International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Examining the Impact of Gender as a Moderator on the Relationship between Customer Satisfaction, Customer Loyalty, and Smart Band Switching behavior among Gen Z Consumers

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

SSIMS, India

Introduction

This paper aims to provide an overview of the topic and the acceptance and loyalty of technological products, namely intelligent bands, which play a crucial role in the contemporary consumer electronics market as companies strive to sustain their competitive advantage. Generation Z, often known as GEN-Z, encompasses those born from the mid-1990s to the early 2010s. This demographic has considerable importance within the market due to its notable inclination towards technology and a strong preference for wearable devices. Gaining insight into the determinants that impact the switching behavior of Generation Z individuals between smart bands holds significant significance for enterprises seeking to appeal to and maintain these customers.

The significance of customer satisfaction and customer loyalty in influencing consumer behavior has been widely acknowledged. The likelihood of customer loyalty and repeat purchases is increased when customers express satisfaction with a product. Nevertheless, the correlation between customer satisfaction, loyalty, and switching behavior among GEN-Z smart band consumers may not be as linear as initially perceived. Including Gender as a moderating variable can substantially influence the dynamics of this association.

This study aims to investigate the influence of Gender as a moderating factor on the association between customer satisfaction, customer loyalty, and the behavior of switching GEN-Z intelligent bands. The study aims to examine the potential presence of gender disparities in the perception and response of Generation Z consumers toward customer satisfaction and loyalty within the domain of brilliant bands.

The justification for examining this moderating effect is the acknowledgment that Gender has the potential to impact consumer choices, expectations, and behaviors across different product categories. Existing literature indicates that there may be gender-related disparities in how individuals assess technological items' quality, characteristics, and advantages. Hence, it is imperative to investigate if these gender-specific disparities manifest in the intelligent band industry.

The study will combine qualitative and quantitative research methodologies to comprehend this phenomenon fully. The research methodology employed in this study will involve the administration of surveys and conducting interviews with individuals belonging to the GEN-Z demographic with prior experience with intelligent bands. These data collection methods aim to obtain relevant and reliable information from the target population. The study aims to investigate the disparities in customer satisfaction levels and loyalty behaviors based on Gender, as well as the underlying factors that influence the decision-making process of GEN-Z consumers while switching between different innovative brand brands.

The anticipated results of this study are anticipated to offer significant insights for enterprises functioning within the smart band industry. By examining the moderating influence of Gender on the association between customer satisfaction, customer loyalty, and GEN-Z smart band switching behavior, organizations can customize their marketing strategies and product offerings to more effectively cater to male and female customers' unique preferences and requirements. The primary objective of this study is to enhance comprehension of the dynamic consumer behavior within the swiftly changing realm of wearable technology.

Literature Review

The present study aims to comprehensively evaluate the existing literature to provide a thorough understanding of the topic at hand. Understanding consumer behavior, particularly Generation Z (GEN-Z) consumers and their acceptance of intelligent bands, has gained significant importance for enterprises in the technology sector. The intricate relationship between customer satisfaction, loyalty, and switching behavior is complex and diverse. In contemporary research, Gender has emerged as a noteworthy moderating variable due to its substantial impact on consumer perceptions and decision-making processes. This literature review examines previous research and perspectives about the role of Gender as a moderating factor in the connection between customer satisfaction, customer loyalty, and GEN-Z smart band switching behavior.

The significance of customer Satisfaction in fostering client loyalty is generally recognized. Customers who experience satisfaction are more inclined to exhibit brand loyalty, engage in repetitive purchasing behavior, and actively participate in good word-of-mouth communication. Numerous empirical investigations have shown a robust and affirmative association between customer satisfaction and client loyalty in diverse sectors (Oliver, 1999; Fornell et al., 1996). The consumer group known as Generation Z has demonstrated a notable bias towards embracing technology. Smart bands have gained popularity among individuals of this generation due to their health monitoring capabilities and ability to interact with other devices, aligning with the prevalent digital lifestyle. According to Smith (2019), recent research findings have suggested that individuals belonging to the GEN-Z demographic exhibit a greater propensity to adopt wearable technology, such as smart bands, than older cohorts.

