

Role Of Generational Age Owners Of Smes In Development Of Marketing Agility

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Abstract

The importance of marketing agility in facing rapidly changing market dynamics has become a major concern in modern marketing literature. Marketing agility, defined as an organization's ability to respond quickly and efficiently to market changes, is considered a key success factor in complex and uncertain business environments. Small and medium-sized enterprises (SMEs) play a vital role in the national and global economy, but often face significant challenges in adopting marketing agility. This study aims to identify and analyze the influence of the age of SME owners on marketing agility. The main focus is to determine whether Generation Y SME owners exhibit higher levels of marketing agility compared to Generation X owners, as well as to evaluate marketing agility levels across various age groups of SMEs. The method used is an independent sample t-test, with data obtained through questionnaires administered to Generation X (born 1980-1990) and Generation Y (born 2000-2018) SME owners in the Kebumen Regency. The research findings indicate a significant difference in the ability to develop marketing agility between the two generational age groups. Generation Y SME owners demonstrate better abilities, with an average score of 85.5455, compared to Generation X, which has an average score of 68.1463. In conclusion, Generation Y SME owners exhibit higher levels of marketing agility than Generation X. These findings provide critical insights for designing more effective interventions to support the sustainability and growth of SMEs in the digital era

Key words: Marketing Agility, Age Generation, SMEs

INTRODUCTION

The importance of marketing agility in the face of rapidly changing market dynamics has been a major concern in modern marketing literature. Marketing agility, defined as the ability of an organization to respond quickly and efficiently to market changes, is considered the key to success in an increasingly complex and uncertain business environment. (Liu et al., 2019). In this context, UMKM plays a vital role in the national and global economies. They contribute significantly to job creation, innovation, and economic growth (Ayyagari et al., 2017). However, UMKM often faces major challenges in adopting marketing agility, mainly due to limited resources and lower managerial capabilities than large companies. (Kraus et al., 2020).

The generation-age context of UMKM owners is also an important factor that influences business and marketing strategies. The age generation of UMKM owners can be categorized into several groups such as Baby Boomers, Generation X, and Generation Y, each having different characteristics and approaches to running a business. (Schewe & Noble, 2019). Research shows that this generation's demographics have a significant influence on the business and marketing strategies adopted. For example, owners of the Y generation tend to adopt digital technology and marketing innovations more quickly than older generations. (Lissitsa & Kol, 2016). Differences in adaptation and acceptance of these changes create variations in marketing agility between generations of UMKM owners. (Goulding et al., 2018). Therefore, understanding how each generation age affects marketing agility is an important step in supporting UMKM's sustainability and growth in the digital age.

The significance of this issue cannot be ignored given the potential for a major impact on the sustainability and growth of UMKM if the role of older generations is better understood. A deeper understanding of how each generation adopts and implements agility marketing strategies can provide critical insights to design more effective and tailored interventions. This is important because strategies successfully implemented by one generation may not be relevant or effective for another generation (Dabija & Băbuț, 2019). Therefore, this research has the potential to make a significant contribution in helping UMKM better resilience and growth amid rapidly changing market dynamics.

Previous research on marketing agility mainly focused on technical and operational aspects, such as the use of technology and process optimization, but often ignored the demographic factors of business owners, especially older generations. (Aslam et al., 2020). These studies tend to explore how technology can increase speed and flexibility in responding to market changes without considering how the demographic characteristics of owners can affect the implementation and effectiveness of such strategies. (Cegarra-Navarro

et al., 2016). This creates a gap in the literature, especially the lack of empirical data linking age generations to the speed and effectiveness of UMKM's marketing response.

Here is a table containing variables, conceptual definitions, operational definitions and indicators for the Age Generation Indicator of Business Owners and Marketing Agility

Variable	Indicator
Age Generation	1. Level of Technology Adoption
	2. Communication Preferences
	3. Response to Market Changes
Marketing Agility	1. Level of responsiveness to market demand. 2. Ability to identify new market opportunities 3. Adapt marketing strategies. 4. Diversification of marketing channels. 5. Adoption of new technologies. 6. Product and service innovation 7. Organizational learning. 8. Age generation impact on response speed. 9. Age generation influence on strategy flexibility. 10. Age generation effect on ability

(Bagheri et al., 2019; Dumcius & Skersys, 2019) dan (Chakravarty et al., 2019).

LITERATURE ANALYSIS AND METHODOLOGY

The existing literature shows some major findings that are relevant but limited. For example, research by Danso et al. (2019) revealed that factors such as confidence in the use of technology and business experience influence the adoption of marketing innovations, but do not specifically address the role of generations. Meanwhile, a study by Jiang et al. (2018) highlighted the importance of organizational flexibility in the face of market changes, but did not associate this flexibility with the demographics of business owners. This knowledge gap can be filled by research that integrates the generation age analysis of UMKM owners with the concept of marketing agility, so that it can provide a more comprehensive and applied understanding to support the sustainability and growth of the UMKM.

This research offers a novelty by combining for the first time the analysis of the age generation of UMKM owners with the concept of marketing agility. This approach has never been applied in previous studies, which generally focus on the technical or operational

aspects of agility marketing without considering the demographic factors of business owners. By providing in-depth empirical data, the research seeks to fill a gap in knowledge in academic literature about how age differences affect the speed and effectiveness of marketing responses in the UMKM sector.

