Digital Marketing Effectiveness of Wowmen Group Towards Gender Equity Awareness

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Abstract: *This study seeks to investigate digital marketing effectiveness of social media platforms and how it links to gender equity awareness. Focusing on Wowmen Group (a women's social media platform), the research aims to uncover Wowmen Group's perception of gender equity and the awareness of their audience towards the issue. This study uses interpretive research and uses mixed methods both qualitative and quantitative approaches. The methodology will focus on the use of interviews and questionnaires to examine the issue area, which are developed from the interpretivism approach. This study also utilizes an inductive approach that begins with observations and ends as the research process concludes. Nowadays, society is very supportive about gender equity and gender equality. By using digital marketing, Wowmen Group can spread a bigger impact about gender equity. Wowmen Group have brought a big impact on inspiring people to take bigger steps forward. Thus, gender equity has been an issue in society that is slowly and steadily being addressed. Customers of Wowmen Group feel that the activities of Wowmen Group satisfy their needs on education of gender equity. These customers have several suggestions for Wowmen Group so that they can grow further in spreading gender equity awareness in their community.*

Keywords: Digital Marketing Effectiveness, Social Media, Gender Equity

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1. Introduction

Digital marketing–social media is fundamental to the development of an organisation and businesses (Patoli, 2021). Well-designed graphics, powerful images, and engaging contents are the new tools marketers can use to encourage dialogue, gain publicity, and raise awareness of an issue. Since it encourages users to share stories and facts with others, social media has a significant influence on branding (Marca, 2013).

Social media has shown to be an impactful tool for raising attention to gender equity awareness, mobilising action throughout the world, and effectively advocating to policymakers (Yvonne, 2021). Our digital life has created platforms for awareness by transcending barriers such as distance and geography. Local issues are able to become global concerns, and local activists become connected with global citizens (Yvonne, 2021). In the midst of an intense campaign for gender equity reminiscent of bygone days, social media is being utilised to plainly demonstrate the presence of a kyriarchy (social structure constructed upon patriarchal rule) (Shillcutt & Silver, 2019). This is proven by the existence of women's social media platforms.

Nowadays, there are many women's social media platforms emerging around us. By providing access to technology and increasing women's visibility in the media, these platforms have the potential to grow even further, reaching out to everyone around the globe (Loiseau & Nowacka, 2015). This study is conducted to evaluate and improve how digital marketing works for a women media platform especially in raising gender equity awareness of their audience. Other than that, this study will provide insights into the audience's perception towards gender equity and their awareness of it.

This study seeks to investigate digital marketing effectiveness of social media platforms and how it links to gender equity awareness. Focusing on Wowmen Group (a women's social media platform), the research aims to uncover Wowmen Group's perception of gender equity and the awareness of their audience towards the issue.

The above aims raise the following research questions:
1) Why Wowmen Group wants to promote gender equity in the society?
2) What are the perceptions of customers towards Wowmen Group promoting gender equity?
3) What can we suggested for Wowmen Group to promote gender equity?

Existing literature will be addressed first in order to meet the research objectives before explaining the technique used in this study. Following that, the key findings will be given, followed by a critical examination of the findings in relation to existing theory. This will conclude to generate an understanding of how digital marketing effectiveness impacts gender equity awareness.

2. Literature Review

A literature review is necessary for generating a study concept, consolidating what is previously known about a subject, and identifying any knowledge gaps and how the research may add to better understanding (Winchester & Salji, 2016). The literature review will focus on four different topics that are relevant and related to this study. The four topics are; digital marketing, social media platform, gender equity and its awareness, and customer satisfaction.

2.1 Digital Marketing
In order to get a thorough understanding of the basic background of the research topic, a knowledge of digital marketing is necessary. "Digital marketing is the application of digital media, data and technology integrated with traditional communications to achieve marketing objectives" (Chaffey & Ellis-Chadwick, 2019, p.9). From this statement, it can be implied that the result delivered by the technology should be considered as investment in digital marketing, not the adoption of the technology. "Digital marketing is not actually about technology at all, it is all about people. In that sense it is similar to traditional marketing: it is about people (marketers) connecting with other people (consumers) to build relationships and ultimately drive sales" (Ryan, 2014, p.12). Understanding people is the real key to unlock the potential of digital marketing, not understanding its technology.

