

Understanding Catalogue Marketing Acceptance: The Case of Safer Catalogue*

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Manufacturers of different products strive to find profitable ways of getting their products to their end users. They consider multiple channel of distribution including wholesaling, retailing, and direct selling. Catalogue marketing is one of the common channels that have been almost overlooked by Egyptian Organizations. There is a gap in literature on the adoption and determinants of acceptance of catalogue marketing as a direct marketing tool in the Egyptian market. The objective of this study was to understand the determinants of acceptance of catalogue shopping in the Egyptian market, using Safer Catalogue for Child Development as a case study. A tele-survey with a stratified sample of 500 customers and prospects of Safer Catalogue for Child Development was conducted. Descriptive statistics, Pearson's chi-square and discriminant analysis were used for data analysis. Results demonstrated a significant difference between members and non-members on the benefits gained from membership demonstrating a clear lack of awareness and the need for communication among customers. In addition, using discriminant analysis, there was no significant difference in the way of thinking among those who bought once or more than once using Safer Catalogue. The study has significant implications for managers and academics and constituted a major step forward in advancing our knowledge about acceptance and adoption in the catalogue shopping business.

Field of Research: Marketing

1. Introduction

The successful diffusion of innovations and adoption in the catalogue shopping business can have substantial social, economic, and environmental benefits. By incorporating new technologies, techniques, and materials into shopping practices, it is possible to create more affordable products, improve selling efficiency and provide the customers with their specific needs at their convenience. By knowing how and why accept and adopt the catalogue shopping business, it is possible to have more effectively designed programs, promotions, and marketing strategies. Adoption is a highly complex behavior. Consequently, research specifically focused on catalogue shopping business is required before expanding this practice in various industries.

The current study aimed was to understand the determinants of acceptance and adoption of catalogue shopping as a direct marketing channel in the Egyptian market. Safer Catalogue for Child Development, a newly established catalogue business is doing quite well, following the rules of the game, and committing necessary resources to keep the projects thriving.

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***This research was possible through a Grant from the American University in Cairo to the first Author

The study involved performing a tele-survey with a stratified sample of 500 customers and prospects of Safer Catalogue for Child Development. Descriptive statistics, Pearson's chi-square and discriminant analysis were used for data analysis and the findings elaborated lack of awareness among the consumers and a clear need for better communication among the target market. The current research commences with a brief review of the literature followed by a details of the research methodology undertaken. Subsequently, the findings, implications, limitations, conclusions and recommendations of the research are highlighted. The findings of the current study are unique to previous findings in literature and contribute significantly to both literature and practice and demonstrate the need to generate awareness for catalogue marketing as a direct marketing tool and its significance within a multichannel merchant platform for reaching the consumers.

2. Literature Review

A review of the literature on direct marketing through catalogs and the diffusion of innovation will set the backdrop for the research.

2.1 Diffusion of Innovation

Everett Roger (1995) defines diffusion as "the process by which an innovation is communicated through certain channels over time among members of a social system". The four elements in the diffusion of innovation process include the innovation, communication channels, time and a social system (Rogers 1995). Rogers (1995) identifies important characteristics of innovations as perceived by individuals, which include relative advantage, compatibility, complexity, trialability and observability. Rogers (1995) distinctly separates the diffusion process from the adoption process. While the diffusion process flood through society and groups, the adoption process is most relevant to the individual. The five steps in this process are regarded as knowledge (awareness), persuasion (interest), decision (evaluation), implementation (trial) and confirmation (adoption). In addition, Rogers (1995) has developed five variables which affect the adoption rate of any particular innovation. These include perceived attributes of innovations, type of innovation-decision, communication channels, nature of the social system, and extent of change agents' promotion efforts.

