

Looking Beyond Conventional Advertising Platforms: Exploring Interactive Marketing for Menstrual Brands on Social Media

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Abstracts

ABSTRACT

The advent of the digital era has transformed marketing practices and reshaped consumer behaviour. Social media is a type of communication media that allows interactive marketing and has gained popularity among marketers due to its advantages over traditional communication channels. Brands can utilize interactive marketing on social media to engage in marketing endeavours such as product launches, communicating with both existing & potential consumers, and expanding their business networks. Brands are doing interactive marketing on social media to captivate the consumer's interest and attention.

Social media has sparked a movement of menstrual activism that aims to normalize and destigmatize menstruation, emphasizing that it is a natural bodily process that should not be hidden or avoided in discussions. While social media encourages open dialogue between menstrual brands & consumers, the stigma surrounding menstruation in many societies prevents people from freely discussing it. Hence, this paper aims to understand the key drivers of interactive marketing for menstrual brands on social media platforms, including factors such as interactive content, gratifications, interactive videos, personalized content, and social media influencers. Also, this paper analyzes the role of interactive marketing in consumer purchases of menstrual products and examines the consumer reactions towards the interactive marketing approaches adopted by menstrual brands on their social media channels.

This study uses a quantitative approach and the data are collected through questionnaires from female social media users. The hypotheses of this study are analyzed using two-way ANOVA. The findings highlight the significance of interactive marketing on social media platforms for menstrual brands, shedding light on the factors that contribute to the success of interactive marketing approaches on social media channels. The results also show that interactive marketing methods on social media increase the sales of menstrual products among consumers.

While numerous studies have explored the relationship between interactive marketing and social media, there is a noticeable gap in the existing literature when it comes to the specific intersection of interactive marketing on social media platforms and menstrual brands. In terms of managerial impact, this study emphasizes the potential for menstrual brands to employ

interactive marketing strategies on social media platforms as a means to encourage increased consumer purchasing behaviour.

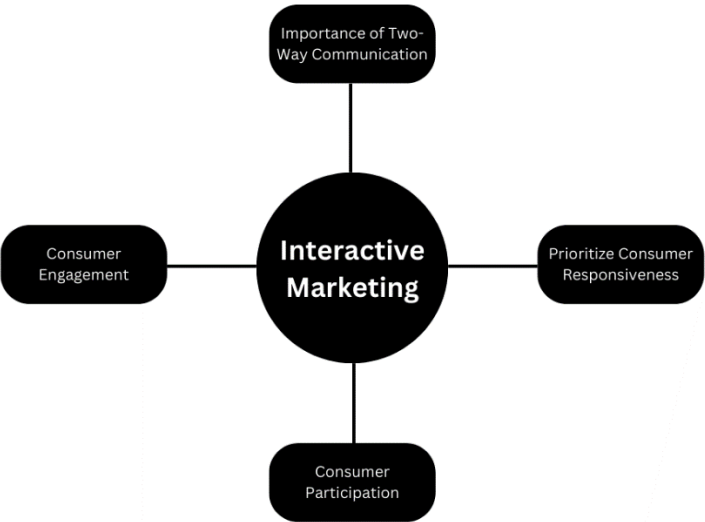
Keywords: Interactive Marketing, Menstrual Brands, Social Media, Consumer Behaviour.

1. Introduction

Understanding Interactive Marketing

Interactive Marketing creates an experience for the consumers instead of just presenting information (Gahlawat, 2022). In simpler words, interactive marketing can be defined as two-way communication between both the brand and the consumer through “active consumer connection, engagement, participation, and interaction” (Wang, 2021). Additionally, (Wang, 2021) highlighted several key aspects of interactive marketing:

Figure 1. Key Aspects of Interactive Marketing



Source. (Wang, 2021)

Firstly, interactive marketing emphasizes the importance of two-way communication with mutual influences within social and business ecosystems (Wang, 2021). Secondly, it prioritizes consumer responsiveness and proactive behaviours in the creation and exchange of value (Wang, 2021). Lastly, it also underscores the significance of consumer participation and engagement in real-time, allowing them to control and modify the environment (Wang, 2021). Interactive marketing has coincided with a decline in the effectiveness of traditional advertising & one-way communication. Hence, this type of marketing helps in having a comprehensive understanding of consumers and their behaviour which includes knowing how consumers prefer to interact with

the brand and being able to provide personalized experiences that are both useful and engaging to them (Stone & Woodcock, 2014).

