



A Comparative Study About The Customers Satisfaction Regarding Digital Marketing Among Different Age Group Of Male And Female Customers In Online Shopping Behavior

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Abstract:

This study aims to find the opinion difference of customer satisfaction among the different age groups of male and female customers in online Shopping Behavior. The exploratory research design is used for the exploration of new facts, new knowledge, and new information on online shopping trends. The descriptive research design is used to test the hypothesis. A total of 345 respondents are selected for the study of customer satisfaction in online shopping. The significance level is set at 5% in this study. The Independent t-test and Analysis of Variance(ANOVA) statistical tools are used for the comparative study of two groups and more than two groups. The bar and pie chart are also used for the pictorial presentation of the data. The SPSS 23.0 version software is used for the data analysis. The findings of this study are concluded that matured age groups above 31 years of female respondents are much more satisfied in online shopping in comparison of male customers.

Keywords: Digital Marketing, Customers Satisfaction, Online Shopping Behavior.

Introduction

Digital marketing is evolved at a very fast growth rate in the field of consumer buying behavior. Consumers are learning about the application of digital marketing in the shopping of goods and services. Customer satisfaction is an integral part of any organization because the customers are the king in every business whether organizations are dealing with services or goods. In this study, the customer's satisfaction is to be checked whether any significant difference in the opinion of the male and female consumer. Is the age difference have any significant role in customer satisfaction? This is also discussed and explored. The customer's satisfaction is responsible for the various factors such as products quality, product packaging, price of the product, distribution of the products, promotion of the products, after-sales service of the products, warranty and guarantee of the product, replacement policy, behavior of sales executive or customer care

executive, delivery of the products, self-respect to own the product, social recognition, etc. The good service by the organization improves the customer's satisfaction and loyalty towards the company. In the digital era, online shopping has gained tremendous response because it is easy to shop the products and services at the doorstep, at the convenience of the customers in the difficult time of the COVID pandemic. Now the customers are shifting from traditional shopping to online shopping using various popular applications like Amazon, Flipkart, etc. The very popular features like various payment options, replacement policy, reviews of previous customers, variety of options, variety of price options, etc. have made the e-commerce companies in the main lead role of every business. The augmented reality (AR) and virtual reality (VR) the two main artificial intelligence technology are used by e-commerce companies for the real shopping experience as in the traditional shopping.

Literature Review

The previous authors' researches are discussed in chronological order to support the above case. For reviewing the previous literature, the Google Scholar, J-Gate portal, Digital Library is used. The national and international research papers are also explored for the exploratory research design which helped in the formulation of the null and alternative hypotheses. The previous researches are as follows: There is a statistically significant positive relationship between the level of customer satisfaction and the likelihood of a repeat purchase. (Koivumäki, 2001) Online retailers should also look into the possibility of running call centers which could ensure that the customer gets a chance to formally interact with the other party before the actual purchase. (Richa, 2012) Every internet page is full of different kinds of touchpoints as advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without "losing" them through their way of the internet. (Schwarzl & Grabowska, 2015) Companies involved in online retailing should focus on building a trustworthy relationship between producers and customers. (Kanchan et al., 2015) Especially understanding the consumer's attitudes towards online shopping, improving the factors that influence consumers to shop online, and working on factors that affect consumers to shop online will help marketers to gain a competitive edge over others. (S & N, 2016) The main barrier in the process of online shopping is the payment safety and privacy issue. This increases the low level of trust in online stores, therefore; sellers have to make proper strategies to increase the consumer's level of trust in them. (Sharma, 2017) The use of online marketing is a viable marketing communication channel, which has a significant influence on the regularity of visits and consumer patronage of shopping sites. (Ikechukwu et al., 2017) Online shopping is becoming more popular day by day with the increase in the usage of the internet. Understanding customer's needs and desires for online buying, selling has become a challenging task for marketers. (Venkatakrishnan & Loganathan, 2018) A consumer who is satisfied with an online shopping site during his/her previous experience is highly likely to return to the same site for shopping again. Hence, e-retailers must make appealing and

pleasurable web portals (with good information content) that would attract consumers. (Sai Vijay et al., 2019) Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost-infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. (Singh, 2020)

Research Gap

Based on the literature review, the research gaps are identified as, there was little work carried out on the customer's satisfaction concerning digital marketing among the different age groups of male and female respondents, hence this was the main research of the said study.

