

Empirical Paper on Consumer Buying Behavior: Comprehending the Nexus between Online Consumer Purchase and Satisfaction in the Footwear Industry in India.

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1.0 Introduction

In this globally competitive environment, the goal of every organization is to gain a competitive market position. However, without acquiring the satisfaction of its consumers, this goal can never be accomplished. As a result, organizations are striving hard to understand the factors that affect consumer's purchase decisions and satisfaction levels. Consumer behavior is the major factor that helps in understanding these constructs. Consumer behavior is defined as identifying the main ideas of the preferences and motives of the consumers that drive their conduct in a specific manner while doing the shopping online and offline. Be it online retailing or offline, every marketer is focused on understanding the consumer buying patterns and associated behavior that includes

a further understanding of distinct aspects that are responsible for affecting the conduct of an offline and online consumer (Kanade & Kulkarni, 2019). It is calculated that the Indian retail market has a valuation of US\$ 600 billion and stands among the top five markets of the retail segment globally through its economic value.

It is also observed that the Indian customers are specific regarding the consumption of their products. Furthermore, the choices of the customers vary on the basis of the preferences for online shopping in comparison to offline shopping. It is observed that internet-based shopping and traditional shopping have their own benefits and challenges. In the present scenario, leverage is provided to the consumers to select and pick the right channel for shopping to fulfill their shopping interests.

Few of the vital differences between the two known channels of shopping have been perceived as the medium to accumulate the product information, observed risk, and the capability of consumers in accessing the same types of products as per their preferences (Sarkar and Das, 2017). Doing shopping online makes the shopping process easier and specifically quick for those consumers who are extremely busy in their daily lives. Through online shopping, the consumer has the comfort of purchasing desired products and services which are accessible 24*7. In contrast to online shopping, while shopping offline, customers get the opportunity to buy the desired products and services from a real store in the market and also get the opportunity to feel and touch a product. Many consumers prefer to shop online these days as the retailers on online platforms facilitate various benefits to their consumers in comparison to the offline retailers which are not able to give the same (Azad et al., 2019). As per Yasav (2015), the utilization of digital technology in researching, browsing, and purchasing, at times everything on a single website, has emerged to be mainstream and has led to a transformation within the retail landscape. Consequently, retailers have been implementing novel strategies for attracting and retaining their multi-medium consumers by a combination of offline and online marketing endeavors.

Footwear is one such industry that people are still skeptical to purchase online. A variety of factors are responsible for influencing consumer's purchase decisions towards buying online. However, even with changing modes of purchase, there is a significant rise in sales of the footwear industry. As per APICCAPS, the production of footwear globally rose by 8.0 per cent in 2014 than the

previous year. It accounted for sales of 24.3 billion pairs. 88.0% of the worldwide production was contributed by Asian countries (Luca and Loghin, 2016). For people, shopping has emerged as a major practice of leisure spending and lifestyle experience. The basic necessity of purchasing shoes is no longer the major motive for its shopping (Falahat et al. 2017).

India stands at the second position in the footwear manufacturing nations after China. This industry holds a prominent place within the Indian economy and has the potential for export as well as employment (Salve and Jadhav, 2018). Around 40 percent of footwear in the Indian market is being sold by modern retail mediums and about 60 percent is sold by the unorganized sector. Among the total sales of Indian footwear, 20 percent are of leather footwear and 80 percent are of synthetic footwear (Khanna, 2018). There has been a significant rise in the demand for footwear products. In 2015, the registered retail value CAGR was 8%. In 2020, it crossed the milestone sales of Rs 1.1 trillion. This channelizes that the competition among footwear retailers is becoming more fiercer by each passing day. The major consumers of the footwear industry are the millennials and generation X wherein women account for more demand across both generations. Brand image is gaining increasing importance as customers' decision to shop is found to have major inclination on it (Moses et al., 2016).

In alignment with this, the current study specifically aims at understanding the factors that affect the consumer's buying behavior in the footwear industry. For this purpose, the study focuses on understanding the attitude of consumers towards online purchases and its association with the consumer's satisfaction level.

2.0 Aim of the study:

The primary aim of the current study is to analyze online consumer buying behavior in the footwear industry in India.

2.1 Objectives of the study:

In order to accomplish the above aim, the study will focus on addressing the following objectives:

1. To understand online consumer buying behavior in the Indian Footwear industry.
2. To comprehend the factors affecting online consumer purchase decisions and satisfaction levels.
3. To analyze the correlation between online consumer purchase decisions and satisfaction levels.
4. To outline measures to improve the online consumer satisfaction levels for the footwear industry in India.

2.2 Research Questions

1. What is online consumer buying behavior in the Indian Footwear industry?
2. What are the factors that affect online consumer purchase decisions and satisfaction levels?
3. Is there a relationship between online consumer purchase decisions and satisfaction levels?
4. What are the measures that can be taken to improve the online consumer satisfaction levels for the footwear industry in India?

2.3 Hypotheses of the study

- a. H_{01} : Online Customer purchase does not affect attitude towards buying online.
 H_{01} : Online Customer purchase affects attitude towards buying online.

- b. H_{02} : Attitude towards buying online is not affected by age.

H_{12} : Attitude towards buying online is affected by age.

- c. H_{03} : Attitude towards buying online is not affected by gender.

