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**IMPACT OF DEMOGRAPHIC FACTORS AND DIGITAL MARKETING ON CUSTOMER
SATISFACTION IN E-COMMERCE: A GENERAL LINEAR MODEL APPROACH**

JIMOH, FARIDAT ABIODUN

**Department of Business Administration and Marketing,
Redeemer's University Ede,
Osun State, Nigeria**

&

IGHOMEREHO, OGHENEOCHUKO SALOME

**Department of Business Administration and Marketing,
Redeemer's University Ede,
Osun State, Nigeria**

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Abstract

The study investigated the influence of demographic factors including age, gender, income level and digital marketing consisting of social media advertising and website user experience on customer satisfaction. The study used descriptive research design and 384 e-commerce users in Osogbo, Osun State, make up the study's sample. Questionnaire was used to collect the data. Descriptive statistics and General Linear Model were used to analyze the data. The findings indicate that age ($F= 4.609$, $p= 0.000<0.05$) has a significant effect on customer satisfaction, suggesting that different age groups experience varying levels of satisfaction in e-commerce. However, gender ($F= 0.295$, $p= 0.976>0.05$) and income level ($F= 0.577$, $p= 0.816>0.05$) do not significantly affect customer satisfaction indicating that differences in gender and income do not lead to meaningful differences in satisfaction with e-commerce. The results further showed that social media advertising ($F=4.024$, $p=0.000<0.05$) significantly influence customer satisfaction while website user experience ($F= 0.965$, $p= 0.474>0.05$) does not significantly influence customer satisfaction. Therefore, the study recommends that businesses should consider the age categories of their target market and design appropriate marketing strategies and also set up reliable

systems for continuously tracking and evaluating customer satisfaction.

Introduction

Technology has influenced how businesses operate as the integration of digitalization has changed the business landscape (Tariq et al., 2022). Several businesses have incorporated digital marketing as one of the strategies to connect with customers. Digital marketing involves email, social media, and mobile marketing, which uses digital technology to advertise products and services (Ngwa, 2021). It provides timely information, convenience, personalized interactions and brand visibility. AlyZiko and Asfour (2023) noted that digital marketing allows businesses to reach customers in both urban and rural areas more affordably. The role of technology on business development and customer perceptions has brought about the need to re-emphasize the benefits of developing skill-biased technological changes that confirm the positive competitive edge of a business (Ahmad et al., 2021). It gives room to businesses and their customers to always engage interactively. It also ensures proper shopping experience by making customers to get information at any time and from any location (Onobrakpeya & Mac-Attama, 2020).

In the digital age, e-commerce has become a pivotal sector, and digital marketing strategies play a significant role in shaping the success and sustainability of online businesses (Chelsea, 2023). Customer satisfaction has gained a lot of attention as a result of the transition from transactional marketing to e-commerce and digital marketing. As each customer has several choices for how they would want to be treated, it can be challenging at times for businesses to consistently satisfy every

customer segment in e-commerce. How various demographic groups view customer satisfaction is also of concern to businesses. Therefore, businesses tend to focus on a multifaceted approach to customer satisfaction to enhance customer experience. As noted by Ganesh and Chakraborty (2021); Balakrishnan et al, (2020) businesses should know these demographic variations so as to effectively align and design their marketing initiatives because individual preferences and expectations that vary among different demographic groups may also affect satisfaction. Businesses can effectively track and serve various customer categories by stating clearly well defined consumer segments.

To attract and keep customers, businesses are depending more on digital marketing techniques like social media platforms. Social media platforms have a lot of opportunities, but their effectiveness is different depending on the customer. Past studies have shown the increasing influence of social media on consumer behaviour (Kaplan & Haenlein, 2019). As older customers like a more structured and direct shopping experience, younger customers prefer interactive social media content (Grewal et al., 2020). Businesses will find it challenging to create digital marketing means that are effective for various customer segments if they lack this understanding.

