



Effect of demographic variables on e-marketing strategies: A review

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Abstract

Demographics or demographic variables refer to selected population characteristics as used in government, marketing or opinion research. Demographics allow us to create segments to identify specific consumer markets. Demographic variables, like gender, age, income, marital status, and education, have often been used and studied to segment the consumer population for better marketing strategies. Well measured effects of demographics of customers and prospects on the marketing strategies are very useful for new client conversion. It also leads into the next phase of creating buyer personas which helps in both marketing and sales. How to segment online consumers to better fulfill their needs via virtual modes is one of the new areas of significant interest among marketers and academicians. Therefore, the present study is undertaken to review the literature on the effects of demographic variables on the formulation of E-marketing strategies. The study will provide an extensive and adequate literature review which helps the marketers and academicians to know about the already researched areas and to explore gaps in the available literature for future research possibilities.

Keywords: demographic variable, market segmentation, e-marketing, strategies

Introduction

In today's dynamic business environment the marketers are trying to adopt themselves according to dynamic and ever changing business environment. Formulating and implementing the successful strategy is a priority of any organization. David (2011) ^[16] defines strategy as the art and science of formulating, implementing and evaluating cross functional decisions that enable an organization to achieve its objectives. Kazmi (2008) ^[31] defines strategy as plan or course of action or set of decision rules making a pattern or creating a common thread. Marketing Strategy plays a very important role in success of an organization. E-Marketing mix has provided many ways to reach and engage customer such as Email marketing, Social media Marketing, Search Engine Optimization etc. According to Strauss et al. (2006) ^[49] e-Marketing is the use of information technology in the processes of creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stake holders. Stokes & Blake (2011) ^[48] defines e-Marketing as the process of marketing a brand using digital channels. According to Business Dictionary (2013) ^[9] e-Marketing is define as the promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via television and radio channels.

Demographic variables, like gender, age, income, marital status, and education, have often been used and studied to segment the consumer population for better marketing strategies. Thus, demographics found to be one of the

important bases for market segmentation. Etzel *et al.* (2010) ^[21] define demographics as the vital statistics that describe a population. He describes demographic characteristics in term of marketer as age, gender, family life cycle, education, income and social class. He further emphasis on its importance as it clearly define demand for many product. According to Berkebile (2009) ^[4] Demographics or demographic variables refer to selected population characteristics as used in government, marketing or opinion research. According to Kotler *et al.* (2009) ^[32] demographics variable are associated with consumer needs and wants also they are very easy to measure. A well measured effect of demographics of your customers and prospects on the marketing strategies is half the battle in new client conversion. It also leads into the next phase of creating buyer personas which helps in both marketing and sales. The present paper begins with defining different demographic variable used in various studies, further the paper focus on extensive literature review, finding adequate research gap and concluded with suggestion.

Business dictionary (2013) ^[9] classify age as Classification of different groups of target market on the basis of their life cycle stages, because consumer needs and desires change with age. The four basic 'Age and life cycle' categories are child, young adult, adult, and older adult. According to Kotler (2010) life stage is a person's major concern such as getting married, deciding to buy a house, sending their children to school, taking care of older people in house, marrying off their children, planning for retirement and so on. WHO (2014) ^[53] define gender as gender refers to the socially constructed characteristics of women and men – such as norms, roles and relationships of and between groups of

women and men. It varies from society to society and can be changed. While most people are born either male or female, they are taught appropriate norms and behaviors – including how they should interact with others of the same or opposite sex within households, communities and work places.

Digital marketing Glossary (2012) ^[20] defines Gender marketing as the marketing studies that include actions that adapt marketing policies depending on the targeted gender. Gender marketing mainly has applications in product policies and advertising. Hains (2015) ^[24] defines religion as a comprehensive worldview, grounded in ultimate values, promoting transcendence from the everyday, and providing a way to express all this through shared symbols and rituals. According to Kumza (2009) ^[35] the nature of religion is such that it represents the product, or end result of a marketing strategy and it is also a component of a consumer's psychological makeup that may influence the purchase decision process for any and all consumer products.

As per investopedia (2012) ^[26] income is money that an individual or business receives in exchange for providing a good or service or through investing capital. Income is consumed to fuel day-to-day expenditures. Dictionary reference (2011) ^[10] defines generation as the entire body of individuals born and living at about the same time

generation is basically a group of individuals, most of whom is of the same approximate age and who are having similar ideas, problems, attitudes, etc. According to Moffitt (2010) ^[42] Social class is a large group of people who occupy a similar position in an economic system. There are several different dimensions of social class, including income, wealth, power, occupation, education, race, and ethnicity.