H_{13} : Attitude towards buying online is affected by gender.

- d. H_{04} : Attitude towards buying online is not affected by income.

H_{14} : Attitude towards buying online is affected by income.

- e. H_{05} : Age affects buying behavior.

H_{15} : Age does not affect buying behavior.

- f. H_{06} : Gender does not affect buying behavior.

H_{16} : Gender affects buying behavior. .

- g. H_{07} : Income does not affect buying behavior.

H_{17} : Income affects buying behavior

- h. H_{08} : Age does not affect consumer satisfaction.

H_{18} : Age affects customer satisfaction.

- i. H_{09} : Gender does not affect consumer satisfaction.

H_{19} : Gender affects customer satisfaction.

- j. H_{010} : Income does not affect consumer satisfaction.

H_{011} : Income affects customer satisfaction.

3.0 Literature Review

3.1 Attitude towards buying online

Attitude towards buying online can be referred to as the positive or negative evaluation made by an individual with regard to a behaviour and its outcome. Such beliefs are found to be

subjective in nature i.e. they differ from person to person. Majorly such beliefs are influenced by one's background and past experiences (Chetioui, Lebdaoui, and Chetioui, 2020).

3.1.1 Convenience Risk

Convenience risk can be considered as the consumer's perception with regard to the difficulty they encounter while placing an online order or anticipation of delay in receiving or returning the purchase product and sometimes even takes into account the inability to cancel an order that is placed (Kim et al., 2018; Arshad et al., 2015). As a result, it can be stated that convenience risk specifically refers to consumer perception about risks that the purchased product will cost further time and effort for repairing or adjusting before it is ready to be used. When consumers' perceive that the convenience risk is high, they are less likely to indulge in online purchasing behaviour. Results from the previous studies outlined that convenience is the major factor that affects attitude towards buying online (Ariff et al., 2014; Clemes, Gan, and Zhang, 2014; Suhan, 2015; Swilley and Goldsmith, 2013; Chaudary, Rehman, and Nisar, 2014; Bashir, Mehboob and Bhatti, 2015).

3.1.2 Product Risk

One of the major constraints faced by the consumers while shopping online is the inability to monitor and check the quality of the product physically before making a purchase (Popli and Mishra, 2015). As a result of this, consumers are forced to rely solely upon the information that is provided by the vendor online. This risk of a potential loss wherein the customer expectations with the product is not met either in terms of product

standard of quality is termed to be product risk (Ariffin, Mohan and Goh, 2018). It can also be predicted as the loss incurred by the consumer when the product does not perform as per their initial expectations while purchasing the product (Suki and Suki, 2017). Results from past studies reveal that product risk has a significant impact on the customer satisfaction level purchasing online (Javaria, Masood and Garcia, 2020; Bhatti, Saad and Gbadebo, 2018; TRAN, 2020; Arora and Aggarwal, 2018). Moreover, Arora and Aggarwal, (2018) highlighted this phenomenon in the specific case of women. Thus, highlighting that demographic variables also play a significant role in affecting consumers' buying behaviour. On the other hand, Vonkeman, Verhagen and Van Dolen, (2017) depicted through its findings that product risk does not have a significant impact on the consumer's attitude or purchase intention towards buying online.

3.1.3 Financial Risk

Financial risk refers to the extent to which a consumer is willing to incur a potential net loss of money and thereby, the underlying degree of uncertainty that the consumer feels while making a financial transaction (TRAN, 2020). Due to such risk, website advertisers, accredited parties, or even e-commerce traders aim at ensuring the website's credibility by providing payment protection. Findings deciphered that in some cases financial risk was found to have a significant impact on consumers' attitude towards buying online (Ariffin, Mohan and Goh, 2018; Han and Kim, 2017; Bashir et al., 2018); while on the other hand there were instances where it shared an insignificant relationship with consumers' online buying behaviour or attitude (Suki and Suki, 2017; Bhatti, Saad and Gbadebo, 2018). According to Pelaez, Chen, and Chen, (2019)

financial and product risks are found to be influenced more by demographic variables which further affects the satisfaction level of the consumers towards online purchase.

3.1.4 Return Risk

The exchange or return policies allows the buyers to return or exchange a commodity that they purchased which is either not according to their requirements or is unconditionally purchased. The return policy assures that the customers are free to return or exchange if they are not satiated with the commodity without any issue (Wai et al., 2019). Return risks arise when consumers are unable to return or exchange such commodities easily. Previous research conducted by Wai et al., (2019), Saxena (2018) and Rudansky-Kloppers, (2017) had highlighted return risk does have a negative implication on consumers' buying behaviour online. In addition to this, Raman, (2019) had outlined that customers have a negative satisfaction level when there exists a return risk. This depicts that consumers' satisfaction level shares a significant relationship with return risk and, in turn, attitude towards buying online.

