

# IMPACT OF AGE, EXPERIENCE AND GENDER ON CUSTOMER SATISFACTION IN ONLINE SHOPPING

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## ABSTRACT

*The main aim of this study is to evaluate the impact of three independent variables viz age (A), experience of online shopping(B) and gender (C) of the online shoppers and their various interactions on customer satisfaction in online shopping. The data for the study was collected from 685 online shoppers from Vidarbha region, M.S., India through a well-structured questionnaire. The proposed relationship was investigated empirically by performing three-way ANOVA. Analysis was done using Statistical Package for Social Sciences (SPSS). This study used availability, purposive and snowball sampling techniques for selecting the samples of online shoppers in Vidarbha. The results of three-way ANOVA analysis show that, from the three independent variables, two variables viz, age and experience of online shopping were found to be significantly affecting customer satisfaction in online shopping. However, 'gender' was found to be insignificant in affecting satisfaction of online shoppers. The combined interaction effect of all the three variables (A\*B\*C) is found to be highly significant; however, the paired interactions between A\*B, A\*C and B\*C were found to be insignificant. Therefore, the research concludes that, age of online shoppers and experience of online shopping significantly affect their satisfaction in online shopping. The online shoppers in the age group of 29 to 48 years found to be most satisfied. The online shoppers having experience more than 4 years of online shopping found to be most satisfied; and both male and female online shoppers found to be equally satisfied with the online retailers.*

**Keywords:** Online shopping, experience, gender, age, customer satisfaction

## INTRODUCTION

The up-rise in the internet after 1990s has taken about an incredible change in the commercial sphere(Zhou, 2007). The number of virtual buyers increased with the rapid growth of information technology. These online shoppers started purchasing various products on the Internet. Hence, the Internet has become an important medium of buying various products and services for the e-shoppers with the convenience of 24 hours availability (Mohammad Hossein Moshref Javadi, Hossein Rezaei Dolatabadi, Mojtaba Nourbakhsh, Amir Poursaedi, 2012).Indeed, the expansion of e-commerce activities across the globe caused the transformation of retail infrastructure (S. J. Chen & Chang, 2003).

The first online shopping transaction happened in 1994. In the next year, Amazon.com rolled out its online shopping site and eBay was also launched in 1995 in the USA(Jain & Kulhar, 2019). In online shopping, the virtual buyers buy the goods and services from the retailers who offer their merchandise for sell on the internet. The online shoppers could visit the web portals of the e-retailers from the comfort of their homes and shop using computers or smart phones. According to (Lee et al., 2017), online retailing is a process of retrieving product information via internet, and purchase orders are issued through the electronic purchase request, and then fill in credit card account numbers,

subsequently the retailers deliver the order. Succinctly, online shopping is a process customers follow to purchase products or services over the internet (Zuroni & Goh, 2012).

According to (Al-Debei et al., 2015), online shopping is very successful in selling digital products such as shares, software, music, and films. Incidentally, it has been less successful for the 'traditional' goods such as clothes, cosmetics, household appliances and automobiles (Jain & Kulhar, 2019). Over the period, the internet penetration has increased rapidly in both developed and developing countries in the world and so as the online retailing.

Online retailing is at nascent stage in India. Though it occupies only 0.1% of total retail in India and is projected to grow at accelerated pace to reach 7-8% of total Indian retail market by 2020 (Khare et al., 2012). It is a promising industry in India as the number of the internet users exceeding 200 million, as reported in October 2013 in India (Mathew et. al., 2014). Among the BRIC (Brazil, Russia, India and China) Nations, India has been the fastest growing market. There are over 18 million Internet users in India and they are multiplying with an annual growth rate of 41% (Mathew et. al., 2014). Simply, the trend of online retailing is rising in India. The customers also have started taking interest in buying goods using this online platform, therefore, it becomes essential to understand the factors affecting their satisfaction in online shopping. This paper makes an effort to evaluate three factors viz; age, gender and experience of online shopping of the customers affecting their satisfaction in online shopping.

## LITERATURE REVIEW

The researchers wish to analyse the impact of socio-demographic factors viz; age of online shoppers, their prior experience of online shopping and their gender on their satisfaction in online shopping. A summary of previous studies evaluating the online shopping behaviour is presented below.