Changing Trends of Interactive Marketing

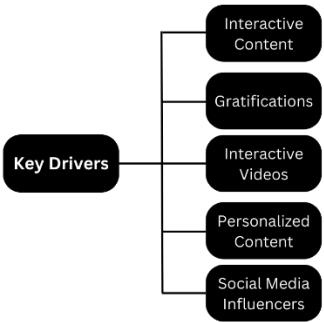
(Gahlawat, 2022) highlighted that 77% of marketers recognize the enduring value of interactive marketing, as it allows for repeated exposure and attracts repeat visitors, while 73% of brands hold the belief that combining traditional content with interactive marketing enhances the effectiveness of conveying a brand's message and improves message retention. As interactive marketing continues to grow its influence, one notable development is the increase in interactions and dialogue between brands and consumers, particularly through social media (Shankar & Malthouse, 2007).

In a study, (Pasharibu et al., 2020) argued that engaging with consumers on social media platforms provides additional activities that can enhance their loyalty, potentially protect consumers, strengthen their trust, and encourage them to make purchases. Through interactive marketing via social media, brands can establish interactive relationships with their consumers. According to (Saini & Sharma, 2023), brands are using social media for interactive marketing, aiming to establish enduring & profitable connections with consumers and through this connection, brands are cultivating relationships with their consumers. Moreover, social media platforms offer a vast online space where brands have the freedom to generate content and interact with wide-ranging audiences without limitations (Kim & Kim, 2022).

Key Drivers of Interactive Marketing on Social Media

The widespread use of social media has given rise to interactive marketing because interactivity has become an essential component of modern marketing strategies (Wang, 2021) and when paired with social media, interactive marketing proves highly effective in creating a customized and personalized experience for consumers. Following are the five key drivers of interactive marketing on social media.

Figure 2. Key Drivers of Interactive Marketing on Social Media



Source. (Cuevas-Molano et al., 2021); (Gahlawat, 2022); (Benevenuto et al., 2009); (Shanahan et al., 2019); (Delbaere et al., 2021)

Interactive Content: Interactive Content on social media is a way of driving interactive marketing which involves incorporating interactivity directly into the content itself (Cuevas-Molano et al., 2021). It has the potential to boost brand awareness, foster consumer engagement & loyalty, and encourage consumers to share their experiences with the brand (Ashley & Tuten, 2015). This interactive content shared by the brands includes consumer behaviour such as providing responses, comments, feedbacks, sharing personal information, and actively participating in online discussions (Cuevas-Molano et al., 2021).

Social media has facilitated communication between brands & consumers through interactive content. This can be validated by Knorr which is Unilever's food and beverage brand. Knorr desired to enhance brand recognition by generating excitement about their love for food (Gahlawat, 2022). To achieve this, they engaged users through captivating and interactive content on social media (Gahlawat, 2022). The brand used quizzes to engage consumers, inviting them to answer ten questions and discover their favourite flavour (Gahlawat, 2022). This strategy successfully captivated its consumers and effectively increased interactivity, ultimately boosting brand awareness.

Gratifications: Today, consumer turn to social media for multiple reasons including "interaction, seeking information, entertainment, relaxation, communication, convenience, expressing opinions, sharing information, and gaining knowledge or insights about others" (Muhammad, 2018). Gratifications through social media are one of the key drivers of interactive marketing as consumers choose to engage with media based on their individual needs (Taşkıran, 2019). Giveaways & Contests are some of the ways of gratification that brands are doing with their consumers through social media. Through these tools, brands attract both new and existing users by providing them with valuable offerings at no charge and can foster a higher level of social sharing (Gahlawat, 2022).

Dove, a personal care beauty brand, organized a selfie contest "#My7DayChallenge" where participants had the chance to win a spa experience for two individuals as the giveaway (Paxton, 2020). Facebook users were directed to capture a photo of themselves holding a Dove Beauty Bar and submit it in the comments section of the giveaway post. Additionally, participants were asked to nominate a friend to join the giveaway (Paxton, 2020). This seven-day challenge exemplifies effective interactive marketing through social media.

