

A study of consumers' perception and marketing strategy

W-Y. YEH, Y-H. HUANG. **A study of consumers' perception and marketing strategy on hearing aids: An example of aging population in Beijing.** *Gerontechnology* 2014; 13(2):314; doi:10.4017/gt.2014.13.02.346.00 **Purpose** Age-related hearing loss has been a growing health problem which affects multiple aspects of quality of late life while the world's population is aging^{1,2}; however, marketing research on seniors' knowledge, intention and audiologic health management behavior related to hearing aid instruments is still on the beginning stages. On the other hand, with the interest of Mainland China's emerging market development potential, this study aim to investigate senior consumers' perception, information channels, behavioral Intention to use as well as selection factors about hearing aid instruments. **Method** During September 2013, by conducting a street survey from metropolitan of Beijing area (community and hospitals) then a purposive sample for individual interview, a total of 264 respondents with age of 40 and above valid sample were collected. Subjects were selected according to the three categories, i.e., wearing hearing aids w/ hearing impairment, not wearing w/ impairment, and not wearing w/o impairment. After a review of related literature³⁻⁵ and discussions with experts, measuring dimensions of consumers' purchasing decision for hearing aids were developed. **Results & Discussion** It is apparent that hearing aid use associated with aging; but other variables, including gender, education level, and personal income were not correlated to the use of hearing aids. As shown in *Figure 1*, for those who had hearing impairment w/ or w/o hearing aids, the average score of perceived importance were significant higher in internal factors of hearing aid itself than in external factors like brand or media ads. For people w/o hearing aids, potential damage to residual hearing was the most common concern (*Figure 2*). The usage of hearing examination was only 11% among seniors w/o hearing aids; among multiple information channels, medical staff, relatives and friends' recommendations were more influential than common formal channels. According to the survey findings, this research develop marketing promotion mix strategies to put the right product to seniors in need at the right time to efficiently encourage continually participate in social activities to enjoy later life.

References

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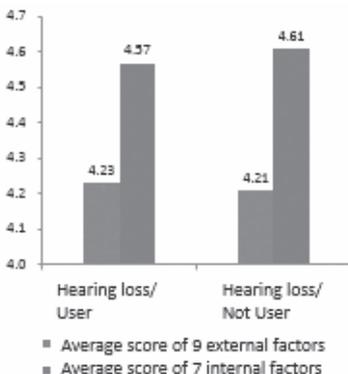


Figure 1. Comparison of external/internal factors of hearing aid purchase considerations

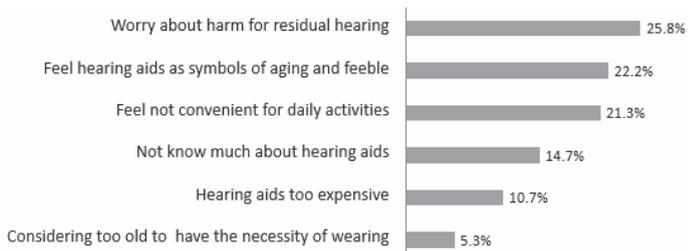


Figure 2. Reasons for not-wear hearing aids (Hearing loss sample)