Literature on diffusion is primarily focused on two questions which are how to encourage consumers to purchase new products or technologies and how to detect or forecast success in the marketplace. The literature tends to emphasize factors such as media information or the role of social networks and change agents, as well as the characteristics of the product itself, rather than factors such as education and income levels that are less subject to manipulation by the marketing organization. The Bass (1969) model assumes that mass media are important early on in the diffusion process but that as time passes, interpersonal communication becomes far more important. Estimation of this model on a number of consumer durables has revealed that interpersonal communication plays a much bigger role than the media in diffusion (Zettermeyer and Stoneman 1993).

A sizeable literature addresses the factors that influence adoption, that include macroeconomic and cultural variations, manufacturer characteristics, industry characteristics, buyer-adopter characteristics, technology characteristics, decision process characteristics, and regional variations (Wolfe 1994). Damanpour's (1991) meta-analysis of the literature, however, found significant consistency in statistically significant associations "for specialization, functional differentiation, professionalism, centralization, managerial attitude toward change, technical knowledge resources, administrative intensity, slack resources, and external and

internal communication. The determinants of innovation and diffusion tend to fall out into several categories. This includes the adopter's human resources, organizational structure, organizational culture and decision process, market context, industry characteristics, communication channels and social networks, technical attributes of the innovation, economic attributes of the innovation and supplier/vender characteristics (Koebel et al. 2004).

2.2 Direct Marketing and Catalogue Shopping

The growth of direct marketing including catalogues and internet-based marketing is changing the face of competition among retailers with location no longer holding the same competitive advantage that it used to hold (Balasubramanian 1998). Technologies, media and communications are becoming more digitized and companies must at least follow the changes and consider how to digitize their business. Organizations usually respond by having a mix of traditional and digital media, communications and business (Rakic and Rakic 2014). These researchers suggest that integration in terms of media is necessary where traditional media include print, radio, television, direct-response media (telephone, direct mail, catalogue marketing), billboards and others and digital media (the Internet, mobile devices, digital newspapers and magazines, digital radio, digital TV and digital WOM).

The internet has supplied cataloguers with an additional sales tool that augments their print catalogues and aids them in facing the slowing economy and increasing postal rate costs. Cataloguers are facing increasing challenges and needed to revamping their infrastructure to aiming to develop a business model that would be profitable and focuses more on channel convergence. Faced with high many challenges including costs of package deliveries and distribution, high customer expectations and difficulty in securing capital, traditional cataloguing is giving way to multi-channel marketing. Cataloguers now fully accepted the digital marketing as an added sales tool, but not as a substitute to their print catalogues (Direct marketing International Foundation 2002).

Haynes et. al (1991) discussed catalogues and direct mail shopping and how they have become popular methods of purchasing goods in America and expectations that these sales will continue to be important. Youn-Kyung (1994) findings revealed different profiles of heavy catalog users for each clothing category as they were influenced by a different combination of demographic variables, lifestyle, and benefits sought. Gehrt and Shim (1998) performed a study in France on catalogue shoppers. Factor analysis reveals that orientation to catalogue shopping in France is dominated by recreational motivations, with some thought given to convenience. Cluster analysis reveals that one segment is strongly characterized by the Catalogue Orientation (the Catalogue Segment). The Catalogue Segment is unique and high in quality with respect to merchandise. Furthermore, more than any other segment, these shoppers were uninterested in stores and comprised 18% of the respondents. Young in 2000 attempted to measure the attitudes held by African American women towards Afrocentric apparel catalogs. Then an examination of the relationship between African American women's attitudes toward the Afrocentric apparel catalogs and selected clothing and catalog variables was done. The clothing catalog variables included clothing purchases and the frequency of participants receiving both Afrocentric and general catalogs as well as how the catalogs are used.

Sorcher (2014) believes that when catalogues are implemented correctly, the consumers are engaged and this can strongly help build the brand and promote consumer purchases, especially in today's world where everything online is extremely popular. Contrary to the belief that catalogues are dying down, numbers indicate that marketers mailed 11.9 billion

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catalogues in 2013. While some assume that the catalogue business was killed by the internet, the contrary is true and this could actually be the best thing that happened to the catalogue business.