3.1.5 Non-delivery Risk

Non-delivery can be referred to as a tendency wherein there exists a probability of not receiving a product even after the online payment transaction is completed with the respective online store (Abrar, Naveed and Ramay, 2017, p. 2). Consumers are often found to perceive uncertainty while they are purchasing from relatively new merchants in the market. Few studies have accentuated that online buying behaviour or attitude is negatively affected by non-delivery risk. Studies conducted by Wai et al., (2019),

Javadi et al., (2012), Saxena (2018) and Arora and Rahul, (2018) had reflected through their study that non-delivery risk has a negative impact on consumers' attitude towards buying online. Additionally, Arora and Rahul, (2018) had highlighted that non-delivery risk significantly affected the attitude towards buying of female consumers. On the contrary, some scholars also outlined that non-delivery risk shared an insignificant relationship with customers' attitude towards online buying (Fulgencio and Fever, 2016; Hebbar et al., 2020). Thus, it can be stated that mixed findings exist with regard to non-delivery risk and attitude towards online buying.

3.2 Buying Behavior

Consumer buying behavior can be regarded as the act of selecting, purchasing, and consuming goods and services for the purpose of satisfying one's wants. It involves different processes and there are numerous factors as well as characteristics that influence an individual's decision towards the purchase of a good or service (Ramya and Ali, 2016, p. 76).

According to Morales et al., (2017, p. 465) comprehending consumer behavior through experimental research may not always be concerned with analyzing the actual consumer behavior. At times, it may involve manipulating various attributes with the aim of extracting how consumers respond to different changes, especially changes in their thoughts, theories, and perceptions.

3.2.1 Perceived Usefulness

Perceived Usefulness (PU) according to the original TAM model refers to the degree to which an individual perceives that a specific system will be able to enhance their job performance. In the context of online

shopping, PU can be referred to as the extent to which purchase of a product can provide them higher utility. Moreover, it also concerns the extent to which online shopping facilitates usefulness or utility to the consumers (Bauerová and Klepek, 2018). Studies conducted by several scholars have highlighted that perceived usefulness has a positive impact on customer satisfaction level of online consumers (Lim, Osman and Halim, 2014; Park and Gretzel, 2010; Moslehpour et al., 2018; Nguyen et al., 2019; Peña-García et al., 2020). This delineates how perceived usefulness is an important attribute that affects online shopping behaviour of the people.

3.2.2 Compatibility

Compatibility in online shopping is a function of existing values. This can be mainly attributed to the fact that culture is considered as an assimilation of values and symbols. Hence, compatibility with online shopping tends to differ according to the values in different groups (Gaur, Agarwal, and Anshu, 2020). Several scholars have empirically examined the impact of compatibility on consumer's buying behaviour and thereby satisfaction level with regard to online purchase. In this concern, it is channelized that some studies have highlighted that there exists a positive relationship between compatibility and consumer's buying behaviour (Kim et al., 2020; Cuna, 2020; .Peña-García et al., 2020).

3.2.3 Interpersonal Influence

The consumer's decision making process can often be difficult due to numerous other factors like social norms, family, economic, and so on that can affect one's decision. Although these factors can have varying levels of impact on consumer; behaviour, it is likely that they tend to affect consumer's behaviour

and decision towards any purchase. At times, it is also referred to as the influence of others (Bailey, 2015). Alan et al., (2017) has showcased that interpersonal influence does have a positive impact on consumers' online behaviour. Moreover, a study conducted by Dhanoa, and Goyal, (2018) revealed that interpersonal influence has a significant impact on consumers' buying behaviour and this relationship is positively mediated by gender. Nonetheless, age was found to be an insignificant mediator in this relationship. Similar finding was depicted by Shrivastava, (2020) wherein it was found that males are more influenced than females by interpersonal influence while making a purchase online. While Sharma and Klein, (2020) depicted that interpersonal influence does not impact consumer's buying behaviour.

3.2.4 External Influence

When a person's decision towards buying any commodity is affected by any external stimulus or outside influences, apart from his/her surroundings, it is termed to be external influence (Stankevich, 2017). For instance, external influence can be regarded as the advertisements and sales promotion that is conducted by marketers which often create an imbalance or development of a need for the consumers. Zhang et al., (2018) through their study highlighted that external influence has a significantly positive impact on consumers' buying behaviour and further satisfaction level. Similar findings were depicted by Vijay, Prashar and Sahay, (2019) who depicted that both external and internal factors have a significant impact on consumers' buying behaviour online and also on their satisfaction level. Iyer et al., (2020) states that external factors not influence consumer's buying

behaviour while online purchase but also tend to result in impulse buying.

3.2.5 Self-efficacy

Self-efficacy is a faith or perception held by one about their ability for meeting demands or carrying out functions that are challenging (Hong et al., 2016). In alignment with this, it is stated that people with high self-efficacy are more likely to possess positive outcomes from the future and will strive hard for completing a task in this anticipation (Chiu et al., 2011). With regard to online shopping, Ozturk et al. (2016) suggests that self-efficacy can be regarded as an individual's personal perception concerning that they are capable and have accurate aptitudes or skills set for accomplishing a task pertaining to technological usage online. As a result, a consumer with high self-efficacy will be more likely to participate and understand the nuances of technology than a consumer with lower self-efficacy. Past studies have directed that self-efficacy has a significant impact on the consumer's satisfaction level with regard to online purchase (Thakur, 2018; Peña-García et al., 2020). Chang, Wong and Li, (2017) had highlighted that mooring factors like self-efficacy have varying levels of moderating impact on consumer's purchase decision and behaviour while shopping through e-commerce platforms.

