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The impact of demographic characteristics on consumer satisfaction in both online and offline retailing

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Abstract

Online retailing is a buzzword for any business-to-consumer (B2C) transaction that takes place over the internet and allows consumers to directly buy goods or services from a seller over the internet using a web browser. Simply described, it is the sale of things over the internet, and it has become a major retail force. The internet's technology makes it simple to obtain information on online selling products. Consumer communication is faster than ever before in today's environment. As more information is disseminated via the internet and other methods, purchasers in the modern period will inevitably be more knowledgeable, and hence more demanding, than in the past. The collection of information on the internet is more detailed and frequent. Consumers gain from the ability to compare product price and features instantly while purchasing online. Consumer decisions are heavily influenced by the current crisis environment, which establishes extremely clear guidelines for their purchase habits and constraints. Customer satisfaction is considered as the final cause for any consumer activity in the current scenario, and one of the primary trends is the usage of online platforms as a preferred channel of the customer to choose or acquire items and services. The objective of the study is to study the socio-economic profile of the consumers, to analyze and compare the influence of product characteristics and consumer preferences on decision making, the information process and product awareness of consumers, to segment and compare the consumer on the basis of their level of satisfaction, to measure the influence of demographic variable on factor of consumer satisfaction in both retailing.

Keywords: Online retailing, consumer, customer satisfaction, consumers

Introduction

Purchasing goods from online vendors rather than physical stores is known as online shopping. Purchasing books from Amazon.com rather than the local bookstore is a sign of internet shopping. Online contracts are also known as distance contracts, which suggest that instead of having a parallel, real, and physical appearance, the trader (seller, service provider) and the customer (natural person working for reasons other than his or her company, company, or profession) enter into a contract without interacting in person (e.g. in commercial premises, on the street, on the open-air market, via a sales agent). When it comes to online shopping, clients can quickly purchase the desired item by clicking from the comfort of their homes or by saving time and effort at work, even with the longer distance that comes with the vast and unbounded market that the Internet offers. Furthermore, the Internet will enable clients with limited accessibility to make purchases. The client can place an order at any time because they are not limited to the seller's opening hours or need to visit their facilities. The selection of commodities is significantly broader because such things can also be purchased that are not found in the consumer's environment. In addition, delivery can be requested to both the place of employment and dwelling. The online bargains may be easily compared, allowing the customer to buy the product at the best terms (cost, price, and additional discounts) tailored to their specific requirements.

Over the past ten years, online buying has been increasingly popular. This type of online retailer is sufficient proof that they are providing benefits to customers that offline retailers are unable to supply. The following are the variables that affect internet shopping:

Risk: When customers buy things online, they might not be able to see or handle the merchandise in person. We also acknowledge that there is a great deal of risk involved when

buying a product online. We are concerned about whether the goods will arrive on time, and as a result, there may even be a chance that the size and color of the product may differ in real or practical terms. Maybe the merchandise you ordered is a little damaged.

Convenience: Compared to offline buying, online shopping is far more convenient. You should shop from home rather than getting in your car and going to a store. It is simple to shop for the goods we want without having to move about. We may stay in one area. If you've decided what you want to buy, the order will be transported to your home and the payment process will be easy. It's easier to shop online. There are many possibilities available to us with any type of content we want to work with, and there's never any risk involved in dealing with a distributor or dealer. In its purest form, online shopping is simple since it eliminates the need to ask for necessities or specific items, relieving the burden of having to wait and inquire about what you want to buy.6 numerous examples, such as trusting in the same product's size, number, weight, protection, etc.

Product tangibles: Before placing an order, customers can feel and handle the products in the store to make sure they are what they need. This helps them decide whether or not to buy them. Whether or not we can perceive and sense that a commodity has a role in determining a consumer's need for a shopping trip. Online purchasing is frequently used to calculate the tangible nature of any commodity. It is impossible to determine the value, consistency, or significance of any favored commodity without actually handling the selected or desired material.

Delivery Time: It will take a minimum of six to seven days for the customer to receive the merchandise that they ordered online. However, when a consumer purchases something offline, ownership of the item is transferred directly to them. Thus, this has a significant influence on internet buying. Consumers want to have a product in the desired time or for a short amount of time, and they want an acceptable arrival time. The second major element affecting the demand for commodities is period. Jobs: The person with a greater income shops online more frequently than the person with a lower income. Having money is essential for making internet purchases. People with greater incomes typically shop online rather than offline since it is more convenient and secure, and vice versa-the higher the wage, the higher the online product purchase.

Taste and preference: individual consumers have different tastes and preferences, and these factors occasionally influence online purchases. When it comes to internet buying, the age group's preferences and tastes also matter. Items are bought or purchased by elderly persons for their own use. Teenagers and younger generations are using it to purchase a taste for the product. Ages and options change people's tastes and desires. Every buyer or customer has a preferred type based on their age.