Interactive Videos: Brands nowadays have turned to video content as a moderator to drive interactive marketing on social media. They are producing engaging videos that incorporate the brand's culture and enhance interaction with consumers (Liu et al., 2019). This feature enhances online interaction between brands and consumers, facilitating the exchange of knowledge, ideas, and promotion of goods or services through video interactions (Benevenuto et al., 2009).

Volkswagen and Smartzer are the brands that have used interactive videos to drive interactive marketing on social media. They collaborated to produce interactive videos on Instagram Stories and in-feed ads. They created a captivating and dynamic video showcasing their car through which consumers had the opportunity to explore different areas of the vehicle by selecting specific parts in the clickable sidebar and a call-to-action prompted consumers to "book a test drive" (smartzer.com, 2021).

Personalized Content: Personalizing on social media make the features and opportunities offered by these platforms more relevant and engaging for the users (Eg et al., 2023). A study by (Shanahan et al., 2019) revealed that personalized content in social media leads to increased interactive marketing.

A media agency, YW Istanbul wanted to boost the number of followers and increase engagement on Instagram and Facebook. They prepared a series of personalized posts tailored to the preferred format of each specific target audience based on their interests (Keane, 2019). This personalized content was then scheduled to be published on Instagram and Facebook during specific days and times when there was a high potential for interaction (Keane, 2019). Thus, making YW Istanbul to be one of the brands that do interactive marketing through personalized content on social media.

Social Media Influencers: According to (Delbaere et al., 2021), social media influencers are “micro-celebrities” having substantial followings on various social media platforms and play an active role in engaging consumers, thereby holding the potential to foster interactive marketing across diverse product categories. These micro-celebrities build an attachment with their followers which leads to consistent interactive marketing for the brands on social media (Kim & Kim, 2022).

Sephora, a renowned cosmetics retailer, has successfully tapped into the power of micro-influencers as they search for social media influencers. The brand launched the #beautyuncomplicated campaign which included various social media influencers to promote its new line of skin care products and convey the message that achieving a flawless appearance can be effortless (Nambakhsh, 2023).

Intersection of Menstrual Brands and Social Media

Menstruation is a natural bodily process that occurs in almost half of the global population (Hodge, 2019). It is a regular event in the lives of women, starting from their first period until they reach menopausal age. Despite being a common experience for most individuals, open discussions about menstruation are still relatively rare. This is because stigmatization and societal taboos surrounding menstruation are strengthened by social norms, leading to the perception that menstruation is shameful and should not be openly discussed (Hodge, 2019).

A study by (Haymond, 2020) revealed how #PeriodsAreNotAnInsult can meet activism which highlighted the diverse range of approaches in which users utilized this hashtag to express their thoughts and individual perspectives around menstruation. In recent times, this growing wave of menstrual activism has emerged, focusing on issues such as menstrual justice & access to period products and these efforts have brought about a significant shift in the discussions surrounding menstruation & challenged existing perspectives on the experience (Mucedola, 2022). In this wave, social media plays a significant role, as stated by (Faust, 2020), “The media that we consume serves as a means of co-constructing reality.”

Social media has promoted the idea that menstruating is empowering rather than shameful, while also addressing and rectifying past missteps associated with the problematic history of menstrual

product advertisements (Mucedola, 2022). Before, the advertisements related to menstruation had conveyed the underlying message that the ideal sanitary product would ensure women's safety, prevent leakage, and conceal their menstrual condition from the outside world (Punzi & Werner, 2020). Now, advertisements related to menstruation communicate that there is nothing to be shameful about menstruation (Saini & Sharma, 2023).

Many menstrual brands are also utilizing social media platforms to effectively market their products and engage with their consumers (Saini & Sharma, 2023). According to (Islam & Rodrick, 2018), these platforms play a crucial role in generating awareness and facilitating real-time consumer interaction. This can be validated by the Sirona Hygiene brand. The brand launched a notable social media campaign called #PeriodsHiTohHai (Bureau, 2022). This campaign ran from May 16th to May 28th, 2022 and aimed to address the stigma surrounding menstruation & break the taboo within Indian households (Bureau, 2022). The campaign emphasized the question of why girls and women feel the need to hide their period products when they don't hide their medical products (Bureau, 2022). The brand wanted to convey the message that menstruation is not something to be ashamed of and should be normalized and openly discussed. To interact with the consumers openly, the brand encouraged them to share pictures of their menstrual products on social media (Bureau, 2022).

