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The Contribution of Digital Platforms to Enhancing Pink Marketing

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Abstract

This study aimed to identify the correlation and impact of the digital platforms variable—with its dimensions: digital infrastructure, digital innovation, digital interaction, and digital qualification of human resources—on the dependent variable, pink marketing, with its dimensions: pink product, pink price, pink promotion, pink distribution, and brand. The problem of the study manifested in the organization's shortcomings in effectively exploiting digital platforms to support pink marketing and achieve a competitive advantage in a highly competitive environment filled with challenges related to financial capabilities and the absence of a digital strategy. This limits the organization's ability to meet customer needs and strengthen its market position. To achieve the study's objective, the Flormar Cosmetics Company in Mosul was chosen as the field of study. The study population consisted of the company's customers, who were selected randomly. The study utilized a questionnaire as the primary tool for field data collection. A total of 275 questionnaires were distributed, and 264 valid responses were recovered for statistical analysis, representing the current study sample. Meanwhile, 11 recovered forms were deemed invalid for statistical analysis due to various reasons and were excluded to maintain the accuracy of the results. The study sought to test a set of main and sub-hypotheses to clarify the nature of the relationship and impact of the independent variable on the dependent variable, in line with the study's objectives and its conceptual framework. The study adopted a descriptive-analytical approach. For statistical data processing, the ready-made software SPSS (v.24) was utilized. In light of the statistical analysis, the study reached several conclusions, most notably that digital platforms have a very strong direct correlation with pink marketing, and that digital platforms exert a direct positive impact on pink marketing. Accordingly, it can be stated that digital platforms contribute to enhancing pink marketing in the investigated organization.

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Introduction

During the twentieth century, the world witnessed significant technological shifts, most notably the emergence of digital platforms, which represent one of the most prominent, modern, and vital technological developments driving societal evolution and growth. Digital platforms have brought about a radical transformation in the business environment. As a key outcome of global technological progress, these platforms have been deployed across numerous organizations, enabling them to capitalize on their advantages, mitigate their drawbacks, and keep pace with external environmental changes. This was particularly evident during the COVID-19 pandemic in 2020, which prompted many organizations to establish digital platforms to ensure business continuity. Notably, the rise of educational platforms served as a safety valve that guaranteed the delivery of information and lectures, sustaining the educational process. Digital platforms of various types have proven their competence, efficiency, and effectiveness, especially in times of crisis, by enabling organizations to achieve excellence, deliver goods that fulfill customer needs and desires, expand within the digital ecosystem, and reinforce their market presence. Digital platforms can be utilized not only for delivering goods and services but also for boosting customer engagement by allowing users to share their opinions on organizational products, thereby helping build a robust relationship between the customer and the firm. Among the modern trends that have leveraged digital platforms and garnered substantial attention in contemporary marketing thought is the emergence of "pink marketing." This represents a modern marketing philosophy aligned with women's psychology and requirements. This specifically targets women, contributing to the provision of products that satisfy their needs and desires. This, in turn, builds a strong market reputation for the firm and increases sales volume—one of the primary objectives organizations strive to achieve on one hand, while satisfying customer desires on the other. Pink marketing is distinguished by directing its products specifically toward women. Consequently, organizations pay close attention to the products offered to them, as women focus on all product-related details, including product quality, colors used, packaging methods, and post-sale services. Designing a product without considering women's desires and preferences keeps marketing conventional.

First: Study Methodology

1. Study Problem

Business organizations operate in environments characterized by turbulence and constant changes, which sometimes leaves them unable to confront the challenges imposed by their surroundings. The Iraqi environment has begun to experience intense

competition, mirroring various other business environments. With advancements across all aspects of life, and the utilization of the internet, digital connectivity has become the primary driver for new marketing rules and public relations. Its importance became highly pronounced for many organizations, especially after the global outbreak of the COVID-19 pandemic, its impacts on health and the economy, and the enforcement of social distancing. Organizations became more vulnerable due to falling product demand, requiring them to resort to establishing digital platforms to maintain their market positions and achieve a competitive edge. Digital platforms are among the most critical tools causing a fundamental shift in the business and marketing environments, distinguishing unique organizations from their competitors. Despite some organizations relying on digital platforms to keep pace with developments, and amid this evolution, there has been an increasing shift toward pink marketing as a modern marketing method seeking to satisfy customer needs and desires. Although digital platforms play an important role in enhancing this type of marketing, there remains a shortfall in exploiting them as required. Many organizations lack financial capabilities and an integrated digital strategy, facing major challenges that directly impact their operations and alignment toward pink marketing, including competitive pressure under economic openness. To explore this field problem thoroughly and accurately, the following main question is raised: Do digital platforms contribute to enhancing pink marketing at the Flormar Company in Iraq? In light of this, the following sub-questions are formulated to articulate the study problem:

1. Is the investigated company a suitable environment for enhancing pink marketing through digital platforms?
2. Is there an impact of digital platforms on pink marketing in the investigated company?
3. What is the nature of the correlation between digital platforms and pink marketing in the investigated company?