### Role of Age of Customers in Online Shopping

According to (Kim & Forsythe, 2010), India has a major advantage of having younger population. 75% of the population in India is below age of 35 years. Many previous studies considered 'age' as one of the variables while studying behaviour of online shoppers. In a study conducted by (Sorice et al., 2005), it was reported that the younger online shoppers search more products over the internet as compared to their older counterparts. Interestingly, it was also reported that, the older online shoppers actually purchase more than their younger online shoppers. (Wan et al., 2012) reported that, age has significant influence on online shoppers' perception of goods in the e-shopping environment. (Wan et al., 2012) studied age-wise online shopping experience. The results show that, online shopping experience increases from age group 18-19 to 40-49 and then declines. Incidentally, in a study conducted by (Jacques Boulay, Brigitte de Faultrier and Florence Feenstra, 2014) it is found that, traditional retailers are more popular with six-to-twelve-year-old customers than online shopping and they carry negative perception about online retailing. (Hui & Wan, 2009) reported that 21-40 years old customers have a higher propensity to use e-shopping services. The results of the study conducted by (Gupta & Handa, 2008) showed that, young adults (below 25 age) of India are mainly online surfers and not online shoppers due to having low knowledge and experience as far as online shopping is concerned. (Of et al., n.d.) reported that, young generation online shoppers i.e., the shoppers belonging to 20-25 age group are very keen to shop online. (Lian & Yen, 2014) conducted research to study barriers in e-tailing. It was found that, younger shoppers have lower barriers than their older counterparts.

### Role of Gender in online shopping

Many previous studies also considered 'gender' while evaluating online shopping behaviour of the online shoppers. According to (Dittmar et al., 2004), the shopping environment has stronger impact on women than on men's buying attitudes. The results of a study conducted by (Dai & Arnulf, 2019) indicate that, there is no gender difference in online shopping attitude. (Zhang et al., 2014) reported that, female online shoppers are more responsive to a mix of positive and negative reviews than male shoppers. The results reported by (Meyers-levy & Sternthal, 1991) confirms that, female

online shoppers are comprehensive information processors, whereas males are selective information processors. The results of a study conducted by (Hou & Elliott, 2016) show that, male and female online shoppers have different product preferences. The results of (Y. Chen et al., 2015) showed that there is significant difference in the re-purchase intention of male and female online shoppers. (Korgaonkar & Wolin, 2003) reported that, males are more likely to purchase on the internet than females. (Hasan, 2010) studied the gender differences towards online shopping. It was found that, men demonstrated more favourable online shopping attitudes than women. The results of a study conducted by (Blandina Sramova, Jiri Pavelka, 2019) showed that, there is no gender difference in hedonistic value motivations in online shopping. (Jen-hung & Yi-chun, 2010) reported that, female online shoppers give importance to hedonic motivations whereas their male counterparts emphasised more on utilitarian motivations. (Of et al., n.d.) reported that the males are very interested in online shopping than females.

### **Role of Experience of Shoppers in Online Shopping**

According to (George, 2016), customer satisfaction is a complete evaluation of the accumulated purchase and consumption experience. Online shopping experience could be used for developing competitive advantage. The study conducted by (Dr Hanif Kanjer and Dr Shipra Bhatia, 2016), attempted to understand the impact of online shopping experience on consumer online purchase behaviour. It was revealed that, the shoppers having 2-5 years online shopping experience has the highest frequency of shopping. In a study conducted by (Jime et al., 2011), it was found that, the shoppers who frequently use the internet find more value in online shopping. (Wi-Suk Kwon, 2010) reported that, there is significant impact of past online shopping experience on consumer's perceived risks in online shopping. According to (Khalifa & Liu, 2007), online shopping experience has positive impact on repurchase intention and customer satisfaction. The results of (Mofokeng, 2021) reported that, online shopping experience works a moderator while studying the relationship between product delivery and customer satisfaction. (Hao et al., 2015.) concluded that, there is significant impact of online experience on purchase intentions.

