

**University of Sopron
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**THE ANALYSIS OF
HUNGARIAN ELDERLY'S MEDIA-USE HABITS
AND THEIR SENSITIVITY OF MARKETING
COMMUNICATIONS**

Theses of the PhD Dissertation

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1. Aims and hypotheses

The aims of the primary research of dissertation are the following:

- Analysis of relationships: the senior consumers by preferred media types, -content and ICT- devices – with special regard to the audiovisual media;
- Mapping of relationship for senior consumer attitudes to the marketing communication tools – with special regard to the audiovisual media;
- Examining whether there is a factor that influences the aforementioned attitudes;
- Creating a model on the basis of all this.

The tasks to reach goals can be summarized as seen below:

- Description of the determinants of the elderly people, consumer on the basis of the various disciplines of international and domestic literature – bearing in mind that old-age is a social characteristic and is not a statistic;
- Presentation of demographic, family, labour market, housing, health, social, income, and time-budget situation moreover and the value-system of Hungarian seniors;
- Description of the main methods of researches of the elderly age group;
- Presentation of previous research results about the adoption of digitalisation and technological innovations and content consumption of seniors;
- Description about domestic initiatives and their afterlife which drew attention to the elderly as a consumer target group.

The hypotheses were formed based on the secondary research:

H1: Living with family members of the younger generation makes the possession of ICT-tools and -services in the elderly person's household more likely.

H2: Living with family members of the younger generation makes usage of the ICT-tools /-services for the elderly people more likely.

H3: Living with family members of the younger generation makes usage of the consumption of media contents for the elderly people more likely.

H4: Those older people belong to a physically existing community – except the family – are probably less often active in the social media space.

H5: The older generation is more distrustful of various forms of most marketing communication tools than the generation of 50 and 64- year- olds.

2. Content, methodology and reasoning of the primary research

Cornerstones of framework for the research are the followings:

- Influence of the family members the senior consumer group's behaviour
- Finding of possible relationships between social activity and social media activity.
- Senior universities and non-profit organisations, whose the target group is only the elderly people – for the research – mean the community of the research. But population of the research include those persons also who are still active in the labour market, since belong to a collective of employment. On the other hand, the students of senior university are usually people over 50 years old but there are also 48-year-old students although a student is not provided to be retired.
- Mapping of role of consumption's functionality and symbolic furthermore dominant types.
- What extent serves the media content consumption or internet usage the needs of biotope and sociotope space.

The data of *questionnaires* were being processed by Statistical Package for Social Sciences (SPSS) 20 version of program package the followings:

- The frequencies are defined
- Analyze of crosstabs: Pearson Pearson Chi-Square, Pearson Pearson's Correlation or Spearman Correlation

- Creating of clusters: based on the attitudes of respondents referring of the marketing communication tools, (K-Means Cluster)

The focus group research aimed to reveal the media content consumption manifestations of how it is tied to the personal characteristics as alter established habits; or to income status or to the relationship with family members. Qualitative differences were being looked for in consumer behaviour between active and inactive people in the labour market.

The purpose of *the in-depth interview* was on the one hand that the author gets information about, what the elderly as, the audience and the consumer means for the media. On the other hand, would have loved to find out why fifth of the respondents prefer local and regional television programmes. Moreover, what this ratio means for television in question.

Table 1: The process of primary research:

<i>Method</i>	<i>Dates</i>	<i>Place</i>	<i>Number of persons</i>
Questionnaire	Period from 10/2016 till 02/2017	Budapest, Sopron, Szombathely + conurbation and surrounding areas	567
Focus groups	01/2018	Szombathely	10 and 7
In-depth interview	03/2018	Szombathely	1

Source: Own research

3. Results of the research

The dissertation fills a gap in the field of the Hungarian elderly and the information society, because:

- Almost every statement was made according to the broadest age gap. The lower limit of gap is the minimum age – elderly age of the labour market at beginning of, i.e. the 45th age.
- Among human activities that of the social played a determining role.
- Examining of the social activity's effect on the social media activity.
- Comparison of active and inactive elderly groups due to the labour market aspect.
- Mapping of relationships between the possession of ICT-tools and -services and the existence of family members of the younger generation.
- Mapping of relationships between the usages the ICT-tools /-services and the existence of family members of the younger generation.
- An ever broader marketing communication attitude test is done among older people.
- Consumer groups were set up at the same time taking into account the popularity of ICT- tools and media content of elderly moreover their marketing communication attitude by segmenting of the latter.
- Examination of awareness: Signals of the different program - and television channel.

In the followings you can review the theses of the dissertation:

T.1. The absence of a link between living with family members of the younger generation and the possession of ICT-tools and -services in the elderly person's household.

An alone living elderly person is less likely to have press subscription than somebody who lives with relatives in the same household. But in case of persons living with child/ children or grandchild/ children no significant difference can be observed.

T.2. The absence of a link between living with family members of the younger generation and the ICT-tools /-services usage for the elderly people.