Studies conducted by Alwan and Alshurideh (2022), Al-Weshah et al. (2021), Kitsios et al. (2021), Melović et al. (2020), Nirmalasari et al. (2022), Anber (2022), Bachri et al. (2023), Olson et al. (2021), Shankar et al. (2021), Saura et al. (2021), and Djakasaputra et al. (2021) on digital

marketing did not consider demographic factors. In light of this gap, this study investigates how age, gender, income level, social media advertising and website user experience affect customer satisfaction in e-commerce.

Literature Review

Theoretical Framework

The expectation-confirmation theory (ECT) and the technology acceptance model (TAM) are the theories underpinning this study. The technology acceptance model (TAM) which was propounded by Davis in 1989, shows how customers embrace and utilize technology. TAM in this study relates to how customers engage with social media advertising, online platforms and digital shopping experiences in digital marketing. Customers will interact with digital platforms and have a positive experience if they trust that digital marketing is beneficial and easy to use.

Oliver's (1980) expectation-confirmation theory focuses on customer satisfaction, expectations and post-purchase experiences. Customers will be satisfied when their experience meets or surpasses expectations. Customers in the e-commerce sector will always have several ideas about digital marketing initiatives like social media advertising and website usability. They will be pleased and become loyal to a brand if these expectations align with their shopping experiences.

While ECT highlights the crucial role that expectation fulfillment plays in influencing customer satisfaction and the likelihood that customers will make additional purchases, TAM highlights the importance of perceived utility and ease of use in promoting customer adoption and satisfaction with digital marketing tools. According to these theories, effective digital

marketing strategies need to offer experiences that meet or surpass pre-existing customer expectations in addition to functional benefits and user-friendly interfaces. This will help to build positive evaluations and enduring relationships with customers.

Customer Satisfaction

Customer satisfaction is defined as the extent to which a company's goods or services meet or exceed customer expectations (Adedeji et al., 2024). It is a crucial metric in business success because satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the brand to others. E-commerce platforms have become one of the main media for many companies to sell their goods and services online. However, the increasing number of competitors on e-commerce platforms requires companies to have an effective marketing strategy to increase customer satisfaction (Yudiyanto, 2023). Customer satisfaction is frequently used to gauge how happy customers are with a company's goods, services, and capabilities (Oloso et al., 2024). As noted by Sofayo et al. (2024) businesses can improve customer satisfaction, personalize marketing messages, and increase sales and brand loyalty in the fiercely competitive e-commerce industry by utilizing demographic insights.

Demographic Factors

Joona (2021) defined demographic factors as the socioeconomic features of a population which involves age, gender, income, level of education, occupation, and location which all affect consumer preferences and purchasing behaviour. Demographic characteristics are often used as the basis for market segmentation. These factors are also very important in

determining how businesses develop their advertising tactics for various customer segments in digital marketing. In this study, the demographic factors selected include age, gender and income level.

Age

Age as defined by Joona (2021) is the amount of an individual's life that is always expressed in years. It is a basic demographic component that affects many facets of human interactions, behaviour, preferences, and decision-making. Age is always sectioned into groups (young, middle-aged, and elderly) in order to examine how it affects consumer behaviour, purchase choices, and interaction with goods and services. People's attitudes, technological adoption, and reactions to marketing tactics all majorly rely on their age. In the study of Sabharwal and Kaur (2024) on telecommunication, it was found that age do not influence the satisfaction of customers. However, Singh (2018) in the study on customer satisfaction with respect to age of customers in mobile industry, age was significant. Similarly, in the study of Singh et al. (2022) and Oloso et al. (2024) age significantly influenced customer satisfaction in online shopping and hospitality respectively.

Gender

The social and cultural roles, behaviours, expectations, and identities that society ascribes to people according to their perceived sex are referred to as gender (Almaazmi et al, 2020). Social interactions, career opportunities, and economic participation are just a few of the areas of life that can be impacted by gender. However, it has been observed that in most studies, gender has not been found to be significant. Probably, it is because the gender divide is gradually eroding. For

example, in the study of Singh et al. (2022); Sabharwal and Kaur (2024); Oloso et al. (2024) gender did not influence the satisfaction of customers.

