Iraqi women's attitudes towards the marketing of medicines and cosmetics through social networking sites

By

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Abstract

The study aimed to know the nature of Iraqi women's attitudes and motives towards the process of marketing medicines and cosmetics that have spread on social networking sites, which received a wide echo after the high demand by Iraqi women on electronic shopping operations and the negative health and economic effects it has on society. To achieve the goal of the research, descriptive procedures were adopted by employing the social survey method and by using the questionnaire tool that was distributed to a sample of women in the province of Baghdad, which amounted to (220) women from different groups. And according to age, marital status, educational level, and type of work, the most prominent results were:

Keywords: trends, women, marketing, cosmetics, medicines, social networking sites

The first axis

the methodological approach to the research

Research problem: The tremendous and rapid development in the social lifestyle as a result of the shift towards the technical and electronic world and its accessories has changed the features of life. This change included the basic and secondary needs of women, Including the trend towards using social networking sites to meet the requirements related to medicines in all their chemical forms and folk medicinal herbs Meeting the requirements related to medicines in all its chemical forms, popular medicinal herbs, and cosmetics, which have become a primary concern for Iraqi women, and the exploitation of this obsession by producing companies to achieve imaginary financial profits through attractive advertisements that employ mechanisms of persuasion and emotional grooming, Which prompts us to ask a major question: ((What are the trends and attitudes of Iraqi women regarding their use of social networking sites in the context of emarketing for pharmaceutical and cosmetic products).

The importance of the research: The study indicates a dangerous social phenomenon as it deals with women's health and life, as a result of the rise of internet technologies and social networking sites, and the decline in awareness rates, with easy access to and influence on women, which leads to the creation of scientific solutions and media proposals in dealing with this aggravating phenomenon, especially And that women's health is a humanitarian and social requirement stipulated by the World Health Organization and women's rights associations.

Research hypothesis: There is a statistically significant correlation between women's attitudes and the marketing of medicines and cosmetics through social networking sites

according to demographic variables.

\ *Research Objectives: The study aims to*
1. Identifying the nature of the attitudes of Iraqi women in the studied sample towards the marketing of medicines and cosmetics.
2. Determine the nature of these trends among Iraqi women, according to some demographic variables.

Research type and methodology: This research falls within the framework of descriptive research, which aims to collect the necessary information, determine the characteristics of the phenomenon studied, and describe the nature of the trends resulting from the attitude of Iraqi women to the issue of marketing through social networking sites. To achieve these procedures, the survey method was used to cover the elements and details of the phenomenon.

Research community and sample: The research community is represented by women in the city of Baghdad, and a sample of (220) women was chosen, and it was among the non-probability samples that are used to diagnose opinions and trends, which is the snowball sample, which is the most appropriate for the topic of research due to the difficulty of carrying out a comprehensive study, which is ((a sample used when we face difficulty in identifying the members of the community to be studied, where the researcher starts with a small, easy sample and then begins to increase in size little by little with the progress of the study)) (Juma and Al-Najjar, 2008, p. 102). One of the conditions of this sample was the need for women to follow up on the marketing of medicines and cosmetics through social networking sites.

Research tool: The two researchers prepared a scale to measure the attitudes of Iraqi women towards the marketing of medicines and cosmetics. It is the main tool in obtaining data that facilitates the achievement of research objectives, access to scientific results, and proving or disproving the research hypothesis. The scale may consist of three paragraphs (20) items, The scale was divided into two axes, the first is cognitive and constructivist, and the second is behavioral, and the (Likert Five-pointed) formula was adopted to measure the severity of the sample's direction of exposure to social networking sites (Al Kubaisi, 2010).

Concepts of the study: Attitude: It is (a educated psychological or mental and nervous preparation for a positive or negative response towards people, things, objects, situations or symbols in the environment that provokes this response) (Al-Ma'ita, 2000, p. 161).

Given the nature and modernity of the topic, the researchers put a procedural definition of the concept of trend in line with the nature of the research, stating that ((it is a preference or attraction of some kind or a response that is in harmony with the social networking sites of commercial entities and used by Iraqi women in a negative or positive way about the marketing of medicines and cosmetics.)

*   Marketing: a comprehensive process of using all direct and indirect communications that companies and business organizations use to convey advertising and promotional messages about products, services and ideas, with the aim of persuading and influencing consumer behavior (Al Bakri, 2019, p. 25).
*   Digital Marketing: It is the Internet marketing for the total communication and administrative processes and commercial activities with the aim of attracting attention, persuasion and influence, and obtaining the largest number of browsers and visitors (Al-Otaibi, 2014, p. 195).