Firms must employ social media as a channel for providing information to clients, communicating with stakeholders, and, eventually, generating revenue, in order to properly utilise the advantages afforded by the internet (Tiago & Veríssimo, 2014). Companies and organisations may utilise social media to develop a digital relationship with customers as marketing becomes increasingly integrated with the digital environment. If the majority of customers use social media, businesses should use it as well (Tiago & Veríssimo, 2014). To

develop this relationship a company or organisation should perform digitally by being interactive and use various kinds of social media interactions to increase usage of digital marketing. Social media marketing strategies must help individuals meet their requirements in order to be most effective, whether that means creating relationships, improving self-presentation, feeding self-esteem, discovering answers, or simply admiring beauty (Zhu & Chen, 2015). Social media allows people to connect, reconnect, communicate, and build relationships.

The interaction and integration of digital and conventional channels is an important aspect of developing a digital marketing strategy (Chaffey & Ellis-Chadwick, 2019). Digital media offers a wide range of opportunities for marketing products and services that companies, or organisations need to have as a part of their digital presence. "Having a presence on these networks, keeping your content up-to-date, relevant and valuable to your audience, and responding positively to the feedback you receive, is another great way to boost your online reputation" (Ryan, 2014, p.163). This allows a company or organisation to improve their online exposure and reputation.

2.2 Social Media Platform

Social media platforms are the main variable of this study. Many millions of individuals have been drawn to social media platforms because they allow them to express and develop their creativity, empathise with others, and discover connection, communication, and communion (Meikle, 2016). The 'sharing' sector is one way to explain social media; it allows people to interact with others, thus building relationships through social media is important to connect through meanings, opinions and emotions. Engaged customers are increasingly using social media brand platforms to exchange information and experiences with businesses and other customers (Carlson et al., 2019).

Content context influences the impact of social media content on user engagement (Shahbaznezhad, Dolan & Rashidirad, 2021). The way users interact with a brand varies depending on the content types and content context of the brand. The type of media and information utilised in online postings has an impact on customer engagement (Farook & Abeysekara, 2016). However, the basic component of customer engagement itself is trust and risk. The most powerful aspects influencing individual behaviour toward social media platforms have been theorised and experimentally shown to be trust and risk (Wang, Min & Han, 2016). Individual's trust objects and platform types are proven to be major moderators of relationships.

In addition to the criterias mentioned before, Word of mouth (WOM) also plays an important role in shaping consumers behaviour and preferences. To achieve their objectives, businesses are increasingly relying on electronic word-of-mouth through social media (Adamopoulos, Ghose & Todri, 2018). This occurs because customer perceptions of a brand are influenced by WOM, and this knowledge is required for a brand to function intelligently and efficiently. WOM efficiency is boosted by higher levels of similarity on extraversion and openness, as well as lower levels of similarity on agreeableness (Adamopoulos, Ghose & Todri, 2018). This study discovered that WOM generated by users with high levels of agreeableness, conscientiousness, and openness is more likely to be successful, but WOM generated by users with low levels of conscientiousness or agreeableness is more likely to have the opposite impact.

2.3 Gender Equity and Its Awareness

The concept of gender equity and its awareness must be clearly understood as it is considered as a very important part of the study. However, through previous studies, only a few have addressed this topic. Gender equity and gender equality are two different things. "'Gender equity' has been used, rather than 'equal opportunities' because it serves to emphasise the importance of treating children, and others, fairly by considering differences" (Browne, 2004. p. 2). On the other hand, 'equality' means treating others fairly by treating them the same. Gender equity, on the other hand, do not assume that specific groups of people may be considered as homogeneous categories (e.g., girls and boys), but rather recognise and account for these differences in order to challenge the inequitable status quo (Browne, 2004). On the contrary, gender equality often fails to acknowledge people's diverse life experiences. "Gender equity emphasises fairness in both process and outcome" (Browne, 2004. p. 2). A notion based on equity (or equality), regardless of gender (Hurst, Leberman & Edwards, 2016). In short, gender equity means fairness.