Objectives

The objectives are as follows:

- To find the difference of opinion between male and female respondents concerning customers satisfaction in online shopping
- To find the difference of opinion among age groups of respondents concerning customers satisfaction in online shopping

Hypothesis

The null and alternative hypotheses are as follows:

- H0₁: Customers' satisfaction is the same in online shopping between male and female respondents.
- H1₁: Customers' satisfaction is not the same in online shopping between male and female respondents.
- H0₂: There is no significant difference of opinion among age groups concerning customer satisfaction in online shopping behavior.
- H1₂: There is a significant difference of opinion among age groups concerning customer satisfaction in online shopping behavior.

Pilot Study

The pilot study is conducted on 34 respondents (which is 10%) of the total sample size. The reliability and validity are checked in the pilot study stage.

Reliability and Validity

The reliability is checked using Cronbach's alpha tools. The minimum acceptable value of Cronbach's Alpha is 0.700 for the scale items of customer satisfaction in online shopping. The acceptable value of Corrected item-total Correlation (CITC) is 0.300 for the finalization of items (observed variables) under customer satisfaction (construct) in online shopping. The content validity is checked by showing the structured questionnaire to the experienced professional of digital marketing and online shopping behavior. The SPSS 23.0

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outputs are as follows:

Scale: Customer Satisfaction

The reliability analysis is performed on the Customer Satisfaction construct having 5 items using Cronbach's Alpha.

Table 1: Case Processing Summary

		N	%
Cases	Valid	34	100.0
	Excluded ^a	0	.0
	Total	34	100.0

a. Listwise deletion based on all variables in the procedure.

From the case processing summary table 1, it is clear that a reliability test is performed on 34 respondents before the main data collection.

Table 2: Reliability Statistics – Customer Satisfaction Construct

Cronbach's Alpha	N of Items
.923	5

From the Reliability Statistics table 2, it is clear that the Cronbach's Alpha value is (0.923) which is much better than the acceptable range (0.700), hence the customer satisfaction construct is a reliable scale for further statistical data collection and data analysis.

Table 3: Item-Total Statistics- Customer Satisfaction (CS) Construct

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted
2.1 CS	12.59	21.037	.798	.907
2.2 CS	12.85	22.857	.769	.912
2.3 CS	13.03	21.908	.863	.894
2.4 CS	12.62	21.758	.765	.913
2.5 CS	12.79	22.047	.816	.902

From the Item-Total Statistics table 3, it is clear that all the CITC values are above 0.300, hence all five items are retained for the next level of analysis. There is no need to delete any item because the Cronbach's Alpha value will not be further improved, therefore it can be concluded that the customer satisfaction construct is a reliable scale for further statistical analysis.

Data

Primary and secondary data are collected for the said study. The sample size of this study was 345. The primary data are collected from 345 respondents through the structured questionnaire. The two main scales are used in the questionnaire. The nominal scale is used for the gender and age questions and 5 points Likert scales are used for the various items of customer's satisfaction in online shopping behavior. Likert scale 1 is considered as strongly disagree and 5 is taken as strongly agree. The Likert scale 3 is in between 1 and 5 as neither agrees nor disagrees. The secondary data are collected by the previous literature on online shopping behavior which is very well explained in the literature review section.

Methodology

The methodology of this research is discussed under the research process and research design. The Research Process involved the observation, literature Review, formulation of the Questionnaire, theory formulation, formulation of hypotheses, data collection, data analysis, and conclusion of the objectives. The design involved the type of Research, unit of analysis, the time horizon of the study, development of the questionnaire, content validity, pilot study, reliability of measurement instruments, the population of the study sample of the study, data collection, data editing, coding, and data analysis using the various parametric and non-parametric test. The exploratory research design is used for the exploration of new facts, new information, new knowledge which has helped in the formulation of a hypothesis and descriptive cross-sectional research design is used to test the hypothesis in a selected period. The content validity is checked by showing the questionnaire to the expert. The reliability is checked using Cronbach's Alpha. The population of this study was selected as 2500 customers from Uttar Pradesh. The sample size was calculated by Slovin formula $n = N / (1 + Ne^2)$; where, n = sample size, N = Total population, e = Error Tolerance. $n = 2500 / (1 + 2500 * 0.05^2) = 344.8$. (Approximately 345) The non-probability snowball sampling techniques are used in this survey. In this study, the independent t-test and ANOVA are used because there is a comparative study about the customer's satisfaction regarding digital marketing among the different age groups of male and female customers in online shopping behavior. The pie and bar chart is used for the pictorial presentation of the results and findings. The data analysis is performed using statistical software SPSS 23.0 version.

