

DOES THE GENERATION MATTER FOR MARKETING SMART DEVICES IN A DEVELOPING COUNTRY? 4AS MARKETING MIX MODEL EVIDENCE

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ABSTRACT

This paper investigates the application of 4As marketing mix model on the purchase behavior of different generations to buy smart devices as a new technology. This survey is conducted among different generations of adopters in one of the emerging markets, Malaysia. To forecast the future diffusion pattern of a new technology among different adaptors, it is absolutely valuable to model the diffusion process. Hence, the findings of this paper assist managers to forecast the future diffusion patterns in a rewarding rate. Results showed that acceptability of new technology is affecting the purchasing behavior of early adaptors. Besides, accessibility is influential on almost all adaptors except Generation X. Findings also show that Awareness of new technology is highly valued by almost all of the different members of adopters, whereas Affordability of new technologies affects limited groups of new technology adopters in emerging markets. Generation difference had the fully moderating effect on accessibility and affordability of innovators and early adopters of smart devices while other adopters were partially affected.

KEYWORDS: 4As Marketing Mix Model, Acceptability, Accessibility, Affordability, Awareness, Market Penetration, Smart Devices, Rogers Adoption Theory, Generation