- Pink marketing or women-oriented marketing: a marketing strategy based on targeting women with the company's products, so that the marketing techniques used by the company have more impact on women than on men, and choosing pink as the color of femininity, romance and tenderness as a convincing commercial indication (Kartat, 2021, pg. 605).

- Social networking sites: a group of platforms and applications that represent digital human communication via the Internet to produce and consume digital culture, communication messages and media and marketing content (Mansoori, 2019, p. 146).

- Medicines: Any chemical or plant substance used in the treatment of diseases affecting humans or animals. Officially, it is every drug that is legally licensed to use after making sure that it is free of any harm or lethal toxic substance. The pharmaceutical industries have become one of the huge industries in the world that generate huge profits. (Suleiman, 2021, p. 27)

- Cosmetics: a group of chemically manufactured materials from natural sources or a mixture of materials that women use to maintain their cleanliness, beauty, femininity and youth.

Previous studies: We reviewed and referred to previous studies related to the subject of the study to support the research, although they were very scarce, but we obtained two studies that were closely related to the current study:

1- Fathi's study (2017) on ((exposure of university students to websites and health applications such as smartphones and their relationship to the level of health knowledge for them)).

The study aimed to know the extent of exposure of university students to websites in obtaining health information through smart phones It was applied to a deliberate sample of electronic applications users at Umm Al-Qura University in Saudi Arabia, which amounted to (200) female students, and using the questionnaire tool, where the high rate of exposure to health sites was found among the respondents, and the most important contents that formed a high follow-up rate were diseases, medicines and cosmetic operations.

2- Ibrahim's study (2019) on ((Egyptian women's attitudes towards the use of digital media in the health field)) The study aimed to identify the study of Egyptian women's attitudes towards health information they receive through social networking sites, and analyze the vision of Egyptian women's vision towards the level of benefit Electronic health information sources Where the researcher used the survey method by applying the questionnaire tool on a deliberate sample available of Egyptian women and girls amounting to (266) individuals towards the use of digital media via mobile phones .The study concluded that the Egyptian women's attitudes were positive in using digital media to obtain health information in the fields of medicines, diseases, health awareness and plastic surgery.

Theoretical approach to research

First: The Explanatory Theory of the Research: The study relied on the theory of dependence on the media, which assumes that there is a triple relationship between the media, the public and society. The dependence model confirms the existence of a large number of cognitive, emotional and behavioral effects of the media (Abdul Hamid, 2015. Pg. 366) and that the more the media system has the ability to satisfy the needs of the public, the more the public depends on the media, and the public varies in the degree of its dependence on the means The media according to their circumstances, characteristics and goals (Rokeach, 1998,)

(Rockeach), the author of the theory in 1998, clarified the effects of the growth of digital media and predicted its effects on traditional media, and thus increase the dependence of individuals on it (Rockeach, 1976, pp6-21).

The effects of relying on the media are summarized in three main areas: (Thomas, 2001, p603)

1. Cognitive influences: which are represented in the formation of trends, overcoming problems, expanding beliefs, interpreting values, arranging the recipients' interests.
2. Emotional influences: such as emotional apathy, fear, anxiety, alienation, moral support.
3. Behavioral influences: the most important of which are effectiveness, ineffectiveness, avoidance of doing an action, and it is the final product of cognitive effects.

And about the extent to which the theory of dependence on the media is employed in the current study, the study is classified as one of the impact studies, which explains the role of social networking sites as digital media in shaping Iraqi women's attitudes towards the marketing of medicines and cosmetics, and this theory is one of the most appropriate theories to measure the potential effects of the media.

Second: Trends..characteristics and patterns: Attitudes represent a central place in human actions, and the concept of direction is almost one of the most important psychological, social and media concepts, as it represents a necessary entrance to understanding many concepts, attitudes and values. Each of them has to define the trend based on the background of the scientific theory that explains the nature of the phenomenon, cognitively, psychologically and socially. The formation of trends in the human being is affected by several factors, most notably, previous experiences and attitudes, imitation and simulation, the nature of the individual's personality, the cultural framework, the nature of learning, motives and needs, the influence of the environment and the prevailing political and social systems (Amasha, 2010, p. 28). Some theorists go to identify a number of functions for trends, most notably, the function of self-realization and satisfaction of desires, the function of self-defense, and the function of adaptation and benefit (Baush, 2012, p. pg 49).