Figure 3. Social Media Campaign by Sirona Hygiene



Source. (Bureau, 2022)

Although interactive marketing through social media has the potential to change the communication around menstruation, many researches have shown that people hold themselves back to interact openly even on these platforms and menstrual brands are still exploring various ways to generate consumer engagement and purchase of their menstrual products on these channels. Hence, this study has the following research objectives:

1. To understand the factors, i.e., Interactive Content, Gratifications, Interactive Videos, Personalized Content, and Social Media Influencers drive interactive marketing for menstrual brands on social media platforms.

2. To analyze the role of interactive marketing in generating consumer purchases of menstrual products on social media channels.
3. To investigate whether consumers react towards interactive marketing approaches used by menstrual brands on their social media channels.

2. Literature Review

Interactive Marketing

An empirical study was conducted by (Barwise & Farley, 2005) to find the status of interactive marketing (IM) in five major developed markets (United States, Japan, Germany, UK, and France) and two significant emerging markets (China and Brazil). The researchers collected the data through structured telephone interviews with the people listed in each country's leading national advertisers, including "chief marketing officers (e.g., Marketing Director, VP Marketing)" between July to September 2003. The following data was collected from each country: "the United States, 252; Japan, 121; Germany, 120; UK, 121; France, 122; China, 87; and Brazil, 85". The structured interview encompassed various aspects, including business demographics such as industry sector, local or multinational presence, revenue range, and marketing expenditure range. Additionally, it examined the trends in total marketing expenditure between specific years and the distribution of expenditure across five categories during different years. The researchers found that interactive marketing is experiencing widespread growth, and the explanation for this phenomenon is based on long-term factors rather than temporary trends. Furthermore, they also found that interactive marketing has rapid expansion across all industries, particularly in the B2B sector, and in all the examined countries except for Japan and France, which were relatively lagging behind the other developed nations in adopting interactive marketing (IM). Also, companies in China and Brazil allocated a slightly larger portion of their marketing budgets towards IM compared to French firms.

(Stone & Woodcock, 2014) aimed to discuss how to effectively support any company's interactive marketing by merging business intelligence (BI) and customer insight (CI). The authors based their research on their experience in consulting and evaluating the customer management abilities and performance of client companies, along with an analysis of relevant literature on business intelligence (BI) and customer insight (CI). It was found that to support business intelligence (BI), it is necessary to support advanced Interactive Marketing which requires users in marketing to become more proficient in utilizing self-service technology. It was also found that as the utilization of self-service business intelligence (BI) by customer insight (CI) teams become more prevalent, companies must emphasize the importance of BI governance and closely monitor its implementation.

Interactive Marketing and Social Media

A mixed method study was conducted by (Kang et al., 2019) to analyse the engagement between artists and their Instagram followers and the characteristics of the artworks that receive the most likes. The researchers divided the study into two parts and put forth six research questions. For

study one, (Kang et al., 2019) chose a sample of 1000 Instagram accounts belonging to individual visual artists with the requirement of having over 10,000 followers and the data set consisted of various components, such as, “(1) profile details, photographs, captions, and associated photo tags, as well as the social network of users which includes followers and followings; (2) biographies; (3) artwork images or videos posted by users; and (4) information regarding likes, comments, and tags, among other factors”. For study two, (Kang et al., 2019) conducted an online survey to examine the various factors influencing artists' interactions. A total of thirty-five artists completed the questionnaire on Instagram between the age range of 20 to 65 years. It was found that interactive marketing through social media has allowed users to become curators which has led to exciting partnerships between brands/professionals and the consumers.

A study was conducted to examine how the intention to purchase affects online buying decisions, with a focus on the role of interactive marketing. (Pasharibu et al., 2020) specifically conducted this research in Indonesia, using an online marketplace called “Sale-Stock”. A judgemental sampling technique was used and the data was collected through questionnaires from the consumers of “Sale-Stock”. The collected data were analysed by multiple regression and F-Test. (Pasharibu et al., 2020) found that both the intention to make a purchase and interactive marketing have a partial and simultaneous impact on purchase decisions. The researchers also found that interactive marketing does not moderate the relationship between the intention to buy and actual purchase decisions.

