**Other Customer Age – Exploring customer age-difference related CCI**

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**Abstract**

**Purpose** – This study aims to explore the relevance of customer age-differences (CAD) in the context of customer-to-customer interaction (CCI) within various service domains. It provides a thematic framework for understanding customer age-difference related CCI and critically identifies new directions for research into CAD-related CCI.

**Design/methodology/approach** – Using a narrative literature review approach, different perspectives in the literature on age-differences and CCI are analysed towards highlighting and emphasising valuable new themes.

**Findings** – Three coherent domains: the desire for social contact; fellow customer behaviour; and social identity issues are identified to interconnect a fragmented diversity of literature. Many themes for future research directions in the study of CAD-related CCI are identified.

**Research limitations** – Whilst a wide selection of literature sources is critically reviewed the fragmented nature of the literature on age-differences and CCI prevents the review covering all publications.

**Practical implications** – The paper provides service marketing managers and scholars with strategic CCI insights into better serving a diverse age-range of customers. These insights will undoubtedly stimulate timely investigation of new avenues to enhance service customer compatibility and satisfaction in increasingly age-diverse societies.

**Originality/value** – This paper provides the first overview of a wide range of strategic considerations aimed at explaining the impact of customer age-differences on CCI in service environments. Essentially, the paper elaborates opportunities and challenges in CAD-related CCI as critical themes for further investigations.

**Keywords** Customer-to-customer interaction, Age differences, Social contact, Social identity, Older consumers, Future research

**Paper type** General review

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