According to Kowalczyk (2013) ^[34] parenthood is defined as one or more children dependent on parents. According to Smedley (2014) ^[47] Race is the idea that the human species is divided into distinct groups on the basis of inherited physical and behavioral differences. Business Dictionary (2014) ^[10] define occupation as Usual or principal business, calling, trade, or work a person is engaged in earning a living and also as Official designation of an employed or self-employed person, such as architect, doctor, engineer, or manager. Handbook of Vital Statistics Systems and Methods (1991) ^[25] defines marital status as the civil status of each individual in relation to the marriage laws or customs of the country, i.e. never married, married, widowed and not remarried, divorced and not remarried, married but legally separated, de facto union.

Literature Review

Many authors have studied Demographic Variable. Many authors has focused on and explored the effect of demographic variables on E-marketing strategies. Pappas *et al.* (2017) ^[43] has studied role of different online shopping motivations and experiential factors on personalized e-commerce. Their research also include various demographic characteristics like gender, age, income, occupation and past purchase in last six month to create a detailed customer profile. Their findings reveals that in personalized online shopping, customers' online shopping experience and online shopping motivations group together to predict high intention to purchase. Further they find that the traditional techniques like recommendations

based on previous purchases, tailored messages based on browsing history are not enough to lead customers to an online purchase, when customer have predefined needs that are largely based on their shopping motivations, customer does not care about shopping enjoyment, persuasion and hedonic factors while using personalized services which are based on their shopping motivations. They have found that the main motivators of using personalized services are price sensitivity and promotion sensitivity. They suggest online retailers to be aware of their customers' shopping characteristics, in order to address them based on their motivations.

Bolton & Lemon (1999) ^[6] studied usage of services its effects on satisfaction their study suggests that equity, satisfaction, and usage are the drivers of customer value and marketing activities can affect these value drivers in disparate ways. The marketing organization if understand these drivers then they will be able to manage the customers' effectively then organization will have positive benefits for in terms of usage, loyalty, and long term profits. Chang & Wildt (1994) ^[11] in their empirical study empirically examined perceived price, perceived quality, and perceived value, their results demonstrate that there is a trade-off between perceived price and perceived quality which leads to perceived value, and perceived value is a primary factor influencing purchase intention. Yang and Peterson (2004) ^[55] suggest that customer loyalty can be generated through improving customer satisfaction and offering high product/service value. They further focused on online customer and suggest that to satisfy online customers, a firm has to focus on five key dimensions which are to provide quality customer services. i.e. company representatives should have the knowledge, including basic technology skills related to e-commerce and the Internet, to answer customer questions. Company while segmenting online customer should understand customer-specific needs, and should have the capacity to handle problems that arise, and address customer complaints in a friendly manner.

Lynn (2011) ^[40] explored STP strategy for two different markets that are new or underdeveloped market and mature market he suggests that on entering a new or underdeveloped market, the STP strategy will offer marketer with a strategic advantage over competitors. As they can divide the market into homogeneous groups, identify those groups that their firm is best suited to satisfy, and target those selected groups. This focus will allow organization to better and more cost effectively meets the needs of the target segments as compared to competitor who are targeting everyone. While for mature markets he advised the marketing organization to target all the users of their product category or subcategory, with a goal of increasing your penetration. Hence increases in sales will occur because of increasing brand's relative popularity among all users of the product class.

According to Lin (2002) psychographic and demographic segmentation provide complete market segmentation information useful for deciding product positioning and increasing target market share. The study further suggest to use multi segmentation variable to divide the market into several sub market and interpret there brand preference for satisfying consumer demands which will lead to sustainable competitive advantages for any organization. Goyat (2011) ^[23]

in her literature review find the dominance of demographic and psychographic factors for segmentation, she also observed the segmentation is greatly influence of extraneous variables as price, trends, and market conditions on the purchase of the consumers. She also suggests that market segmentation is completely dependent upon all four traditional bases not on single one.

Jensen and Zajac (2004) ^[29] highlight the importance of considering both demography and position affect in finding the relationship between corporate elites and corporate strategy. They found empirically that demography of corporate elites ‘affects their corporate strategy and focusing on only one aspect i.e. either demography or position may even hide true relationship between corporate elites and the scope of the firm. Yu *et al.* (2016) ^[56] has study the affect of demographic variable like age, gender, education, number of house hold member and income on adoption of smart TV in Korea. They have find that age has no affect on Adoption of Smart TV, while education has significant affect on adoption as well as with more number of household member and more income people tends to adopt more Smart TV. Their research implied that new technology is not the only factor which can encourage lean – forward activity company should focus on making smart TV more as home appliances rather than focusing on smartness feature.