(Kim & Kim, 2022) investigated how social media influencers utilize followers' attachments to effectively convey marketing messages from the perspective of interactive marketing. (Kim & Kim, 2022) selected survey method to collect data from 490 US adults between the ages of 18 and 40, belonging to either the Millennial (ages 27-40) or Generation Z (ages 18-26) groups. The participants were selected from the Amazon M-Turk platform and were following then at least one social media influencer. The sample included a proportionate representation of Generation Z, born after 1997, and Millennials, born between 1981 and 1996, based on the fact that these two generations constitute the largest user groups of social media in the United States. It was found that influencers engage in interactive communication on social media, which enables them to wield interpersonal power.

Menstrual Brands and Social Media

(Hodge, 2019) aimed to explore how individuals utilize Instagram as a platform to discuss and share their experiences related to menstruation. Furthermore, the researcher examined how they challenge the prevailing societal narratives surrounding menstruation and assesses whether Instagram can serve as a space for empowerment in this context. (Hodge, 2019) followed a qualitative approach and used content analysis to analyze the publicly available images posted on Instagram. The process of gathering all the data from the 7 hashtags and 9 accounts occurred over the span of 4 separate days in early May and June. To gather the necessary data, four hashtags related to the subject of menstruation were chosen: “#period, #periodproblems, #menstruation, and #PMS” and to examine how individuals actively seek to raise awareness and challenge the societal stigma surrounding menstruation, following hashtags were also included: “#menstrualhealth, #menstruationmatters, and #periodpositive”. It was found that women are being encouraged to adopt a positive and celebratory mindset towards their menstrual cycles.

(Hodge, 2019) highlighted that social media users are conscious of the societal stigma attached to menstruation and are actively working towards normalizing the topic by openly sharing their experiences on Instagram.

(Davies et al., 2021) conducted a study in which they aimed to evaluate whether Twitter can offer valuable insights into the perceptions of menstruation among young people. The researchers examined a total of 162,316,839 publicly accessible tweets from 71,443 users in the “HLP Twitter Youth Cohort”. (Davies et al., 2021) searched for the tweets that had the following keywords: "a pad," "my pad," "my period," "her period," "your period," "tampon," "diva cup," "menstruate," and "that time of the month". It was found that Twitter has the potential to be a valuable source of information for young people regarding menstruation. The researchers also highlighted that Twitter can be utilized as a platform to challenge stigma and promote awareness surrounding this topic.

A study was conducted to analyze the content of Instagram posts from four different menstrual product brands and to gain insights into how these brands utilize social media posts to fulfil their intended functions. Two brands that (Faust, 2020) analysed were “UByKotex” and “Tampax” cotton tampons, which offer conventional disposable menstrual products, and the other two The “DivaCup” and “Saaltco” as they specialize in manufacturing "alternative" menstrual products, specifically menstrual cups. (Faust, 2020) found a shift in the focus of menstrual product advertisements that the present-day advertisements emphasize themes of social responsibility, empowerment, and liberation about menstruation.

A study was conducted by (Punzi & Werner, 2020) to investigate the market strategies and social media messaging employed by social enterprises in the context of the menstrual equity movement and how other activists within the movement respond to and scrutinize the work of these social enterprises. The researchers found that while government-initiated educational policies may be gradually adjusting to ongoing discussions, social enterprises can effectively communicate and enhance consumer awareness of menstrual issues through social media. It was also found that social enterprises achieve this through product experiences and open conversations on social media platforms, providing users with a judgment-free environment to engage in discussions and learn more about menstruation.

(Sredl & Coleman, 2022) researched to understand the ongoing interaction between brands and consumers regarding menstruation to explore whether the stigmas associated with menstruation and menstruating bodies are perpetuated or confronted. Analysis of hashtags used on Instagram was done (Sredl & Coleman, 2022) between 2017 and 2020, specifically focusing on hashtags related to menstruation and the hashtag “#LikeAGirl”. The researchers collected data such as captions, comments, images, and likes associated with these hashtags. Additionally, the researchers gathered information from all brand posts on the “Always” brand Instagram account until December 28, 2020, totalling 454 posts. The researchers found that the “Always” brand Instagram account aligns itself with a feminist sports movement. It was also found that hashtags, captions, and visuals indicate a collective pursuit of goals among users, as they actively confront both societal and personal stigmas surrounding women's bodies. Additionally, the researchers

highlighted the notion that women's bodies are often marginalized and excluded from certain spaces, such as individual sports, where gender-privileged groups like men tend to dominate.