Specifics: The data available on the internet might not be precise or pertinent. The customer won't be given all the information regarding the nature of the products.

Additionally, it would impact the consumer's internet purchases. The details of the product will differ in the information provided by the selected sources. Seven pieces of information might be given, and the customer details are not entirely satisfied. Many times, even after fully comprehending the information, a lot of customers utilize it to buy the product since the details they need are accurate and appropriate for their situation. Information about a product may change in actuality depending on when it is delivered or given to the relevant customer. Variety: No product purchased offline can compare to the range of options available to customers who shop online. Online retailers stock products from all major brands, and regardless of how difficult it is to locate an item in an offline store, customers may discover it in their listing. A wide variety of products are available for purchase both online and offline; diversity is a major factor in trade that affects business. People generally prefer to travel to places where there is a greater selection of things; the wider the range of items in the store, the higher the profits.

Statement of the problem
All living things have the capacity to be consumers of products and services. Consumer requirements are similar everywhere in the world. when local variations in the social, environmental, and other factors cause customers to have different purchasing and consumption habits. Consumers of today lead multifaceted, multiplatform lives, and their purchasing decisions are a reflection of this intricate dynamic.

Customers must be able to make more independent decisions if they are to live well. The selection of what to buy, where, when, and how has evolved dramatically throughout time. The emergence of new technologies and the methods by which consumers choose to make purchases are intimately linked to the evolution of consumer behavior. They need to manage their income and expenses more effectively than they were in order to obtain the items that will truly satisfy them. They must obtain the greatest value for their funds. As buyers, they are increasingly considering carefully and critically how the market meets their real needs in terms of money.

Therefore, marketing is a collection of guidelines for selecting target markets, assessing consumer needs, creating wants, meeting product and service needs, and providing value to clients while turning a profit for the business. The majority of prosperous businesses credit their ongoing, comprehensive marketing approach for their achievements. Thus, in order to achieve their goals of preserving customer loyalty through the dissemination of innovative products and services as well as the preservation and restoration of those products and services-beginning with brand recognition and awareness and concluding with customer satisfaction-marketing and consumer research are employed to ascertain the factors giving rise to such concerns.

Since globalization has occurred, both consumer and industrial goods have come to understand the value of a brand name, with the former weighing more heavily than the latter when determining whether or not to acquire a good or service. The globe of today has united into a global village. There's an Internet revolution happening in India. Customers buy goods through physical and online channels

on a daily basis.

Ultimately, consumers are genuinely perplexed about which channel is most suited to satisfy their needs based on the features, cost, and caliber of the product. The purpose of this study is to determine which features customers value most from retail channels and what factors contribute to higher levels of customer satisfaction across all product categories.

Objectives of the study

To determine the impact of demographic characteristics on consumer satisfaction in both online and offline retailing.

Research Methodology

The city of Noida was chosen for this research because of its distinct and distinctive historical significance. Furthermore, it serves as both the researcher's workplace and residence.

Sample Size and Sample Design

The samples were chosen using the Stratified Random Sampling approach from a large community of consumers in Noida. The redesigned questionnaire was administered to a total of 500 respondents in Noida city.

There were 450 surveys received in all. The examination of these resulted in the rejection of 50 response sheets due to missing information. For the current study, 400 completed responses a sheet are employed. As a result, the study's sample size is 400, and each of these 400 respondents has experience with both online and physical retailing.

Questionnaire Design

There are six constructs in the study's questionnaire. The first step is to determine the demographic characteristics of the respondents. It includes questions about the respondent's age, education, income level, type of employment, and type of family members, among other things.

The second section of the questionnaire focuses on Pre-Purchase Behavior, which identifies the factors that influence product selection. The third section of the questionnaire asks about the consumers' preferences for various product characteristics. The fourth section focuses on the decision-making or product evaluation processes that online and offline retailing customers go through when making a purchase. The fifth section of the questionnaire examines the various aspects of purchase time, technical support, price, payment methods, responsiveness of the service, advertisement aspects, and service quality, and the sixth section examines the ultimate consumer satisfaction with the type of retailing and customer satisfaction with dealer service by analysing the various aspects of purchase time, technical support, price, payment methods, responsiveness of the service, advertisement aspects, and service quality. The questions in the second to sixth parts were analysed using a 5-point Likert scale.

Data analysis and results
Members in the family number

Families' makeup might be considered a factor in understanding consumer behavior with regard to both offline and online retailing. The family is the one group that has the most influence over an individual's pattern of consumption among all other factors. The consumer's age affects their spending habits, such as that of children,

teenagers, the elderly, etc., but the family's primary breadwinner-who could be the husband, wife, or both-makes the final decisions. The decision to buy, occasionally impacted by the family's elderly (geriatric) members.