### **About the Present Study**

The main objective of this research study is to evaluate the impact of gender, age, and experience of online shoppers and their various interactions on their satisfaction in online shopping. Age, experience, and gender are the three independent variables and customer satisfaction in online shopping is the dependent variable for this study.

### **The specific objectives of this study are:**

1. To study the impact of age on customer satisfaction in online shopping
2. To study the impact of experience of customers on their satisfaction in online shopping
3. To study the impact of gender on customer satisfaction in online shopping
4. To study the impact of interaction between age & experience of customers on their satisfaction in online shopping
5. To study the impact of interaction between age & gender on customer satisfaction in online shopping
6. To study the impact of interaction between experience & gender of customers on their satisfaction in online shopping
7. To study the impact of interaction among age, experience, and gender on customer satisfaction in online shopping

### **The hypotheses formulated for this study are:**

H1: There is no impact of age on customer satisfaction in online shopping

H2: There is no impact of experience of customers on their satisfaction in online shopping

H3: There is no impact of gender on customer satisfaction in online shopping

H4: There is no impact of interaction between age & experience of customers on their satisfaction in online shopping

H5: There is no impact of interaction between age & gender on customer satisfaction in online shopping

H6: There is no impact of interaction between experience & gender of customers on their satisfaction in online shopping

H7: There is no impact of interaction among age, experience, and gender on customer satisfaction in online shopping

The conceptual framework of this study is presented in Figure:1



**Figure:1** Research Model

## RESEARCH METHODOLOGY

### Research Design

The researchers have used 3x3x2 factorial design as the three independent variables viz age, experience, and gender varied at different levels. The codes used for the different levels in various variables are:

Age (A): A1 = Below 28 years; A2 = 29-48 years; A3 = Above 48 years;

Experience of online shopping (B): B1 = Less than 2 years; B2 = 2 to 4 years; B3 = More than 4 years

Gender (C): C1 = male; C2 = female.

### Sampling

In this study, a sample survey of 685 online shoppers from Vidarbha, a geographic region in Maharashtra State, India was conducted to collect the relevant data on the chosen variables. The relevant data was collected from the samples buying tangible goods through online mode. The sample distribution is presented in Table: 1. Availability, snowball and purposive sampling techniques were adopted for the final selection of the respondents. Care was taken to include samples from all the

eleven districts in Vidarbha region.

**Table: 1** Sample Distribution

	Characteristic	N
Age (A)	Below 28 years (A1)	314
	29-48 years (A2)	311
	Above 48 years (A3)	60
Experience of online shopping (B)	Less than 2 years (B1)	192
	2-4 years (B2)	261
	More than 4 years (B3)	232
Gender (C)	Male (C1)	446
	Female (C2)	239

N= 685

### Measure:

This research study is based predominantly on the primary data. Primary data was collected by administering a well-structured questionnaire. The questionnaire was designed by the researchers incorporating all the specified variables and constructs. Five-point Likert Scale ranging from 'strongly dissatisfied' to 'strongly satisfied' was used for the items measuring customer satisfaction in online shopping. The items used to measure the construct were adapted from the various prior relevant research studies. The independent variables viz gender (male, female), age (below 28 years, 28-48 years, above 48 years) and experience of online shopping (<2 years, 2 to 4 years, >4 years) of the respondents were measured on multiple choice scale.

### Data Collection

The researchers used four methods for surveying the respondents viz., scheduling, telephonic interview, online survey, and appointment of surveyors. While *scheduling*, the researchers collected the required data by interviewing the potential respondents in a face-to-face contact by visiting them at several offices, institutions, organizations, and their respective residences. *Telephonic interviews* were also conducted to collect the required data of the respondents scattered across distant geographic areas in Vidarbha. The telephone numbers were gathered from the references given by the respondents already surveyed. The questionnaire was also transformed in *electronic Google survey form*. This Google form was subsequently delivered to the potential respondents at their respective e-mail addresses. It was also circulated through various social media platforms viz WhatsApp and Facebook. The researchers also appointed a few *field workers*, i.e., *surveyors* to collect the required primary data from distant areas. The purpose of the research study and the format of the questionnaire were explained to the field workers properly. The required training on administering the questionnaire and the ways to record the responses was also imparted to the field workers before sending them on the field.