Research Objectives

1. To understand the factors, i.e., Interactive Content, Gratifications, Interactive Videos, Personalized Content, and Social Media Influencers drive interactive marketing for menstrual brands on social media platforms.
2. To analyze the role of interactive marketing in generating consumer purchases of menstrual products on social media channels.
3. To investigate whether consumers react towards interactive marketing approaches used by menstrual brands on their social media channels.

Research Questions:

RQ1: Do the factors, i.e., Interactive Content, Gratifications, Interactive Videos, Personalized Content, and Social Media Influencers, drive interactive marketing for menstrual brands on social media platforms?

RQ2: Do interactive marketing approaches help in generating consumer purchases of menstrual products via social media platforms?

RQ3: Do consumers of menstrual brands react to interactive marketing methods adopted by these brands for their social media platforms?

Hypothesis:

HA1(a): The factors driving interactive marketing through social media differ significantly based on age.

HA1(b): The factors driving interactive marketing through social media differ significantly based on professional background.

HA2(a): Consumer purchase behaviour concerning interacting marketing techniques via social media differs significantly based on age.

HA2(b): Consumer Purchase behaviour concerning interacting marketing techniques via social media differs significantly based on professional background.

HA3(a): Consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on age.

HA3(b): Consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on professional qualification.

3. Research Methodology

This research paper aimed to answer the following research questions: RQ1: Do the factors, i.e., Interactive Content, Gratifications, Interactive Videos, Personalized Content, and Social Media Influencers, drive interactive marketing for menstrual brands on social media platforms? RQ2: Do interactive marketing approaches help in generating consumer purchases of menstrual products via social media platforms? RQ3: Do consumers of menstrual brands react to interactive marketing methods adopted by these brands for their social media platforms? To provide the answers, this study used a quantitative approach. An online survey was chosen as the data collection method since it provided respondents with enough time to read and consider each question, unlike in-person or phone surveys (Mucedola, 2022).

Sampling and Data Collection

A stratified sampling technique was used in which the samples were women from the age range starting from 12 years (starting age of monarch) to 55 years (menopause age). This sample was further divided into different homogenous strata based on the (Kotler & Armstrong, 2012) age categorisation, i.e., 12-19, 20-34, 35-49, & 50-55 years.

The sample was provided with a survey questionnaire in the English language containing 17 questions about the demographics like age, professional background (student, housewife & working woman), etc; and the constructs related to the study. The questionnaire was scaled on a 5-point Likert scale (Bag et al., 2021). The final dataset included 305 responses across India. The data analysis was done through SPSS using two-way ANOVA to test the following hypothesis: HA1(a): The factors driving interactive marketing through social media differ significantly based on age. HA1(b): The factors driving interactive marketing through social media differ significantly based on professional background. HA2(a): Consumer purchase behaviour concerning interacting marketing techniques via social media differs significantly based on age. HA2(b): Consumer Purchase behaviour concerning interacting marketing techniques via social media differs significantly based on professional background. HA3(a): Consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on age. HA3(b): Consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on professional qualification. SPSS was chosen because it offers a streamlined and structured approach to handling extensive and intricate data sets while enabling the execution of advanced statistical analyses.

Data Analysis

2-way ANOVA Test of variance

Table 1. Two-way ANOVA between interactive marketing on social media, key drivers, and age

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	19.548	4	4.887	9.412	.000

Key Drivers	62.638	17	3.685	7.097	.000
Error	147.451	284	0.519		
Total	226.458	305			

Dependant Variable: Age

Since the p-value for IMSM (interactive marketing on social media) and key drivers are both less than 0.05, it indicates that there is a significant difference (Sig. = 0.000) in both independent variables based on the age of the respondents (Table 1). As a result, this proves the hypothesis HA1(a).

Table 2. Two-way ANOVA between interactive marketing on social media, key drivers, and professional background

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	14.415	4	3.604	6.829	.000
Key Drivers	50.466	17	2.969	5.626	.000
Error	149.862	284	.528		
Total	211.529	305			

Dependant Variable: Professional Background

The p-values for both the independent variables, i.e., IMSM (interactive marketing on social media) and key drivers are less than 0.05, i.e., Sig. = 0.000. This highlights that interactive marketing on social media and key drivers differ significantly based on the professional background of respondents (Table 2). This proves HA1(b).