2. Significance of the Study

The significance of the study stems from the practical benefits realized through its application and its contribution to developing field realities. The significance can be summarized as follows:

- Theoretically: The current study contributes to enriching the theoretical framework of the research topics by relying on modern scientific sources, including periodicals, books, journals, theses, and dissertations, alongside peer-reviewed and scientifically reliable online sources, thereby enhancing academic literature.
- Practically (Field Level): The practical significance is embodied in its attempt to assess the extent to which the investigated organization employs

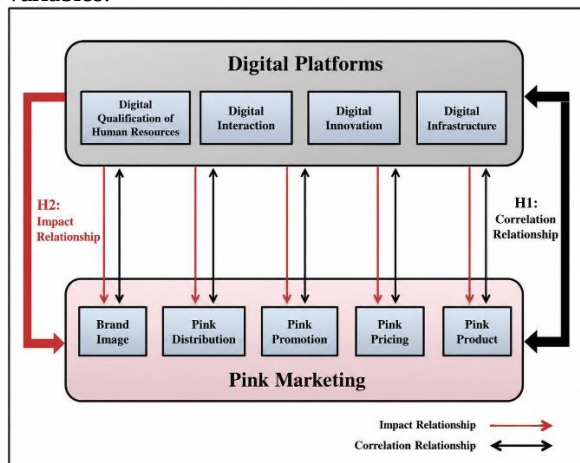
digital platforms to interact with its environment and customers. It highlights the practical importance of implementing digital platforms at Flormar for women's products, serving as an effective tool to confront threats and seize opportunities, and offering solutions to problems faced by organizations. Focusing on the women's products sector, which is tasked with providing essential high-quality goods and services, has a direct impact on the lives of customers and society as a whole.

3. Study Objectives

The core objective of the study is the investigated company's endeavor to enhance pink marketing through digital platforms, alongside achieving the following sub-objectives:

- Providing a theoretical framework that reviews the intellectual foundations of the study variables (digital platforms, pink marketing) based on scientific literature dealing with these variables through study and analysis.
- Identifying the reality of the study variables (digital platforms and pink marketing) in the investigated organization in light of the respondents' answers and diagnosing the dimensions representing each variable.
- Determining the statistically significant correlation and impact relationships between digital platforms and pink marketing.
- Offering conclusions and recommendations that can contribute to developing the performance of the investigated organization, increasing awareness among decision-makers regarding successful digital platforms and their role in performance development, and providing a roadmap for the organization to reinforce its market presence.

4. Conceptual Framework of the Study: The conceptual framework explains the study variables and illustrates the relationship dynamic between the explanatory (independent) and responsive (dependent) variables:



Source: Prepared by the researcher

5. Study Hypotheses

A set of hypotheses was developed to empirically examine the relationships among the study variables. These hypotheses can be summarized as follows:

A. First Main Hypothesis: There is a positive and statistically significant correlation between digital platforms (X) and pink marketing (Y).

B. Second Main Hypothesis: Digital platforms (X) have a positive and statistically significant effect on enhancing pink marketing (Y).

6. Research Methodology

The study adopts the descriptive-analytical approach, which relies on various research techniques, including description and analysis. This approach is considered one of the widely used scientific research methods, as it enables a comprehensive and in-depth examination of a specific phenomenon or problem.

7. Data Collection Methods

The study employed a variety of data collection methods covering both the theoretical and empirical aspects, as outlined below:

A. Theoretical Aspect: To develop the theoretical framework of the study, the researcher relied on a wide range of available Arabic and foreign scholarly sources. These sources included doctoral dissertations, master's theses, research papers, and articles published in scientific journals, in addition to books and conference proceedings. The required materials were obtained from both printed and digital libraries, including the College Library and the Central Library of the University of Mosul. Furthermore, relevant resources available through the Internet were consulted. The diversity of these references and sources contributed significantly to enriching and strengthening the theoretical foundation of the study.

B. Empirical Aspect: For the empirical component of the study, the researcher employed a questionnaire as the primary instrument for collecting field data. The questionnaire was designed in accordance with the characteristics of the study sample and was developed to reflect the nature of the study variables and the context of the investigated organization. The study utilized a five-point Likert scale, with response categories arranged as follows: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. These responses were assigned weights ranging from (5) to (1), respectively. This scale was adopted to measure the degree of agreement between the respondents' perceptions and the statements included in the questionnaire.

• First Section: Demographic Information This section comprised background information about the research sample, including gender, age, educational attainment, and duration of engagement with the organization under investigation.

• Second Section: Independent Variable (Dimensions of Digital Platforms) This section focused on the independent variable, namely the dimensions of digital platforms. It consisted of a set of questions designed to measure the various dimensions of digital platforms, totaling (24) items.

• Third Section: Dependent Variable (Pink Marketing) This section addressed the dependent variable, pink marketing. It consisted of (32)

Table 1. Study Variables, Their Sub-Dimensions, and the References Used for Their Measurement

Study Variables	Sub-Dimensions	Sources
Demographic Information	Gender	Gender Developed by the Researcher
	Educational Attainment	
	Age	
	Duration of Relationship with the Company	
Digital Platforms	Digital Infrastructure	Faraj et al. 2025)(
	Digital Innovation	
	Digital Interaction	
	Digital Human Resource Capability Development	
Pink Marketing	Pink Product	Abdul Amir et al. 2025)(
	Pink Pricing	
	Pink Distribution	
	Pink Promotion	
	Brand Equity	

Research Methodology and Instrument:	The study adopted the descriptive-analytical approach, and an electronic questionnaire was used as the primary data collection instrument.
Key Findings:	The results revealed a significant positive correlation between pink marketing and women's purchasing decisions. The findings also indicated a statistically significant positive effect of pink marketing on purchasing decisions. Furthermore, promotion and distribution were found to have a significant statistical impact, while product and price showed no statistically significant effect.
2.(Salmi & Salami 2025)	
Study Title:	Pink Marketing via Social Networks and Its Impact on Purchasing Decisions: A Descriptive Study of a Sample of Instagram Users.
Study Objective	The study aimed to evaluate the effectiveness of pink marketing strategies through Instagram, examine the impact of pink marketing on women's purchasing decisions via the Instagram platform, understand the behavior of female consumers using the platform, and assess the efficiency, benefits, and advantages of pink marketing strategies implemented on Instagram
Population and Sample	. The study population consisted of female Instagram users, while the sample included 100 women

Research Methodology and Instrument:	The study adopted the descriptive-analytical approach, and a digital questionnaire was used as the primary data collection instrument
Key Findings:	The findings indicated that Instagram provides an attractive and suitable interface for displaying products targeted at women, making it an effective platform for pink marketing and significantly attracting women's attention toward brands.

