

Association Between of Old, Middle and Young Aged Customers and Customer Likeness of e-marketing: A Focus of South Eastern Region, Sri Lanka

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Abstract

Due to the Globalised World and pace of information technology has made it possible e-marketing. However, customers in various age group are not prepared for e-marketing. Taking into account of this important notion and research gap, this proposed study tries to know the association between old, middle aged and young customers and customer likeness of e-marketing with the focus of South Eastern Region of Sri Lanka. Literature review and conceptual model has been developed in this study. This study considered 101 customers from small firms that have Internet Access for doing their business in South Eastern Region in Sri Lanka using a convenient sampling technique. This study is based on cross tabulation and association statistics such as Chi-square, Phi, Cramer's V and Contingency Coefficient. Results of values of chi-square, Phi, Cramer's V and Contingency Coefficient statistics between old, middle aged and young customers and customer likeness are range between 0 to 1.0. All these values are significant. Results of the hypothesis found that there is association between old, middle aged and young aged customers are associated with customer likeness. Findings of this study concluded that there is association between old, middle and young aged customers and customer likeness of e-marketing in South Eastern Region, Sri Lanka.

Keywords: Customers, e-marketing, intention.

Introduction

In this Globalised World, technology has entered into every corner of the World and the business establishments. Nowadays, marketers have thought about e-marketing. There are older, middle and young aged customers who prefer e-marketing. There are factual information for aging population. Aging population needs to be focused attentively. Rachel Miller investigated that there are now more than 23 million people aged over 50 in the UK. Thus, the marketing efforts should specialize in mature audiences. It was expected that this number has been increasing every year as the population ages. It was predicted that the number of people aged over 65 will increase by 50% over the next 20 years. Population structure is based on aging, middle and young population. From marketing point of view, there are older, middle aged and young customers in the population structure. In every country, aging population (older customer), middle aged population (middle aged customers) and young population (young customers) may give opportunities and threats to e-marketers. Thus, marketers need not only to focus on older, middle aged and young customers but also on the development of e-marketing in developing countries. Previous researchers have mentioned that there are various researchers in different contexts. Yanli, Elizabeth, Pauline, and Grace (2003) studied about cause-related marketing about how generation Y responds. Kirthi and Shelby (2002) studied about the e-marketing mix which has the focus of a contribution of the e-tailing wars. Hsin, Yao, and Wen (2009) mentioned that the online market has been growing rapidly over the past several years, electronic marketing activities have drawn a lot of attention. Studies done by Hsin, Yao, and Wen (2009) have witnessed that e-marketing is important for customer loyalty. It has been mentioned that many companies generated customer loyalty by improving electronic service quality (e-service quality) but the intention of old and young customers towards e-marketing is rare. Considering this important notion and research gap, this proposed study tries to know the association between old, middle aged and young customers and customer likeness of e-marketing with the focus of South Eastern Region of Sri Lanka.

Research question and objective

Research question and objective is tabulated in Table 1.

Table 1: Research question and objective

Research Question	Research Objective
Is there association between old, middle and young aged customers and customer likeness of e-marketing?	To know the association between old, middle and young aged customers and customer likeness of e-marketing

Previous Related Review of Literatures

In this study, a number of previous related review of literatures have been reviewed by researcher. Patrick (2008) stated about how to appeal to customers of different ages and marketing to older audiences. Yanli, Elizabeth, Pauline, and Grace (2003) studied and employed an experimental design to examine how college-age Generation Y consumers respond to a cause-related marketing (CRM) offer based on four structural elements. This study also examined the potential impacts of socio-demographic characteristics of participants. The results indicated that a CRM offer is more likely to elicit a more positive response to a disaster cause than an ongoing cause when businesses use non-transaction-based and long-term/frequent support. It was found that females, social science majors, parents' annual income and previous donation activity have significant impact on the evaluation of a CRM offer and there was a positive relationship between evaluation of a CRM offer and purchase intent toward the offer.

Chu, Lee and Chao (2012) studied about service quality, customer satisfaction, customer trust, and loyalty in an e-banking context. This study examined the relationships between service quality, customer satisfaction in, customer trust of, and loyalty to Taiwanese e-banks. Questionnaires were completed by 442 respondents who had experience with e-banking and data were analyzed using partial least squares structural equation modeling. It was found that e-banks must focus on service quality to increase customer satisfaction and trust and to obtain customer loyalty.