Although numerous studies on loyalty and switching behavior have emphasized their significance, none have successfully provided a categorical description of the components involved (Avinash et al., 2018). This paper presents a concise summary of an extensive research endeavor focused on elucidating the switching patterns exhibited by customers belonging to Generation Z (Gen Z) in the context of the smart band market. Generation Z, frequently identified as a cohort with advanced technological skills and a keen ability to make informed choices, holds significant influence in defining the market for consumer electronics. This study aims to provide insight into the various dynamic elements that impact individuals' decision-making processes about adopting, retaining, or switching brilliant bands. The primary objective of this study is to investigate the influence of customer satisfaction, customer expectation, and customer loyalty on Customer switching behavior, as outlined by Rajeshwari et al. (2023).

The role of Gender has been acknowledged as a noteworthy determinant in the adoption and utilization patterns of technology. Research has suggested potential disparities in preferences, expectations, and priorities between males and females about technological products (Venkatesh et al., 2003; Legris et al., 2003). These variations may affect the associations between customer pleasure, loyalty, and switching behavior in the context of brilliant bands. In the realm of intelligent bands, contemporary studies have examined the influence of Gender as a moderating factor on customer behavior.

In a recent study conducted by Kim and Lee (2020), it was observed that there were notable variations in the degrees of satisfaction and loyalty among male and female consumers belonging to the GEN-Z demographic about intelligent bands. Specifically, it was revealed that males tended to emphasize specific aspects, such as fitness tracking, more than their female counterparts. This finding implies that Gender influences the relationship between satisfaction and loyalty. In the context of smart bands, switching behavior pertains to when consumers shift their allegiance from one brand to another. The conduct under consideration is subject to multiple causes, encompassing discontent with the existing brand, the allure of novel features, and peer recommendations (Yi & Jeon, 2003). The influence of Gender on these parameters may exhibit differential effects on male and female customers belonging to the GEN-Z demographic.

Objectives

This study examines the influence of Gender as a moderating factor on the relationship between customer satisfaction, customer loyalty, and GEN-Z smart band switching behavior. Gender is a demographic element commonly examined in studies to explore its potential moderating influence on the abovementioned variables and their interrelationships. The subsequent two items represent the intended goals.

1. To study the moderating effect of Gender on the negative relationship between customer satisfaction and Customer switching behavior.

2. To study the moderating effect of Gender on the negative relationship between customer satisfaction and Customer switching behavior.

Conceptual Model
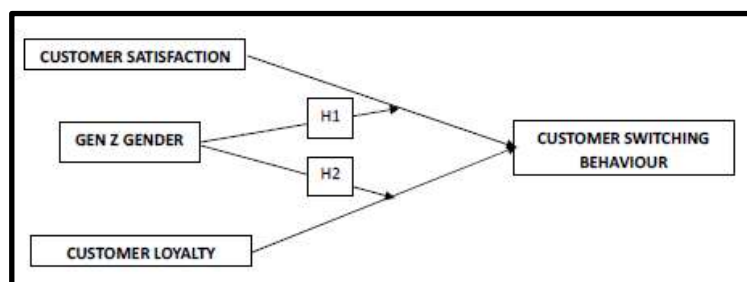
Hypothesis

The hypothesis under investigation is that.

H1: Gender significantly moderates the negative relationship between customer satisfaction and Customer switching behavior.

H2: Gender significantly moderates the negative relationship between customer loyalty and Customer switching behavior.

Research Methodology

The present study employs a research methodology to investigate the research question. This methodology encompasses a systematic approach to collecting and analyzing the data.

The present study utilizes a quantitative research approach, wherein primary data is gathered from a randomly selected sample of 213 clients belonging to the Generation Z demographic. The researchers employed a structured questionnaire to gather data from the participants.

Reliability Test

Reliability Statistics

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
	.887	.888	3

The Cronbach's Alpha for this scale is .887, which is considered to be excellent reliability. The standard deviation of Cronbach's Alpha is .001, which is very low. This suggests that the scale is very reliable and consistent across different items.