3.2.6 Facilitating condition

Facilitating conditions refers to the required technology or devices that are necessary prerequisites for shopping online (Marriott, Williams and Dwivedi, 2017). These conditions may thereby broadly concern with user's perception of the resources and support for availing the social commerce facilities (Yahia, Al-Neama and Kerbache, 2018).

Findings from Yahia, Al-Neama and Kerbache, (2018) confirmed that facilitating conditions are a significant determinant of consumer's buying behaviour on online scaffolds. Additionally, Tandon, Kiran and Sah, (2018) highlighted that the decision to utilize a particular online platform is strongly influenced by facilitating conditions. Nonetheless, it also had a significant impact on consumer's satisfaction level. Alraja and Kashoob, (2019) also showcased that facilitating conditions play a vital role in consumers' intention to switch to e-commerce platforms for shopping from traditional shopping scaffolds. Moreover, a study conducted by Blaise, Halloran and Muchnick, (2018) also depicted that purchase intention and customer satisfaction are determined by facilitating conditions.

3.3 Customer Satisfaction level

The current business environment is significantly challenging. In such conditions, customer satisfaction plays a crucial role in determining the long term success of a firm (Krajňáková, Navikaite, and Navickas 2015). Duboff (1992) acknowledges Pareto's principle, emphasising that 80.0% of the profits are contributed often from 20.0% of the most profitable customers. As a result, not all consumers tend to create the same impact on a firm's performance (Rabbani, Heidari and Farrokhi-Asl, 2018). Hence, it becomes vital for a firm to recognize its most profitable customers and with it, organizations should also identify their need for satisfying them and attaining their loyalty.

When a product is showcased for purchase on a website, the perception about the product quality is developed by the customers based on the web aesthetics i.e. the overall look of the website and the product itself. Web

aesthetics are thereby manipulated in a manner that they suggest superior online experience (Maros et al., 2017). In this line, Peng et al., (2017) highlighted that website aesthetics or also termed as website appeal play a vital role in determining the customers' overall satisfaction level with online purchase. Liu et al., (2020) also directed that website aesthetics have a significant impact on shaping consumer's attitude towards online buying behaviour.

Omar et al., (2020) further reflected that website functioning has a significant influence on consumer's satisfaction level. It is also found that website functionality and attractiveness are critical factors for motivating consumers' to purchase online. Website functionality highlights that website reliability, navigation, content, ease of search, and others embed trust among consumers to make an online purchase (Boulesnane, Bouzidi and Boukrami, 2020). Omotayo and Omotope, (2018) delineated that perceived risk and website appearance can negatively affect consumers' satisfaction level towards buying online.

Rabbani, Heidari and Farrokhi-Asl, (2018) highlighted that in manufacturing companies, a make-to-order strategy is implemented. In this condition, customer satisfaction highly depends upon the extent to which their chosen preference for delivery is implemented. This is also termed as delivery performance. Findings acquired from Rabbani, Heidari and Farrokhi-Asl, (2018) and He et al., (2019) showcased that delivery performance has a significant implication on customer's satisfaction level.

Another important determinant of customer satisfaction level in online shopping is found to be customer service or e-service or customer support. Customer service can be broadly referred to as the several service

aspects pertaining sales clerk service in products' selection and support, solving customer's queries through e-mails and other channels, informing and clearing any issues pertaining to credit and payment transaction completion, and so on (Cao, Ajjan and Hong, 2018). Findings from several studies have reflected that customer support plays a vital role in determining consumer's satisfaction level (Rita, Oliveira and Farisa, 2019; Cao, Ajjan and Hong, 2018; Sundaram, Ramkumar and Shankar, 2017).

Furthermore, Internet Familiarity can be outlined as the familiarity or experience of an individual consumer in operating using the Internet. Kaya et al., (2019) had highlighted through its study that experience to operate the Internet and familiarity of websites was found to moderate the relationship between customer's intention to purchase online and satisfaction level. It was also found through Sundaram, Ramkumar and Shankar, (2017) that Internet familiarity does not have a significant impact on customer's satisfaction level. Moreover, Sivakumar and Gunasekaran, (2017) portrayed that customer satisfaction is not only affected by consumer's familiarity with the internet but age also plays a vital role in moderating this relationship.

Sivakumar and Gunasekaran, (2017) also stated that savings of time and price are another major factor that influences consumer's decision to purchase online and thereby, their satisfaction level. Savings of quality time and price is the key motive for making online purchases and thereby, affects customer satisfaction level. These findings were depicted by several studies (Imran et al., 2019; Sivakumar and Gunasekaran, 2017; Wahab and Khong, 2019).

3.4 Concatenation between Attitude towards online buying and Online behaviour with Customer Satisfaction

Consumer satisfaction is a crucial aspect of both marketing thought and practice (Prayag et al., 2019). Many scholars and marketing experts have conceptualized consumer satisfaction in multiple ways. However, the definition provided by Oliver (1980) is widely used as a base while developing models of consumer satisfaction. According to Oliver (1980), the difference between expectations or perceptions about a product or service and its actual utility is the outcome of consumer satisfaction. Thus, when consumers' expectations or perceptions are in alignment with the actual utility, consumers' perception is high and vice-versa (Park et al., 2018; Sipe and Testa, 2018). Consumer satisfaction is the key to attain a higher market share and thereby, enrich the profitability of the organizations (Rego et al., 2013). Furthermore, evidence from various studies also suggests that higher customer satisfaction also translates into customer loyalty (Leninkumar, 2017; Ahrhold et al., 2019). It is further proved to strengthen brand equity (Susanty and Kenny, 2015).