Foreign Studies pink marketing, as follows:
Through Table (4), the researcher reviews a number of previous foreign studies that addressed the variable of **Table (4): A Selection of Previous Foreign Studies Related to Pink Marketing**

1.(Zarei & Kharajo 2023)	
Study Title:	The Role of Pink Marketing Mix Elements in Women's Cosmetic Purchase Decisions.
Study Objective	The study aimed to investigate the role of pink marketing mix elements in women's purchasing decisions regarding cosmetic products.
Population and Sample	The study population consisted of all Iranian women who purchase cosmetic products. The study sample included 80 female cosmetic users.
Research Methodology and Instrument:	The study adopted the descriptive-analytical approach, and a questionnaire was used as the primary data collection instrument for data collection from the study sample.
Key Findings:	The findings indicated that pink marketing is an activity directed toward women or carried out by them, and it includes a set of activities known as the pink marketing mix elements, which are designed according to women's needs and desires in order to influence their attitudes and behaviors. The study confirmed that pink marketing is of significant importance for organizations that adopt it, as it has a direct impact on women's purchasing decisions, who represent a large consumer segment. Moreover, pink marketing is not limited to women as consumers only, but also extends to them as marketers who influence the purchasing decisions of others.
2(. Beyari & Chi 2024)	
Study Title:	The Effect of Artificial Intelligence on Pink Purchasing Behavior: A Case Study of Women's Buying Behavior Using Mobile Applications.
Study Objective	The study aimed to examine the effects of pink marketing strategies—including pink product, pink price, pink distribution, and pink promotion—on women's purchase intentions and behaviors, with a particular focus on artificial intelligence as a mediating factor
Population and Sample	The study population consisted of Saudi women aged 18 years and above who use smartphones and have a personal purchase history through digital shopping applications. The study sample included 309 women.
Research Methodology and Instrument:	The study adopted the descriptive-analytical approach, and a questionnaire was used as the primary data collection instrument for data collection from the study sample

Key Findings:	The results revealed that artificial intelligence has a significant impact on purchasing behavior. Additionally, each element of the pink marketing mix (product, price, promotion, and distribution) was found to have a strong influence on women's purchasing behavior, with price and promotion showing the most significant effects.
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1. Areas of Benefit from Previous Studies

Through reviewing previous studies related to the variables of the current research (digital platforms and pink marketing), which the researcher has examined, several areas of benefit can be identified as follows:

A. Benefiting from these studies in constructing and strengthening the theoretical framework of the current study by incorporating the latest scholarly and empirical developments, thereby providing a more comprehensive understanding of the study variables and their dimensions.

B. Identifying the sub-dimensions of the main study variables—digital platforms and pink marketing—in a way that ensures greater comprehensiveness and alignment with the nature and objectives of the current study.

C. Designing the scientific methodology and research pathway of the study through reviewing the methodological approaches adopted in previous studies, as well as the main conceptual and field-related challenges they encountered.

2. Areas of Distinction of the Current Study from Previous Studies

Based on the researcher's review and the effort exerted in this study, the most prominent areas of distinction of the current study can be summarized as follows:

A. The current study focuses on customers of Flormar organization as the study sample. This provides a different perspective compared to studies conducted in other contexts or within different types of organizations. Focusing on customers enables a deeper understanding of customer experiences, attitudes, and purchasing behavior, while also revealing real-world challenges that are not adequately captured in previous studies. Furthermore, it contributes to amplifying the

voice of customers and highlighting their role in evaluating the effectiveness of digital platforms in enhancing pink marketing.

B. The current study is distinguished by addressing two key variables—digital platforms and pink marketing—which, to the best of the researcher's knowledge, have not been jointly examined in previous studies within the same research context. This integration therefore represents a point of differentiation from a number of prior studies.

C. While most Arabic and international studies have focused primarily on social media platforms, the present study adopts a more comprehensive perspective by addressing digital platforms in general rather than limiting the analysis to a specific type. It encompasses various forms of digital platforms (within the researcher's knowledge) and examines how they enhance pink marketing, with a focus on all customers rather than a specific customer segment.

1. Digital Platforms: Technological advancements have played a significant and influential role globally, and this development has been clearly reflected in the emergence of digital platforms, which are considered one of the most prominent manifestations of digital transformation. These platforms have effectively contributed to the dissemination of information, exchange of opinions, and enhancement of dialogue and communication among individuals within societies at a global level. They have also led to fundamental transformations in lifestyles and digital usage culture, as access to various digital products (goods and services) has become easier and more convenient across multiple fields. In addition, these platforms contribute to the dissemination of knowledge and culture, the provision of entertainment services, as well as the enhancement of social and economic development. Digital platforms rely on advanced technologies that enable the overcoming of temporal and spatial barriers through the use of sophisticated intelligent software tools, which facilitate efficient and accurate connectivity between producers and customers. This ensures high levels of speed and ease in interaction and information exchange (Nisreen, 2024: 346). Table (3) illustrates a set of conceptual definitions presented by researchers and scholars.

Table (3) presents the concept of digital platforms from the perspective of several researchers.

