

## **Influence Of Demographic Factor And Impact On Customer Satisfaction In Digital Marketing**

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### **ABSTRACT**

Online shopping and purchasing is a growing concept in the field of digital marketing and the future of online shopping in the Indian market is completely departing. Most companies activate their online websites to advertise and sell their products and services through online media / websites. Demographic variables are significance ways to profile answerer. These help customers differentiate themselves based on their tastes and preferences and activate the market segment. Implements the demography market segment, which was the procedure of dividing and identifying the main customer group. Demographic characteristics are examined based on demographic factors that are Age, Gender, Marital Status, Family Size, Education and Income. This research work provides quality and quantitative research for the online market, which explores influence of demographic factor and impact on customer satisfaction in digital marketing. The results and analysis of this research will be again extended by bookmakers to advance future research in this area.

**Key Words:** Demographic Variable, Online shopping, Demographic market.

### **INTRODUCTION**

There is nothing surprising in India other than market change. The rise of the Internet has brought about a paradigm shift in consumer shopping behaviour. The Internet is an interconnected computer network and the WWW has changed the way, the World Wide Web allows customers to view and use information for a variety of purposes. The early growths of the Internet were thought of as a means of interchanging information among people. World Wide Web and the Internet has become an important and vital tool for customers and businesses today. As for the business, the solution to sustaining it in the future depends not only on it, but also on how well it can integrate into our business. When buying and selling goods and services on the Internet, online media, online services and product suppliers companies know about their customers, the behaviours they buy / spend and what they like and dislike about products and services. Decades later, these years are considered to be the most significant changes and changes in customers and their consumption behaviour.

Due to advances in various business ways, numerous products and services can be accessed via online media. Based on Internet was online shopping site has become the most significance tool available to customers via the appliances of the Internet. It has a wide range of benefits for consumers and companies offering business via offline and online. By using online media, companies can reach moreover customers at a much lower cost, and this can lead to access problem and remote customers.

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They were able to reach customers living in the distance areas. This time world can act as a symbol for a market idea. In addition, registration management costs are reduced online. The introduction to this research article illustrates the role of research work in the natural reporting of the problem, previous works and scope. The content of each article can be provided to make the research article easier to understand.

## REVIEW OF LITERATURE

Sunday C. Eze et al (2021) Author says that the decision-making characteristics of key actors are a function of the demographic factors that shape the adoption of mobile marketing technology in small businesses. These findings are the subject of many previous research projects.

Khathutshelo M. Makhitha, Kate Ngobeni (2021) conclusion of this study age has a greater impact on customer attitudes on online-shopping privacy and risk in security factors. Gender has no smooth impact on the relation among risk factor attitude to on-line shopping.

Amal George, Aiswarya R Mohan and Dr. Ginu George (2021) the study findings all demographic factors other than income and age do not affect millet consumption patterns.

Dr. Ambica Prakash Mani, Dr. V.M.Tirupathi (2019) the impact of the research study gender and on price is reasonable, contrary to the findings of the aviation Sector but related to the findings