Alcántara-Pilar et al., (2018) in their study highlighted that various forms of perceived risks share a negative correlation with the customer satisfaction level in online buying. This means that an increase in perceived risks of the consumers will tend to decrease their satisfaction level and vice-versa. TRAN (2020) had also stated that product risk, financial risk, security risk, and privacy risk have a significant impact on consumer's satisfaction level while making online purchases. Furthermore, it was also found to have a significant influence on consumer's attitude towards buying online. Khan, Chelliah

and Ahmed, (2017) and Tzavlopoulos et al., (2019) had reflected a similar finding. Li, Zhao and Pu, (2020) depicted that convenience risk has a significant impact on customer's satisfaction level.

Furthermore, Raza, Umer and Shah, (2017) depicted that compatibility and perceived risks have a significant impact on consumer's satisfaction level. Moreover, it also outlined that perceived usefulness had an insignificant impact on consumer's satisfaction level. On the other hand, it was also revealed that an increase in perceived usefulness led to an increase in positive attitude towards buying online and further, on the customer's satisfaction level (Daud, Farida and Razak, 2018; Sohn, 017).

Wilson and Christella, (2019) accentuated that reliability, the convenience of the time, variation of the products, and delivery performance have a significantly positive impact on consumer satisfaction levels. Moreover, variation in the products is the major factor that was found to affect consumer satisfaction level. Furthermore, website design was found to have no impact on customer's satisfaction level. Shin et al., (2020) highlighted that attitude, enjoyment, familiarity, and trust were the major push factors that affected the consumers' satisfaction and loyalty. Additionally, Khan et al., (2015) channelized that price, convenience, product information, return policy, and after-sales services were found to have a significant impact on both customer satisfaction and repurchase intentions.

Sundaram, Ramkumar and Shankar, (2017) highlighted that demographic variables like age, gender and educational qualification were found to have a significant impact on consumer's satisfaction level. Similarly, Fang et al., (2016) outlines that age and gender play

a vital role in moderating consumer's attitude and behaviour towards buying online and thereby, their satisfaction level. On the contrary, a study conducted by Hernández, Jiménez and Martín, (2011) revealed that age, gender, and income had no significant impact on consumer's satisfaction level while purchasing online.

3.4 Research Gap:

Competition among online sellers is rising significantly. In order to survive this fierce market competition, it is essential for the marketers and sellers to have strategic awareness about consumer behavior, especially pertaining to online shopping. As a result, it has become increasingly crucial to analyze as well as comprehend the attributes that may majorly affect and shape the consumer's decision to shop online. This will not help in addressing the demands of the consumers but it will also help in aligning the product characteristics according to the needs of the consumers so as to gain their satisfaction. Past studies have laid more emphasis on outlining the factors that influence buying behavior and attitude of the consumers with regard to industry-specific queries. However, the sheer role of demographic factors like age, income, and gender have not been given the required importance. Since footwear is an essential product and yet a luxury commodity for some consumers, it is evident that demographic factors play a significantly vital role in affecting consumer's online buying behavior and attitude. Moreover, these factors further impact the consumer's level of satisfaction. Furthermore, there is limited evidence available on the factors that affect consumer behavior especially in the footwear industry with regard to online shopping. To address

this research gap, the current study aims to analyze online consumer buying behavior in the footwear industry in India.

3.5 Conceptual Framework

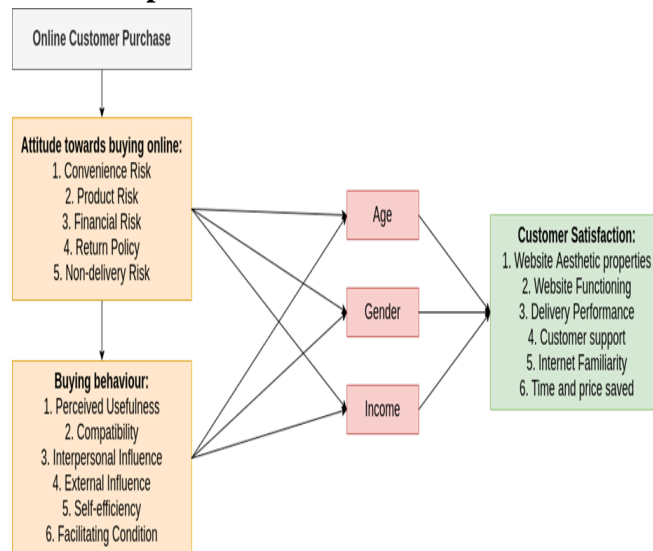


Figure 1

From the above conceptual framework, it can be observed that the study aims at analyzing online customer purchase behavior through the course of two independent variables of Attitude towards buying online and Buying behavior. The impact of these variables is seen on the three demographic variables of age, gender, and income. Furthermore, their impact is gauged on customer satisfaction levels. Thereby, the demographic variables here act as moderating variables while customer satisfaction is the dependent variable.