Dekimpe *et al.* (2000) ^[18] study global diffusion of technological innovations: their study shows that technological innovations is implemented and adopted by more countries if the world have longer international experience with an innovation and more the countries that have adopted, the higher the chances that other countries will also implement the innovation. They also find that countries with homogeneous social systems will adopt the innovation fully and that laggard countries have faster within-country technology diffusion rates. Banker and Kauffman (1988) ^[3] have conducted a empirical research on ATMs in branch banking to know the linkages between information technology deployment and its strategic contributions the research provide the essential insight to managers to get better estimates of the returns to investments in IT

Brynjolfsson and Smith (2000) have done comparison of internet and conventional retailers and have find that Internet retailers charge lower prices than conventional retailers and which implies that conventional retailers will find it increasingly difficult to compete on price. They observed that price dispersion on Internet may arise from two different sources which are heterogeneity in customer awareness, and heterogeneity in retailer branding and trust. They conclude that internet marketing is provide lower friction in many dimensions of Internet but competition, branding, awareness, and trust remain important sources of heterogeneity among Internet retailers. Ahuja and Galvin (2003) ^[1] in their research on Socialization in Virtual Groups have analyzed new comer for their participation in Virtual groups, there result shows that newcomers actively engage in discussions regarding cognitive information because the newcomer feel comfortable because of lean and faceless electronic communication medium. However, the limited anonymity provided by the electronic media did not let newcomers to seek normative and regulative information in explicit ways.

Kang (2011) ^[30] study social media marketing in the hospitality industry. They proposed demographic characteristics of community members (age, gender and education) as a significant potential factor in influencing member participation in social media. Their findings indicate three desired participation benefits for hotel members: functional, social-psychological, and hedonic benefits. These benefits are related to multiple consumer needs. They suggests marketers of hotel that before making a brands‘ pages on social media manager first need to be aware of their members‘ characteristics and understand who their members are for developing strategies for successful face book pages. Tripathi and Mittal (2005) ^[51] observed that customer are looking for customization of mobile marketing messages as per their individual requirements, tastes and preferences they suggest individualizing the marketing communications should be the strong focus of the firm strategic considerations further they suggest that customer are looking for personalization, time, location, preferences and consumer control permission and privacy in mobile marketing.

Mehta *et al.* (2010) ^[41] explored young executive segment and try to find the success of popup advertisement with young executive segment there finding suggest that popup advertisement are not successful in generating sales for the organization as young executive are blocking the popup because of irrelevancy they suggest organization to apply effective targeting based on customer profile for popup advertisement to be successful. Jarvenpaa *et al.* (2000) ^[28] Studied college undergraduate for knowing their trust in internet store the study is conducted taking demographic profile of customer such as gender, age, education, work experience, country of origin and average number of country visited the finding suggests that perceived size and reputation appear to be significant determinants of consumer trust in an Internet-based store. The strongest forms of trust are generally developed by repeated personal interactions between customer and internet store. They also suggest online merchant to build a strong reputation among customer as reputation is another critical factor in creating consumer trust in an online merchant. Reputation might be particularly important for those merchants who are not large in perceived size and are small merchants.

Lennon *et al.* (2012) ^[36] explored relationships between demographic variables and social networking use by taking demographic variables that is age, gender, marital status and parenthood they suggest that demographic variables are associated with differences in beliefs about social networking, attitudes toward social networking, and reasons for choosing and using specific social networks. And the appropriate segmentation based on the demographics of the networks will lead to long term customer retention and loyalty. Vinerean *et al.* (2013) ^[52] explored students pattern of using social media and social networking, they explore the social media advertising and from which media the student choose to get the information. They suggest that in order to be successful in social media marketing, companies need to create a buyer persona and then develop social media marketing campaign. Company should undergo continuous online marketing research and must be sensitive to changes in consumer behavior patterns and always try to identify new areas of

consumer values and interest.

Shaouf *et al.* (2016) ^[46] has investigated the effects of web advertising visual design (WAVD) on purchasing intention of customer by taking gender, age and level of education as demographical factors. They find that male users get attracted by attractive visual elements and summary content, whereas female users are more information seeking and looks for verbal advertisements and text-heavy content in web advertising. According to Bakos (1997) ^[2] proper product differentiation and segmentation is required in "electronic marketplace" that lowers the buyers' cost to acquire information about seller prices and product offerings. As a result, electronic marketplaces reduce the inefficiencies caused by buyer search costs. He suggests buyers, sellers, and independent intermediaries to invest in electronic marketplaces. Hence Information systems can serve as intermediaries between the buyers and the sellers in a market.

Teo (2001) ^[50] studied Demographic and motivation variables associated with Internet usage activities in Singapore using age, gender and education level as demographic factor his study suggest that males are more likely to engage in downloading and purchasing activities compared to females. In addition, younger users tend to engage in messaging and downloading activities to a greater extent than older users. But, educational level seems to have little effect on messaging, downloading and purchasing. Chen And Hitt (2002) ^[13] in their study have measure switching cost and find determinants of Customer Retention in Internet-Enabled Businesses by focusing on its implication on demographic variable that are Age, gender, race, education, marital status and occupation by taking online brokerage industry they found that implied switching costs substantially vary across brokers, and systems usage variables, such as usage and change in usage, are useful in predicting customers' switching behaviors. They also find that Switching behavior of customer basically depend on internal factor of companies which can be easily controlled by companies. Their model is equally applicable to all firms working in Internet-Enabled Businesses. Using their approaches, firms can measure their switching costs and by linking the switching costs to firm-specific retention strategies managers can better gauge the effectiveness of their retention investments.