A Cronbach's Alpha of .887 is typically acceptable for most research purposes. It is often considered to be good reliability. However, the standard deviation of .001 is very low, suggesting that the scale is consistent across different items.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CSAT	7.0176	2.710	.798	.637	.823
CLOY	6.9366	2.505	.785	.620	.837
CSB	6.9824	2.858	.761	.580	.856

From the above table, Cronbach's alpha value of customer satisfaction is 0.823, customer loyalty is 0.837, and Customer switching behavior is 0.856. This suggests that all of the items are good predictors of the scale's total score and are contributing to the scale's reliability. Hence, the item-total statistics suggest that the scale is very reliable. All of the items are good predictors of the total score of the scale and contribute to the reliability of the scale.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	121	56.8	56.8	56.8
	Female	92	43.2	43.2	100.0
	Total	213	100.0	100.0	

The above table gives the Gender information of respondents, in which 56.8 respondents are male and 43.2 are female.

H1: Gender significantly moderates the negative relationship between Customer Satisfaction and Customer switching behavior.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
						Change Statistics			
1	.721[a]	.520	.515	.58610	.520	113.633	2	210	.000
2	.722[b]	.522	.515	.58639	.002	.796	1	209	.373

a. Predictors: (Constant), CSAT, Gender=Male

b. Predictors: (Constant), CSAT, Gender=Male, CSAT_X_M

c. Dependent Variable: CSB

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.103	.172		6.420	.000	.765	1.442		
	Gender=Male	-.061	.081	-.036	-.755	.451	-.221	.099	1.000	1.000
	CSAT	.701	.047	.720	15.055	.000	.609	.792	1.000	1.000
2	(Constant)	1.283	.265		4.846	.000	.761	1.805		
	Gender=Male	-.355	.339	-.210	-1.047	.296	-1.024	.314	.057	17.505
	CSAT	.649	.075	.666	8.691	.000	.501	.796	.389	2.569
	CSAT_X_M	.085	.095	.186	.892	.373	-.103	.273	.052	19.059

a. Dependent Variable: CSB

From the above table, the value of "**R Square Change**" shows the increase in variation explained by adding the interaction term (i.e., the change in R^2). The change in R^2 is reported as **.002**, represented in proportion as 2%, which is the percentage increase in the variation explained by adding the interaction term. Also, it shows that the increase is statistically significant ($p < .0005$), a result obtained from the "**Sig. F Change**" column (remembering that, in SPSS Statistics, a statistical significance value of .000 does not mean zero, but $p < .0005$). Hence, it can be concluded that Gender moderates the negative relationship between customer satisfaction and switching behavior.

H2: Gender significantly moderates the negative relationship between Customer Loyalty and Customer switching behavior.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.704[a]	.496	.491	.60051	.496	103.270	2	210	.000
2	.708[b]	.501	.494	.59882	.005	2.183	1	209	.141

a. Predictors: (Constant), Gender=Male, CLOY
b. Predictors: (Constant), Gender=Male, CLOY, CLOY_X_M
c. Dependent Variable: CSB

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.265	.169		7.477	.000	.932	1.599		
	CLOY	.630	.044	.704	14.351	.000	.543	.716	.998	1.002
	Gender=Male	-.005	.083	-.003	-.058	.954	-.169	.159	.998	1.002
2	(Constant)	1.553	.258		6.026	.000	1.045	2.061		
	CLOY	.549	.070	.614	7.872	.000	.412	.687	.392	2.550
	Gender=Male	-.474	.328	-.280	-1.444	.150	-1.122	.173	.064	15.717
	CLOY_X_M	.132	.090	.296	1.477	.141	-.044	.309	.060	16.797

a. Dependent Variable: CSB

From the above table, the value of "**R Square Change**" shows the increase in variation explained by adding the interaction term (i.e., the change in R^2). The change in R^2 is reported as **.005**, represented in proportion as 5%, which is the percentage increase in the variation explained by adding the interaction term. Also, it shows that the increase is statistically significant ($p < .0005$), a result obtained from the "**Sig. F Change**" column. Hence, it can be concluded that Gender moderates the negative relationship between customer satisfaction and switching behavior.