4.0 Research Methodology

Research methodology accounts for an important role in the research framework. The current study is specifically governed by positivist research philosophy. Positivist research philosophy delineates the idea that science is the major base for attaining knowledge. As a result, knowledge acquisition processes must adopt a scientific or statistical

method for acquiring evidence. Such data collection and analysis process is more reliable and consistent in terms of its outputs (Park et al., 2020). Further, the study will adopt a quantitative research approach for acquiring, to the point, precise information that is objective in nature. On the other hand, a qualitative research approach helps in acquiring subjective information that helps to understand a phenomenon in-depth (Apuke, 2017). Nonetheless, the major limitation with the qualitative data collection method is that it lacks reliability, and thereby, there is a high amount of bias that may exist in the outcomes obtained. Thus, the current study will use a quantitative research approach to eliminate these limitations and biases. With these components, the study adopts a primary data collection method. The primary data collection method will help in acquiring first-hand information that has not been previously acquired by the researchers (Saunders et al., 2019). Additionally, the study is addressing a research gap that has not been previously addressed. Thus, the use of primary data collection will be more appropriate for the current study. Furthermore, a deductive reasoning approach will be used to outline the results of the study. The deductive reasoning

approach as opposed to the inductive reasoning approach adopts a top-to-bottom approach for discussing the results acquired. Furthermore, it is also concerned with the generalization of results by hypothesis deduction (Rahi, 2017). The data will be acquired through a survey-based questionnaire instrument. The questionnaire is an amalgamation of the items adopted from standard questionnaires of the prior researchers. The study uses a simple random sampling technique to acquire data from a sample size of 500 respondents.

4.1 Data Analysis Tools:

As the sector adopts a quantitative research approach, the data acquired is numerical in nature. Thus, the study utilizes the SPSS and AMOS software for analyzing the results of the study.

5.0 Results and Discussion:

Based on the data acquired, AMOS was used to generate the following model Figure 2 for testing the hypothetical assumptions of the current study.

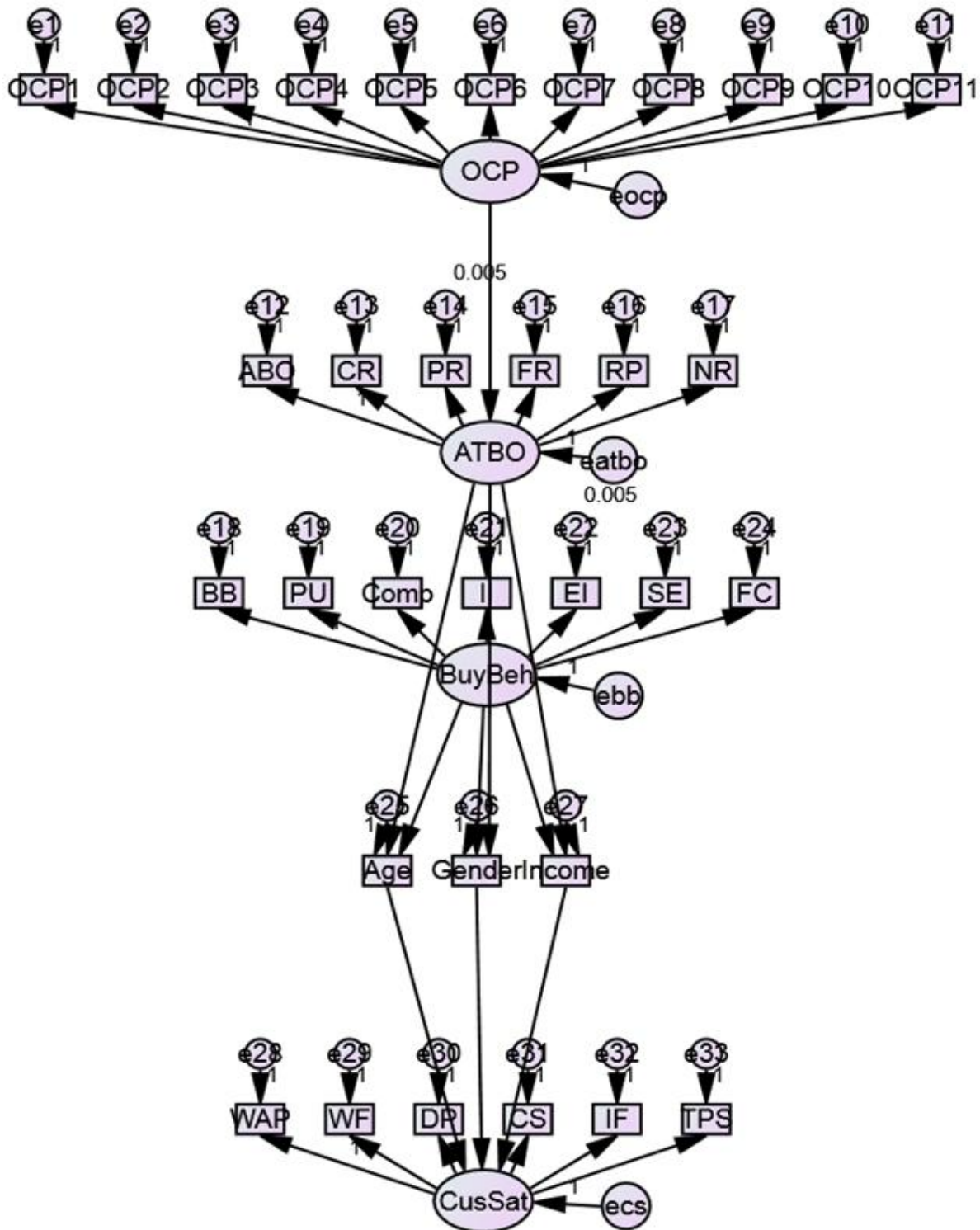
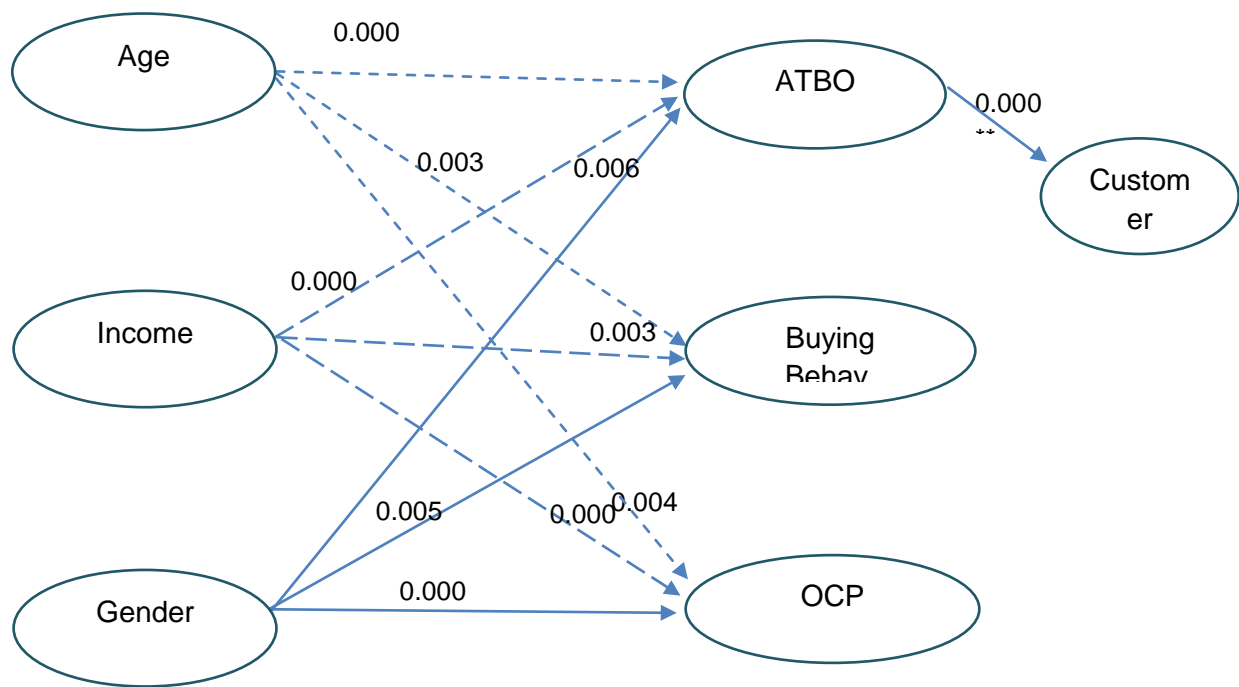