Results

After creating the variables in variable view and entering the data in data view in the SPSS software, the data are analyzed using two main statistical tools that are independent t-test, ANOVA. In an independent t-test, the grouping or nominal variables are gender and age. The test variable is customer satisfaction. In ANOVA, the independent variable or grouping variable is age whereas the dependent variable is customer satisfaction which is measured on 5 points Likert scale stating as 1 strongly disagree and 5 strongly agree. The SPSS 23.0

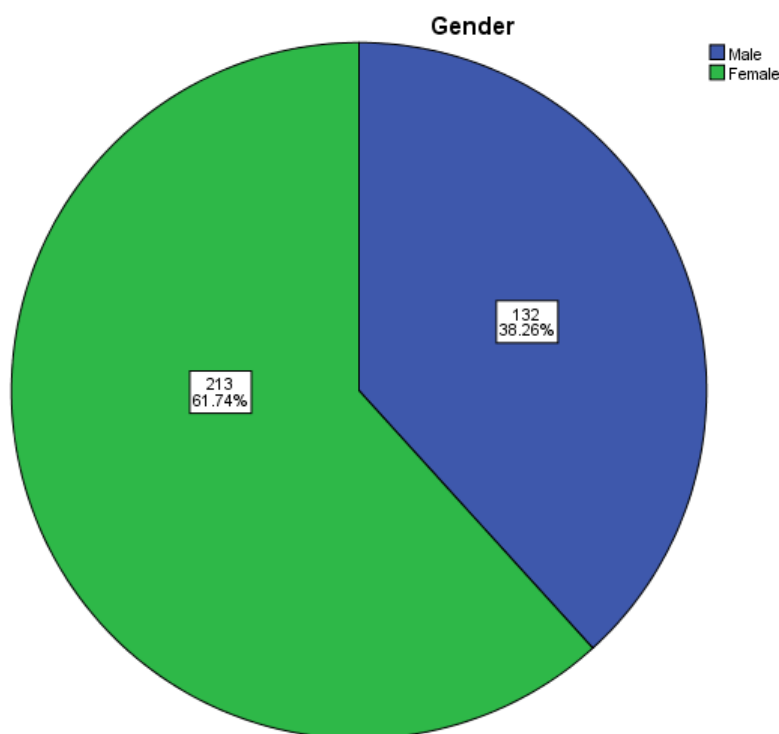
version outputs are as follows:

Demographics Profile (Gender and Age)