The novelty implications of this study are very significant. The results could potentially change the approach in UMKM management by providing generations-based insights that are more targeted. For example, a marketing strategy designed specifically for business owners of Generation X may differ substantially from an effective strategy for Generation Millennials, given differences in technology preferences and adaptability. (Bencsik et al., 2016). In addition, the study offers a new framework for future studies that want to study the relationship between demographics and business strategies, thus enriching academic discussions and management practices in the field of marketing and management of UMKM. (Hosseini et al., 2019).

The main question to be answered in this study is: Do Y-generation UMKM owners show a higher level of marketing agility compared to Generation X owners?

The main objective of this study is to identify and analyze the influence of the age of the UMKM owner on marketing agility. Specifically, this study aims to:

1. Find out whether the y generation UMKM owners show a higher level of market agility compared to the generation x owners.
2. Evaluate the level of marketing Agility on UMKMs owned by the owners of different age groups.
3. Give practical recommendations to UMKM holders and policymakers to improve marketing agility based on research findings.

Research on the role of age owners of UMKM in shaping marketing agility is an important step in the understanding and development of UMKM in this dynamic era. The benefits of such research are very broad and can affect various aspects in management of the UMKM as well as marketing strategies used. Here are some of the benefits of this research.

1. Deep understanding of the relationship between the age of an umkm owner and marketing agility.
2. Development of more effective, efficient and responsive marketing strategies.

The method used in this study is the Different Test Method, which is used to find differences between two or more data samples. In some cases, this test can also be used to compare a sample with a certain value. One of the different test methods is the Independent sample t-test, which aims to determine whether two unrelated samples have significantly different averages. The Independent samples t- test is performed by comparing the

difference between two averages with the standard error of the difference in the averages of the two samples in question. In other words, this method evaluates whether the observed variation between the two mean averages is large enough to be considered significant or merely a result of random variation in the data. The use of t-tests is very important in various fields of research to ensure that the difference observed in the sample data is not the result of pure coincidence. In general, the Independent sample t-test helps researchers make stronger conclusions about the relationship between variables and allows them to determine the statistical significance of the differences found. Armanto, Dian (2003), Azhar, Ervin (2010).

According to Rahim (2020), the period 1980-1990 represents Generation X, while the year 2000-2018 represents the Generation Y. The research data was obtained through the dissemination of questionnaires addressed to UMKM owners in Kebumen district. The questionnaire was designed to gather information about the perception and experience of UMKM owner in adopting marketing agility.

RESEARCH AND RESULTS

Group Statistics					
	Generasi_Usia	N	Mean	Std. Deviation	Std. Error Mean
Hasil	1980-1999	41	68.1463	5.98148	.93415
	2000-2018	44	85.5455	3.71956	.56074

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Hasil	Equal variances assumed	6,198	0,015	-16,224	83	0,000	-17,39911	1,07245	-19,53216	-15,26606
	Equal variances not assumed			-15,969	66,043	0,000	-17,39911	1,08953	-19,57440	-15,22383

The first table shows a description of each generation age group. From the table, it is known that there were 41 people born between 1980-1999 who were less good at developing Marketing Agility, with an average earnings of 68,1463 and a standard deviation of 5,98148. In addition, there were 44 people who were born between 2000-2018 who were better in developing marketing agility, having an average result of 85,5455 and standard deviations of 3,71956.

The second table shows the results of the variance homogeneity test, performed through Levene's Test for Equality of Variances. This test is used to determine whether the variance between the groups is homogeneous or not. The hypothesis used in the Varian Homogeneity Test is as follows:

Ho: Generation Age 1980-1999 either in determining marketing agility equal to Generation age 2000-2018 less in defining market agility

Ha: Generations Age 1980-99 both in determination of marketing Agility different from Generation Agility Age 2000-2018

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
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Hasil	Equal variances assumed	6,198	0,015	-16,224	83	0,000	-17,39911	1,07245	-19,53216	-15,26606
	Equal variances not assumed			-15,969	66,043	0,000	-17,39911	1,08953	-19,57440	-15,22383

In comparison between p-value and α ($0,015 > 0,05$), the result is Ho failed to reject, which means that the variance between groups is considered equal. Thus, to see further test results, use the t-test value on the line Equal variances assumed (baris atas).

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
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Hasil	Equal variances assumed	6,198	0,015	-16,224	83	0,000	-17,39911	1,07245	-19,53216	-15,26606
	Equal variances not assumed			-15,969	66,043	0,000	-17,39911	1,08953	-19,57440	-15,22383

The t-test results showed a t value of 16,224 and a p-value of 0,000. When comparing the p-value with α , that is, $0,000 < 0,05$, it is seen that the p-value is smaller than α . Based on these results, the conclusion is that there is a significant difference in the ability to develop Marketing Agility between the 1980-1999 Generation and the 2000-2018 Generation.

CONCLUSION AND RECOMMENDATIONS

Based on research results, there are significant differences in the ability to develop Marketing Agility between the two age groups. From the first descriptive table, it is known that 41 people born between 1980-1999 showed poor results in developing Marketing Agility, with an average score of 68,1463 and a standard deviation of 5,98148. By contrast, 44 people who were born between 2000-2018 showed better abilities with a mean score of 85,5455 and standard deviations of 3,71956. A variance homogeneity test conducted through Levene's Test for Equality of Variances showed that the variance between the two groups was considered homogeneous (the p-value of 0.015 is greater than $\alpha = 0.05$). Thus, the t-test value on the line Equal variances assumed was used for further analysis. In conclusion, there is a significant difference in the ability to develop Marketing Agility between the 1980-1999 Generation and the 2000-2018 Generation, with the younger Generation 2000-2018 showing better abilities.

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