Income Level

According to Bachri et al. (2023) income level is the total amount of money earned by a person, household, or group over a given time period. These groups are usually divided into low, middle, and high income groups. It is a crucial economic metric for evaluating socioeconomic standing, purchasing power, and financial stability. According to Barone et al. (2020) income is a widely used metric because it is a useful tool for differentiating between socioeconomic levels and because it gives customers a sense of how much they can afford in relation to others in their community or nation. In the study of Klopotan et al. (2016) it was confirmed that level of income has a significant influence on customers' attitude towards loyalty while Oloso et al. (2024) found that economic/income level influenced customer satisfaction in hospitality business. Consequently, the following hypothesis is proposed for the study:

H₁: Demographic factors (age, gender and income level) significantly influence customer satisfaction in e-commerce.

Digital Marketing

According to Sofayo et al. (2024) digital marketing includes online promotional strategies like influencer marketing, email marketing, social media advertising, website user experience, and search engine optimization (SEO) that are meant to engage and attract potential customers. As noted by Sheoliha et al. (2023) digital marketing has altered how businesses perform and interact with its

customers. The e-commerce landscape has witnessed exponential growth, with digital marketing playing a pivotal role in shaping the success and competitiveness of online businesses. Bachri et al. (2023) examined the influence of digital marketing on consumer satisfaction and purchasing decisions and concluded that employing a variety of digital marketing techniques can assist businesses or marketers in increasing consumer choices when it comes to making purchases and ultimately increasing customer satisfaction. The theoretical foundations of application-based digital marketing strategies were examined by Nirmalasari et al. (2022) and it was noted that application-based digital marketing techniques have the potential to increase brand satisfaction, loyalty, and trust. In this study, two aspects of digital marketing which include social media advertising and website user experience were considered.

Social Media Advertising

Social media advertising is the practice of using social media platforms to advertise brands, goods, or services for a fee (Sofayo et al., 2024). To increase engagement and boost conversions, it entails focusing on particular audiences according to their demographics, interests, and online activity. Businesses can use platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to run sponsored posts, make eye-catching advertisements, and track the success of their campaigns. Social media advertising is an essential tactic for contemporary digital marketing because of its wide audience, affordability, and capacity to provide tailored content (Singh, 2019). According to Sofayo et al. (2024), social media marketing has a significant impact on deposit money banks' customers' satisfaction.

Using a quantitative research methodology, Khattab et al. (2020) showed how digital banking that involves social media and mobile marketing affects customer satisfaction. Although their work focused on the banking industry, it did not use website user experience. Important information about how social media marketing influenced Egyptian consumers' purchase decisions was explained by AlyZiko and Asfour (2023). However, their research did not focus on the extensive digital marketing framework but worked on a single digital marketing channel (social media marketing). However, the study reveals that social media marketing plays a crucial role in shaping consumer purchasing decisions, demonstrating a strong positive influence on buyer preferences and shopping patterns. Similarly, Awosoji (2021) found a significant positive correlation between social media marketing and customer satisfaction.

Website User Experience

Website user experience describes how users interact with and view a website in terms of accessibility, usability, and general satisfaction. It includes elements like content clarity, mobile responsiveness, page loading speed, navigation, and website design. A well-designed user experience guarantees that users can interact with the website efficiently, find information fast, and complete transactions without any challenge. Effective user experience design is essential for digital marketing and the success of online businesses because it raises conversion rates and builds brand credibility. Mazgebe (2020) discovered that social media, email marketing, and digital adverts all have impact on customer satisfaction, underscoring the significance of website functionality. Hassan et al. (2021)

stated that a website that has good and easy to use features will majorly enhance customer retention. Therefore, it is proposed that:

H₂: Digital marketing (social media advertising and website user

experience) significantly influence customer satisfaction in e-commerce.

Conceptual Framework

Based on the review, the study developed a conceptual model for the study as shown in Figure.