Figure 2



Model fit indices

	Model fit	Desired score
Chi – Square	1766.769	NA
Degrees of Freedom	488	NA
CMIN/DF	3.62	Value less than equal to 2.00 depicts good fit of the model; value ranging from 2.00 to 5.00 depicts the model is moderate fit.
CFI	0.708	Value that is close to or greater than 0.90 is considered a good fit.
RMSEA	0.072	Value acquired less or equal to 0.10 reflects good fit of the model.
NFI	0.64	Value that is close to 0.90 accentuates that the model is a good fit.

The above table depicts the model fit indices for determining the fit of the model. It can be observed that the chi-square value acquired is 1766.769 and the degree of freedom is 488. It

does not possess any pre-defined desired score for showcasing model fit. Further, the CMIN/DF value acquired is 3.62 which accentuates moderate fit based on the desired

score criteria. Followed by this, CFI value gained is 0.708 which is close to 0.90 desired score. Thereby, depicting that the model is a good fit. Moreover, the RMSEA value acquired is 0.072 which is less than but close to 0.10 desired score. Thus, interpreting that the model is a good fit. Lastly, the NFI value

acquired is 0.64 which is less than and not so close to 0.90. Thus, it indicates that the model is a moderate fit. As the majority of the indices depicts that the model is moderate to good fit, it was appropriate to conduct further analysis.

Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
ATBO	<---	OCP	.674	.087	7.776	***	Accepted
Age	<---	ATBO	.982	.159	6.194	***	Accepted
Age	<---	BuyBeh	3.899	1.333	2.925	.003	Accepted
Gender	<---	BuyBeh	1.113	.400	2.781	.005	Accepted
Gender	<---	ATBO	.154	.056	2.758	.006	Accepted
Income	<---	ATBO	.894	.190	4.699	***	Accepted
Income	<---	BuyBeh	5.086	1.729	2.942	.003	Accepted
CusSat	<---	Age	.047	.016	2.847	.004	Accepted
CusSat	<---	Gender	.172	.046	3.719	***	Accepted
CusSat	<---	Income	.048	.014	3.574	***	Accepted

Testing of hypothesis

Hypothesis 1

H1: Online Customer purchase affects attitude towards buying online

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the attitude towards buying online and online consumer performance is 0.674. The p-value acquired in its alignment is $0.000 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes that online customer purchase affects the attitude towards buying online. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Studies conducted by Alcántara-Pilar et al., (2018), TRAN (2020), Khan, Chelliah and Ahmed, (2017), Tzavlopoulos et al., (2019)

and Li, Zhao and Pu, (2020) depicted that the attributes of an attitude towards buying online had an impact on online buying behaviour as well as satisfaction level of the consumer. Thus, the finding of the current study is in alignment with the findings of the literature.