Attitudes usually take a specific pattern or direction, and I mean by them the types of attitudes that individuals adopt towards attitudes, things, actions and practices (Ba'mar, 2016, p. 58)

- Positive trends: when the number of individuals who obtained scores greater than the arithmetic mean of the sample is more than the number of individuals who obtained scores less than the arithmetic mean of the sample, and the difference was statistically significant.

- Divergent trends: when the difference is not statistically significant between the number of individuals who obtained scores greater than the arithmetic mean of the sample and the number of individuals who obtained scores less than the arithmetic mean of the sample.

- Negative trends: when the number of individuals who obtained scores greater than the arithmetic mean of the sample is less than the number of individuals who obtained scores less than the arithmetic mean of the sample, and the difference was statistically significant

Third: Digital ***applications and marketing communications***

In order to communicate with the target audiences, companies and business organizations use many modern digital applications such as (Facebook, Instagram, Twitter,

WhatsApp). The process of persuasion and maintaining reputation (kotler, 2016, 605), These communications are processes resulting from the planning, integration and implementation of basic digital marketing elements such as advertising, sales promotion, public relations through social networking sites (Shimp, 2013, p.7). In general, the advantages that these applications provide in the digital marketing of medicines, cosmetics, and other goods and services through social networking sites lie in many aspects, including: (Maarawi, 2020, p. 81).

1. The Internet environment has become widespread due to the technical development, the speed of browsing and the ease of obtaining information.
2. E-marketing contributes to opening the way for all parties of the marketing process, whether the product or the consumer, in the process of promoting or receiving advertising information.
3. The mechanisms and methods of shopping through social networking sites are characterized by low cost and ease of implementation compared to traditional marketing mechanisms.
4. In the context of the digital marketing environment, women use a range of available technologies, applications and programs to find advertisements and marketing campaigns.
5. Digital applications on the Internet allow the public of women to exchange opinions, information, product values and prices, and reach through discussions to make purchasing *decisions.*

The third axis: Presentation of the results of the study
First: The demographic data of the study sample (n = 384).

The characteristics of the study sample		k	%
Age	18-35	158	50.90
	35-30	122	32.27
	More than 50years	104	16.81
Social Situation	Single	144	58.63
	Married	96	33.64
	widow	77	17.72
	divorced	67	7
education	Primary	32	14.54
	Medium	44	20
	prep	43	19.54
	Bachelor's degree	230	71.5
	Master's Degree	65	15.90
Occupation	student	133	34.09
	employee	145	55.45
	free professions	65	5.45
	Housewife	41	5

Second: The relative distribution of the respondents' answers to the scale of trends towards the

marketing of medicines and cosmetics through social networking sites

sequence	Paragraph	I agree Repetition	Percentage	neutral Repetition	Percentage	I don't agrees Repetition	Percentage	weighted mean	standard deviation	weight percentile	rank
1	Continuous use of social networking sites to follow drug and cosmetics advertisements	106	27.6	17.1	44.5	107	27.9	2	0.75	66.67	5
2	Trust the purchase through social media	185	48.2	116	30.2	83	21.6	2.27	0.79	75.67	1
3	The best use of technology while searching for medicines and cosmetics	176	45.8	125	32.6	83	21.6	2.24	0.79	47.67	2
4	I find a feeling of happiness in my buying and consuming behavior of cosmetics and medicines	148	38.5	125	32,6	111	28,9	2,1	0.82	70	4
5	Social media has become an effective way to buy medicines and cosmetics	171	44.5	122	31,8	91	23,7	2,21	0,80	73.67	3
6	I had a problem buying cosmetics and medicines over the Internet	58	15.1	123	32.0	203	52.9	1.62	0.73	54	12
7	I am satisfied with the product I got from social media	88	22.9	148	38.5	148	38.5	1.84	0.77	61.33	9
8	Online shopping can be an alternative to traditional shopping	99	25.8	133	34.6	152	39.6	1.86	0.80	62	7
9	Information about medicines and cosmetics is misleading and untrue	71	18.5	171	44.5	142	37.0	1.82	0.72	60.67	10
10	Enough with information on pharmaceutical and cosmetic products	47	12.2	118	30.7	291	57.0	1.55	0.70	51.67	15
11	Social media marketing is just deceptive and unreal commercial ads	88	22.9	157	40.9	139	36.2	1.87	0.76	62.33	6
12	Celebrity investment in pharmaceutical and cosmetics marketing gives it persuasion and influence	60	15.6	136	35.4	188	49.0	1.67	0.73	55.67	11
13	I am influenced by the comments and likes received about pharmaceutical and cosmetic products	61	15.9	117	30.5	206	53.6	1.62	0.74	54	13
14	I received advice from friends to stay away from buying from social networking sites	50	13.0	131	34.1	203	52,9	1.60	0.71	53.33	14
15	Online advertisements for medicines and cosmetics cause many mental and physical health problems	83	21.6	162	42.2	139	36.2	1,58	0.75	61.67	98