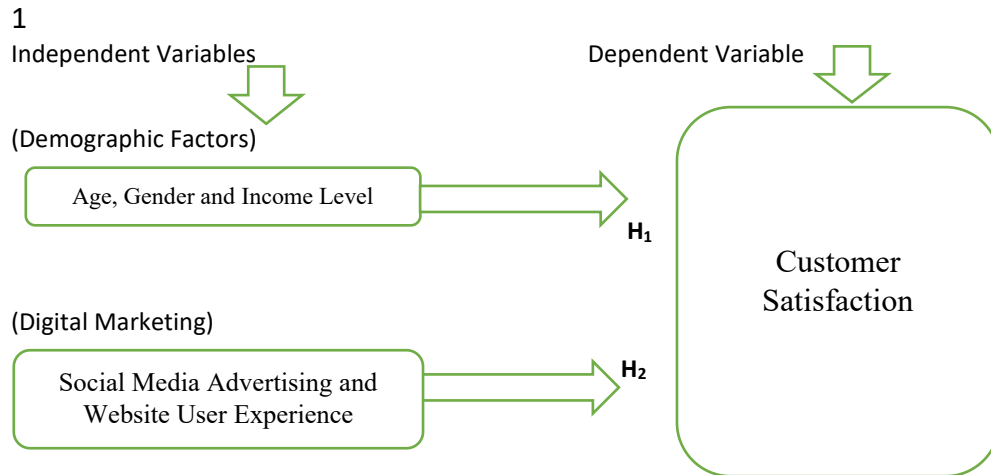


Figure 1: Conceptual Model

Figure 1 shows the conceptual model for the study and the hypothetical relationships. The model proposes that demographic factors such as age, gender and income level influence customer satisfaction in e-commerce. In addition, the model states that digital marketing including social media advertising and website user experience influence customer satisfaction.

Methodology

In order to examine the influence of age, gender, income level, social media advertising and website user experience on customer satisfaction, the study used a descriptive research design. It was based on primary data that was subjected to both descriptive and inferential statistical analysis. E-commerce users who shop online or interact with brands on social media make up the study's population. The study's population could not be determined, so Cochran's (1977) formula which works

when the total population size is indefinite or very large was used. The equation is:

$$n = \frac{Z^2 \times P \times (1-P)}{e^2}$$

Where:

n = required sample size (for an infinite population)

Z = Z-score (based on confidence level, e.g., 1.96 for 95% confidence)

p = estimated proportion of the population (typically 0.5 if unknown, as it maximizes sample size)

e = margin of error (commonly 0.05 for a 95% confidence level)

$$\text{Hence, } n = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025}$$

$$n = 384.16$$

$$n = 384$$

Therefore, 384 e-commerce users in Osogbo, Osun State, make up the study's sample size. The study focused on particular factors like social media advertising and website user experience, necessitating participants with relevant experience and

exposure to digital marketing, therefore, purposive sampling was used. The main tool used in the study to collect data was a questionnaire. Descriptive statistics and General Linear Model (GLM) were used to analyze the data.

The model specifications for the study are:

$$CS = f(DF, DM)$$

$$DF = (A, G, IL)$$

$$DM = (SMA, WUE)$$

$$CS = \beta_0 + \beta_1 A_1 + \beta_2 G_2 + \beta_3 IL_3 + \epsilon \dots \dots \dots i$$

$$CS = \beta_0 + \beta_1 SMA + \beta_2 WUE + \epsilon \dots \dots \dots ii$$

Where:

CS= Customer Satisfaction

SMA= Social Media Advertising

WUE= Website User Experience

A= Age

G= Gender

IL=Income Level

β_0 =Intercept

$\beta_1 \beta_2 \beta_3$ = Regression Coefficients

ϵ = Error Term

Results

Demographic Characteristics of the Respondents

The demographic characteristics of the respondents include age, gender, educational qualification and organisation used. The details of the demographic characteristics are as presented in Table 1:

Table 1: Demographic Characteristics

	Frequency	Percent
Distribution of Respondents by Sex		
Male	164	42.7
Female	220	57.3
Total	384	100.0
Distribution of Respondents by Age		
18 - 25 years	25	6.5
26 - 40 years	258	67.2
41 - 60 years	83	21.6
61 years and above	18	4.7
Total	384	100.0
Distribution of Respondents by Educational Qualification		
SSCE	67	17.4
OND/NCE	131	34.2
HND/BSC	156	40.6
PGDE/MSC	30	7.8
Total	384	100.0
Organisation the Respondent Used		
Jumia	257	66.9
Konga	127	33.1
Total	384	100.0