The term gender equity is still uncommon, unlike gender equality. As a result, career development of women in the workplace is still left behind. Some top female executives are unsupportive and hostile to their female staff (Hurst, Leberman & Edwards, 2016). Therefore, gender equity awareness is needed to help women in hierarchical relationships to establish more focused personal and organisational strategies that better react to the relational possibilities and difficulties they face. It is also significant to politicians and organisations throughout the world who are working to achieve gender equality in the workplace (Hurst, Leberman & Edwards, 2016).

A number of companies and organisations are starting to promote gender equity awareness in their community by gaining women representation, especially in senior leadership (Burns et al., 2021). Given that most big organisations have policies in place to encourage inclusiveness and gender equity, but gender gaps still remain, the role of leaders in promoting gender equity becomes a question (London et al., 2019). People in leadership are often too focused on seeking to retain powers, the truth is leaders are the agents of change. The relevance of leadership traits and behaviour in fostering gender equity is highlighted by the possible role of leaders, whether male and female (London et al., 2019). To put it another way, leaders have the capacity to close the persistent gender gaps that exist in companies. Leaders should also take steps to share power in ways that benefit women's careers, such as ensuring equal compensation and chances for growth and promotion (London et al., 2019). Gender equity is the goal of many businesses and organisations, and if leaders were more devoted to changing the current status quo, gender gaps in the working environment would not exist. Gender mainstreaming workplace rules, such as hiring, salary, performance, and promotion, allows businesses to make significant progress toward gender equity (or equality) (Roy, 2017).

2.4 Customer Satisfaction

Lastly, understanding about customer satisfaction is needed to support this study. One of the pillars of the outstanding relationship companies refer to as real client loyalty is customer satisfaction (Solomon, 2018). Customer satisfaction is defined as a measurement that determines how satisfied customers are with a company's products, services, and capabilities. Information about customer satisfaction, such as surveys and ratings, may assist a firm in determining how to enhance or adjust its products and services (ASQ, n.d.). "Customers are satisfied whenever they consistently receive a perfect product, delivered by a caring and friendly person, in a timely fashion, and the support of an effective problem resolution process" (Solomon, 2018).

Both consumer happiness and purchase intention are positively influenced by brand identity and image (Dash, Kiefer & Paul, 2021). These aspects are crucial because consumers expect brands to consistently deliver on their promises. Making clients pleased necessitates consistency. Companies must always strive to deliver outstanding customer service, with defined policies, standards, and supporting systems in place to maintain consistency throughout each engagement (Pulido, Stone & Strevel, 2014). Consistency throughout the most frequent customer journeys is a key indicator of overall customer satisfaction and loyalty. In addition, emotions are also a key indicator of customer satisfaction.

In the majority of sectors assessed, positive customer experience feelings, encapsulated in a sense of trust, were the most powerful promoters of satisfaction and loyalty (Pulido, Stone & Strevel, 2014). For long-term growth, it is critical to maintain consistency and trust in customer journeys. It is also crucial to make sure consumers realise when those promises are kept, which necessitates proactively structuring communications and key messaging that continually emphasise delivery and themes (Pulido, Stone & Strevel, 2014). Briefly, to achieve both customer journey consistency and emotional consistency, communication consistency is also important.

