level. The 95% confidence interval (ranging from 0.714 to 0.907) further confirms the robustness of the results. The intercept value of 0.487 also contributes moderately to the model. Overall, these findings validate that pink marketing has a significant and substantial influence on women's purchasing behavior. Thus, the analysis effectively addresses and confirms Objective 2, establishing that a well-structured pink marketing strategy can drive stronger consumer responses and improve marketing outcomes.

Table 7: Summary ANOVA.

	Sum square	df	Mean square	F	P value
<b>Total</b>	285.954	260	0.000	0.000	0.000
<b>Error</b>	139.574	259	0.539	0.000	0.000
<b>Regression</b>	146.380	1	146.380	271.628	0.000

The ANOVA summary in **Error! Reference source not found.** further strengthens the findings. The regression model shows a Sum of Squares value of 146.380 with 1 degree of freedom, indicating that a substantial portion of the total variance in purchase decisions is explained by the pink marketing variable. The F-statistic of 271.628 is remarkably high, accompanied by a p-value of 0.000, confirming that the model is statistically significant. This means that the regression model provides a good fit and that pink marketing is a significant predictor of consumer purchase decisions. The error sum of squares (139.574) is lower than the regression sum, reinforcing the model's explanatory power. Overall, these results validate that pink marketing elements have a strong and significant impact on shaping female purchasing behavior, thereby directly achieving and supporting the research objective.

Table 6: R Square.

	Purchase Decision
R-square	0.512
R-square adjusted	0.510
Durbin-Watson test	2.088

Table 6 presents the R-square value of 0.512, indicating that approximately 51.2% of the variance in purchase decision is explained by pink marketing elements. This demonstrates a moderately strong relationship between the independent variable (pink marketing) and the dependent variable (purchase decision). The adjusted R-square of 0.510 confirms

the model's stability and accounts for the number of predictors used, showing that the model is not overfitted. The Durbin-Watson statistic of 2.088 suggests no serious autocorrelation in the residuals, validating the independence of observations. These results clearly support that pink marketing significantly and reliably influences consumer purchase decisions among female respondents.

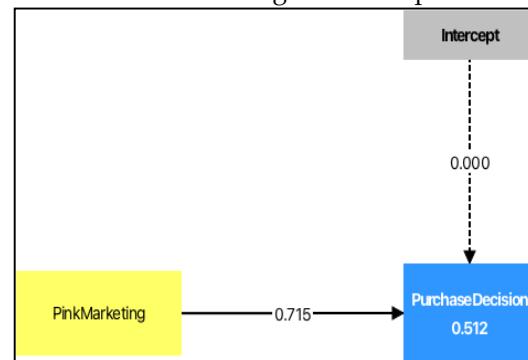


Figure 2: Graphical Output (Regression Analysis).

The path diagram (Figure 2) illustrates the direct relationship between Pink Marketing and Purchase Decision. The standardized path coefficient from Pink Marketing to Purchase Decision is 0.715, indicating a strong and positive influence. This aligns with the results of regression analysis which revealed a statistically significant effect ( $p < 0.001$ ), explaining 51.2% of the variance in purchase decisions among female consumers. From a broader perspective, this finding underscores the strategic importance of pink marketing in shaping consumer behavior (Ma & Wang, 2024). The strong path coefficient reveals that when elements such as color, messaging, packaging, and brand tone align with feminine preferences, they significantly increase the likelihood of purchase (Lieven et al., 2015). This reinforces the idea that gender-specific marketing is not merely a superficial trend but a powerful determinant of consumer engagement and buying behavior (Gligor et al., 2023). Businesses aiming to target female demographics can leverage these insights to craft campaigns that resonate on a deeper emotional and psychological level, thereby boosting market effectiveness and brand loyalty (Soon et al., 2025).