Source: Field Survey (2025)

Table 1 shows the distribution of respondents by sex, age, educational

qualification and organisation used by the respondents. On the distribution by sex, the

results of the finding revealed that 42.7 percent were male while 57.3 percent were female. On the distribution by age, the result shows that majority 67.2 percent of the respondents were between 26 – 40 years, 21.6 percent of the respondents were between 41 – 60 years, 6.5 percent and 4.7 percent of the respondents were between 18 – 25 years and 61 years and above respectively. On educational qualification, the result showed that 17.4

percent of the respondents have SSCE certificate, 34.2 percent of the respondents have either OND or NCE certificate, and also 40.6 percent of the respondents have either HND or BSC certificate while 7.8 percent of the respondents have either PGDE or MSC. Moreover, on the organisation used by the respondents, the result shows that 66.9 percent of the respondents used Jumia while 33.1 percent of the respondents used Konga.

General Linear Model Analysis

Table 2: Summary of GLM Analysis of Demographic factors and Customer Satisfaction

Tests of Between-Subjects Effects					
Dependent Variable: Customer Satisfaction					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4645.955 ^a	27	172.072	81.973	0.000
Intercept	11689.675	1	11689.675	5568.800	0.000
Age	67.721	7	9.674	4.609	0.000
Gender	5.579	9	0.620	0.295	0.976
Income Level	10.901	9	1.211	0.577	0.816
Error	747.293	356	2.099		
Total	56569.000	384			
Corrected Total	5393.247	383			

a. R Squared = 0.861 (Adjusted R Squared = 0.851)

Source: Field Survey (2025)

The ANOVA results analyze the effect of age, gender, and income level on customer satisfaction and indicate that the model significantly explains 86.1% of the variance (F = 81.973, p < 0.05), demonstrating a strong model fit. The high R-squared value (0.861) suggests that the independent variables collectively explain a large proportion of the variance in customer satisfaction. The model is statistically significant indicating that at least one of the predictors contributes meaningfully to the variation in customer

satisfaction. Age (F = 4.609, p=0.000 < 0.05) has a significant effect on customer satisfaction, suggesting that different age groups experience varying levels of satisfaction.

Gender (F = 0.295, p = 0.976>0.05) does not significantly affect customer satisfaction, implying that satisfaction levels remain consistent across different gender groups. And Income Level (F = 0.577, p = 0.816>0.05) also does not significantly impact customer satisfaction, indicating that differences in income do not lead to

meaningful differences in satisfaction. The model explains a substantial portion of customer satisfaction, making age an

important factor for businesses to consider when designing strategies to improve customer experiences.

Table 3: Summary of GLM Analysis of Digital Marketing and Customer Satisfaction

Tests of Between-Subjects Effects					
Dependent Variable: Customer Satisfaction					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	4602.585 ^a	20	230.129	105.654	0.000
Intercept	11447.226	1	11447.226	5255.522	0.000
Social Media Advertising	78.883	9	8.765	4.024	0.000
Website User Experience	21.015	10	2.101	0.965	0.474
Error	790.662	363	2.178		
Total	56569.000	384			
Corrected Total	5393.247	383			

a. R Squared = 0.853 (Adjusted R Squared = 0.845)

Source: Field Survey (2025)

The ANOVA results analyze the effects of social media advertising and website user experience on customer satisfaction and indicate that the model significantly explains 85.3% of the variance ($F = 105.654$, $p < 0.05$), demonstrating a strong model fit. The high R-squared value (0.853) suggests that the independent variables collectively explain a substantial portion of the variance in customer satisfaction. The model is statistically significant ($p < 0.05$), indicating that at least one of the predictors has a meaningful impact on customer satisfaction. Social media advertising ($F = 4.024$, $p = 0.000 < 0.05$) significantly influences customer satisfaction, meaning that differences in customer characteristics play a role in how satisfied they are. Website user experience ($F = 0.965$, $p = 0.474 > 0.05$) does not significantly impact customer satisfaction, suggesting that variations in website experience do not contribute meaningfully

to differences in satisfaction levels. Given the strong model fit, businesses should focus on understanding and improving customer-related factors rather than relying solely on website experience to enhance satisfaction.