Hypothesis 2

H2: Attitude towards buying online is affected by age.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the attitude towards buying online and age is 0.0982. The p-value acquired in its alignment is $0.000 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the attitude towards buying online is affected by age of the

consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 3

H3: Attitude towards buying online is affected by gender.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the attitude towards buying online and gender is 0.154. The p-value acquired in its alignment is $0.005 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the attitude towards buying online is affected by gender of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 4

H4: Attitude towards buying online is affected by income.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the attitude towards buying online and income is 0.894. The p-value acquired in its alignment is $0.005 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the attitude towards buying online is affected by income of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

The findings of the current study is similar to those conducted by Sundaram, Ramkumar and Shankar, (2017) and Fang et al., (2016) depicted that the demographic variables have a significant impact on the customer's attitude towards buying online. Thereby, satisfaction level of the customer while buying online. However, findings of the Hernández, Jiménez and Martín, (2011) did not affirm these findings.

Hypothesis 5

H5: Age affects the buying behaviour.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the buying behaviour and age is 3.899. The p-value acquired in its alignment is $0.003 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the buying behaviour of the consumers is affected by age of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 6

H6: Gender affects the buying behaviour.

From the analysis acquired, it can be observed that the beta coefficient gained for measuring the buying behaviour and gender is 1.113. The p-value acquired in its alignment is $0.005 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the buying behaviour of the consumers is affected by gender of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 7

H7: Income affects the buying behaviour.

From the analysis acquired, it can be observed that the beta coefficient acquired for measuring the buying behaviour and age is 5.086. The p-value acquired in its alignment is $0.003 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the buying behaviour of the consumers is affected by income of the consumers. Hence, the alternate hypothesis is accepted and the null hypothesis is rejected.

Studies conducted by Dhanoa, and Goyal, (2018) and Shrivastava, (2020) accentuated similar findings as the current study wherein it was revealed that demographic factors like income, gender, and age were found to have a significant impact on buying behaviour of the consumer. Nonetheless, the study conducted by Sharma and Klein, (2020) showcased that

demographic factors do not play a moderating role in influencing the online buying behaviour of the consumers.

Hypothesis 8

H8: Age affects customer satisfaction.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the customer satisfaction and age is 0.047. The p-value acquired in its alignment is $0.004 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the customer satisfaction is affected by age of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 9

H9: Gender affects customer satisfaction.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the customer satisfaction and gender is 0.172. The p-value acquired in its alignment is $0.000 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the customer satisfaction is affected by gender of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Hypothesis 10

H10: Income affects the customer satisfaction.

From the analysis acquired, it can be observed that the beta coefficient obtained for measuring the customer satisfaction and income is 0.048. The p-value acquired in its alignment is $0.000 < 0.05$. As the p-value obtained is lower than 0.05 level of significance, the study concludes the customer satisfaction is affected by income of the consumers. Hence, the proposed hypothesis is accepted and the null hypothesis is discarded.

Studies conducted by Wilson and Christella, (2019), Shin et al., (2020) and Khan et al.,

(2015) channelized that attitude towards buying online and behaviour of the consumers have a significant impact on customer's satisfaction level. However, they have not emphasized on the crucial role played by the demographic variables of age, gender, and income level in moderating the customer satisfaction level. Thus, this finding was accentuated by the current study.

6.0 Conclusion and Future Research directions:

Customer satisfaction plays a significant role for organizations in today's fierce business environment. As a result, it becomes essential for a firm to comprehend the factors that might affect the customer's satisfaction level. This will not only help them in developing the required strategies for enhancing their satisfaction but in turn, it will ensure earning their loyalty. This study was conducted with a similar view. Findings of the current study affirmed that customers' satisfaction is affected by their attitude towards buying online and online buying behaviour. Furthermore, it was also found that demographic variables like age, gender, and income were found to have a significant impact on both attitudes towards buying online and buying behaviour which collectively affected online customer satisfaction level. Although prior studies depicted that the relationship between attitude towards buying online and online buying behaviour is significant with customer satisfaction level, the significant role played by demographic factors in moderating this relationship is not found.

Future research should be conducted by replicating the variables of the current study in other than the footwear industry. This will significantly help in understanding whether

these variables play a constant role in predicting customer satisfaction level in several industries. Additionally, it will also help in outlining if they are explicitly confined to their nature in the footwear industry. Moreover, future research should also be conducted on whether the technology acceptance model also predicts customers' online behavior and attitude and has an impact on the customer satisfaction. Finally, future research should be undertaken for analyzing the specific attributes of footwear that the customers take into account while shopping in online vs offline stores.

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