Table 3. Two-way ANOVA between interactive marketing on social media, consumer purchase behaviour, and age

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	19.761	4	4.940	8.142	.000
CPB	35.951	14	2.568	4.232	.000
Error	174.138	287	.607		
Total	226.458	305			

Dependant Variable: Age

Table 3 proves HA2(a) as the p-values of IMSM (interactive marketing on social media) and CPB (consumer purchase behaviour) are less than 0.05, i.e., Sig. = 0.000, which indicates that both the independent variables differ significantly based on the age of the respondents.

Table 4. Two-way ANOVA between interactive marketing on social media, consumer purchase behaviour, and professional background

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	9.080	4	2.270	4.075	.003
CPB	40.457	14	2.890	5.188	.000
Error	159.871	287	.557		
Total	211.529	305			

Dependant Variable: Professional Background

Table 4 shows that the p-values of the independent variables (IMSM & CPB) are less than 0.05 which is Sig. = 0.003 & 0.000 respectively. As a result, IMSM (interactive marketing on social media) and CPB (consumer purchase behaviour) differ significantly based on the professional background of the participants. Hence, this proves HA2(b).

Table 5. Two-way ANOVA between interactive marketing on social media, consumer reaction, and age

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	15.120	4	3.780	5.720	.000
CR	18.466	11	1.679	2.540	.004
Error	191.624	290	.661		
Total	226.458	305			

Dependant Variable: Age

Both the p-values of independent variables (IMSM & CR) are less than 0.05, i.e., 0.000 & 0.004 respectively (Table 5). This proves HA3(a) which is IMSM (interactive marketing on social media) & CR (consumer reaction) significantly differentiate based on the age of the participants.

Table 6. Two-way ANOVA between interactive marketing on social media, consumer reaction, and professional background

Source	Type II Sum of Squares	Df	Mean Square	F	Sig.
IMSM	12.561	4	3.140	5.199	.000
CR	25.176	11	2.289	3.790	.000
Error	175.151	290	.604		
Total	211.529	305			

Dependant Variable: Professional Background

Table 6 shows that the p-values of IMSM & CR are less than 0.005, i.e., Sig. = 0.000, which indicates that the independent variables (interactive marketing on social media & consumer reaction) differ significantly based on the professional background of the respondents. Hence, proving HA3(b).

4. Findings

Firstly, the researchers proposed that the factors driving interactive marketing through social media differ significantly based on age. Table 2 provided evidence to support this hypothesis. The factors, including interactive content, personalization, gratifications, interactive videos, and social media influencers, drive interactive marketing on social media for menstrual brands, and these factors differ significantly based on the age of the respondents. In addition, the researchers put forward the proposition that these factors also show significant differences based on the professional backgrounds of the respondents. Table 3 provided evidence to confirm this hypothesis. The factors mentioned earlier, which drive interactive marketing on social media for menstrual brands, also exhibit significant variations based on the professional background of the respondents.

Secondly, the researchers intended that whether consumer purchase behaviour, specifically regarding interactive marketing techniques on social media, varies significantly depending on age. Table 3 proved this hypothesis. The purchase behaviour of consumers differs significantly based on the age of the participants for menstrual brands when it comes to interactive marketing on social media. Furthermore, the researchers proposed that consumer purchase behaviour in relation to interactive marketing techniques on social media varies significantly based on professional background. Table 4 provided evidence to support this hypothesis. The purchase behaviour of consumers differs significantly based on the professional background of the respondents for menstrual brands when it comes to interactive marketing on social media.

Thirdly, the researchers posited that consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on age. The hypothesis was supported by the findings presented in Table 5. It can be observed that consumers' reactions to interactive marketing approaches by menstrual brands on social media differ significantly depending on the age of the participants. In addition, the researchers also posited that consumer reaction to interactive marketing methods by menstrual brands on social media differs significantly based on professional qualification and this hypothesis was substantiated by the findings presented in Table 6. Consumers' reactions to interactive marketing strategies by menstrual brands on social media differ significantly depending on the professional background of the participants.