1	(Raziq Jaballah, 2024: 232)	An integrated interactive digital system based on web technology, consisting of a set of digital media or channels used for publishing digital content at any time and from any place. Access to this content may be open or restricted according to the rules and conditions defined by the legal framework governing its production and objectives, such as Netflix, which provides films and documentaries in exchange for a monthly subscription fee.
2	(Al-Miyahi, 2024: 278)	A technology-based web platform or gateway that provides interactive services varying according to the nature and activity of the platform, in addition to offering information and digital content to users within its functional objectives.
3	(Robaieah, 2024: 26)	A set of structured software systems based on web technologies that accelerate and facilitate transactions between individuals. They provide space for dialogue, communication, opinion exchange, and information sharing through software and digital instructions, offering virtual services to individuals via the Internet.
4	(Maryam, 2025: 72)	A software-based platform that facilitates interactions between customers and producers and enables the exchange of information and products. It supports digital communication, provides solutions to organizational problems, contributes to reducing costs and risks, and supports the launch of new products.
5	(Qarmat, 2025: 657)	A set of interactive digital services available online that facilitate interaction among platform users. These services include search engines, social media platforms, and educational platforms such as Moodle, aimed at achieving organizational objectives.
6	(Abdul Salam, 2025: 287)	An application operating through an operating system and specialized software that enables users to communicate and interact with others via the Internet. It serves as a fundamental tool for organizations to perform various functions such as collaboration and communication.

Source: Prepared by the researcher based on scientific sources.

Based on the foregoing, the researcher defines the digital platform as an integrated interactive digital system operating through Internet technologies as an intermediary between the organization and the customer. It provides a comprehensive digital environment that facilitates the exchange of information and the delivery of goods and services to customers. Digital platforms are considered one of the fundamental pillars of organizations, particularly during periods of crisis, as they enable organizations to respond effectively to environmental changes, reduce time, effort, and costs, and enhance social interaction. Furthermore, they promote innovation and development, and contribute to achieving organizational sustainability by offering advanced products that meet customer needs and preferences on the one hand, while simultaneously achieving competitive advantage for the organization on the other.

2. Dimensions of Digital Platforms

The dimensions of digital platforms vary across researchers due to the diversity and multiplicity of

variables and factors governing different organizational environments, as well as differences in research perspectives and scholarly viewpoints. To determine the dimensions adopted in the current study, several previous studies were reviewed and selected based on their suitability to the operational environment of the investigated organization. These dimensions are as follows:

A. Digital Infrastructure: Digital infrastructure constitutes the fundamental basis for organizational operations and represents one of the essential pillars of economic and social development. It serves as a linkage between productive structures and economic resources on the one hand, and production sites and markets on the other. Furthermore, digital infrastructure can be viewed as a form of economic and social capital. Its economic dimension focuses on supporting the productive activities of organizations, while its social dimension emphasizes the enhancement of human capital through the provision of social services, particularly in the areas of healthcare and education (Samir & Nassima, 2024: 65).

B. Digital Interaction: Digital interaction plays a significant role in enabling organizations to

achieve and sustain competitive advantage within the marketplace. Organizational engagement with customers through digital platforms contributes to cost control by accurately identifying customer requirements and preferences. It also supports the attainment of high-quality standards through the acquisition of customer feedback, which helps organizations identify deficiencies in product offerings and improve their overall performance. Moreover, digital interaction enhances organizational flexibility by allowing customers to participate in generating innovative marketing ideas and suggestions (Muairif, 2024: 135).

C. Digital Innovation: Digital innovation is regarded as a key driver of long-term organizational growth. Contemporary studies emphasize that organizations seeking expansion must adopt innovation-oriented practices to achieve competitive advantage and sustain high growth rates. Innovation serves as a fundamental mechanism through which organizations create value for customers, as it represents a continuous source of renewal that drives organizational expansion, development, and prosperity (Saleem, 2023: 92).

D. Digital Empowerment of Human Resources: The digital empowerment of human resources is an essential dimension for enhancing employees' capabilities and competencies in utilizing digital platforms effectively. The practical implementation of digital platforms cannot be achieved without the availability of qualified and competent human resources. Therefore, organizations are required to develop the skills and competencies of their existing workforce or attract qualified personnel from external sources to ensure their continuity and competitiveness in the market. To achieve their objectives, organizations must provide all necessary requirements, particularly technological resources, including robust digital infrastructure, communication networks such as the Internet, modern technological devices, and adequate cybersecurity measures to protect information confidentiality, integrity, and security from potential breaches. Since organizations are responsible for safeguarding their information assets, these requirements cannot be effectively fulfilled without competent human resources. Consequently, organizations should continuously enhance employees' capabilities to perform their tasks efficiently and adapt to rapid environmental changes and emerging developments. In this regard, digital platforms are intrinsically linked to

human resources, making their development and empowerment a strategic organizational necessity (Saud, 2024: 52).

3. Pink Marketing

Pink marketing is considered one of the contemporary marketing concepts and represents a purposeful human activity aimed at satisfying women's needs, preferences, and desires by directing organizational attention toward their requirements as a primary target segment for pink products. It is regarded as an effective approach for understanding the needs of the largest consumer segment in the world. Organizations that successfully identify and satisfy these needs can achieve significant growth in their market share. Although pink marketing is often perceived as challenging, its essence lies in being different rather than inherently complex. From a competitive perspective, understanding women's consumer behavior provides organizations with valuable opportunities to identify and establish competitive advantages more rapidly than their competitors, thereby enhancing market penetration and strengthening organizational reputation (Yano, 2013: 32). In recent years, many organizations worldwide have focused on identifying women's needs and preferences and have increasingly tailored their products and marketing strategies to align with women's expectations. This has included the use of colors and design elements that correspond to women's perceived preferences and self-image. However, pink marketing is not limited to products specifically designed for women; it also extends to products targeted at men. Women often exert considerable influence on men's purchasing decisions, which necessitates that organizations include women as a key target audience in their marketing campaigns. Through the application of marketing intelligence, organizations can design campaigns for products aimed at men and children by sending marketing signals that appeal to women and encourage them to influence purchasing decisions within the household (Sanadhya, 2022: 240). Furthermore, pink marketing can be defined as an integrated system of interconnected business activities concerned with the planning, pricing, promotion, and effective distribution of goods and services to satisfy the needs and wants of current and potential female customers (Anderson & Howland, 2019: 29). Based on the foregoing discussion, numerous scholars, researchers, and pioneers in contemporary management thought have proposed a variety of definitions and conceptualizations of