3. Methodology

This study adopts interpretivist approach, interpretivism is a concept that leads to qualitative data, in-depth methodologies, and small sample sizes through investigating individuals and assuming a sympathetic approach (Saunders, Lewis & Thornhill, 2019). This study also adopts a subjective approach, where language, perceptions, and subsequent acts of social actors produce social phenomena (Saunders, Lewis & Thornhill, 2019). The research population of this study focused on individuals who know about Wowmen Group and preferably individuals who follows Wowmen Group on Instagram. The validity and reliability of the data is established based on the originality of the results. Qualitative approach that was used in this study is an interview. An interview is a dialogue in which information is gathered (Easwaramoorthy & Zarinpoush, 2006). This study conducted an interview with the founder of Wowmen Group. This interview aims to know her point of view of Wowmen Group's digital marketing effectiveness towards gender equity. Furthermore, we know that the qualitative approach can create vague results (SurveyMonkey, n.d.), hence quantitative research is needed to support this study and produce a comprehensive outcome. This study obtained quantitative data by using an online survey that involves 80 participants.

In this study, the construct of digital marketing effectiveness can be measured by the following – customer satisfaction and customer awareness that is measured by performance scale. The researcher starts off by analysing the qualitative data. As advised by Bryman (2008) for every minute of speech recorded, the researcher spent about 6 hours or even more to analyse it. The researcher was able to undertake a thematic analysis. The researcher used codes to generate a table of organically developing topics in the course of thematic analysis (Attride-Stirling, 2001). The four themes are: gender equity and its awareness, digital marketing effectiveness of Wowmen Group, impact of Wowmen Group as a social media platform, and Wowmen Group's customer satisfaction. Additionally, the quantitative data analysis will be simple and straightforward. The quantitative data will be processed manually through Microsoft Excel. The data will then be presented in graphs, charts and figures with clarity.

4. Discussion of The Findings

The purpose of this discussion is to compare the study results to theories, some of which were discussed in the literature review. This section will claim that the Wowmen Group's digital marketing efficacy was proven in these data, especially in terms of gender equity awareness. Regardless, a portion is given to Wowmen Group's significance as a social media platform. This chapter will also delve deeper into Wowmen Group's customer satisfaction. Finally, the respondents' unforeseen recommendations will be handled, particularly the diversity of suggestions made by them for Wowmen Group.

4.1 Gender Equity and Its Awareness
Understanding Gender Equity
Wowmen Group perceive gender equity as a basic fundamental for the community to realize their potentials and for women to grow, develop and be powerful. However, there are some misconceptions in society that in order to be powerful women have to overcome men, but it is not how gender equity works.

Existing theory by Browne (2004) that gender equity places a high value on fairness in both the process and the outcome has been confirmed by the study. According to the interview, it can be implied that women and men have different mindset for them to grow and develop. This statement confirms Goldman (2017) that women and men's brains work differently. However, American Psychological Association (2005) stated that "one's sex has little or no bearing on personality, cognition and leadership."
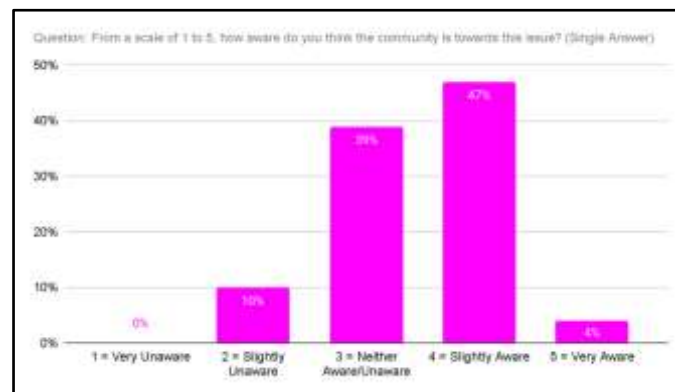

Figure 1: Community Awareness Towards Gender Equity

From the result of the interview and questionnaire itself (see Figure 1), people are already aware of gender equity. This confirms Horowitz and Fetterolf (2020) statement, they stated that "people in most countries are optimistic about the future of gender equality" or equity. Apart from that, they also know which components are part of gender equity and those that matter. This is also true for Indonesia where Wowmen Group is from, as the CEO feels that the people there are already embracing the gender equity culture.