Table 1: Family Members of the Consumers

Members	Frequency	Valid Percent
2-4member	160	40
5-7member	120	30
8-10member	80	20
Above10 members	40	10
	400	100.0

Analysis aimed at targeting two influencing elements in the purchase decision

A single family in the past would have been a collection of multiple nuclear families residing in one home. The standard of living was one of traditional goods and customs. All purchasing decisions had to be made collaboratively, and mass purchases of consumer-packaged items, such as food, were always made. However, these blended families have been less common in recent times for a variety of reasons, which has led to an increase in nuclear households. Family members have the biggest impact on consumer behavior. They have a significant influence. Decisions in nuclear families, which are primarily made up of younger people, are made in line with contemporary trends and evolving lifestyles.

Table 2: Factors In fluencing Purchase Decision

Members	Frequency	Valid Percent
Spouse	65	16.25
Elder of the family	76	19
Children	52	13
Friends/Relatives	55	13.75
Advertisement	106	26.5
Others	46	11.5
Total	400	100.0

According to table 2 above, family members are impacted by advertisements to the greatest extent possible-26.5%-by family elders (19%), spouses (16.25%), friends and relatives (13.75%), children (13%), and others (11.5%).

Residence Type

Consumers' choices of items are influenced by the kind of home they live in, which has a big impact on their decision to buy things in both online and offline commerce. The consumer's homes are divided into independent, bungalow, and apartment categories. The table 3 displays the distribution of consumers by type of residence.

Table 3: Type of Residence of the Consumers

Type of residence	Frequency	Valid Percent
Independent house	142	35.5
Bungalow	93	23.25
Apartment	126	31.5
Others	39	9.75
Total	400	100.0

Table 3. reveals that 23.25% of customers live in bungalows, 31.5% in apartments, and 35.5% of consumers

live in independent houses. Consequently, it is discovered that the majority of clients reside in separate homes.

Table 4: Percentage of variance of Product characteristics

Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Eigen value	% of Variance	Cumulative %	Eigenvalue	% of Variance	Cumulative %
5.623	46.856	46.856	3.831	31.924	31.924
1.434	11.950	58.806	3.226	26.882	58.806

Table 5: Factor loading of Product Characteristics

Product characteristics statements	Factors	
	Product value	Product image
Quality of the product	0.811	
Features of the product	0.763	
Price of the product	0.755	
Durability of the product	0.748	
Utility of the product	0.707	
Long term benefits of the product	0.640	
Service and warranty of the product	0.509	
Color of the product		0.778
Popularity of the product		0.772
Social image of the product		0.750
Physical appearance of the product		0.705
Brand name of the product		0.697

The sum of the variances explained by the two factors is 58.806 percent. The product image contributes 26.882 percent, while product value contributes 31.924 percent. The quality of the product has a high factor loading of 0.811 for "Product value," while the features of the product have a factor loading of 0.763. The third highest loading factor is the product's price, with a factor loading of 0.755. The durability of the product has a factor loading of 0.748, and the utility of the product is 0.707. The long-term benefit of the product has a factor loading of 0.640, and the service and warranty of the product have a factor loading of 0.509. The color of the product has the highest factor loading of 0.778 for "Product image," followed by the popularity of the product, which has a factor loading of 0.772. The factor loadings of the product are as follows: 0.750 for the social image, 0.705 for the physical aspect, and 0.697 for the brand name.

The aforementioned analysis suggests that product value is more popular among consumers than product image. Nevertheless, it is assumed that consumers prioritize product value and employ either an emotional or logical approach to influence their parents. Although quality features, price, durability, utility, and long-term benefits are their primary concerns, they also consider the product's color, popularity, social image, physical appearance, and brand value, which contribute to their status among their peers.

Conclusion

For the purpose of this study, the researchers wanted to investigate the elements that influence the purchasing decisions of customers. Within the scope of this study, the researcher has carried out an investigation into the elements that impact the decision-making process of customers when

it comes to making purchases of consumer goods, whether such purchases are made offline or electronically. The scope of this investigation is very broad. For every product, there is no categorical separation of the products. In a similar vein, the research investigated does not focus on a specific aspect that influences the purchasing behavior of customers. All of the aspects, including personal, firm, and company marketing efforts such as commercials, media, and promotional offers, as well as product features like brand, quality, price, and so on, have been taken into consideration by the researcher.

As a result of its restricted scope and the fact that it did not investigate any specific element or product, the researcher provides opportunities for more research in the following areas:

1. The behavior of consumers is not static but rather very dynamic. The convenience of the consumer might vary from time to time, product to product, and from one element to another one. Consumers may switch their purchases from online to offline or vice versa based on their choice of shopping method. As a result, research on customer behavior for a particular product can be carried out whenever it is deemed important to do so.
2. It is possible to perform research on common behavior by taking into consideration a specific item that is purchased by customers online as well as things that are purchased offline.
3. It is possible to perform more research on not just all of the elements that influence the purchasing behavior of customers, but also on every one of those aspects individually.

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