Liebermann & Stashevsky (2002) introduce a model of perceived risk that includes demographic traits that are and user behavior characteristics. They identifies two central perceived risks that have a crucial effect on both Internet current and future users, and amount of usage that are internet credit card stealing and supplying personal information. Their findings show that both demographic and usage behavior traits have their own effects in terms of perceived risk formation and these findings can be used by marketers for personalization process. So that each individual can be approached more efficiently according to his or her expected specific perceived risk structure. Black (2007) ^[5] compare the characteristics of eBay consumers and eBay non consumers by taking their demographic, attitudes and personality variables they explored four demographic variable which are age, gender, income and family size. They find that eBay consumers appear to have larger families than do eBay non consumers which implies that eBay consumers from larger

families have more household expenses and must expend more resources to provide clothing, etc, for their families In this situation eBay can provide them with 'good deals and hence motivate the buyer of large family to purchase from eBay. EBay also prove to be a time-saving resource to consumers of larger families. They also suggests in order have a satisfying and successful experience in purchase prices comparison, sellers feedback ratings) and products feedback on eBay can be a motivator for consumers to use eBay.

Chen *et al.* (2016) ^[12] studied that how different information source like eWOM (electronic word-of-mouth), neutral/third party, and manufacturer/retailer influence purchase intentions by taking different demographic factors like gender, education and personal status, occupation, age and income. They find that that consumers with high susceptibility to informational influence depends on information from eWOM sources, while the consumers with low susceptibility to informational influence also seeks information from neutral/third party and manufacturer/retailer sources when making a purchase decision. Based on their findings they suggest companies to offer prizes or other incentives to encourage consumers with low susceptibility to informational influence so they can have a more interactive relationship with their website and will finally increased their interest in the offerings provided on the website.

Degeratu *et al.* (2001) ^[17] compare Consumer Choice Behavior in Online and Traditional Supermarkets for knowing the Effects of Brand Name, Price and sensory and non sensory Search Attributes by taking education and income as demographic variable their findings suggests brand names become more important online in some categories but not in others depending on the extent of information available to consumers, brand names are more valuable when information on fewer attributes is available online, Sensory search attributes, particularly visual cues about the product have lower impact on choosing product online, although factual information i.e., non-sensory attributes, have higher impact on choices online while the Price sensitivity is higher online, due to strong focus of online promotions on price discounts. But the combined effect of price and promotion on choice is weaker online than offline.

Zhang (2017) ^[58] has studied the influence of customer engagement on stickiness. They have taken age, gender education and time of participation as demographic variable to profile the customer. They have find that customer engagement is formed by conscious participation, enthusiasm, and social interaction and it has a direct and positive influence on customer value creation, while social interaction has a negative influence on social value since social interaction has annoyed people. There-fore, it will not promote social value. And finally customer value creation mediates the relation between customer engagement and stickiness. Based on above discussed findings they suggest company to master customer social network (CSNs) sites as it plays important role in the promotion of a business enterprise. Also company should give more importance to functional and hedonic values as it is important factors in customer value creation to attract customer through customer social network (CSNs).

Phang (2010) ^[44] suggests that online merchants would benefit from paying attention to specific demographic segments, such

as the middle income shoppers and the low-education shoppers. The middle-income shoppers segment has been recognized to constitute the dominant group of online shoppers; whereas the low-education shoppers segment is considered the promising next wave of online shoppers although, their study cautions that it is inadequate for online merchants to merely focus on these existing or promising demographic segments. It is important for online merchants to also consider the effect of age in these segments to understand consumers' preference of store visit strategies. Izogo *et al.* (2012) has examined the impact of demographic variables on consumers' adoption of e-banking in Nigeria. The output from the study reveals that demographic factors such as gender, religion and income do not have significant effect on customers' adoption and usage of e-banking while the marital status, age and education level are important determinants of customers' adoption and usage of e-banking in Nigeria. Also results equally reveals that ATM and mobile banking are the most commonly used e-banking channels in Nigeria while other channels such as television, internet and PC banking are almost ignored. This study show that demographic variables do impact on consumer's adoption of e-banking.

Arwa *et al.* (2014) study the Impact of Demographic Variables on Consumer Responses towards Sales Promotion in an Online Apparel Store they find that advertising when synchronized with sales promotion and other marketing tools like direct marketing, public relations and personal selling can have an integrated and amplified effect on Consumer decision to buy anything. Li *et al.* (2015) analyze different influence of three demographic variables namely gender, education and age on adoption intention of online customized marketing system they recommend companies to not only design the perfect product but provide a platform for the target customers, which allows customers to configure and order personalized products according to their own preferences. Since Participation in design and marketing of the product by customer will lead to corresponding sense of ownership and increase their sense of customization, thus increasing users' satisfaction to the recommended customized goods and services also they suggests companies to design a customized marketing system which should be simple, with less amount of information presented since more information and aggressive marketing lead to customer resistance.