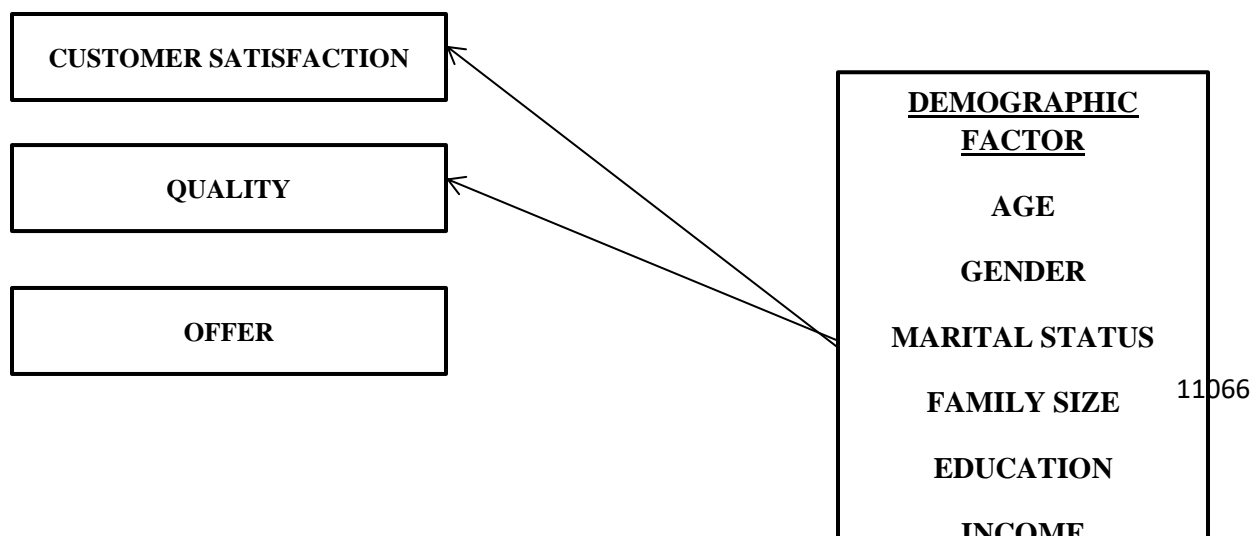
## OBJECTIVES OF THE STUDY

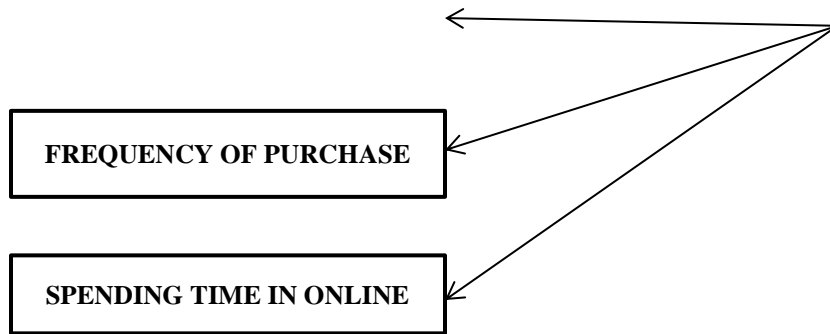
The aim of the study is to identify various demographic factors and variables that affect the digital marketing behaviour of Chennai customers. The broad scope of the research study is to analyse the main role for demographic factors in digital marketing in the city of Chennai.

## RESEARCH METHODOLOGY

Customer online shopping behaviour is the study and discovery of processes involved when a customer chooses products, purchases goods, and use products and services that meet customer needs. With regard to online store shopping, it is important to know the customer attitude, its behaviours and purpose depending on the experiences encountered while shopping online. Therefore, thought and behaviours are the result of different attitudes that customers have towards different issues that apply to the situation. The current study aims to explore the importance and relevance of demographic factors to online shopping in Chennai.

The representation of the Demographic factor is given in Figure 1 under investigation of this research





### RESEARCH DESIGN

Research Design is to achieving research objectives using both quality and quantitative research. Investigative analyses were used by reviewing existing works used to extract significant parameters. To implement the descriptive analysis, the customer survey was conducted using a questionnaire. Research data were collected from primary and secondary activity source. Primary data were collected via interviews and questionnaires, secondary data were collected from journals, websites, print media, books, libraries and research publications. Sample Sizes for Customer Questionnaire 183 were taken. 25 Questionnaires was tested for initial sample sizes. The final data were considered to be 138 data's for analysis.

**Table.1 No. of Data Collected**

City	Distributed questionnaire	Total	Questionnaires is not considered for analysis	Questionnaires considered for analysis
Chennai	172		34	138

**Table.2 Demographic respondents of sample on Online Shopping**

Demographic Factor	Frequency	Percentage
<b>Age</b>		
18-25	86	62.3 %
26-35	14	10.1 %
36-45	23	16.7 %
Above 46	15	10.9 %
Total	<b>138</b>	<b>100.0</b>
<b>Gender</b>		
Male	71	51.4
Female	67	48.6
Total	<b>138</b>	<b>100.0</b>
<b>Marital Status</b>		
Married	55	55.2

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Single	83	82.8
Total	<b>138</b>	<b>100.0</b>

Table 3 show the various relations of factors that are Gender, Marital Status with Customer Satisfaction, Quality, Offer, Frequency of Purchase, Spending time in online shopping.

**Table.3: Relationship between Factors**

<b>Customer Satisfaction</b>		
<b>Factor</b>	<b>Value (%)</b>	<b>Value (%)</b>
Gender	Male (84 %)	Female (53 %)
Married	Married (69 %)	Single (90 %)
<b>Quality</b>		
Gender	Male (63 %)	Female (83 %)
Married	Married (59 %)	Single (87 %)
<b>Offer</b>		
Gender	Male (63 %)	Female (79 %)
Married	Married (69 %)	Single (90 %)
<b>Frequency of Purchase</b>		
Gender	Male (76 %)	Female (90 %)
Married	Married (58 %)	Single (79 %)
<b>Spending time in online</b>		
Gender	Male (63 %)	Female (74 %)
Married	Married (47 %)	Single (86 %)

Table 4 shows the various relations of factors that are Customer Satisfaction, Quality, Offer, Frequency of Purchase, Spending time in Online Shopping.

**Table 4: Relation between Factors**

<b>Factor</b>	<b>High Level</b>	<b>Medium Level</b>	<b>Low Level</b>
<b>Customer Satisfaction</b>			
Age	14	55	83
Family Size	46	51	13
Education	20	45	75
Income	70	47	33
<b>Quality</b>			
Age	20	50	70
Family Size	20	40	90
Education	25	35	80
Income	20	40	85
<b>Offer</b>			
Age	25	45	65
Family Size	20	35	70

Education	35	40	65
Income	55	35	20
<b>Frequency of Purchase</b>			
Age	20	40	70
Family Size	26	25	80
Education	25	40	75
Income	20	30	70
<b>Spending time in online</b>			
Age	15	30	85
Family Size	20	30	80
Education	80	30	20
Income	20	40	70

### CONCLUSION

The decision of consumer response on various demographic factors, gender positively affects the frequency of online shopping and family size shopping spends on online shopping. The results demonstrate that respondents perceived on-line shopping in a positive way. This clearly explains the planned development of online shopping in Chennai city. Online shopping stores can use the distinguished variables, factors discussed in the research study to prepare their plan in Chennai city. Companies could priority the concealed and obvious needs of the customer in online shopping. As a result different companies can also use it to authenticate their objective customer base.

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