Gender Equity in Workplace
Gender equity is already seen especially in some career or workplace context where there are already thriving women CEOs and leaders. However, not every woman is able to experience this where some are still being mistreated resulting in hindrance on their career or job. This interpretation confirms Hurst, Leberman, and Edwards (2016) argument that women's professional growth in the workplace is still lagging behind. As a result, there are several

women who feel affected by this issue where they feel less confident and doubt the future of their career.

Understanding of gender equity is required to assist women in hierarchical relationships in developing more focused personal and organisational strategies that better respond to the relational opportunities and challenges they experience. The above findings support Roy's (2017) theory that gender mainstreaming workplaces rules, such as hiring, salary, performance, and promotion, are crucial as it allows companies or organisations to make significant progress toward gender equity. However, it is a good thing that these days, slowly but surely, a number of companies and organisations are starting to promote gender equity awareness in the society. This result confirms Burns et al. 's (2021) theory that Women have made significant progress in terms of representation, particularly in high positions.

4.2 Digital Marketing Effectiveness of Wowmen Group
Utilisation of Different Social Media by Wowmen Group
Wowmen Group is a media that wants to spread a big and wider campaign; thus, Wowmen Group use social media to reach a wider audience all around the world not limited to Indonesian people only. As discussed in the literature review, this outcome confirms Tiago and Veríssimo (2014) statement that claimed in order to fully benefit from the internet, businesses must use social media as a medium for giving information to consumers, communicating with stakeholders, and, eventually, generating sales. If the majority of customers use social media, businesses should use it as well (Tiago & Veríssimo, 2014). To build this engaging relationship, Wowmen Group should perform digitally by being involved and utilising various types of social media interactions to promote digital marketing utilisation.

There are many social media platforms out there with their own characteristics, features, and henceforth have different usage when it comes to Wowmen Group in delivering their message on gender equity. With a diverse social media portfolio, Wowmen Group utilises these different social medias to have their own target and function. Social media platforms that Wowmen Group utilises are Instagram, Twitter, Youtube, and also TikTok. By having different social media to engage with, Wowmen Group can have a significant effect on customer online engagement as stated by Farook and Abeysekara (2016).

Staying Relevant with the Audience
Focusing on Instagram itself, the platform has very diverse tools that can be used to create different kinds of engagement with the audience. Wowmen Group uses different kinds of Instagram features to interact with their audiences and suiting to the preference of their audiences themselves. With different features that Wowmen Group uses in Instagram, they always try to keep it interesting and relatable with their audience. As stated by Shahbaznezhad, Dolan, and Rashidirad (2021) that content context will determine how effective the social media content is for the user's engagement. As a result, most respondents find that Wowmen Group's contents are interesting (see Figure 2) for several different reasons such as diverse contents, have important topics on womanhood, are very relevant and up to date, relate to day-to-day activities, and are easy to read and understand.
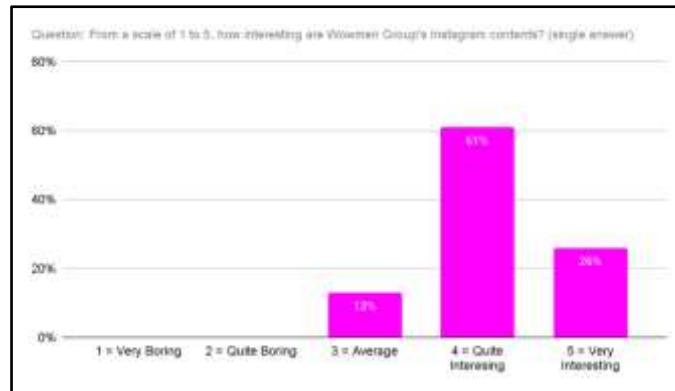
Figure 2: How Interesting are Wowmen Group's Instagram Contents

Reasons behind why the respondents think that Wowmen Group's contents are interesting confirms Zhu and Chen (2015) assertion that digital marketing strategies must help individuals meet their requirements in order to be most effective, whether that means creating relationships, improving self-presentation, feeding self-esteem, discovering answers, or simply enjoying beauty. Having relevant and up-to-date contents also confirms Ryan's (2014) statement that another great strategy to improve online reputation is to have a presence on these networks, maintain content materials up-to-date, relevant, and beneficial to the audience, and respond positively to any feedback received. As a result, the majority of the respondents mentioned Wowmen Group as the social media platform that they are familiar with in addressing this issue. Along with that, there are other social media platforms they mentioned, such as: USS Her, Girl Up, Feminist, and others.