### RESULTS & DISCUSSION

The present study aims to investigate the impact of age, experience, gender of customers and their various interactions on customer satisfaction in online shopping. The results were obtained by using SPSS software. The mean, and SD of all the 18 groups are presented in Table:2.

Table: 2 Descriptive Statistics of all the classified groups					
Dependent Variable: Customer Satisfaction					
Age	Experience	Gender	Mean	Std. Deviation	N
Below 28	< 2 years	Male	2.89	1.18	58
		Female	3.67	.78	72
		Total	3.32	1.05	130
	2-4 years	Male	3.41	1.23	66



		Female	3.47	1.07	51	
		Total	3.44	1.16	117	
		> 4 years	Male	3.69	.97	51
			Female	3.55	1.22	16
			Total	3.65	1.03	67
			Total	Male	3.32	1.18
	29 to 48	< 2 years	Female	3.58	.95	139
			Total	3.44	1.09	314
			< 2 years	Male	3.53	1.06
2-4 years		Female	3.48	.65	20	
		Total	3.50	.88	43	
		2-4 years	Male	3.60	.84	67
> 4 years		Female	3.96	.45	51	
		Total	3.75	.72	118	
		> 4 years	Male	4.03	.63	129
Above 48	Total	Female	4.23	.52	21	
		Total	4.06	.62	150	
		Male	3.84	.78	219	
	Total	< 2 years	Female	3.92	.57	92
			Total	3.87	.73	311
			Male	3.40	.98	17
		2-4 years	Female	3.90	.14	2
			Total	3.45	.94	19
			2-4 years	Male	3.45	.71
> 4 years		Female	3.50	.52	4	
		Total	3.46	.67	26	
		> 4 years	Male	4.18	.48	13
Total	Total	Female	3.70	.42	2	
		Total	4.12	.49	15	
		Male	3.61	.82	52	
	Total	< 2 years	Female	3.65	.42	8
			Total	3.62	.77	60
			Male	3.13	1.15	98
		2-4 years	Female	3.63	.75	94
			Total	3.38	1.01	192
			2-4 years	Male	3.50	1.01
> 4 years		Female	3.71	.84	106	
		Total	3.58	.95	261	
		> 4 years	Male	3.95	.74	193
Total	Female	3.92	.92	39		
	Total	3.94	.77	232		
	Male	3.61	.99	446		
Total	Female	3.71	.82	239		
	Total	3.65	.94	685		
	Male	3.61	.99	446		

To ensure whether the obtained classified groups differ significantly from each other, the data was treated by using three-way ANOVA. The summary of the results of three-way ANOVA is presented in Table:3.

Table: 3 Summary of Three-Way ANOVA (Customer Satisfaction in Online Sopping)

Dependent Variable: Customer Satisfaction					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Age (A)	13.954	2	6.977	8.792	.000
Experience (B)	5.188	2	2.594	3.269	.039
Gender (C)	.919	1	.919	1.159	.282
Age * Experience (A*B)	1.949	4	.487	.614	.653
Age * Gender (A*C)	.307	2	.153	.193	.824
Experience * Gender (B*C)	1.954	2	.977	1.231	.293
Age * Experience * Gender (A*B*C)	7.900	4	1.975	2.489	.042
Error	529.320	667	.794		
Total	9742.265	685			
Corrected Total	605.764	684			
a. R Squared = .126 (Adjusted R Squared = .104)					

The summary of three-way ANOVA indicates that, the main effect 'A' (Age) could bring out significant F ratio ( $F=8.792$ ,  $df=2$  and  $667$ ,  $P<0.05$ ). These values clearly indicate that, there is significant age difference as far as the satisfaction of customer in online shopping is concerned. Hence, the hypothesis, 'there is no impact of age on customer satisfaction in online shopping' is rejected. The means: below 28 years = 3.44, 29-48 years = 3.87, above 48 years = 3.62 differ significantly. The online shoppers in the age group of 29 to 48 years found to be most satisfied while shopping online; while the young shoppers below age of 28 years found to be least satisfied while shopping tangible goods through online retailers.