According to Wu and Wu (2015) ^[54] Customers initially perceive online services with a low trust and view them as highly risky. In their strategy-based model they suggest that integration between virtual and physical channels is useful for a firm to successfully start a new online business. They also emphasize that the firm should allocate their resources to critical multi-channel activities to realize the benefits of synergy between two channels. Chocarro *et al.* (2015) ^[14] analyze the impact of customer heterogeneity on development of e-satisfaction and e-loyalty by segmenting the customer on their demographic and psychological characteristics they find that relative importance of e-loyalty and e-satisfaction is significantly determined by consumers' shopping styles. They suggest the marketer to consider unobserved customer heterogeneity when attempting to develop satisfaction and loyalty in e-commerce.

Yu and Li (2015) ^[57] analyze the impact of consumer E-Lifestyles on consumer resistance to using mobile banking analysis of and their effects gender, age, education, occupation and annual income They identify tradition barrier, image barrier, usage barrier, value barrier and risk barrier as resistance to use mobile banking in Thailand their study reveals that e-lifestyle significantly moderates the effects of tradition, image, and usage barriers to consumers' resistance to using mobile banking in Thailand. Hence, when devising service or marketing strategies to persuade customers to overcome these barriers, Thai banks should take the customers' e-lifestyle into account. Dahiya (2012) ^[15] conducted studies on online shopping in Indian context which include people of different age groups falling under different income segments from major cities of India with difference in attitude and buying behavior. She suggests online websites should pay more attention to the female segments as females shop more in online shopping as compared to men. Online retailers should also look into the possibility of running call centers which could ensure that the customer get a chance to formally interact with the other party before the actual purchase.

Ghosh (2015) ^[22] explored different attributes of e-marketing with gender, age, education, occupation & income of the respondents in India His finding revealed that shoppers have started to accept e-marketing as a next shopping destination for products and services. E-marketing users have positive attitude as well as partial negative towards e-marketing usage, especially for branded as well as non-branded products and services. Although the frequency of E-marketing usage is low. The consumers buy through e-marketing because of saving in transaction time, easy of finding products online, easy to comparison, door step delivery and convenience in payment. People have hesitations in using e-services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns. The Indian customers are also showing more resistant to change & are not ready to easily adapt the newer technology.

Kooti *et al.* (2016) ^[33] has tried to understand and predict consumer behavior in online shopping by taking age, gender, income and location as demographic factor. There finding reveals that gender plays a crucial role in online shopping. The women make more purchase online compared to men but men make slightly more purchases per person and they spend more money, on average, on online purchases, which make men spend more money than women in total. The men and women also purchase different things online. The women are also concerned about the negative consequence of online shopping, while considering age spending ability, number of purchases made, average item price, and total money spent increases as people get older, with people between age 30 to 50 age group doing maximum purchase and it keeps on declining afterwards. Finally with people living in higher income location may not purchase expensive things online but there number of purchases, average product price, and total money spent are more than people living in low income group, which reveals that income has positive impact on online shopping.

Summary Table of Literature Review

Summary of Literature Reviewed in the previous section is given below in Table-1.

Table 1: Summary of Literature Reviewed on Effect of Demographic Variables on E-marketing