Discussion

The findings indicate that age has a significant effect on customer satisfaction, suggesting that different age groups experience varying levels of satisfaction. This result is in line with results of Singh (2018); Singh et al. (2022); Oloso et al. (2024) but disagrees with the findings Sabharwal and Kaur (2024). Likewise, the results showed that gender does not significantly affect customer satisfaction, implying that satisfaction levels remain consistent across different gender groups. The result on gender supported the result of Singh et al. (2022); Sabharwal and Kaur (2024) and Oloso et al. (2024). Moreover, income level does not significantly impact

customer satisfaction, indicating that differences in income do not lead to meaningful differences in satisfaction. This result is similar to the findings of Klopota et al. (2016) and Oloso et al. (2024).

It was also found that social media advertising significantly influences customer satisfaction, meaning that differences in social media advertising play a role in how satisfied customers will be. This result is similar to the result of AlyZiko and Asfour (2023), Bachri et al. (2023) and Awosoji (2021) as they all found a significant positive correlation between social media marketing and customer satisfaction. In addition, findings showed that website user experience does not significantly impact customer satisfaction, suggesting that variations in website experience do not contribute meaningfully to differences in satisfaction levels. The finding is in agreement with the study of Mazgebe (2020) but is at variance with Hassan et al. (2021) as they discovered that website user experience, social media, email marketing, and digital ads all have an impact on customer satisfaction, underscoring the significance of website functionality.

Implications of the Study

The study provides businesses with useful information to boost customer satisfaction. Businesses can enhance the overall customer experience and increase adoption and engagement with their digital marketing initiatives by giving priority to social media advertising. Businesses must make effort to fulfill their promised value propositions, making sure that goods, services, and online communications either match or surpass the expectations of their customers. The study's analysis of demographic factors makes targeted marketing strategies possible. Businesses

can divide up their clientele and target particular demographics with digital marketing campaigns, making sure that the messaging speaks to each person's unique needs and preferences. This focused strategy results in higher conversion rates and greater customer satisfaction, optimizing the efficacy of marketing initiatives. Additionally, companies can adjust their strategies in real time to stay relevant and responsive to changing customer expectations in the ever-changing digital landscape by regularly tracking customer feedback and analyzing data.

Conclusion and Recommendations

The study examined the influence of demographic factors and digital marketing on customer satisfaction in e-commerce sector. The study concluded that age affects customer satisfaction, suggesting that different age groups experience varying levels of satisfaction. Gender does not significantly affect customer satisfaction, implying that satisfaction levels remain consistent across different gender groups. Income level also does not significantly impact customer satisfaction, indicating that differences in income do not lead to meaningful differences in satisfaction. This explains a substantial portion of customer satisfaction, making age an important factor for businesses to consider when designing strategies to improve customer satisfaction. The study also concluded that social media advertising influences customer satisfaction, meaning that the way businesses advertise on social media play a role in how satisfied customers will be. Based on the findings, the following recommendations are proposed:

- i. Businesses should learn more about the unique requirements and expectations of various age groups

since age has a significant impact on customer satisfaction. This could result in modifying service delivery strategies, product attributes, communication channels, and even loyalty programs to better suit the tastes and demands of various age groups.

- ii. Businesses should strategically invest in and maximize their social media advertising efforts, as social media advertising has a significant impact on customer satisfaction. This entails producing pertinent and interesting content, focusing on the appropriate customer, and making sure that these platforms provide a satisfying brand experience.
- iii. Businesses should set up reliable systems for continuously tracking and evaluating customer satisfaction. This will enable them to monitor the success of their tactics, spot new trends, and make data-driven changes to improve customer satisfaction and experiences for customers.

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*Department of Business Management,
Centria University of Applied Sciences,
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