The main effect 'B' (experience of online shopping) was also found to be significant. It yielded F ratio ( $F=3.269$ ,  $df=2$  and  $667$ ,  $P<0.05$ ). These results show that, there is significant difference in the satisfaction of online shoppers having varied experience of online shopping. Hence, the hypothesis, 'there is no impact of experience on customer satisfaction in online shopping' is rejected. The means: less than 2 years = 3.38, 2 to 4 years = 3.59, and more than 4 years = 3.95 significantly differ. The online shoppers having experience more than 4 years of shopping online found to be most satisfied; and the online shoppers having experience of less than two years found to be least satisfied.

The main effect 'C' is indicated by 'gender'. In this case, insignificant results were obtained. It yielded F ratio ( $F=1.159$ ,  $df=1$  and  $667$ ,  $P>0.05$ ). The results clearly reveal that, the gender of the online shoppers does not influence their satisfaction in online shopping. Hence, the hypothesis, 'there is no impact of gender on customer satisfaction in online shopping' is retained. The means: male = 3.61, and female = 3.71 do not differ significantly. That means, both male and female online shoppers found to be equally satisfied with the online retailers.

The interaction effect A\*B indicates the interaction between age and experience. The results yielded F ratio ( $F=0.614$ ,  $df=4$  and  $667$ ,  $P>0.05$ ). The results show that, the interaction effect of A\*B is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between age and experience on customer satisfaction in online shopping' has been retained. Therefore, it is interpreted that, there is no interaction effect of age and experience on the customer satisfaction in online shopping.

The interaction effect A\*C indicates the interaction between age and gender. The results yielded F ratio ( $F=.193$ ,  $df=2$  and  $667$ ,  $P>0.05$ ). The results reveal that, the interaction effect of A\*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between age and gender on customer satisfaction in online shopping' has been retained. Therefore, it is interpreted that, there is no interaction effect of age and gender on customer satisfaction in online shopping.

The interaction effect B\*C indicates the interaction between experience and gender. The results yielded F ratio ( $F=1.231$ ,  $df=2$  and  $667$ ,  $P>0.05$ ). The results reveal that, the interaction effect of B\*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between experience & gender on customer satisfaction in online shopping has been retained. Therefore, it is interpreted that, there is no interaction effect of experience and gender on customer satisfaction in online shopping.

The interaction effect A\*B\*C indicates the interaction among age, experience and gender combinedly. The results yielded F ratio ( $F=2.489$ ,  $df=4$  and  $667$ ,  $P<0.05$ ). The results reveal that, the interaction effect of A\*B\*C is highly significant. Therefore, the hypothesis, 'there is no impact of interaction between age, experience & gender on customer satisfaction in online shopping is rejected. It is interpreted that, there is significant interaction effect of age, experience and gender on customer satisfaction in online shopping.

## CONCLUSION

From the above results, it is summarised that from the three independent variables, two variables viz age and experience of online shopping are found to be significantly affecting customer satisfaction in online shopping. However, 'gender' found to be insignificant in affecting satisfaction of online shoppers. The combined interaction effect of all the three independent variables (A\*B\*C) found to be highly significant; however, the paired interactions between A\*B, A\*C and B\*C are found to be insignificant. Therefore, the research concludes that, age of online shoppers and experience of online shopping significantly affect their satisfaction in online shopping. The online shoppers in the age group of 29 to 48 years found to be most satisfied while shopping online. The online shoppers having experience more than 4 years of shopping online found to be most satisfied; and both male and female online shoppers found to be equally satisfied with the online retailers.

This research study has used only three independent factors viz age, experience and gender to study their impact on customer satisfaction in online shopping. The study was confined to the online shoppers in Vidarbha only. The future studies could involve further socio-economic characteristics which may affect customer satisfaction in online shopping so that further information on this topic can be explored in depth. The future studies may also involve some other target groups in various geographic areas. This research study will help the online retailers operating in India to have essential insights concerned with the factors of online shopping leading to their satisfaction. This research further helps in developing marketing strategies and their implementation for targeting the vast untapped market. The results of this study will also be useful for the academia as well.

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