S. No.	Author and Year	Findings	Key Attributes
1	Banker and Kauffman (1988) ^[3]	There is a linkage between information technology deployment and its strategic contributions to firm's success.	i) ATM Networks ii) Bank Branch iii) Customer
2	Chang & Wildt (1994) ^[11]	There is a trade-off between perceived price and perceived quality which leads to perceived value, and perceived value is a primary factor influencing purchase intention	i) perceived price ii) perceived quality iii) perceived value
3	Bakos (1997) ^[2]	Electronic marketplaces reduce the inefficiencies caused by buyer search costs. He suggests buyers, sellers, and independent intermediaries to invest in electronic marketplaces.	i) product differentiation ii) Effective segmentation.
4	Bolton & Lemon (1999) ^[6]	Equity, satisfaction, and usage are the drivers of customer value and marketing activities can affect these value drivers in disparate ways.	i) Equity, ii) Satisfaction iii) Usage iv) Customer value v) Marketing activities.
5	Dekimpe <i>et al.</i> (2000) ^[18]	Technological innovations is implemented and adopted by more countries if the world have longer international experience with an innovation and more the countries that have adopted, the higher the chances that other countries will also implement the innovation.	i) Technological Innovations ii) Technology diffusion rate.
6	Jarvenpaa <i>et al.</i> (2000) ^[28]	Online merchant should build a strong reputation among customer as reputation is another critical factor in creating consumer trust in an online merchant. Reputation might be particularly important for those merchants who are not large in perceived size and are small merchants	i) Gender ii) Age iii) Education iv) Work experience v) Country of origin vi) Average number of country visited
7	Brynjolfsson and Smith (2000)	Internet marketing provides lower friction in many dimensions of Internet but competition, branding, awareness, and trust remain important sources of heterogeneity among Internet retailers.	i) Price data ii) Product characteristics iii) Retailer characteristics
8	Degeratu <i>et al.</i> (2001) ^[17]	Brand names become more important online in some categories but not in others depending on the extent of information available to consumers, brand names are more valuable when information on fewer attributes is available online.	i) Education ii) Income
9	Teo (2001) ^[50]	Males are more likely to engage in downloading and purchasing activities compared to females. In addition, younger users tend to engage in messaging and downloading activities to a greater extent than older users. But, educational level seems to have little effect on messaging, downloading and purchasing.	i) Gender ii) Age iii) Education level
10	Lin (2002)	Suggest to use multi segmentation variable to divide the market into several sub market and interpret there brand preference for satisfying consumer demands which will lead to sustainable competitive advantages for any organization.	i) Age ii) Education iii) Gender iv) Monthly Family Income.
11	Chen And Hitt (2002) ^[13]	Firms can measure their switching costs and by linking the switching costs to firm-specific retention strategies managers can better gauge the effectiveness of their retention investments.	i) Age ii) Gender iii) Race iv) Education v) Marital status vi) Occupation
12	Liebermann & Stashevsky (2002)	Both demographic and usage behavior traits have their own effects in terms of perceived risk formation and these findings can be used by marketers for personalization process. So that each individual can be approached more efficiently according to his or her expected specific perceived risk structure.	i) Gender ii) Age iii) Marital Status iv) Education
13	Ahuja and Galvin (2003) ^[1]	Newcomers actively engage in discussions regarding cognitive information because the newcomers feel comfortable because of lean and faceless electronic communication medium. However, the limited anonymity provided by the electronic media did not let newcomers to seek normative and regulative information in explicit ways.	i) Newcomer ii) Cognitive Information iii) Regulative Information
14	Yang and Peterson (2004) ^[55]	Customer loyalty can be generated through improving customer satisfaction and offering high product/service value.	i) Gender ii) Age iii) Education iv) Income v) Years of using the Internet channel vi) Service usage frequency vii) Internet usage frequency
15	Jensen and Zajac (2004) ^[29]	Demography of corporate elites 'affects their corporate strategy and focusing on only one aspect i.e. either demography or position may even hide true relationship between corporate elites and the scope of the firm	i) Finance Executive ii) Non Finance Executive

16	Tripathi and Mittal (2005) ^[51]	Customer are looking for personalization, time, location, preferences and consumer control permission and privacy in mobile marketing	i) Age ii) Gender iii) Occupation iv) Level and purpose of mobile usage.
17	Black (2007) ^[5]	In order have a satisfying and successful experience in purchase prices comparison, seller's feedback ratings) and products feedback on eBay can be a motivator for consumers to use eBay.	i) Age ii) Gender iii) Income iv) family size
18	Mehta <i>et al.</i> (2010) ^[41]	Organization should apply effective targeting based on customer profile for popup advertisement to be successful.	i) Age-22-32 ii) Education iii) Male And Female
19	Phang(2010) ^[44]	It is important for online merchants to also consider the effect of age in these segments to understand consumers' preference of store visit strategies.	i) Gender ii) Age iii) income iv) Education
20	Lynn (2011) ^[40]	STP strategy for two different markets that are new or underdeveloped market and mature market for new or underdeveloped market, the STP strategy can be to divide the market into homogeneous groups, identify those groups that their firm is best suited to satisfy, and target those selected groups. And for mature market target all the users of their product category or subcategory, with a goal of increasing your penetration.	i) new or underdeveloped market ii) mature market
21	Goyat (2011) ^[23]	Segmentation is greatly influence of extraneous variables as price, trends, and market conditions on the purchase of the consumers and market segmentation is completely dependent upon all four traditional bases not on single one.	i) geographic segmentation ii) demographic segmentation iii) psychographic segmentation iv) Behavioral segmentation.
22	Kang (2011) ^[30]	Marketers before making a brand page on social media manager first need to be aware of their members' characteristics and understand who their members are for developing strategies for successful face book pages.	i) Age ii) gender iii) education
23	Izogo <i>et al.</i> (2012)	Demographic variables do impact on consumer's adoption of e-banking.	i) Gender ii) religion iii) Income iv) marital status, v) Age vi) education level
24	Lennon <i>et al.</i> (2012) ^[36]	The appropriate segmentation based on the demographics of the network's will lead to long term customer retention and loyalty	i) Age ii) Gender iii) Marital Status iv) Parenthood
25	Dahiya (2012) ^[15]	Online retailers should also look into the possibility of running call centers which could ensure that the customer get a chance to formally interact with the other party before the actual purchase.	i) Age ii) gender iii) marital status iv) Family size v) Income.
26	Vinerean <i>et al.</i> (2013) ^[52]	To be successful in social media marketing, companies need to create a buyer persona and then develop social media marketing campaign. Company should undergo continuous online marketing research and must be sensitive to changes in consumer behavior patterns and always try to identify new areas of consumer values and interest.	i) Education ii) Bachelor, Master or iii) Ph.D. Degree.
27	Arwa <i>et al.</i> (2014)	Advertising when synchronized with sales promotion and other marketing tools like direct marketing, public relations and personal selling can have an integrated and amplified effect on Consumer decision to buy anything.	i) Age ii) gender iii) income
28	Li <i>et al.</i> (2015)	Customized marketing system should be simple, with less amount of information presented since more information and aggressive marketing lead to customer resistance.	i) Gender ii) Education iii) Age
29	Wu and Wu (2015) ^[54]	Integration between virtual and physical channels is useful for a firm to successfully start a new online business. The firm should allocate their resources to critical multi-channel activities to realize the benefits of synergy between two channels.	i) Virtual Channels ii) Physical channels
30	Chocarro <i>et al.</i> (2015) ^[14]	Relative importance of e-loyalty and e-satisfaction is significantly determined by consumers' shopping styles.	i) Gender ii) Age iii) Education iv) Income
31	Yu and Li (2015) ^[57]	E-lifestyle significantly moderates the effects of tradition, image, and usage barriers to consumers' resistance to using mobile banking in Thailand.	i) Gender ii) Age iii) Education iv) Occupation v) Income

