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A Study on Influence of Gen Z Demographic Factors on Customer Satisfaction of Smartband

Dr Rajeshwari P, Dr Avinash B N, Dr Vidyavathi K

Assistant Professor, Sri Siddhartha Institute of Management Studies, Tumkur, Karnataka, India

Research Freelancer, Banguluru, Karnataka, India

Assistant Professor GIII, NITTE institute of Professional Education, Mangalore, India

ABSTRACT: The study explores the Significant transformations occurring in the domain of Smart Band technology within the Indian context. In recent years, there have been notable breakthroughs in the field of wristwatch technology, which have resulted in the development of many fitness and health monitoring apps. The widely recognized saying that "the customer is always right" holds significant validity within the contemporary corporate landscape. This suggests that the success of any commercial organization is contingent upon customer choice. The demographic characteristics of Generation Z clients have a notable influence on levels of customer satisfaction. This study investigates the potential interplay between demographic variables, including age, gender, education, occupation, and income, and their impact on consumer satisfaction using intelligent bands. Data were acquired from various Generation Z consumers by implementing a quantitative research design and administering surveys. The analysis yielded compelling findings. In contrast to early assumptions, the variables of age and gender were determined to lack statistical significance about consumer satisfaction. This implies that these particular traits may not serve as the main determinants of satisfaction within the smart band market. On the other hand, it was found that education, occupation, and income exhibited statistical significance, suggesting a positive correlation between education, occupation, and income and heightened levels of customer satisfaction.

KEYWORDS: GenZ, Demographic factors, Customer satisfaction.

I. INTRODUCTION

In business and commerce, customer satisfaction has been widely recognized as crucial in attaining enduring prosperity and a competitive edge. The comprehension of customer satisfaction has assumed heightened significance in the contemporary market landscape, given the evolution of consumer preferences and the creation of distinct generational followers characterized by unique attributes and behaviors. The contemporary period has experienced a significant transformation in consumer inclinations and actions, influenced mainly by technical progress and the emergence of the digital era. The aforementioned has resulted in the rise of Generation Z (Gen Z), a demographic cohort including individuals born between the mid-1990s and the early 2010s, attracting considerable attention.

Gen Z individuals, characterized by their unique demographic attributes and technological proficiency, are significantly influencing the consumer market. This influential cohort actively drives the need for novel products and experiences, exemplified by their interest in wearable technology such as smart bands. As Gen Z followers reach adulthood, they exert a growing impact on consumer satisfaction, altering market dynamics and establishing novel benchmarks for providing goods and services. Therefore, it is crucial for organizations aiming to adapt to the changing marketplace to comprehend the impact of Gen Z demographic aspects on customer satisfaction. The primary objective of this research paper is to examine the complex correlation between demographic parameters specific to the Generation Z cohort and the level of customer satisfaction with smart bands. The comprehension of preferences and expectations of this demographic group assumes crucial significance for the growth and success of the wearable technology business as it continues to exert its influence on the market.

II. LITERATURE REVIEW

The present study aims to comprehensively review the existing literature to provide a thorough understanding of the topic at hand. Within the rapidly evolving realm of wearable technology, smart bands have developed as multifaceted devices that effectively address a diverse array of customer demands. Gaining insight into the various determinants that impact consumer satisfaction with smart bands is crucial for manufacturers, marketers, and researchers alike. The



present literature review comprehensively examines the extant scholarly research about the correlation between demographic variables, customer satisfaction, and smart bands.

Numerous researches have elucidated the disparities in smart band adoption based on age. The technologically proficient nature of Generation Z renders them a highly desirable demographic for makers of smart bands (Harrison et al., 2020). According to Jia et al. (2019), there is a common perception among younger customers that smart bands are trendy items that easily integrate with their digital lifestyles. On the other hand, it is worth noting that older generations may necessitate supplementary incentives and customized functionalities to adopt and utilise wearable devices fully (Hsiao et al., 2018).

The usage habits of smart bands have been discovered to be influenced by gender. According to Jia et al. (2019), empirical evidence indicates a higher propensity among women to utilize smart bands for health and fitness tracking. In contrast, males tend to exhibit a greater inclination towards aspects associated with connectivity and alerts. Comprehending these gender-oriented preferences might provide valuable insights for developing product design and marketing strategies.

According to Al-Dmour (2023), This study examines the impact of demographic characteristics, such as age, gender, educational attainment, and income, on the abovementioned relationship. The study's findings confirm that a beneficial relationship exists between social media marketing efforts and consumer happiness. The study results indicate that each of the factors mentioned above, namely favorable marketing, relevant material, popular content, and presence on numerous social media platforms, influence customer satisfaction. The findings also indicate that demographic parameters such as age, gender, education, and income are moderators in the association between social media marketing efforts and customer satisfaction. This implies that the impact of these marketing efforts on customer satisfaction may differ depending on demographic characteristics.