4.3 Impact of Wowmen Group as A Social Media Platform
Wowmen Group focuses on delivering their contents through social media only. By using social media, there are no limitations on how frequent the issue can be addressed as it does not depend on special occasions, and it does not need big budgeting and thorough planning such as making an offline social event. This aligns with what Carlson (2019) states that social media have become a popular means to engage with customers to share information and experiences. As time, demographic, and regional constraints are not an issue as people in social media have their free will to voice out their opinion (Herron, 2017) and in time will find their own audiences that share a similar view to a certain topic or issue.
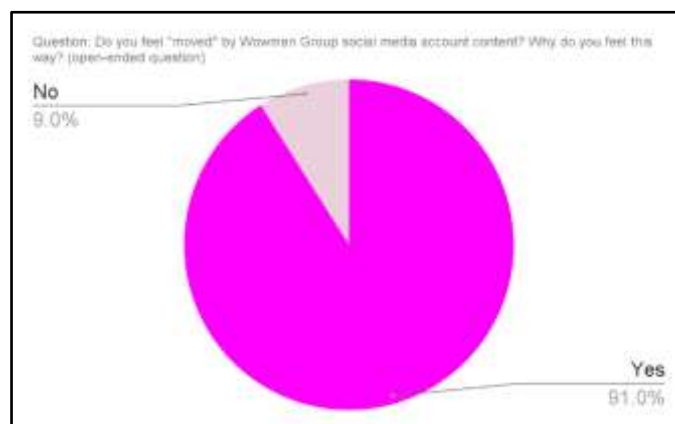

Figure 3: Do Respondents Feel Moved from Wowmen Group's Contents

As a result of Wowmen Group's activities in Instagram and through their other social media platforms, they believe that they have made a positive impact towards their audiences. This is

reflected through the questionnaire (see Figure 3) where most of the respondents (91%) feel that they are moved by Wowmen Group's content because they are educated with new things especially around gender equity where they become more aware of the issue and are inspired to be more confident and be better. Only 7% of the respondents feel that they are not moved by Wowmen Group's content as sometimes it does not resonate with how they feel.

In overall, Wowmen Group's activities throughout their social media platforms, especially through instagram, have made a positive impact towards their audiences where they become more aware of the gender equity issue. This is able to happen as Wowmen Group leverage on social media based on what Meikle (2016) stated that social media can connect to many people and enable the users to display their creativity, empathise with others and also find connection with other people. In achieving this, Wowmen Group makes sure their contents are relevant and up to date with their audiences while also having good visuals so that they are easy to read. Other social media platforms are also utilised to enhance this experience and gain wider audiences.
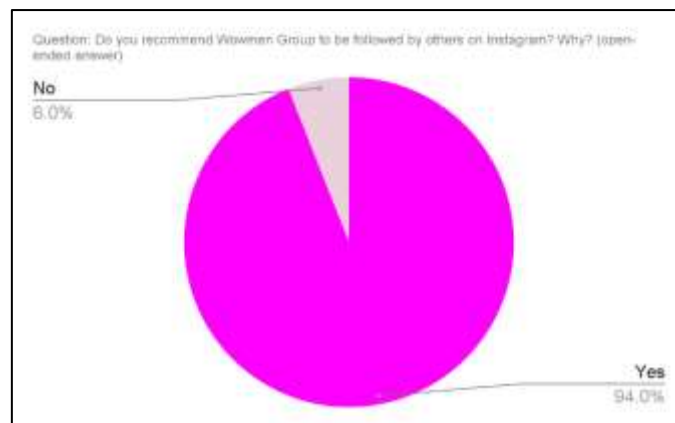

Figure 4: Do Respondents Recommend Wowmen Group to be Followed by Others

Majority of respondents also state that they recommend others to follow Wowmen Group's activities (see Figure 4). With audiences wanting to share Wowmen Group to others, they can generate Word of Mouth (WOM) to help Wowmen Group achieve their goal of spreading awareness of gender equity. This is aligned with what Adamopoulos, Ghose, and Todri (2018) stated that firms increasingly rely on leveraging electronic WOM in social media to attain their goals.