32	Ghosh (2015) ^[22]	The consumers buy through e-marketing because of saving in transaction time, easy of finding products online, easy to comparison, door step delivery and convenience in payment. People have hesitations in using e-services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns.	i) Gender ii) Age iii) Education iv) Occupation v) Income
33	Yu <i>et al.</i> (2016) ^[56]	New technology is not the only factor which can encourage lean – forward activity company should focus on making smart TV more as home appliances rather than focusing on smartness feature.	i) Age ii) Gender iii) Education iv) Number of house hold member v) Income
34	Kooti <i>et al.</i> (2016) ^[33]	Gender, income and age has significant impact and plays a crucial role in online shopping,	i) Gender ii) Income iii) Age iv) Location
35.	Chen <i>et al.</i> (2016)	The companies should offer prizes or other incentives to encourage consumers with low susceptibility to informational influence so that they can have a more interactive relationship with their website and will finally increased their interest in the offerings provided on the website.	i) Gender ii) Education iii) Personal status iv) Occupation v) Age vi) Income
36	Shaouf <i>et al.</i> (2016) ^[46]	Gender significantly affects the visual design of web advertising and company should consider gender while designing web advertising for customer.	i) Gender ii) Age iii) Level of education
37	Pappas <i>et al.</i> (2017) ^[43]	Online retailers needs to be aware of their customers’ shopping characteristics, in order to address them based on their motivations	i) Gender ii) Age iii) Income iv) Occupation v) Past purchase in last six month.
38	Zhang (2017) ^[58]	Company should give more importance to functional and hedonic values as it is important factors in customer value creation to attract customer through customer social network (CSNs).	i) Age, ii) Gender iii) Education iv) Time of participation

Significance of demographic variables on e-marketing

In view of finding the significance of demographic variables on e-marketing we have considered around thirty eight study in which Age, Gender, Education, Marital Status and income are identify as major demographical variable, which have effect significant effects on e- marketing. The variable like

Family size, Parenthood, religion and race are less significant, which are considered in few studies. The age and gender are two most used demographical variable followed by education, marital status and income, there significance in the studies are elaborated through the diagram given below.

Table 2: Significant Effect of Demographic Variable on E- Marketing in Available Literature

S. No.	Demographical Variable	No. of Studies Found Significant Effect of Demographic Variable on E-Marketing	No. of Studies Found No Significant Effect of Demographic Variable on E- Marketing
1	Age	9 Studies	8 Studies
2	Gender	7 Studies	9 Studies
3	Education	5 Studies	3 Studies
4	Marital Status	4 Studies	2 Studies
5	Income	5 Studies	4 Studies
6	Occupation	2 Studies	0 Studies
7	Family Size	2 Studies	0 Studies
8	Parenthood	1 Studies	0 Studies
9	Religion	0 Studies	1 Studies
10	Race	0 Studies	1 Studies

The age and gender are most common demographic factor found in 17 and 16 studies respectively. The age is found to be significant in 9 studies while gender in 7 studies. Education, Marital Status and Income are found to be considered in 8, 6 and 9 studies respectively. After this occupation, family size is found to be significant in only 2 researches. Lastly parenthood, religion and race are found to be least important demographic factor to be considered.

Chronological effect of demographic variables on e-marketing

In order to extensively review the literature we have considered the studies done in last thirty year world around the chronological effect of demographic variable on e-marketing and how far has e- marketing moved in these last decade are presented in the figure below. The order starts from year 1988 to very recent development in year 2017.