Read the search results

The attitudes and attitudes of the respondents varied about the scale items as shown in Table No. (2) towards ((Iraqi women's confidence in marketing through social networking sites)). Weighted (2.27), standard deviation (0.79), and weight percentile (75.67). While the

paragraph ((Iraqi women's preference to use information technology to search for medicines and cosmetics)) ranked second with (176) answers and a percentage of (45.8), a weighted mean of (2.24), and a standard deviation of (0.79), and weight percentile (74,67). The paragraph ((that social networking sites have become the effective means of purchasing medicines and cosmetics via the Internet)) ranked third with (171) answers and a percentage of (44.5), a weighted mean of (2.21), and a standard deviation (0.80), and a weight percentile of (73.67).

When reading the results of the research in the previous tables, it turns out that the respondents' trends were, in their entirety, positive about the marketing of medicines and cosmetics through social networking sites, which are expected trends in light of the transformation of social life and society as a whole from the traditional lifestyle to the digital lifestyle, even with regard to health products that affect human life. The study also indicated the positive trends of the respondents towards the use of social media applications, especially (Facebook) which came to the fore, then (Instagram), then (Twitter) and finally (WhatsApp) application in identifying women's products because of their characteristics, advantages and ease of use, and that By receiving published information that is sufficient to make purchasing decisions, preferences that necessarily differ from one society to another according to the nature of society and its patterns of exposure and use of digital media in social, business and professional communications. There was a fluctuation in the respondents' attitudes towards the effectiveness of digital marketing means, as the trend was negative towards free services, the provision of discounts, and free messages. While the trend was generally positive towards lottery drawings, the presence of incentive prizes, the style of competitions, the presentation system and attracting customers.

The statistics indicate results that confirm women's control over spending, as women's share of purchases of goods ranges between 70-80 percent, making them a huge purchasing power that surpasses their demographic representation in society, which is close to half. Contrary to the prevailing stereotype about women that they are only obsessed with buying women's medicines, cosmetics and clothes, recent studies have indicated the new trends of women towards buying cars, homes, banking services, food and travel.

The presence of women as a major purchasing power in consumer markets of all sectors necessitates a thorough research of their needs before launching any marketing campaign targeting them, as 91% of women believe that commercial companies should understand the personality of women more, and provide advanced marketing methods, and the innate needs of women should be addressed. Such as the feeling of femininity, motherhood and beauty, and transcends these innate needs to other needs outside the scope of the biological species

Conclusions

1. There is a large percentage of women in the city of Baghdad who follow marketing advertisements and interact with them through social media sites, which means the success of the role of marketing and its electronic impact on women's trends.
2. Most women in the city of Baghdad find a feeling of happiness in their purchasing and consumer behavior as a result of acquiring special medicines and cosmetic products.
3. There is clear satisfaction and conviction by a large percentage of the Iraqi women in the city of Baghdad as a result of their easy access to pharmaceutical and cosmetic products through social networking sites.
4. There is a weak trend in the attitudes of women, the research sample, about the health, physical and psychological problems that digital advertisements for medicines and

cosmetics may leave behind, but there is a large trend towards their positives and benefits.

5. Most women are affected by the comments received with marketing ads, especially the comments of celebrities from female artists in film and television

Recommendations

1. Conducting many studies and research in the field of Iraqi women's attitudes towards marketing other products via the Internet.
2. Employing modern digital applications in social networking sites to educate Iraqi women about the dangers of buying medicines and cosmetics on the health of society.
3. Creating a special section on the website of the Iraqi Ministry of Health concerned with women's health, cultural and social affairs, and protecting them from industrial fraud and marketing deception.

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