4.4 Wowmen Group's Customer Satisfaction
Audiences of Wowmen Group are always expanding with more engagement coming from their activities in their social media platforms. However, retaining these audiences are also important through consistent quality of contents that satisfies the audiences. With light and easy to read contents from Wowmen Group, their audiences are able to know updated news. Wowmen Group also keeps their consistency in addressing the gender equity issue. This is aligned with what Solomon (2018) stated that customers are satisfied when they consistently receive a perfect product delivered by a caring and friendly person where in this case Wowmen Group is successful in delivering consistent and interesting contents around gender equity with high engagement with their audiences. The questionnaire result also shows that Wowmen Group has done a good job in addressing gender equity (see Figure 5).
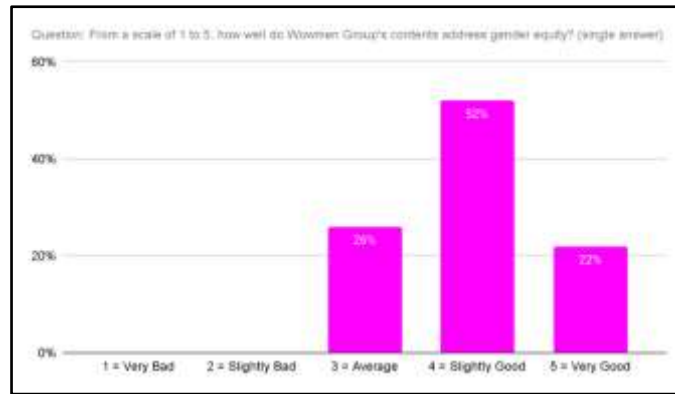
Figure 5: How Well do Wowmen Group Address Gender Equity

Wowmen Group also has a strong identity as a brand where their audiences are already familiar with what they do and what types of contents that Wowmen Group shares. This familiarity helps Wowmen Group in staying relevant with their audiences and can help them grow further by creating new contents and events that resembles their identity. This strong identity from Wowmen Group helps them in achieving good customer satisfaction as theorised by Dash, Kiefer, and Paul (2021) where brand identity and brand image have a positive and significant impact towards customer satisfaction. One of those identities is having diverse contents to connect better with their audience.
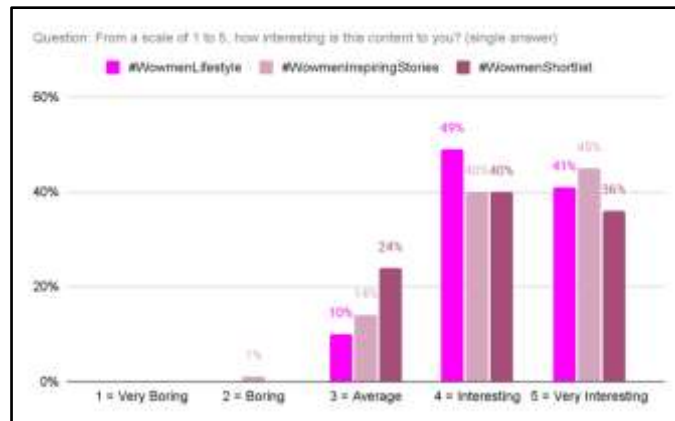