The present study conducted by Kousiba et al. (2020) investigates the impact of product-related factors, market-related factors, and perceived service quality on retail patronage intentions. Additionally, the study considers the potential moderating influence of demographic variables. The study employed a purposive sampling technique to pick a sample size of three hundred and thirty (330) individuals. These participants were chosen from travelers at the Kotoka International Airport Terminal 1 and 2 (KIA T1&2) located in Accra, the capital city of Ghana. The impact of demographic characteristics was significant among older individuals and those with higher incomes. Drawing upon prior research, our investigation reveals that elements about the product, factors about the market, and the perceived quality of service all serve as effective indicators that influence customer expectations.

According to Antony (2018), this article aims to ascertain the many characteristics of customer expectations within the fresh food retail industry and examine the potential moderating influence of demographic factors. The results offer guidance for store managers in the fresh food sector to synchronize supply chain choices with customers' distinct needs, taking into account their socio-economic attributes.

In their study, Aihuichen (2014) presents a theoretical framework to illustrate the simultaneous presence of customer satisfaction and discontent. The research further explores the factors contributing to and impacting customer loyalty, specifically focusing on the antecedents and influences of satisfaction and dissatisfaction. In this exploratory study, 11 features related to telecom services were identified and subsequently categorized into three distinct groups: cleanliness factors, bivalent factors, and motivational elements. Each of these categories exerts a discernible influence on the formation of customers' levels of happiness and dissatisfaction.

The objective of this study, as stated by Jorge Luiz (2015), is to examine the impact of personal values on loyalty stages within the private banking sector while considering the potential moderating effect of demographic characteristics. This study places significant emphasis on the importance of personal values, namely the dimensions of growth/achievement, security/social connection, and demographic characteristics, in the context of client loyalty within the private banking market. It is recommended that managers adopt a differentiated approach to treat consumers based on their loyalty phases and demographic characteristics. This strategy can effectively enhance customer orientation and segmentation efficacy.

Choukri (2017) conducted a study. The primary objective of this empirical research is to examine the interconnections between brand satisfaction, trust, and loyalty while also considering the potential influence of personality traits such as consumer innovativeness, variety-seeking, and relationship proneness. This investigation specifically focuses on the fast-moving consumer goods sector. The results suggest that satisfaction significantly impacts brand loyalty directly and indirectly in the two product categories examined. The presence of brand trust mediates this influence. Furthermore, the presence of variety-seeking behavior has a detrimental effect on the association between brand trust and brand loyalty in fruit drinks.

Kumar(2019) investigates the various elements contributing to customers' encounters with smart retail technologies and analyses a concept known as smart customer experience within the retail industry. The investigation of a conceptual



framework delves into intelligent customer experiences and their implications for intelligent technology, consumer, and retailer-level results. Informed by existing literature on technology adoption, this study investigates the interconnections among smart customer experience, customer happiness, perceived risk, behavioral intentions, word-of-mouth intentions, stickiness to retail stores, shopping effectiveness, and consumer well-being. The present study used a multi-phased research methodology. The study's results suggest that implementing smart customer experience has a direct positive impact on customer satisfaction and a corresponding decrease in perceived risk associated with smart retail technologies. Enhancing customer satisfaction leads to increased outcomes, including behavioral intentions, word-of-mouth intents, stickiness to the retailer, shopping effectiveness, and customer well-being. The presence of perceived risk hurts individuals' behavioral intentions and the likelihood of engaging in word-of-mouth communication. Avinash(2017) highlighted on the influence of demographic factors on the visitor perceived value and visitor satisfaction. His study was to find out the relationship among demographic factors on the perceived value and visitor satisfaction. The sample data was collected from random customers of different amusement parks in Bangalore. The collected data then analyzed using SPSS. The results revealed that there is no significance relation between demographic factors and visitor perceived value and visitor satisfaction.

III. RESEARCH METHODOLOGY

This study aims to analyze the impact of demographic parameters specific to GenZ on levels of customer satisfaction. The following section provides an overview of the research design, data collection methods, sample strategy, and data analysis methodologies used in this study.

The research design employed in this study will be quantitative. Quantitative research is an appropriate methodology for assessing and examining the correlation between demographic variables about Gen Z and levels of customer satisfaction. This tool facilitates the gathering of quantitative data, which can afterward undergo statistical analysis. The data for this study will be obtained via the administration of surveys.

A random sample technique will be applied to provide adequate representation of diverse demographic parameters among the Gen Z population. A meticulously designed survey questionnaire will gather data from the chosen sample. The study's sample size comprises 213 respondents.