Hsin, Yao, and Wen (2009) studied about the impact of e-service quality, customer satisfaction and loyalty on e-marketing from the moderating effect of perceived value. This study had two purposes. The first purpose of the study was to integrate relevant literature and develop a comprehensive research model of electronic commerce to identify its antecedent and consequential research variables. This study tested the interrelationships among the perception of e-service quality, customer satisfaction and customer loyalty. This study was done through a questionnaire survey. The results of this study indicated that e-service quality has influence on customer satisfaction and then generates customer loyalty. Conclusions indicated that website owners should not only improve e-service quality, but also emphasize customer perceived value.

Kirithi and Shelby (2002) studied about the e-marketing mix that has a focus of a contribution of the e-tailing wars. This study developed a single unifying and theoretically based taxonomy for e-marketing techniques such as the e-marketing mix. Results of the study revealed that 11 e-marketing functions were identified that form the elements of the e-marketing mix. 9 of the 11 e-marketing functions are considered basic, while 7 functions moderate the effects of others and are termed overlapping.

Conceptual Model

Conceptual model is based on old, middle aged and young customers and customer likeness.

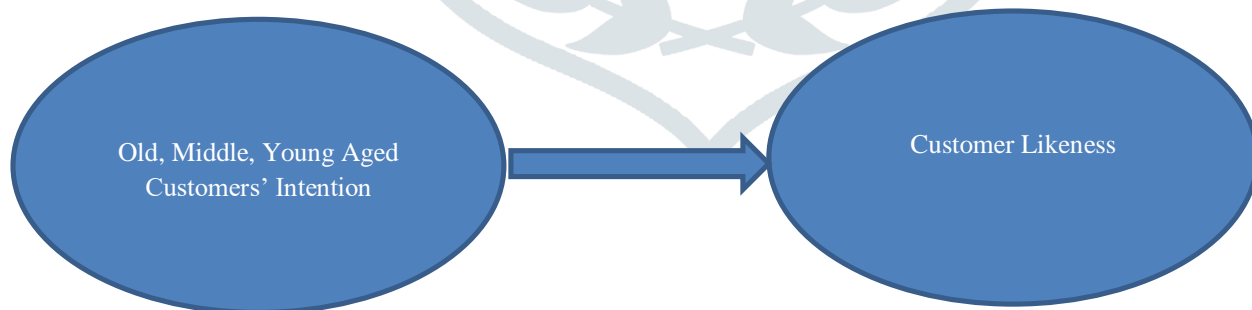


Figure 1: Conceptual Model

Hypothesis Development

Null Hypothesis: Old, middle aged and young aged customers are not associated with Customer Likeness

Alternative Hypothesis: Old, middle aged and young aged customers are associated with Customer Likeness

Methodology**Study Context**

This study considered customers from small firms that have Internet Access for doing their business in South Eastern Region in Sri Lanka. There were customers from air ticketing agencies, major textiles sales centres, local tourist hotels and so on.

Population and sample

Researcher could not find the actual numbers of customers of small firms that have Internet Access for doing their business in South Eastern Region in Sri Lanka. However, researcher managed with the available data for customers of air ticketing agencies, major textiles sales centres, local tourist hotels and so on. Researcher collected data from 101 customers of such small firms for the survey.

Respondents

Respondents for this survey were customers who deal with Internet Access in their small firms.

Sampling technique

Researcher adopted a convenient sampling technique for collecting the data from customer respondents.

Data Collection

Researcher used a simple questionnaire for collecting data.

Results and Discussion of Findings

This study is based on cross tabulation and association statistics such as Chi- square, Phi, Cramer's V and Contingency Coefficient.

Cross tabulation

Cross tabulation between old, middle aged and young customers and customer Likeness are tabulated in Table 2.