## 5. CONCLUSION

This research study aimed to explore the dimensions and impact of the Pink Marketing on the purchase decisions of female consumers, with a particular focus on the hotel and tourism industry in Riyadh. The study was divided into two core objectives: (1) to identify the most predominant factor influencing the pink marketing mix, and (2) to

determine the overall impact of pink marketing on purchase decisions. To achieve the first objective, Confirmatory Factor Analysis (CFA) was conducted, which validated the constructs and revealed Price as the most predominant factor influencing the pink marketing mix. This was evident through its high factor loadings and construct reliability values, indicating that price transparency, affordability, perceived value for money, and promotional pricing play a pivotal role in attracting and influencing women consumers (Aziz et al., 2025). This highlights that businesses need to refine and customize pricing strategies to effectively connect with the female demographic in tourism and hospitality sectors (Wahab et al., 2024). For the second objective, regression analysis using SmartPLS confirmed a strong and statistically significant positive relationship between pink marketing and purchase decision ( $\beta = 0.715$ ,  $R^2 = 0.512$ ,  $p < 0.001$ ). The regression and ANOVA results reaffirmed that pink marketing strategies significantly explain consumer behavior, accounting for over 51% of the variance in purchase decisions. The results clearly support the hypothesis that a well-designed pink marketing mix can influence female consumers' purchasing decisions significantly, especially in the culturally nuanced market of Riyadh. The findings of the study hold critical implications for marketing practitioners in the tourism and hospitality industry. Brands that understand the emotional and psychological triggers of female consumers through pink marketing strategies, such as aesthetic design, price sensitivity, accessible service locations, and gender-specific promotional messages, can drive engagement, satisfaction, and conversion.

**Table 9: Hypotheses Testing Summary.**

Hypothesis	Result
H1.1: There is a statistically significant impact of the pink product on women's purchasing decisions.	Accepted
H1.2: There is a statistically significant impact of the pink price on women's purchasing decisions.	Accepted (Most Predominant)
H1.3: There is a statistically significant impact of the pink place on women's purchasing decisions.	Accepted
H1.4: There is a statistically significant impact of the pink promotion on women's purchasing decisions.	Accepted
H2: Pink marketing has a significant positive impact on the purchase decisions of female consumers in the hotel and tourism industry in Riyadh.	Accepted

The hypothesis testing results presented in Table 9 reveal that all components of the pink marketing mix; product, price, place, and promotion; have a statistically significant impact on women's purchasing decisions. Among these, pink price emerged as the most predominant factor, indicating that pricing strategies tailored to women, such as value-for-money deals or psychological pricing, play a crucial role in influencing their buying behavior. Furthermore, the overall hypothesis (H2) was also accepted, confirming that pink marketing has a significant positive impact on purchase decisions in the hotel and tourism sector in Riyadh. These findings suggest that gender-focused marketing strategies can effectively drive engagement and conversion among female consumers when thoughtfully implemented (Clausen, 2025).

### 5.1. Implications of the Study

The findings of this study offer several practical and theoretical implications, particularly for marketers, service providers, and strategists in the hospitality and tourism industry. The study highlights the effectiveness of the pink marketing mix in influencing the purchase decisions of female consumers (Haque et al., 2024). Among these elements, price emerged as the most predominant factor, suggesting that women in the Riyadh region are highly responsive to fair pricing, discounts, and perceived value. This insight urges marketers to design competitive pricing strategies tailored to female expectations, preferences, and spending patterns. From a product perspective, marketers need to ensure that the design, packaging, and features align with feminine sensibilities, offering emotional as well as functional appeal. The significance of place indicates the need for women-friendly distribution channels, both online and offline, that are accessible, safe, and convenient (Ahmed et al., 2024). The strong influence of promotion further emphasizes the importance of targeted advertising that resonates with female values, aspirations, and lifestyles, including through social media influencers, cause-related campaigns, and content that promotes empowerment. Theoretically, the study strengthens the framework of gender-based marketing by validating the relevance of a pink marketing mix, specifically within the service-driven domain of hospitality and tourism. Moreover, the acceptance of the overarching hypothesis (H2) confirms the strategic potential of leveraging pink marketing as a viable approach to enhance female consumer engagement. Overall, this research contributes to a deeper understanding of

gender-sensitive marketing and encourages businesses to adopt a more nuanced, inclusive approach when designing their strategies.

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