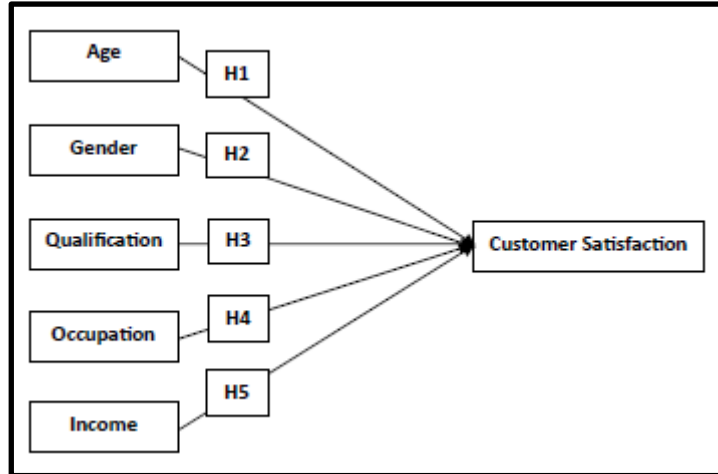
Research Objective: This study examines the influence of demographic parameters specific to the Generation Z population on customer satisfaction, specifically in smart bands.

Demographic factors

Demographic factors	Frequency	Frequency	Percent	Cumulative Percent
Age	Born Between 1995-2000	43	20.2	20.2
	Born Between 2000-2005	84	39.4	59.6
	Born Between 2005-2010	86	40.4	100.0
	Total	213	100.0	
Gender	Male	121	56.8	56.8
	Female	92	43.2	100.0
	Total	213	100.0	
Qualification	Upto Matriculation	72	33.8	33.8
	PUC	24	11.3	45.1
	Graduate	84	39.4	84.5
	Post Graduate and above	33	15.5	100.0
	Total	213	100.0	
Occupation	Business	31	14.6	14.6
	Student	84	39.4	54.0
	Professional	70	32.9	86.9
	Housewife	28	13.1	100.0
	Total	213	100.0	
Family Income	Less than 3 Lakh	36	16.9	16.9
	3 to 5 Lakh	84	39.4	56.3
	5 to 8 Lakh	59	27.7	84.0
	Above 8 Lakh	34	16.0	100.0
	Total	213	100.0	



Conceptual Model



Hypothesis

- H1: Gen Z Age has a significant influence on Customer Satisfaction
- H2: Gen Z Gender has a significant influence on Customer Satisfaction
- H3: Gen Z Qualification has a significant influence on Customer Satisfaction
- H4: Gen Z Occupation has a significant influence on Customer Satisfaction
- H5: Gen Z Income has a significant influence on Customer Satisfaction

Demographic factors and Customer satisfaction

Age

H1: Gen Z Age has a significant influence on Customer Satisfaction

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.748 ^a	32	.163
Likelihood Ratio	42.950	32	.094
Linear-by-Linear Association	.029	1	.864
N of Valid Cases	213		

a. 37 cells (72.5%) have expected count less than 5. The minimum expected count is .20.

The chi-square test results show that the Pearson chi-square and likelihood ratio statistics are insignificant at the 5% level, with p-values of 0.163 and 0.094, respectively. It means that there is not enough evidence to conclude that there is a statistically significant association between the two categorical variables being tested. The linear-by-linear association test is also insignificant (p-value = 0.864), suggesting that the two variables' Age and Customer Satisfaction association is not linear. Overall, the chi-square test results suggest that there is not enough evidence to conclude that there is a statistically significant association between the two categorical variables being tested. Still, the low expected counts in some cells make it difficult to interpret the results definitively.

Since the association between Age and Customer Satisfaction is insignificant, there is no need to look into the Symmetric measures to know the strength of the association.

Hence, Hypothesis H1: Gen Z Age has a significant influence on Customer Satisfaction, is rejected.



Gender

H2: Gen Z Gender has a significant influence on Customer Satisfaction

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.594 ^a	16	.348
Likelihood Ratio	21.021	16	.178
Linear-by-Linear Association	.000	1	.983
N of Valid Cases	213		

a. 21 cells (61.8%) have expected count less than 5. The minimum expected count is .43.

The chi-square test results show that the Pearson chi-square and likelihood ratio statistics are insignificant at the 5% level, with p-values of 0.348 and 0.178, respectively. It means that there is not enough evidence to conclude that there is a statistically significant association between the two categorical variables being tested. The linear-by-linear association test is also insignificant (p-value = 0.983), suggesting that the two variables' association is not linear. The chi-square test results suggest insufficient evidence to conclude a statistically significant association between the two categorical variables, Gender and Customer Satisfaction being tested. Still, the low expected counts in some cells make it difficult to interpret the results definitively.

Since the association between Gender and Customer Satisfaction is insignificant, there is no need to look into the Symmetric measures to know the strength of the association.

Hence, Hypothesis H2: Gen Z Gender has a significant influence on Customer Satisfaction, is rejected.