Table 4: Gender

Gender	Frequency	Percent
Male	132	38.26
Female	213	61.74
Total	345	100.00

Figure 1: Gender



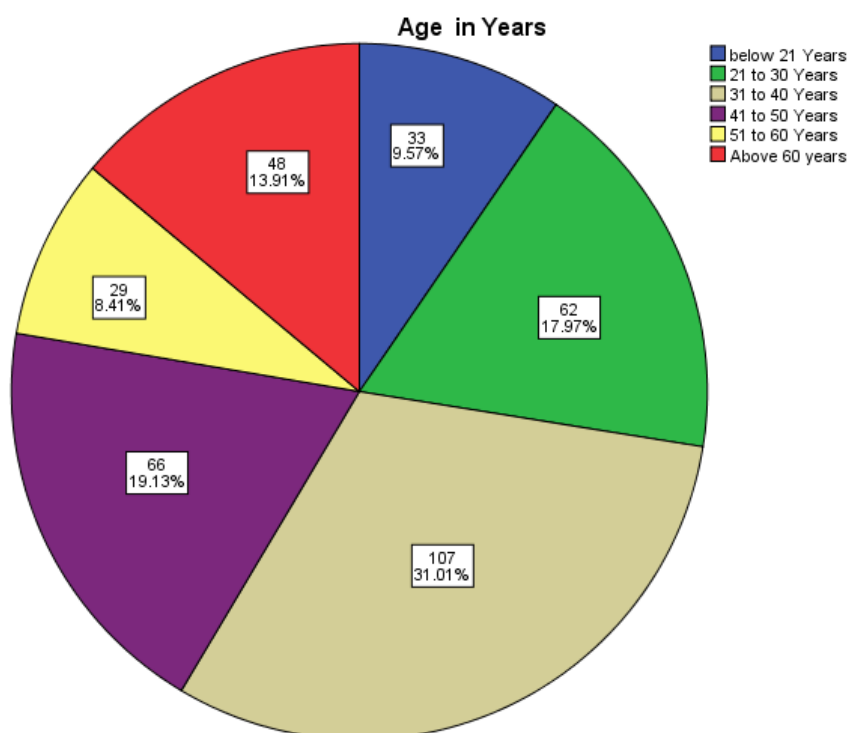
From table 4 and pie chart 1, it is clear that 61.74% of respondents are female whereas 38.26% of respondents are male customers in online shopping, therefore it can be concluded that most of the respondents are female and hence said that female customers are more attracted towards online shopping.

Table 5: Age

Age Group	Frequency	Percent
Below 21 Years	33	9.57
21 to 30 Years	62	17.97

31 to 40 Years	107	31.01
41 to 50 Years	66	19.13
51 to 60 Years	29	8.41
Above 60 years	48	13.91
Total	345	100.00

Figure 2: Age



From the table and pie chart, it is clear that 9.57% of respondents belong below 21 years of age, 17.97% belong to the 21 to 30 years of age group, 31.01% belong to 31 to 40 years, 19.13% belong to 41 to 50 years, 8.41% belong to 51 to 60 years, and 13.91% belong to above 60 years of age, therefore it can be concluded that most of the respondents are 31 to 40 years of age group. The age group between 31 to 40 years is more technology savvy and comfortable to handle the features of smartphones and can easily do online shopping.

Independent T-test

First Null hypothesis

H₀: Customers' satisfaction is the same in online shopping between male and female respondents. For testing the first hypothesis, an independent t-test is used.

Test Variable- Customer Satisfaction (measured in 5 points Likert Scale), Grouping Variable- Gender (in Nominal Scale), and The independent t-test is used when there is a comparison of two groups, here in this study the comparison of customer satisfaction has

to be checked between male and female, hence independent t-test is used otherwise if there are more than two groups then ANOVA can be used.

Table 6: 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
Customer Satisfaction	Equal variances assumed	6.450	.012	-43.123	343	.000	-2.01724	.04678	-2.10925	1.92523
	Equal variances not assumed			-41.301	239.942	.000	-2.01724	.04884	-2.11346	1.92103

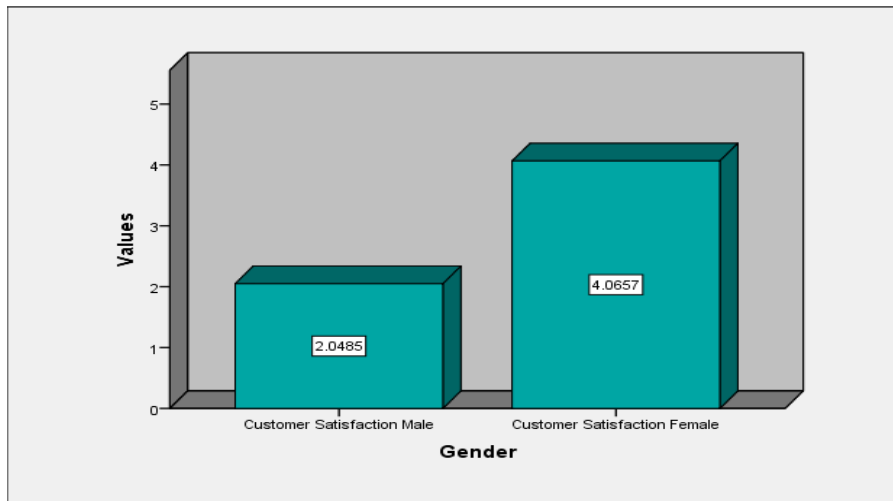
From the independent samples tests table 6, it is clear that the sig value (p = 0.000) is less than 0.05 (commonly acceptable level of significance), hence the first null hypothesis is rejected, therefore it can be concluded that the customer's satisfaction is not same in online shopping between male and female respondents. That means there is a significant difference in customer satisfaction between males and females.