Perry (2014) strongly endorsed the methodology used by LL Bean in his successful marketing using catalogues. Some lessons learnt include selling the lifestyle, standing behind the products, clearly explaining features and benefits and always touting customer reviews.

Multi-level marketing (MLM) companies enjoy an important role in direct selling industries and rely primarily on personal sales force and make significant efforts to support them. MLMs also strongly focus on integrating the various marketing communication methodologies that they use. Racolta-Paina and Luncasu (2014) studied and analyzed MLM companies' sales force and performed a case study on Avon Romania. In their study, the researchers identified that the Avon sales representatives use to a large or very large extent the web site, the electronic brochure and the customized packages along with samples. In addition, Avon's catalogue (both the online and printed versions) and online marketing (Both the content marketing and Facebook page) were believed to be the most useful for their activities. This is then followed by TV ads, sponsorship and concerts.

While previous literature has elaborated on catalogue marketing and its importance within multi-channel settings, there is a gap in literature on the adoption and determinants of acceptance of catalogue marketing as a direct marketing tool in the Egyptian market. The current research aims to address this gap. The objective of this study is to understand the determinants of acceptance and adoption of catalogue shopping in the Egyptian market, using Safer Catalogue for Child Development as a case study.

3. The Research Methodology

3.1 Company Background

Safer Catalogue for Child Development is a catalogue that contains over 800 products from 26 companies and 6 countries, all addressing the development of children. The catalogue has distributed over 90,000 copies so far and has achieved remarkable sales. Target customers received a catalogue through direct distribution in selected social clubs, by responding to newspaper ads, calling the call center and paying only for the shipment of the catalogue upon receipt. By doing that, they also get a coupon for a discount covering the full value of the shipment charges they pay. This coupon would be redeemed against the first purchase they make. After the first couple of months, Safer started calling back its customers with different promotions ranging from percentage discount to gifts on certain purchase limits.

3.2 Research Questions

The research will focus on developing a profound understanding of the early (adopters) Egyptian Catalogue shoppers. Research questions include:

1. What are the main sources of information consumer motivations that are generating awareness among consumers to call and ask for the catalogue and pay for the shipment of a product they never experienced before?
2. How do consumers evaluate the different alternatives?
3. What affects the consumers purchase decisions?

4. What are the impediments to order from a catalogue despite the initial acceptance of the concept?
5. Concerning the consumers who never placed an order (rejected) even after paying for the shipment, receiving a catalogue and a rebate coupon, what has prevented them from placing an order?
6. What motivated the one-time-only customers (defected) to make the order and what prevented them from repeating the order?

3.3 Research Design and Sampling

A tele-survey with a stratified sample of 500 including 100 rejected, 200 defected, and 200 satisfied customers were contacted by phone using Safeer's call center and trained operators. The sample size is suitable for the study and statistics undertaken. The results were then analyzed using descriptive statistics (frequency, cross-tabulation), correlation and discriminant analysis.