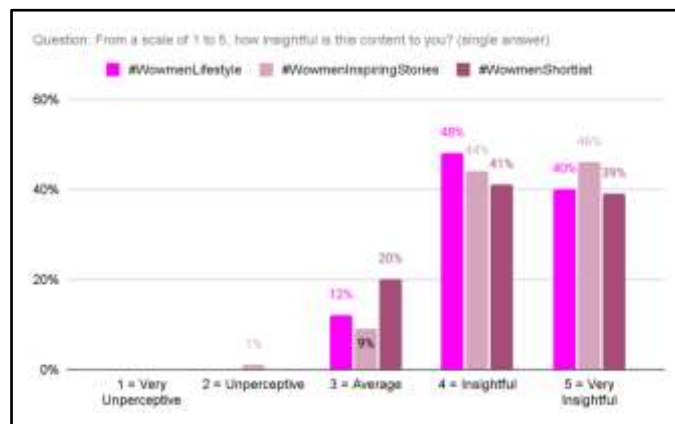**Figure 6: How Interesting is this Wowmen Group's type of Content**

Figure 7: How Insightful is this Wowmen Group's type of Content

Wowmen Group also have different types of contents that relate differently to their audiences hence they will have different opinions and satisfaction towards them. They may find one

content more interesting or more insightful than the other. Customers are deemed satisfied when they think that the content is interesting and also insightful. Audiences of Wowmen Group feel that content on inspiring stories from other women is the most interesting and insightful type of content while then followed closely by contents on lifestyle recommendations (see Figure 6 and Figure 7). These audiences love to read inspirational stories because it can boost their mental health (Rajesh, 2022).

In conclusion, Wowmen Group's customers are satisfied with what Wowmen Group have delivered thus far where their contents are deemed both interesting and insightful by the majority of respondents in this research. These audiences recommend Wowmen Group to be followed by other people and have several suggestions for Wowmen Group's future activities where they suggest Wowmen Group to create more campaigns, collaborate with more organisations, create offline events, and up to smaller details such as adding more poles and quizzes to increase interaction with the audiences. This suggestion can help Wowmen Group grow further and have more impact in spreading gender equity awareness.

5. Conclusion

Conducting this study gives more understanding on Wowmen Group and their activities toward spreading awareness for gender equity. Gender equity has been an issue in society that is slowly and steadily being addressed. However, there are also some misinterpretations on gender equity in the community. Hence, Wowmen Group aims to spread awareness on gender equity and straighten the issue, so the community understands better.

Customers of Wowmen Group feel that the activities of Wowmen Group satisfy their needs on education of gender equity. With diverse and engaging contents, customers find Wowmen Group's content interesting and insightful. They recommend Wowmen Group to be followed by others as they feel their experience with Wowmen Group is very positive.

These customers have several suggestions for Wowman Group so that they can grow further in spreading gender equity awareness in their community. Most of these suggestions relate to their content where customers want more interactive contents and offline events so that they can participate more actively.

6. Limitations and Recommendations

This study offers contribution to Wowmen Group by providing insights into uncharted segments, understanding gender equity awareness beyond the customer satisfaction and experience. For instance, this study shows what content type people are most interested in and what content is the most insightful for them. Moreover, suggestions from the customers are also obtained from this study. This study contributes to Wowmen Group by providing data that will fulfil their customers' demand.

However, a number of limitations should be considered while analysing findings. First of all, time constraints were imposed on the study, thus, the extent of the data gathered, and the size of the sample interviewed were both limited and might not represent a larger audience. Second of all, in order to analyse gender equity awareness in the community, the sample was constrained to customers who had experience with Wowmen Group across Instagram only, limiting the result's applicability. Finally, accessibility to Wowmen Group's internal documents would be a great addition to the study.

Future work pursuing gender equity and its awareness may be needed to complement this study. The development would contribute to the digital marketing effectiveness among the context of gender equity awareness, demonstrating relevance to the literature. Future work may wish to extend the contribution of this study, focusing on several social media platforms. This development will contribute to rich and intelligent data through various kinds of social media platforms. Alongside this, procuring data from more respondents with experiences from different social media exposure will increase the representativeness of the sample as well as contributing a richer dataset.

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