Table 3: Chronological Effect of Demographic Variables on E-Marketing in Available Literature

S. No	Chronological Order	Effect of Demographic on E- Marketing
1	1988-2000	Effect of Demographic variable on Technological Innovation, perceived price, perceived quality, Effective segmentation, product differentiation, service usage, payment Equity, Satisfaction, marketing activities in general marketing and online market .
2	2001-2003	Effect of Demographic variable in online market customer trust, customer engagement, customer loyalty, online branding online pricing strategies, product characteristics and online retailer characteristics.
3	2004-2010	Effect of Demographic variable on internet advertisement, mobile marketing, customer needs and demands in online domain and their participation in virtual group and social media marketing.
4	2011-2017	Empirical studied on Effect of Demographic variable on developing strategies for successful e-marketing, consumer's adoption of e-marketing, long term customer retention and loyalty, purchase intention, consumer values and interest in e-marketing context, consumer buying behavior, customized marketing system, e-satisfaction and e-loyalty strategies, e-lifestyle and e-service delivery and service quality. New area of research has come out like effect of e- WOM, designing of web advertisement and adoption of smart device. Especially in emerging economies like India, Thailand and Nigeria.

The chronological development clearly shows that demographical variable play a significant role in perceived price, perceived quality, Effective segmentation, product differentiation, service usage, payment till 2000. While customers trust, customer engagement, customer loyalty, online branding are affected by demographic variable till 2003. Very recently consumer's adoption of e-marketing, long term customer retention and loyalty, purchase intention, consumer values and interest in e-marketing context are factors affected by demographic variables.

Research GAP

Demographic variable plays a critical role in planning and executing marketing strategies for any organization. The previous studies done on impact of Demographic variable on e-marketing strategies are many found after year 2000. Prior studies like Bankar and Kauffman (1988) and Bakos (1997)^[2] are mainly focused on information technology and its strategic implication on competitive advantages as well as on electronics market in general. In 2000 also there are some studies found which are focus on technological innovation and its impact on world like Dekimpe *et al.* (2000)^[18]. But empirical studies done on e marketing and online marketing are focused on only one factor and have not taken demographic variable in consideration. The reason for this gap can be since e marketing is at very beginning stage at this time.

After 2003 to 2012 studies are mainly focus on e marketing and demographic variables like Black (2007)^[5] and Phang (2010)^[44]. Some more research like Jarvenpaa *et al.* (2000)^[28], Brynjolfsson and Smith (2000), Teo (2001)^[50], Degeratu *et al.* (2001)^[17] and Kang (2011)^[30] are focus on e – marketing but are focus only on few aspect of e- marketing mix. The research gap is found in overall e- marketing strategy. Talking about emerging economy where e-marketing is a very growing sector research on e marketing is done in countries like China, India, Thailand and Nigeria like, Phang (2010)^[44], Dahiya (2012)^[15] Yu and Li (2015)^[57] and Izogo *et al.* (2012) but these research are also focus on few aspect of e- marketing mix, we suggests some more research covering overall e- marketing strategy. There are researches which are focus on adoption of smart device like Yu *et al.* (2016)^[56] but more such research are needed to know adoption pattern of smart device. Chen *et al.* (2016) has found

that there is little research on how online brand-related information sources influence consumer's brand attitude and purchase intentions.

The very recent research like Pappas (2017)^[43] and Zhang (2017)^[58] has taken demographic factors in their empirical research but just for profiling the customer, they have proposed the research on knowing effect of demographic factors on blog stickiness. Shaouf, *et al.* (2016)^[46] has found a significant gap in the theoretical understanding of how Web Advertisement Visual Design influences online purchase intention. There is a significant gap in empirical research, Particularly in India researcher like Mehta *et al.* (2010)^[41], Tripathi and Mittal (2005)^[51], Dahiya (2012) and Ghosh (2015)^[22] has focus on popup advertisement, mobile marketing and other e marketing factors but significant research gap is found in India for using demographic variable for successful in marketing strategies in India. We also suggest the some empirical research by taking marketing mix i.e. seven P's of marketing and its impact on implementation and execution of successful e- marketing with special reference to emerging economies like India and china.

Conclusion and Suggestions

The Segmentation remain the heart of marketing as it make marketer to reach and target the right customer with right product which satisfy the needs and demands of customer in effective way, demographic variable is one of the very basic and traditional bases to segment the market . In our study we try to focus on these different demographic variables and its impact on successful execution of e marketing strategies. Our study was focus on marketing segmentation in general like Lynn (2011)^[40], Lin (2002) and Jensen and Zajac (2004)^[29] are mainly focused on segmentation of demographic variable in general marketing situation. Further we have explored developed and developing economy and their e marketing adoption rate with reference to different demographic variables. The paper has tried to focus on older research done in 90's to till date research done very recently in 2017. The paper has found a significant research gap in taking every aspect of e- marketing strategy. Particularity in emerging markets like India we suggest some research based on major demographic variable and its impact on e -marketing mix in whole country as geographical location.

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