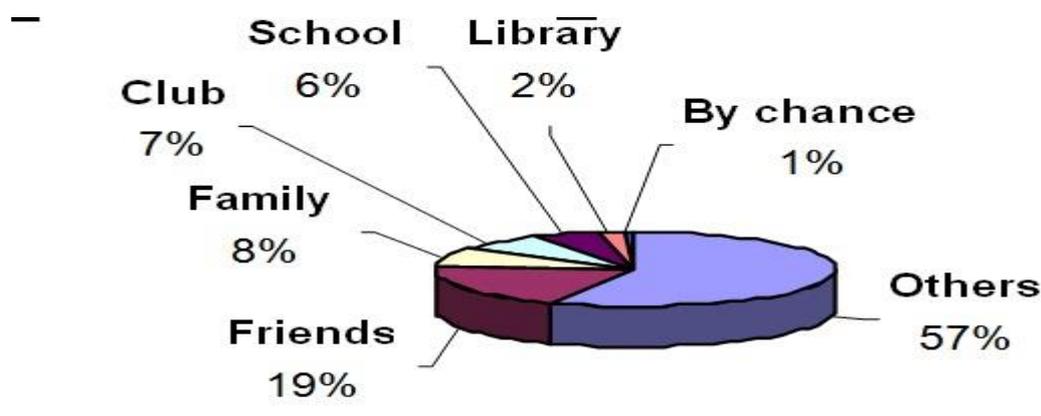
4. The Findings

4.1 Descriptive Statistics

4.1.1 Source of Awareness

Respondents heard about the catalogue from mainly from friends (19%) , family (8%), social clubs (7%), school 96%), library (2%) or by chance (1%). This is a clear word of mouth impact from trusted acquaintances. Other than word of mouth; newspaper ads, book and clubs fairs are the most important channels to reach potential customers. The distribution of other sources of awareness (57%) besides the pre categorized ones include Newspaper (23.9%), Book Fair (18.9 %), Media Ads (16.5 %), Distributors (14.4 %), Phone (9.5 %), Club Fair (6.0 %), Syndicate (2.8 %), Post Office (1.8 %), McDonalds (1.4 %), Religious Organization (1.1 %), Nursery (1.1 %), Did not Mention (1.1 %), Work (0.7 %), Association (0.4 %), Friend (0.4 %) and Pharmacy (0.4 %).

Figure 1: Sources of Awareness



4.1.2 Motivation to Order the Catalogue

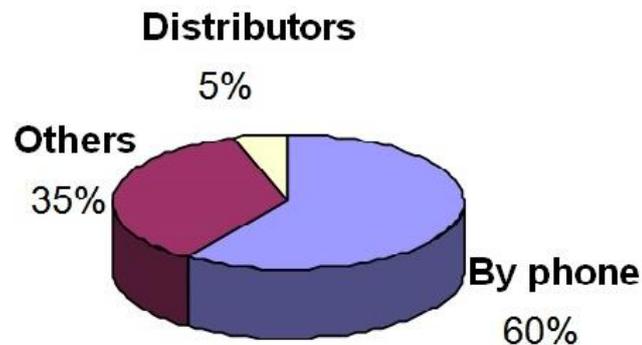
Respondents mainly ordered (60%) the catalogue by phone, got it as a free, got it from a friend, or bought it from fairs. Others category include newspaper, free sample and fairs. The phone

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was an easy and reasonable method that motivated the respondents to check this way of direct selling even if they did not approve of it later. The risk was acceptable.

4.1.3 How the Catalogue Was Delivered

The catalogue was delivered by phone (60%), distributors (5%) and 35% through other methods.