pink marketing. These differing perspectives reflect the diverse viewpoints through which the concept has been examined. Table (2) presents a

selection of these definitions and concepts, highlighting the distinctive perspective offered by each author.

1	Abdul-Khaliq, 2024: 125	Pink marketing is a marketing activity that targets women either as consumers or as marketers. It encompasses a set of activities known as the pink marketing mix, which are designed in accordance with women's psychological and behavioral characteristics. These activities contribute to shaping women's attitudes and influencing their purchasing decisions as well as their future consumption behavior.
2	Abdul-Daim, 2024: 5	A modern marketing strategy that targets women as a major consumer segment. Given the diversity and continuous evolution of women's needs, desires, and preferences, organizations are required to adapt their products and services accordingly. This orientation is further reinforced by the fact that women constitute approximately half of society, making them a central target group in any successful marketing strategy.
3	Hussein et al., 2024: 148	Pink marketing is more than a business practice that merely employs the color pink; rather, it is a comprehensive approach that addresses the emotional and psychological dimensions of women's needs and expectations.
4	Ahmed, 2025: 542	Pink marketing is a marketing strategy specifically directed toward women. It is based on analyzing women's needs and preferences and subsequently tailoring pink products and services to align with their tastes and expectations.
5	Nofal, 2025: 6(	Pink marketing refers to marketing efforts directed toward women as beneficiaries or recipients of value. It also encompasses women's role as service providers in marketing activities that serve other women, highlighting their contribution and participation in organizational marketing plans and marketing-related issues in general.
6	Saleh & Jassim, 2025: 524	Pink marketing represents a type of marketing adopted by organizations to direct their products toward female consumers in order to satisfy their needs and desires in an optimal manner, ultimately fostering customer loyalty among women .

Source: Prepared by the researcher based on relevant scientific literature and academic sources.

4. Dimensions of Pink Marketin

Numerous scholars and researchers have addressed the dimensions of pink marketing, emphasizing its ability to reach customers through a set of dimensions that have gained considerable agreement among researchers. Through these dimensions, organizations can achieve various marketing objectives. Accordingly, the researcher sought to identify the dimensions of pink marketing based on the contributions of several scholars in the field,It is evident that the foundation of pink marketing lies in the marketing mix, which consists of the pink product, pink pricing, pink distribution, and pink promotion—commonly referred to as the 4Ps. The composition of these elements may vary depending on the target audience and the phenomenon under investigation. However, due to the

interconnected nature of marketing activities, additional elements have been incorporated by some researchers. Despite differences in viewpoints regarding the dimensions of pink marketing, many scholars agree that its core dimensions include the pink product, pink pricing, pink distribution, and pink promotion. These four dimensions contribute directly to satisfying customers' needs and desires, achieving organizational objectives, supporting sustainable development, and fostering the development of innovative products (Abdul-Amir et al., 2025: 64),The dimensions of pink marketing are presented as follows:

A. Pink Product:The pink product represents one of the most important dimensions and constitutes the core of the pink marketing mix. If an organization's products fail to align with and satisfy consumers' needs and desires, organizational failure becomes inevitable regardless of other marketing efforts. Although the term "product" is widely used, its scientific meaning is more

comprehensive than commonly perceived, as it determines the nature of decisions related to products and consumer preferences (Zarei & Kharajo, 2023: 30). Organizations offer products to their target markets with specifications and attributes that correspond to customers' needs and expectations while maintaining the desired quality standards. In the case of tangible products, this involves several complementary processes, including packaging, labeling, branding, and the provision of product-related information such as ingredients, weight, usage instructions, and maintenance guidelines. Furthermore, the product concept extends beyond physical goods to encompass after-sales services, including delivery, maintenance, and customer support services (Gharam, 2008: 49).

B. Pink Pricing: Pink pricing is considered the only element of the pink marketing mix that generates revenue for the organization and contributes directly to profitability. Unlike the other marketing mix elements, which represent costs, pricing constitutes a dynamic and tangible source of income. Through pricing, organizations are able to recover both fixed and variable production costs. Consequently, organizations must remain prepared to respond to market changes, including the entry of new competitors, economic fluctuations, and other external environmental factors. Additionally, organizations should consider the characteristics of female consumers when establishing pricing strategies. Women differ in their sensitivity to price; some consumers prioritize obtaining products or services that satisfy their needs and preferences regardless of price, whereas others pay close attention to product prices before making purchasing decisions. Therefore, organizations must carefully analyze the characteristics of their target market and determine the customer segment toward which their products will be directed (Abdou et al., 2019: 23).

C. Pink Promotion: Pink promotion is one of the fundamental dimensions of pink marketing and encompasses advertising, sales promotions, and personal selling activities aimed at generating demand for pink products. Pink promotion can be defined as all direct and indirect communication activities undertaken by an organization to build and maintain strong, sustainable relationships with customers through the effective utilization of information and persuasive communication techniques. Through promotional activities, organizations deliver marketing messages to women in a manner that aligns with their interests, preferences, and expectations, thereby increasing awareness of products and services and encouraging favorable purchasing behavior (Hussein, 2022: 162).