Conclusion

The research study concluded that the moderating influence of the demographic variable Gender on the relationship between customer satisfaction, customer loyalty, and Customer switching behavior. According to the research findings, Gender significantly moderates the relationship between customer satisfaction and Customer switching behavior of Gen-Z concerning smart bands. Furthermore, the relation between Gender and customer satisfaction indicates that the association between customer satisfaction and Customer switching behavior is more significant among female than male customers. Gender significantly moderates the relationship between customer loyalty and Customer switching behavior of Gen-Z concerning smart bands. Furthermore, the relation between Gender and customer loyalty indicates that the association between customer loyalty and Customer switching behavior is more significant among female than male customers. Customizing marketing techniques, product design, and customer assistance to cater to male and female consumers' unique preferences and requirements can enhance customer retention and acquisition methods, resulting in improved effectiveness. Additional investigation in this domain is warranted to enhance our comprehension of the impact of Gender on these associations and to offer practical recommendations for firms aiming to cater to the GEN-Z consumer demographic effectively.

References

Arora, N., & Manchanda, P. (2022). Green perceived value and intention to purchase sustainable apparel among Gen Z: The moderated mediation of attitudes. *Journal of Global Fashion Marketing, 13*, 168 – 18

Avinash.B.N, V. a. (2017, April). Influence of Demographic Factors on Visitor Loyalty and Visitor Switching behaviour: A Study on Bangalore Amusement Park Visitors. *International Journal of Innovative Research in Science, Engineering and Technology, 06*(4), 5258-5263.

Avinash.B.N, V. a. (2017, March). Influence of Demographic Factors on Visitor Perceived Value and Visitor Satisfaction in Bangalore Amusement Parks. *IRA-International Journal of Management & Social Sciences, 06*(03), 345-353.

Bewicke, H. (2023, January 18). *Gen Z consumer behavior: What you need to know*. Retrieved January 31, 2023, from talon.one: https://www.talon.one/

Codruta, A. B. (2019). Elements of tourism consumer behaviour of generation Z. *Bulletin of the Transilvania University of Braşov, 12 (61) No. 1*(Series V: Economic Sciences), 63-68.

Crema, C., Depari, A., Flammini, A., Sisinni, E., Haslwanter, T. and Salzmann, S. (2019) 'Characterization of a wearable system for automatic supervision of fitness exercises', Measurement, Vol. 147.

Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center, 17*(1), 1-7.

Djafarova, E., & Foots, S. (2022). Exploring ethical consumption of generation Z: theory of planned behaviour. *Young Consumers, 23*(3), 413-431.

Hecht, E. (2022, September 2). *What years are Gen X? What about baby boomers? When each generation was born.* Retrieved January 31, 2023, from USA Today: https://www.usatoday.com

Higgins, J.P. (2016) 'Smartphone applications for patients' health and fitness', The American Journal of Medicine, Vol. 129, No. 1, pp.11–19.

Rowlands, I., Nicholas, D., Williams, P., Huntington, P., Fieldhouse, M., & Tenopir, B. G. (2008). The Google generation: The information behaviour of the researcher of the future. *Aslib*, *60(4)*, pp. 290-310.

Soni, P. and Vohra, J. (2022), "Comparing online retail loyalty segments of Indian Gen Z buyers", *International Journal of Productivity and Performance Management*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJPPM-08-2021-0458

Statista (2020) Wearables Worldwide [online] https://www.statista.com/outlook/319/100/ wearables/worldwide (accessed May 16 2020).

Tapscott, D. (2008). Growing up digital: the rise of the net generation. *Series on Digital Media and Learning*.

Tehrani, K. and Michael, A. (2014) 'Wearable technology and wearable devices: everything you need to know', Wearable Devices Magazine [online] WearableDevices.com (accessed 27 June 2020)

Thach, L. R. (2020). Generational cohort theory and wine: analyzing how gen Z differs from other American wine consuming generations. *International Journal of Wine Business Research*, 1-18. doi:https://doi.org/10.1108/ijwbr-12-2019-0061