4.1.4 Evaluation and Preference

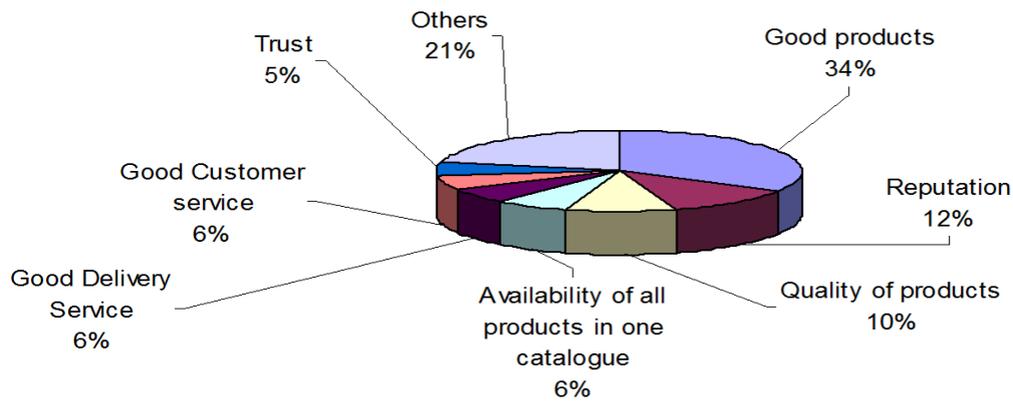
4.1.4.1 Criteria for Evaluation

Respondents evaluated the catalogue attributes. The majority of the respondents viewed the catalogue attributes as either excellent, very good or good (99.6%, 98.6%, 97.4%, 76.2%, 94.8%, 98%, 92.8, 99%, 99.2%) for design, size, quality, good price of product compared to its quality, product variety, product categorization, information available in catalogue, easy to use and products are suitable for each age interval respectively with few unsatisfied customers. 23.8 % were not satisfied with the price / quality ratio.

4.1.4.2 Decision Making Process

Among those who bought from Safeer, their main reason for purchasing was that they believed that Safeer offered good products (33.5%), reputation (11.8%), quality of products (9.8%), availability of all products in one catalogue (6.5%), good delivery service (6.3%), good customer service (5.8 %), trust (5.5%) and products variety (21.3 %). Among those who never bought from Safeer, their main reason was that they believed that Safeer offered them expensive products (28%), did not find time to order (17%), no reason at all (19%) or there were no special offers (11%).

Figure 2: Main Reasons of Buying



4.1.4.3 To Qualify Customer Experience

Among those who bought from Safeer, what consumers liked about the catalogue included good products (39.3%), customer service (14.0%), delivery service (12.8%), products variety (7.0%), categorization of age intervals (6.5%), categorization of products (6.3%), quality of products (4.3%) and others (10.2%). Among all sample (whom bought and never bought), they did not dislike something in particular, respondents mentioned prices (10.8%), bad products (3.4%), few varieties of products (3%), bad customer service (2.6%) among others.

4.1.4.4 Special Offers Offered by the Company

Among those who bought from Safeer, they considered the special offers of Safeer good enough. It is worth noticing that 24% of those who never heard about such offers.

4.1.5 Product Preference

Books and stories were Safeer customers' first choice (39%), and actually the most preferred products, followed by CD's. Educational products came in the fifth rank, they were so sophisticated and most probably more expensive to buy.

Table 1: What are the most products preferred

What are the most products preferred to your children?	First Preferred Product		Second Preferred Product		Third Preferred Product	
	Freq.	%	Freq.	%	Freq.	%
Books & Stories	154	38.5	88	22.0	17	4.3
CD	69	17.3	47	11.8	3	.8
Educational products	53	13.3	19	4.8		
Islamic products	52	13.0	20	5.0	5	1.3
Games & Toys	49	12.3	37	9.3	4	1.0
Cassettes	13	3.3	3	.8	1	.3
Did not Mention a product	8	2.0	186	46.5	370	92.5
Video tapes	2	.5				
Total	400		400		400	

4.1.6 Purchase

4.1.6.1 Product Selection

The main criteria for selecting products are their contribution to behavioral values (91.2% affirmative) where they are foreseen as tools to help the parents in raising their children. Others criteria included innovative products (24.4 %), price (17.0%) and “just because my children love it” (13.4 %).