D. Pink Distribution: Pink distribution represents one of the most vital dimensions of pink marketing and constitutes the fourth element of the pink marketing mix. It plays a crucial role in ensuring the effective delivery of products to customers at the right time and through distribution channels that are easily accessible to the target market. When pink products possess tangible characteristics, organizations must consider a range of logistical activities, including transportation, storage, and product insurance. The significance of distribution lies in making appropriate decisions regarding distribution channels that effectively serve the target segment, thereby creating both place utility and time utility for female consumers (Taheri, 2013: 15).

E. Brand: The brand occupies a prominent position in the interests of both organizations and customers. The success or failure of a product or service in the marketplace often depends on its quality and its ability to attract target customers. Brand equity is achieved when a brand reaches a level of uniqueness and differentiation that distinguishes it from competing brands offering similar products. A brand serves as the organizational interface on multiple levels, enabling organizations to distinguish their products from those of competitors. It represents the tangible expression of the product, the organization's identity, and the overall customer experience associated with it. Consequently, the brand functions as a means of identification for both the organization and its products and facilitates marketing and promotional activities, as it constitutes one of the most important promotional tools available to organizations (Shaheen, 2014: 18).

Third: Practical Aspect

First: Analysis of the Correlation Relationship between the Independent Variable and the Dependent Variable

1. Testing the First Main Hypothesis:

To test the first main hypothesis and its associated sub-hypotheses, correlation analysis was employed by calculating Pearson's correlation coefficients between the main and sub-variables, given that the data were normally distributed, as previously established. Table (4-3) presents the results obtained using the Statistical Package for the Social Sciences (SPSS). The results indicate the existence of a strong positive and statistically significant relationship between the main independent variable (Digital Platforms) and the main dependent variable (Pink Marketing). The Pearson correlation coefficient between the two variables reached 0.901, which is statistically significant at the

0.05 level, as evidenced by a P-value of 0.000. Accordingly, the first main hypothesis is accepted, confirming the existence of a significant positive relationship between the two variables. This correlation coefficient is considered exceptionally high within the fields of social and administrative sciences, indicating a very strong positive association. In other words, any improvement in digital platforms is accompanied by an almost immediate and direct enhancement in the effectiveness of pink marketing. Furthermore, the table shows that all dimensions of digital platforms (X1–X4) are positively correlated with pink marketing as a whole (Y). This is evidenced by the positive Pearson correlation coefficients, which range between 0.756 and 0.837, all of which are statistically significant at the 0.05 level. These findings provide additional support

for the results and reinforce the validity of the first main hypothesis.

Table (4-3): Results of the Correlation Analysis Between Digital Platforms and Pink Marketing at Flormar Company

Independent Variables Dependent Variable	Digital Infrastructure X1	Digital Interaction X2	Digital Innovation X3	Digital Human Resource Development X4	Digital Platforms X
Pink Marketing Y	*0.756 (0.000)	*0.796 (0.000)	*0.817 (0.000)	*0.837 (0.000)	*0.901 (0.000)

* Significant at the 0.05 level Values in parentheses () represent the P-values .
N=264

2. Testing the Sub-Hypotheses Derived from the First Main Hypothesis

With regard to the five sub-hypotheses derived from the first main hypothesis, which examine the relationship between digital platforms as a whole

(X) and each dimension of pink marketing (Y1–Y5) individually, Pearson's correlation analysis was conducted between the relevant variables and dimensions. The results obtained are presented in Table (4-4), which is explained and interpreted below .

Table (4-4): Results of the Correlation Analysis Between Digital Platforms and the Dimensions of Pink Marketing

Independent Variables Dependent Variable	Digital Infrastructure X1	Digital Interaction X2	Digital Innovation X3	Digital Human Resource Development X4	Digital Platforms X
Pink Product Y1	*0.686 (0.000)	*0.762 (0.000)	*0.781 (0.000)	*0.776 (0.000)	*0.843 (0.000)
Pink Pricing Y2	*0.689 (0.000)	*0.702 (0.000)	*0.721 (0.000)	*0.738 (0.000)	*0.801 (0.000)
Pink Promotion Y3	*0.607 (0.000)	*0.657 (0.000)	*0.681 (0.000)	*0.686 (0.000)	*0.739 (0.000)
Pink Distribution Y4	*0.646 (0.000)	*0.677 (0.000)	*0.685 (0.000)	*0.732 (0.000)	*0.771 (0.000)
Brand Image Y5	*0.680 (0.000)	*0.684 (0.000)	*0.709 (0.000)	*0.735 (0.000)	*0.789 (0.000)

* Significant at the 0.05 level .Values in parentheses
() represent the P-values .N=264

a. The data presented in Table (4-4) indicate that the Pearson correlation coefficient between digital platforms (X) and pink product (Y1) reached 0.843, which is a positive and statistically significant value at the 0.05 level, as confirmed by a P-value of 0.000. Accordingly, the first sub-hypothesis derived from the first main hypothesis is accepted, confirming a significant positive relationship between digital platforms and the pink product. Moreover, all dimensions of digital platforms (X1–X4) are positively and significantly correlated with the pink product (Y1), with Pearson correlation coefficients ranging between 0.686 and 0.781, all of which are statistically significant at the 0.05 level.

b. Table (4-4) shows that digital platforms are positively and significantly associated with pink pricing, as indicated by a Pearson correlation coefficient of 0.801, which is statistically significant at the 0.05 level, supported by a P-value of 0.000. Therefore, the second sub-hypothesis derived from the first main hypothesis is accepted, confirming a significant positive relationship between digital platforms and pink pricing. In addition, all dimensions of digital platforms are positively and significantly correlated with pink pricing at the 0.05 level, as evidenced by positive Pearson correlation coefficients and P-values of 0.000 across all relationships.