Table 7: Group Statistics- Customer Satisfaction concerning gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Customer Satisfaction	Male	132	2.0485	.46961	.04087
	Female	213	4.0657	.39021	.02674

Figure 3: Customer Satisfaction concerning gender

**Group Statistics
Mean**



From the group statistics table 7 and bar chart 3, it is very much clear that the mean score (4.0657) of customer satisfaction females is more than that of the mean score (2.0485) of customer satisfaction males, therefore it can be concluded that female customer is more satisfied in comparison to the male customer while doing online shopping.

ANOVA test

Second Null Hypothesis

H0₂: There is no significant difference of opinion among age groups concerning customer satisfaction in online shopping behavior.

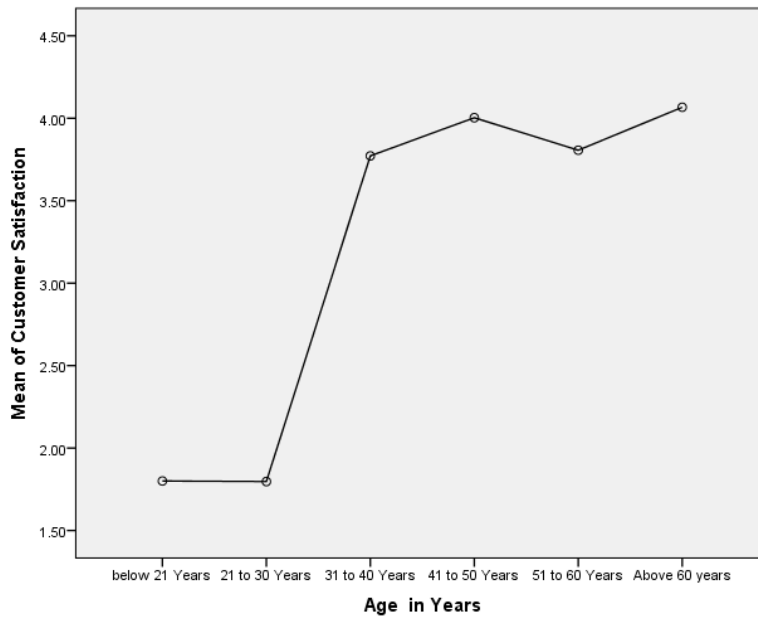
Independent variable- Age (in Nominal Scale), Dependent Variable- Customer Satisfaction (5 Point Likert Scale), ANOVA test is used when there is a comparison of more than two groups, here in this case age is classified in six groups as below 21 years, 21 to 30 Years, 31 to 40 Years, 41 to 50 Years, 51 to 60 Years, above 60 years.

Table 8: ANOVA -Customer Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	314.652	5	62.930	272.998	.000
Within Groups	78.145	339	.231		
Total	392.797	344			

From the ANOVA table, it is clear that sig value (p-value = 0.000) is less than 0.5, hence the second null hypothesis is also rejected, therefore it can be concluded that there is a significant difference of opinion among age groups concerning customer satisfaction in online shopping behavior

Figure 4: Mean Plots between customer satisfaction and age group



From the post hoc tests table 9 and mean plots 4, the age group of 31 to 40 years and above 40 years are highly satisfied in online shopping whereas the age group below 30 years having low customer satisfaction in online shopping.

Conclusion

Based on the results of independent t-test and ANOVA, it is very much clear that the female customer is more satisfied in comparison to the male customer while doing online shopping and there is a significant difference of opinion among age groups concerning customer satisfaction in online shopping behavior, therefore it can be concluded that matured age group have a feeling of more satisfaction in comparison of low age group. By combining the results of both the hypothesis, it can be finally said that matured age group above 31 years of female respondents are much more satisfied in online shopping backed by digital marketing e-quality service in comparison of male customers.

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