4.1.6.2 Determinants of Quality

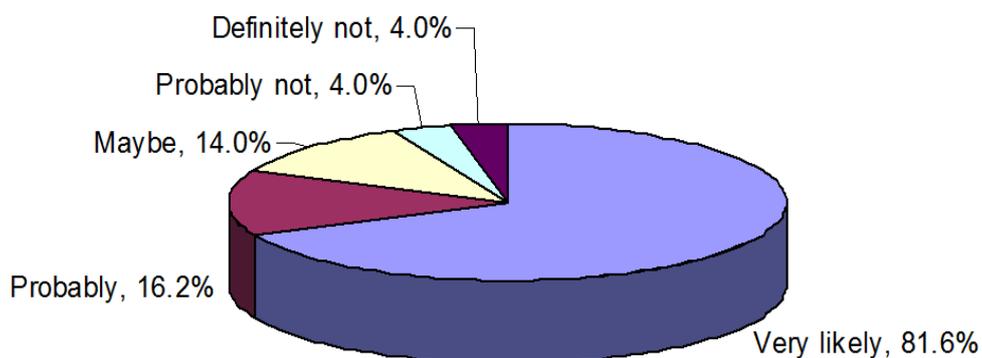
The majority agreed that Safer lack responsiveness (91.5%), Safer provide acceptable level of transaction quality in terms of efficient treatment (96.5%) and handling complaints (86.3%), Safer have highly informative CSR (98.8%), Safer do not keep their deliver appointments nor perform efficient customer follow up (21.3%), but the costing is acceptable (82.3%). The respondents also agreed that the treatment they received from the agent exceeded expectations (96.8%), the friendly service that the agent provided is way above average (95.8%) and loyal customers receive special offers from the agent (53.3%).

4.1.7 Post-Purchase Problems & Evaluation of Products

The majority of the sample (500 respondents regardless of their categorization) considered the possibility of purchasing products from Safer catalogue with 81.6% responding that they are “very likely” to purchasing products again.

The majority of customers (93.8%) did not face problems with these products. And the minority (6.2%) faced problems such as product is not working, difficult products, delay of delivery, expensive product, no follow-up, not seeing product, poor quality of product and unavailable products. Such problems were solved by performing product demonstration first or changing the product totally.

Figure 3: Possibility of purchasing products from catalogue



4.1.8 Customer Loyalty

The majority (68.8%) would be “very likely” to recommend Safer to others, 26.8% “probably recommending” with only 5.2% wavering from “Maybe” to “not recommending” Safer.

4.2 Pearson Chi-Square

To test the presence of a significant difference between being members or non-members and the perception of benefits gained from such club, Pearson chi-square was tested. Only 18% of Safeer club members felt that they benefit from their membership. This a clear lack of awareness and there is a genuine need to convey this information to Safeer members. There is statistical significant difference (Sig. < 0.05) that supports this statement.

Table 2: Person Chi-Square

	Value	Df	Approx. Sig.
Person Chi-Square	149.496		.000
Nominal by Nominal Phi	.611	1	.000
N of Valid Cases			

To test the presence of a significant difference between between being Safeer Club members or not and their opinion regarding special offers, Pearson chi-square was tested. Respondents whom were not Safeer Club members felt that they have very good special offers and this was not that true for existing members. There is a statistical significant difference that supports this statement.

Table 3: Person Chi-Square

	Value	df	Approx. Sig.
Person Chi-Square	61.064	5	.000
Nominal by Nominal Cramer's V	.391		.000
N of Valid Cases			

4.3 First Discriminant Analysis Trial

Discriminant Analysis has been applied to all variables that was asked to all respondents (three categories) where the dominant variable is the question: "How many times did you bought from Safeer during last year?". The response to this question appears in three modes: once, more than once, and never. A sample comprising 400 subjects were addressed for DA. Due to the low classification power that resulted from this method, the researcher will repeat the analysis using 2-category dependent variable (buy/no buy).

4.4 Second Discriminant Analysis (DA) Trial

The DA has been applied to all variables that was asked to all respondents where the dominant variable is the question: "How many times did you bought from Safeer during last year?". The response to this question appears in three modes: did buy, and never did buy. A sample comprising 400 subjects were addressed for DA.