Table 2: Cross tabulation between old, middle aged and young customers and customer Likeness

			Old, middle aged and young customers				Total
			1	2	3	4	
Customer Likeness	1	Count	5	3	0	0	8
		Expected Count	4.5	2.9	.6	.1	8.0
		% within Customer Likeness	62.5%	37.5%	0.0%	0.0%	100.0%
		% within Old, middle aged and young customers	8.9%	8.3%	0.0%	0.0%	8.0%
		% of Total	5.0%	3.0%	0.0%	0.0%	8.0%
	2	Count	0	6	2	0	8
		Expected Count	4.5	2.9	.6	.1	8.0
		% within Customer Likeness	0.0%	75.0%	25.0%	0.0%	100.0%
		% within Old, middle aged and young customers	0.0%	16.7%	28.6%	0.0%	8.0%
		% of Total	0.0%	6.0%	2.0%	0.0%	8.0%
	3	Count	3	2	1	0	6
		Expected Count	3.4	2.2	.4	.1	6.0
% within Customer Likeness		50.0%	33.3%	16.7%	0.0%	100.0%	
% within Old, middle aged and young customers		5.4%	5.6%	14.3%	0.0%	6.0%	

	and young customers					
	% of Total	3.0%	2.0%	1.0%	0.0%	6.0%
4	Count	9	12	2	0	23
	Expected Count	12.9	8.3	1.6	.2	23.0
	% within Customer Likeness	39.1%	52.2%	8.7%	0.0%	100.0%
	% within Old, middle aged	16.1%	33.3%	28.6%	0.0%	23.0%
	and young customers					
	% of Total	9.0%	12.0%	2.0%	0.0%	23.0%
5	Count	39	13	2	1	55
	Expected Count	30.8	19.8	3.9	.6	55.0
	% within Customer Likeness	70.9%	23.6%	3.6%	1.8%	100.0%
	% within Old, middle aged	69.6%	36.1%	28.6%	100.0%	55.0%
	and young customers					
	% of Total	39.0%	13.0%	2.0%	1.0%	55.0%
Total	Count	56	36	7	1	100
	Expected Count	56.0	36.0	7.0	1.0	100.0
	% within Customer Likeness	56.0%	36.0%	7.0%	1.0%	100.0%
	% within Old, middle aged	100.0%	100.0%	100.0%	100.0%	100.0%
	and young customers					
	% of Total	56.0%	36.0%	7.0%	1.0%	100.0%

Chi- square statistics

Chi- square statistics between old, middle aged and young customers and customer Likeness are tabulated in Table 3. Value of Chi- square is 22.200 with 12 dfs which is significant.

Table 3: Chi- square statistics between old, middle aged and young customers and customer Likeness

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.200 ^a	12	.035
Likelihood Ratio	25.359	12	.013
Linear-by-Linear Association	4.240	1	.039
N of Valid Cases	100		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .06.

Phi, Cramer's V and Contingency Coefficient Statistics

Phi, Cramer's V and Contingency Coefficient statistics between old, middle aged and young customers and customer Likeness are tabulated in Table 4. Values of Phi, Cramer's V and Contingency Coefficient statistics between old, middle aged and young customers and customer Likeness ranges between 0 to 1.0. All these values are significant.

Table 4: Phi, Cramer's V and Contingency Coefficient statistics between old, middle aged and young customers and customer Likeness

		Value	Approx. Sig.
Nominal by Nominal	Phi	.471	.035
	Cramer's V	.272	.035
	Contingency Coefficient	.426	.035
N of Valid Cases		100	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Results of Hypotheses Testing

Results of Hypotheses Testing are tabulated in Table 5.

Table 5: Results of Hypotheses Testing

Chi- square	Phi	Cramer's V	Contingency Coefficient	Significance Level	Reject	Accept
0.035	0.035	0.035	0.035	0.05	Null hypothesis	Alternative hypothesis

Rejecting null and accepting alternative refers to that there is association between old, middle aged and young aged customers are associated with customer likeness.

Conclusion

Research has a research objective of knowing the association between old, middle and young aged customers and customer likeness of e-marketing. In this study, results of the cross tabulation between old, middle aged and young customers and customer likeness are satisfactory. Value of chi- square statistics between old, middle aged and young customers and customer likeness is 22.200 with 12 dfs which is significant. Phi, Cramer's V and Contingency Coefficient statistics between old, middle aged and young customers and customer likeness are range between 0 to 1.0. All these values are significant. Results of hypotheses testing indicate that rejection of null hypothesis and acceptance of alternative hypothesis. It refers to that there is association between old, middle aged and young aged customers are associated with customer likeness. As per the statistical findings of this study, there is association between old, middle and young aged customers and customer likeness of e-marketing in South Eastern Region, Sri Lanka.

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