An alone living elderly person is less likely to use internet than somebody who lives with relatives in the same household. But in case of persons living with child/ children or grandchild/ children no significant difference can be observed.

T.3. The absence of a link between living with family members of the younger generation and consumption of media contents for the elderly people.

An alone living elderly person is less likely to use electronic media than somebody who lives with relatives in the same household. But in case of persons living with child/ children or grandchild/ children no significant difference can be observed.

T.4. Those older people belong to a physically existing community – except the family – are probably less often active in the social media space.

Social media activity does not belong to the popular activities – unlike the secondary information. Due to primary research – 28% of respondents of questionnaire have a user account in the social media.

T.5. The older generation is not more distrustful of various forms of the most marketing communication tools than the generation of 50 and 64- year- olds.

But even so the elderly is not a homogeneous and hopeless group in the point of view of the marketing communication. This is confirmed by the last thesis.

T.6. The fanatical popular outcry against advertising seniors; the advertising sceptics; and the seniors, who express reservations about advertising, but they do not find it disturbing – can be distinguished – based on the marketing communication attitudes.

Table 2: About the output of the hypotheses

<i>Hypothesis</i>	Justification	Thesis
<i>H1</i>	Unjustified	T.1.
<i>H2</i>	Unjustified	T.2.
<i>H3</i>	Unjustified	T.3.
<i>H4</i>	Justified	T.4.
<i>H5</i>	Unjustified	T.5.

Source: Own research

4. Conclusions and suggestions

Based on the secondary information and the results of the primary research, the following can be established for Hungary.

2008-2009 was the one period and 2012 was the other when the elderly and their consumer behaviour came into focus.

Some initiative for seniors came up on the part in a municipality, a higher education institution or a company.

The corporate sector shows extremely low rate of interest in the elderly, which the market research related surveys for small interest indicated.

There are results and the findings of individual researchers which are rarely published, but there has been constantly displayed information on domestic and international dissemination in the concerned subject.

The further conclusions and suggestions can be drafted by empirical research:

- The heterogeneity of the elderly consumer group is not (primarily) determined by age – if the product or service does not require – and retirement. However, labour market activity plays an important role.

If a company keeps the elderly a potential customer group, they should not be segmented on the basis of age but also, for example, according to the labour market activity - not forgetting the pensioner who is employed.

- For those elderly who are still active in the labour market or work as volunteer, certain media contents embody or promote rather functional consumption and self-expression, while the others focus on self-soothing and self-expression.

If a company wants to sell their product or service to the elderly it should think over which group they want to reach and what it means them (functional consumption and/or self-expression and/or self-soothing).

- The social activity has a positive effect in the relevant differences of weekly e-mail usage frequency between elderly age groups.

The company, institution or individual entrepreneur, whose activities belong to sports, health, training, leisure time, they have the opportunity to recommendation and promotion of their products or services through mailing list of civil society organisations.

- The social media account and activity are not popular within the population 45+ who do social activity.

Advertisers can contact with the over 45 Internet users weekly on the login and exit page of their email account, while social networking sites are not suitable for this purpose.

- Three kinds of consumer groups can be distinguished within population of 45 years old and over according to marketing communication attitudes.

When an organization – company or institution – draw up and achieve a communications plan, in

each case the popularity of ICT- tools and media content of elderly different groups moreover their marketing communication attitude by segmenting of the latter should be taken into account simultaneously.

- The most important value is the family for Hungarian elderly; it is manifested in the style of the media content consumption and the type of content.

If an organization dedicates a product or service for the elderly, it is worth to ask for this factor at the same time in connection with the recommendation, and reference person during the market research.

5. Further steps of this research

In the following author's thought about the further research potential of the subject:

- *Conducting of research relating only to the generation of 45 and 49- year- olds.*

That would be significant, as a result do not form a separate group of consumers due to segmentation of their marketing communication attitudes, but only for this age group's typical characteristics are not known in our country yet.

- *The close emotional connection between the family members of the younger generation and elderly people affects usage of ICT tools and the consumption of certain media contents.*

- *Comparison of supply of ICT devices and media between the public and private institutions dealing with geriatric (day care and residential institutions).*

It is important because the proportion and number of households of the three to four generations are decreasing. There are more and more only elderly and single elderly households, that is why more and more elderly people have to use the services of the above-mentioned institutions.

- *The analysis of the role of mouth publicity and personal sale needs – during the examining of marketing communication attitudes – the author dealt with tools by only the media and flyer distribution.*

The author sees the justification for it in the fact; opinions and satisfaction were mentioned after the

price and quality looking for information about a product or service on the web. The personal sale's attitudes would be interesting, because the active 'offline' community activity means regular face to face contact.

- *Television commercials* disturb older people, any form is deemed. In addition, it was also found that the television is a background noise for certain age groups, the signals are not really fixed in the audience's memory. But television is a dominant medium that is why mapping of the program selection's criteria and steps and the process can be useful to reach targeted advertising messages.
- *The role of the messages elements (contents) in the negative or positive attitude's formation – visualization, text, volume, stress, intonation, topic and timing.*

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