c. To test the third sub-hypothesis derived from the first main hypothesis, Pearson's correlation coefficient was calculated between digital platforms and pink promotion. The results, as shown in Table (4-4), indicate a correlation value of 0.739, which is positive and statistically significant at the 0.05 level, with a P-value of 0.000, reflecting a positive relationship between the independent variable and this sub-dimension of the dependent variable. Further analysis of the relationship between the four dimensions of digital platforms and pink promotion revealed that all correlations were positive and statistically significant at the 0.05 level, ranging between 0.607 and 0.739. Accordingly, the third sub-hypothesis is accepted, confirming a significant positive relationship between digital platforms (X) and pink promotion (Y3).

d. The fourth sub-hypothesis derived from the first main hypothesis is accepted based on the positive

and statistically significant Pearson correlation coefficient between digital platforms and pink distribution, which reached 0.771 at the 0.05 significance level, supported by a P-value of 0.000. Furthermore, all dimensions of digital platforms (X1–X4) are positively and significantly correlated with pink distribution in the studied company (Flormar), as shown in Table (4-4).

e. Brand image is positively and significantly correlated with digital platforms at the 0.05 level, thereby supporting the fifth sub-hypothesis derived from the first main hypothesis. The Pearson correlation coefficient between the two variables reached 0.789, with a P-value of 0.000. Additionally, the analysis of the relationship between the four sub-dimensions of digital platforms and brand image revealed that all relationships were positive and statistically significant at the 0.05 level, with correlation coefficients ranging between 0.680 and 0.735, as illustrated in Table (4-4).

Second: Analysis of the Effect Relationship Between the Independent Variable and the Dependent Variable

1. Testing the Second Main Hypothesis:

Simple linear regression analysis was employed to examine the effect of digital platforms on pink marketing in Flormar Company, based on the normal distribution of the collected data. Table (5-4) presents a simplified summary of the results of this test. The findings indicate that digital platforms have a positive and statistically significant effect on pink marketing, as evidenced by the regression coefficient (β_1), which is significant at the 0.05 level and equals 0.916. This significance is further supported by the calculated t-value of 33.600, which exceeds the tabulated value, as well as by the P-value of 0.000.

Table (5-4): Results of Simple Linear Regression Analysis for Testing the Effect of Digital Platforms on Pink Marketing in Flormar Company, Mosul

Independent Variables Dependent Variable	Digital Platforms		R ²	F
	β_0	β_1		
Pink Marketing	*0.337 {3.346} (0.000)	*0.916 {33.600} (0.000)	0.811	*1128.965 (0.000)

Values in braces { } represent the calculated t-values; values in parentheses () indicate the P-values; N = 264; Degrees of Freedom D.F. = (1, 262).

This indicates that any one-unit increase in digital platforms will lead to an increase in pink marketing by 0.916 units. The results also show that the impact model of digital platforms on pink marketing is statistically significant, as evidenced by the calculated F-value of 1128.965, which is significant at the 0.05 level, supported by a P-value of 0.000.

Moreover, the model demonstrates a strong explanatory power, as indicated by the coefficient of determination ($R^2 = 0.811$), which is considered very high in management studies. This provides strong reliability for the research model and indicates that 81.1% of the variation in pink marketing is explained by changes in digital platforms, while only 18.9% is attributed to random factors not included in the model. This implies that digital platforms in Flormar Company are not merely a communication tool but a key determinant of the success of pink marketing strategy, and they also reduce the level of risk in decision-making.

Accordingly, the second main hypothesis is accepted, which states that “there is a positive and statistically significant effect of digital platforms on pink marketing in the studied company.” Based on this result, Flormar

management is encouraged to recognize that any investment in developing its digital platforms will lead to improved marketing performance, enhanced strategic outcomes, and strengthened pink marketing effectiveness.

2. Testing the Sub-Hypotheses Derived from the Second Main Hypothesis:

To test the five sub-hypotheses derived from the second main hypothesis, which examine the effect of digital platforms (X) on each of the five dimensions of pink marketing (Y1–Y5) individually, simple linear regression analysis was conducted between the independent variable (digital platforms) and the dimensions of the dependent variable (pink marketing). The results obtained are presented in Table (4-6), which will be explained in detail below.

Table (4-6): Results of Simple Linear Regression Analysis for Testing the Effect of Digital Platforms on the Sub-Dimensions of Pink Marketing in Flormar Company

Independent Variables Dependent Variable	Digital Platforms		R ²	F
	β_0	β_1		
Pink Product	*0.470 {3.636} (0.000)	*0.888 {25.362} (0.000)	0.709	643.252* (0.000)
Pink Pricing	0.273 ^{N.S} {1.731} (0.085)	*0.925 {21.648} (0.000)	0.640	*468.639 (0.000)
Pink Promotion	*0.490 {2.699} (0.007)	*0.871 {17.730} (0.000)	0.544	*314.341 (0.000)
Pink Distribution	0.445* {2.656} (0.008)	0.890* {19.597} (0.000)	0.593	384.035* (0.000)
Brand Image	0.002- ^{N.S} {-0.14} (0.989)	*1.006 {20.797} (0.000)	0.621	*432.501 (0.000)

Statistically significant at the 0.05 level; N.S.: Not Significant; values in braces { } represent the calculated t-values; values in parentheses () indicate the P-values; N = 264; Degrees of Freedom D.F. = (1, 262).