Qualification

H3: Gen Z Qualification has a significant influence on Customer Satisfaction

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.304 ^a	48	.029
Likelihood Ratio	72.440	48	.013
Linear-by-Linear Association	.541	1	.462
N of Valid Cases	213		

a. 54 cells (79.4%) have expected count less than 5. The minimum expected count is .11.

The chi-square test results show that the Pearson chi-square and likelihood ratio statistics are significant at the 5% level, with p-values of 0.029 and 0.013, respectively. It means a statistically significant association exists between the two categorical variables being tested. The chi-square test results suggest a statistically significant association between the two categorical variables, Qualification and Customer Satisfaction being tested. However, the low expected counts in some cells make it difficult to interpret the results definitively. The chi-square test results suggest a relationship between the two categorical variables, but the nature of the relationship is unclear due to the low expected counts in some cells.



Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.566	.029
	Cramer's V	.327	.029
N of Valid Cases		213	

The symmetric measures results show that the Phi and Cramer's V coefficients are both moderate in magnitude, with values of 0.566 and 0.327, respectively. It suggests that there is a moderate strength of association between the two categorical variables being tested. Hence, Hypothesis H3: Gen Z Qualification has a significant influence on Customer Satisfaction is accepted.

Occupation

H4: Gen Z Occupation has a significant influence on Customer Satisfaction

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	71.715 ^a	48	.015
Likelihood Ratio	76.034	48	.006
Linear-by-Linear Association	.450	1	.502
N of Valid Cases	213		

a. 55 cells (80.9%) have expected count less than 5. The minimum expected count is .13.

The chi-square test results show that the Pearson chi-square and likelihood ratio statistics are significant at the 5% level, with p-values of 0.015 and 0.006, respectively. It means a statistically significant association exists between the two categorical variables, Occupation and Customer satisfaction being tested. The chi-square test results suggest a statistically significant association between the two categorical variables being tested. Still, the low expected counts in some cells make it difficult to interpret the results definitively.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.580	.015
	Cramer's V	.335	.015
N of Valid Cases		213	

The symmetric measures results show that the Phi and Cramer's V coefficients are both moderate in magnitude, with values of 0.580 and 0.335, respectively. It suggests that there is a moderate strength of association between the two categorical variables being tested.

Hence, Hypothesis H4: Gen Z Occupation has a significant influence on Customer Satisfaction is accepted.



Income

H5: Gen Z Income has a significant influence on Customer Satisfaction

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.449 ^a	48	.079
Likelihood Ratio	70.220	48	.020
Linear-by-Linear Association	.189	1	.664
N of Valid Cases	213		

a. 54 cells (79.4%) have expected count less than 5. The minimum expected count is .16.

The chi-square test results show that the Pearson chi-square and likelihood ratio statistics are significant at the 5% level, with p-values of 0.079 and 0.020, respectively. It means a statistically significant association exists between the two categorical variables being tested. However, the linear-by-linear association test is insignificant (p-value = 0.664), suggesting that the two variables' association is not linear. The chi-square test results suggest a statistically significant association between the two categorical variables being tested. However, the nature of the association is unclear due to the low expected counts in some cells.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal		
Phi	.541	.079
Cramer's V	.313	.079
N of Valid Cases	213	

The symmetric measure table gives out the strength of the association. Hence, from the above, symmetric measures results show that the Phi and Cramer's V coefficients are both moderate in magnitude, with values of 0.541 and 0.313, respectively. It suggests that there is a moderate strength of association between the two categorical variables, Family Income and Customer Satisfaction of Gen Z customers being tested. Hence, Hypothesis H5: Gen Z Income has a significant influence on Customer Satisfaction, is accepted.

IV. CONCLUSION

The data analysis in this study has revealed interesting insights regarding the demographic factors influencing customer satisfaction. Specifically, it examined the impact of age, gender, qualification, education, and income on customer satisfaction.

The findings indicate that age and gender do not emerge as statistically significant factors affecting customer satisfaction. This suggests that, within the context of our study, customer satisfaction is not significantly influenced by the age or gender of the individuals.

On the other hand, qualification, occupation, and income have been identified as statistically significant factors. This implies that a person's level of education, occupation, and income can significantly impact their level of customer satisfaction. These findings highlight the importance of educational attainment, occupation, and income levels in understanding and predicting customer satisfaction.

Overall, This suggests that businesses should focus on providing excellent customer service to all customers, regardless of age or gender. However, they may also want to consider tailoring their marketing and messaging to different customer segments based on their qualifications, education, and income levels. These results provide valuable insights for businesses and policymakers. While age and gender may not be key drivers of customer satisfaction, attention should be directed toward addressing factors related to education, occupation, and income to enhance customer

satisfaction levels effectively. Further research and targeted interventions in these areas may help organizations better cater to the needs and preferences of their customer base.

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