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Table 4: Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		400	80.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Unselected	100	20.0
	Total	100	20.0
Total		500	100.0

Table 5: Box's Test of Equality of Covariance Matrices-Log Determinants

How frequent he takes the decision for buying a product from this catalogue in the last year?	Rank	Log Determinant
Buy	11	-10.712
Never	11	-15.209
Pooled within-groups	11	-10.711

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

Box's M test tests the assumption of homogeneity of covariance matrices. The null hypothesis that the variance/covariance matrices are equal in the population cannot be accepted. The test is not significant so we conclude the groups do differ in their covariance matrices.

Table 6: Test Results

Box's M		355.546
F	Approx.	5.110
	df1	66
	df2	68440.925
	Sig.	.000

Tests null hypothesis of equal population covariance matrices.

Stepwise Statistics

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Table 7: Variables Entered/Removed

Step	Entered	Wilks' Lambda							
		Statistic	df1	df2	df3	Exact F	Statistic	df1	df2
1	Would you recommend Safer to others?	.940	1	1	398.000	25.344	1	398.000	.000
2	Product Variety	.904	2	1	398.000	20.999	2	397.000	.000
3	Are you a member in Safer Club?	.869	3	1	398.000	19.918	3	396.000	.000
4	How did you learn about the catalogue?	.842	4	1	398.000	18.575	4	395.000	.000
5	What are the main criteria for selecting the products? Behavioral Values	.825	5	1	398.000	16.750	5	394.000	.000
6	Information available in catalogue	.814	6	1	398.000	14.953	6	393.000	.000
7	Quality	.801	7	1	398.000	13.946	7	392.000	.000
8	Number of Children	.789	8	1	398.000	13.083	8	391.000	.000
9	Have you faced a problem with the product after purchasing it?	.776	9	1	398.000	12.504	9	390.000	.000
10	Innovated Product	.767	10	1	398.000	11.847	10	389.000	.000
11	How likely are you to purchase products now?	.757	11	1	398.000	11.333	11	388.000	.000

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

a Maximum number of steps is 62.

b Minimum partial F to enter is 3.84.

c Maximum partial F to remove is 2.71.

d F level, tolerance, or VIN insufficient for further computation.

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

Summary of Canonical Discriminant Functions

Table 8: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.321	100.0	100.0	.493

Table 9: Wilks' Lambda

Test of Function	Wilks' Lambda	Chi-square	df	Sig.
1	.757	109.356	11	.000

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Table 10: Standardized Canonical Discriminant Function Coefficients

	Function
	1
Are you a member in Safeer Club?	.436
Number of Children	.292
How did you learn about the catalogue?	-.315
Quality	.330
Product Variety	.471
Information available in catalogue	-.354
What are the main criteria for selecting the products? Behavioral Values	.365
Innovated Product	.250
How likely are you to purchase products now?	-.287
Have you faced a problem with the product after purchasing it?	.274
Would you recommend Safeer to others?	-.337

The standardized discriminant function coefficients serve the same purpose as beta weights in multiple regression; they indicate the relative importance of the independent variables in predicting the dependent variable.

Function 1: Intention to buy from Safeer = 0.436 member of Safeer club + 0.292 number of children - 0.315 media graphics + 0.330 product quality + 0.471 product variety - 0.354 information available in catalogue + 0.365 behavioral values of the offered products - 0.250 innovated products - 0.287 probability of repurchase + 0.274 after sale problems - 0.337 recommend Safeer to others + c.

Eigenvalue = 0.321

The function explained about 75.7 % of the variance exhibited in the sample.