5. Conclusion & Discussion

Interactive marketing is experiencing growth across all areas of the marketing industry. The use of social media as a platform for interactive marketing is expanding and providing alternative options to traditional media. The increasing popularity of social media among marketers is due

to the various advantages it offers over traditional media. The convergence of interactive marketing and social media delivers dynamic, captivating, and pertinent content to consumers through personalized live streaming, interactive video, and gamified platforms. Interactivity feature in social media has the power to integrate marketing seamlessly into the lives of consumers. Below are the theoretical implications and managerial implications of this paper discussed:

6. Theoretical Implications

Various studies have been done on interactive marketing and social media. However, there is a lack of literature that talks about the intersection of interactive marketing through social media in the menstrual hygiene sector. Hence, this paper discussed the role of interactive marketing via social media in the menstrual sector.

Firstly, this paper argued whether the factors such as Interactive Content, Gratifications, Interactive Videos, Personalized Content, and Social Media Influencers, drive consumer engagement concerning interactive marketing techniques for menstrual brands on social media platforms. The research revealed that these factors play a significant role in stimulating interactive marketing on social media. Moreover, it was observed that these key drivers of interactive marketing on social media show notable variations depending on the age and professional backgrounds of the respondents.

Secondly, this paper discussed whether interactive marketing methods on social media platforms contribute to increasing the sales of menstrual products among consumers. It was found that interactive marketing approaches on social media help in driving the sales of menstrual products among consumers. The study revealed that consumer purchasing behaviour showed a statistically significant connection to interactive marketing on social media. Furthermore, the research also indicated that consumer purchasing behaviour varied significantly based on the age and professional backgrounds of the participants.

Thirdly, this paper examined the consumer reaction towards interactive marketing methods on social media by menstrual brands. The findings demonstrated that consumers do indeed react to these approaches on social media, and the consumer reaction was statistically significant towards interactive marketing methods on these platforms. Additionally, the study highlighted that consumer reactions varied significantly based on the age and professional backgrounds of the survey participants.

7. Managerial Implications

This study benefits the marketers and brands working in the menstrual sector by giving them a pathway to help them in strategizing their social media in terms of interactive marketing. As traditional media is taking back doors, menstrual brands or marketers can introduce a fresh

interactive marketing approach via social media channels to normalize periods and this paper can be the base for that.

This paper discussed various factors which have a positive relationship with interactive marketing and can drive interactive marketing on social media for menstrual brands. For instance, Interactive Content is one of the key drivers for the success of interactive marketing on social media. Menstrual brands can post such content around menstruation that can infuse their cultural values and a wide range of consumer engagement on their social media platforms. Another key driver that the paper discussed is Gratifications. Social media platforms possess the ability to fulfil diverse needs such as seeking information, finding relaxation & entertainment, learning about others, and utilizing free time. Menstrual brands can use gratifications to interact with their consumers by giving various menstrual products as giveaways and creating awareness regarding menstruation among consumers.

The third key driver is Interactive Videos. Menstrual brands can create interactive videos on social media that arouse significant interest & provide interactive experiences to consumers. The fourth key driver is Personalized Content. Menstrual brands can create personalized content on social media according to their consumers' needs & preferences for menstrual products. This will enhance interaction as well as sales of their menstrual products. Lastly, Social Media Influencer is the key driver of interactive marketing on social media. Menstrual brands can collaborate with social media influencers and formulate a transparent messaging strategy regarding menstrual problems. Other than that, menstrual brands can connect with influencers' content and directly interact with their followers.

Apart from that, this paper discussed consumer purchase behaviour of menstrual products through interactive marketing on social media. This study highlights that menstrual brands can utilize more interactive marketing techniques to motivate consumers to make more purchases through social media. For instance, menstrual brands can customize content on social media based on the specific needs and preferences of their consumers for menstrual products. By doing so, they can foster greater engagement and boost sales of their menstrual products.

8. Limitations and Future Research

This study has some limitations. First, this study is focusing on interactive marketing on social media channels. Moving forward, future research could explore interactive marketing on digital media platforms as an extension of this study. Second, this study examined interactive marketing from the perspective of consumers. However, future studies can shift their focus to explore the perspectives of employees or marketers associated with menstrual brands regarding interactive marketing. Third, it is important to acknowledge that while this study included a diverse demographic profile of participants, it may not fully represent all users. Conducting future research with a larger sample size and involving a broader range of menstrual brands can contribute to a more comprehensive understanding of interactive marketing within this sector.

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