- a. The results presented in Table (4-6) indicate that digital platforms have a positive and statistically significant effect on pink product. The regression coefficient (β_1) reached **0.888**, which is a positive and statistically significant value at the **0.05** level, as confirmed by the calculated **t-value** being higher than its tabulated counterpart and supported by a **P-value of 0.000**. This suggests that the pink product derives its attractiveness and appeal from the efficiency of the digital platform through which it is presented. Furthermore, the coefficient of determination (R^2) shows that digital platforms explain **70.9%** of the variation in the pink product dimension, while **29.1%** is attributed to other random variables not included in the model. Accordingly, the first sub-hypothesis derived from the second main hypothesis is accepted, confirming a significant positive effect of digital platforms on the pink product.
- b. Digital platforms also have a positive and statistically significant effect on pink pricing, as indicated by the regression coefficient (β_1) of **0.925**, which is significant at the **0.05** level based on a calculated **t-value** exceeding its tabulated value and a **P-value of 0.000**. This result indicates that digital platforms play a decisive role in convincing Flormar customers of the fairness and attractiveness of pricing. Moreover, they transform price from a purely financial cost into a perceived value. In this context, Flormar can provide visual and service-based justification for pricing, such as exclusive offers, loyalty programs, and payment facilitation, which increases customer acceptance even when prices are relatively high, due to a more comfortable digital experience. This implies that a one-unit increase in digital platforms leads to a **0.925-unit increase** in pink pricing. Accordingly, the second sub-hypothesis is accepted. The model further shows that digital platforms explain **64%** of the variation in pink pricing (Y2), while the remaining **36%** is attributed to random variables not included in the regression model.
- c. The data in Table (4-6) show that digital platforms (X) have a positive and statistically significant effect on pink promotion (Y3). Only **54.4%** of the variation in pink promotion is

explained by digital platforms, while **45.6%** is due to other random factors not included in the model. This result is based on a regression coefficient (β_1) of **0.871** and a calculated **t-value of 17.730**, which is higher than its tabulated value, with a **P-value of 0.000**, confirming statistical significance. The high coefficient indicates that digital platforms act as a multiplier of promotional effectiveness. Any improvement in digital content—such as videos, interactive advertisements, and visual pink-themed effects—has an immediate and strong impact on promotional effectiveness. Digital platforms therefore provide pink promotion with rapid diffusion and direct access to Flormar customers' interests. Accordingly, the third sub-hypothesis is accepted.

- d. Regarding pink distribution (Y4), the results show that it is positively and significantly influenced by digital platforms (X), and thus the fourth sub-hypothesis is accepted. This is based on a positive and significant regression coefficient (β_1) of **0.820**, supported by a calculated **t-value of 19.597** and a **P-value of 0.000**. The model is statistically significant, with an explanatory power (R^2) of **59.3%**, and an **F-value of 384.035**, confirming overall model significance.

- e. To test the fifth sub-hypothesis, which states that digital platforms (X) have a positive and statistically significant effect on brand image (Y5) in Flormar Company, a simple linear regression analysis was conducted. The results presented in Table (4-6) indicate a significant positive effect, as the regression coefficient (β_1) reached **1.006**, supported by a calculated **t-value of 20.797** and a **P-value of 0.000**, indicating statistical significance. The model is also significant, with an explanatory power (R^2) of **0.621** and an **F-value of 432.501**. This indicates that any investment or improvement in digital platforms leads to a strengthening of brand image. The digital platform of Flormar not only communicates brand identity but also enhances it and provides interactive dimensions that make it more deeply embedded in customers' perceptions. Accordingly, the fifth sub-hypothesis is accepted.

Conclusions: In light of the study's analysis and findings, the following conclusions can be drawn:

1. The respondents' answers regarding the dimensions of the study variables (digital platforms and pink marketing) were generally positive, reflecting a high level of awareness and interest in these dimensions within the investigated organization.

2.The results revealed a positive correlation between digital platforms and pink marketing. Any improvement in digital platforms is associated with an enhancement in the organization's pink marketing strategy. This indicates a strong interrelationship between the level of digital platform utilization and pink marketing practices. Such a relationship highlights the pivotal role of digital platforms in improving the performance of pink marketing strategies and enhancing customer engagement, which in turn contributes to maximizing the impact of pink marketing in the market and achieving a competitive advantage over rival organizations.

3.The analysis results indicated a statistically significant effect of digital platforms at the overall level on pink marketing, suggesting that organizations investing in digital platforms are more capable of effectively implementing pink marketing strategies. This effect demonstrates that digital platforms are not merely a communication or advertising tool, but rather a strategic factor that strengthens the organization's marketing efforts.

4.The simple linear regression results confirmed that digital platforms have a positive and statistically significant effect on pink marketing, which reflects their growing role in reaching target segments and interacting with them effectively, thereby strengthening the organization's pink marketing strategy.

Recommendations:

Based on the study's conclusions, the researcher proposes the following recommendations:

1.Enhance the utilization of digital platforms in supporting and implementing pink marketing strategies by developing digital capabilities that support marketing activities. This would facilitate more effective product presentation and promotion, provide clear information to customers regarding product features, pricing, and access methods, and ultimately increase customer engagement to achieve a competitive advantage in the market.

2.The investigated organization should make better use of digital platforms across all dimensions of pink marketing (product, pricing, promotion, distribution, and brand image) to strengthen competitiveness, improve product and service quality, and enhance customer engagement and loyalty, with attention to each dimension of pink marketing.

3.The organization should prioritize the continuous development of digital infrastructure, ensuring its

quality, reliability, and sustainability to maintain its market value over time.

4.The organization should continue investing in and improving its digital platforms, including digital infrastructure, digital innovation, digital human resource development, and digital interaction, in order to further enhance pink marketing effectiveness.

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