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Table 11: Structure Matrix

	Function
	1
Would you recommend Safer to others?	-.445
Product Variety	.413
How likely are you to purchase products now?	-.395
Are you a member in Safer Club?	.354
How did you learn about the catalogue?	-.314
Quality	.296
Product Categorization	.273
Easy to use	.238
Products are suitable for each age interval	.233
Innovated Product	.226
What are the main criteria for selecting the products? Behavioral Values	.222
Size	.178
Number of Children	.160
Price of product compared to it's quality	.147
Have you faced a problem with the product after purchasing it?	.123
How do you like the look and feel of the catalogue? Design	.120
How old is the person whom the catalogue was order to? 6-10 Years	.118
Education Level	-.088
Information available in catalogue	.076
Price	.062
How was the catalogue delivered to you?	-.054
Age Intervals of Customer	.053
How old is the person whom the catalogue was order to? Age Interval before School	.031
Just because my children love it	.015
Occupation of Customer	-.013
What did you dislike about the Catalogue?	-.008
How old is the person whom the catalogue was order to? Above 14 Years	-.003
How old is the person whom the catalogue was order to? 10-14 Years	-.003
Gender	-.001

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

Table 12: Functions at Group Centroids

	Function
How frequent he takes the decision for buying a product from this catalogue in the last year?	1
Buy	.283
Never	-1.131

Unstandardized canonical discriminant functions evaluated at group means

Table 13: Classification Results (hold-out sample of 100 cases)

			Predicted Group		Total	
			Membership			
			buy	never		
			How frequent he takes the decision for buying a product from this catalogue in the last year?			
Cases Not Selected	Original	Count	buy	69	11	80
			never	7	13	20
		%	buy	86.3	13.8	100.0
			never	35.0	65.0	100.0

a. 82.0% of unselected original grouped cases correctly classified.
 Overall Hit Ratio = 82%
 Errors = 18%
 Correct classification of "buy" = 86.3%
 Correct classification of "never" = 65%

In conclusion, the discriminant function could correctly classify 82% of the provided sample. It is clear that there is no significant difference in the way of thinking among those who bought once or more than once using Safer catalogue.

5. Limitations and Future Research

One of the limitations in the current study is sampling due to limitations in costs and time. In terms of sampling, a larger sample could significantly assist the research. In addition, the effects of demographics on adoption and acceptance can be taken into consideration in future research. Furthermore, moderating factors such as the role of prior knowledge can be considered. Finally, looking at operational considerations and management perceptions of catalogue providers could provide more insight on multichannel merchant implementations.

6. Conclusions and Recommendations

Throughout the study, the researchers have evaluated the acceptance and adoption of the emerging trend of catalogue marketing among the consumers in Egypt. As a conclusion, the current research uncovered family and friends as the main source of information with 60% of respondents ordering a catalogue by phone. Offering good products (33.5%) was one of the main reasons for purchase with books, stories and CDs making for more than 50% of the preferred products ordered through the catalogue. 91.2% of consumers affirmed purchasing products that contributed to behavioral values. In addition, the majority of the respondents were also satisfied with the quality of services offered by the providers. Furthermore, with a significant difference between members and non-members on the benefits gained from membership and no significant difference in the way of thinking among those who bought once or more than once using Safer Catalogue, a clear lack of awareness and the need for communication among customers was demonstrated.

Brand equity, physical stores and efficient distribution systems are great assets, but they don't guarantee online retailing success. Catalogue marketing can be a viable channel that can

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enhance selling efficiency and convenience to customers (Haynes et al. 1991; Scorcher 2014; Perry 2014). The high use of internet and the successful mix of using both traditional and digital media in directly marketing to the consumer have been hugely successful to ensure reaching the target market (Direct Marketing International Foundation 2002; Rakic and Rakic 2014).

Based on literature and the current research findings, the development of multi-channel merchants that includes both a physical as well as an online presence and reach is essential to further enhance shopping experiences as well as clearly communicating to the customers the services offered. Multi-channel merchants including the online and physical catalogue would provide the complete focus needed on integrating front-end and back-end operations, and everything in between. It helps to integrate across channels, sell and deliver. This can enable marketers and managers to reach their target consumers via multiple channels, enhance accessibility and develop ease of shopping experience. This will contribute to a greater customer base, customer loyalty and positive word-of-mouth recommendations among consumers. The consumer experience will be greatly enhanced which is the ultimate goal of any marketer.

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