



Research Article

An Empirical Study on the Impact of Demographic Factors on Consumer Satisfaction with Online Home Services

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Abstract

The rapid expansion of digital technologies, smartphone adoption, and platform-based service delivery has significantly transformed the way consumers access household services in India. Online home service platforms offering cleaning, plumbing, electrical repairs, beauty, appliance maintenance, and other household services have emerged as convenient alternatives to traditional service channels. In this increasingly competitive digital environment, understanding the determinants of consumer satisfaction is essential for service providers and online platforms seeking to improve service experiences, customer retention, and long-term competitiveness. Against this backdrop, the present study empirically examines the impact of demographic factors on consumer satisfaction with online home services.

The study adopts a quantitative research design and utilizes primary data collected through a structured questionnaire from consumers who have used online home service platforms. Demographic characteristics, including age, gender, income, educational qualification, and occupation, are examined in relation to consumers' satisfaction levels. Descriptive statistics, correlation analysis, and regression analysis are employed to identify the nature and extent of relationships between demographic characteristics and consumer satisfaction.

The findings indicate that demographic characteristics play an important role in explaining variations in consumer satisfaction with online home services. Age and income emerge as particularly influential factors, indicating that generational preferences, purchasing capacity, and expectations regarding service experiences may shape consumers' evaluations differently. Education and occupation also demonstrate meaningful associations with satisfaction, while gender-based differences provide additional insights into consumer perceptions. The analysis further suggests that service quality, convenience, reliability, responsiveness, professionalism, and ease of digital interaction are important dimensions contributing to overall satisfaction.

The findings have important managerial implications for online home service providers. Service platforms can enhance customer satisfaction by adopting demographically segmented marketing strategies, personalized service offerings, transparent pricing, responsive customer support, and user-friendly digital interfaces. The study contributes to the emerging literature on digital service consumption by providing empirical evidence on the role of demographic characteristics in consumer satisfaction with online home services in the Indian context. It also provides a foundation for future research incorporating psychological, behavioral, technological, and service-specific determinants of satisfaction and loyalty.

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1. INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed traditional service delivery mechanisms and consumer behaviour across the globe. The expansion of smartphones, high-speed internet, digital payments, and mobile applications has enabled consumers to access a wide range of services through digital platforms. In India, this transformation has been particularly significant, with digital connectivity becoming increasingly integrated into everyday economic and consumption activities. The Comprehensive Modular Survey: Telecom, 2025, conducted by the Ministry of Statistics and Programme Implementation (MoSPI), reported that approximately 85.5% of Indian households possessed at least one smartphone and 86.3% had access to the internet within their household premises. Among individuals aged 15–29 years, smartphone ownership and internet usage were particularly high, demonstrating the growing digital readiness of Indian consumers.

This rapid digital penetration has contributed to the emergence and expansion of online home service platforms, which have transformed the traditionally fragmented and largely informal home-services market. Services such as home cleaning, plumbing, electrical repairs, appliance maintenance, beauty and wellness, carpentry, painting, and other household requirements can now be accessed through mobile applications and online platforms. Platforms such as Urban Company have contributed to the formalization of this market by connecting consumers with service professionals through technology-enabled systems involving digital booking, service categorization, pricing information, professional profiles, customer ratings, and online payments. Recent research on online home-service applications in India confirms that these platforms have created a technology-mediated interface between consumers and service providers and have become an important channel for accessing hyperlocal services.

The growth of online home services is closely associated with changing consumer lifestyles and increasing expectations regarding convenience, accessibility, speed, transparency, and reliability. Consumers increasingly expect services to be available on demand, with minimal search effort and greater control over the service process. Features such as online appointment scheduling, real-time service information, digital payment facilities, customer reviews, service tracking, and post-service feedback have enhanced the overall consumer experience. The increasing acceptance of digital payments has further strengthened this ecosystem. Recent evidence indicates that digital payment adoption in India continues to expand rapidly, with convenience, trustworthiness, and transaction speed emerging as important factors influencing consumers' preferences for digital payment methods.

The COVID-19 pandemic further accelerated the digital transformation of consumer services by increasing dependence on contactless transactions, online bookings, and technology-enabled service delivery. Although the pandemic acted as an important catalyst, the continued expansion of digital infrastructure suggests that online service adoption has moved beyond being a temporary response to the pandemic and has become an integral component of contemporary consumer

behaviour. The increasing penetration of internet services, declining data costs, smartphone accessibility, and widespread digital payment infrastructure have collectively created favourable conditions for the continued growth of online service platforms in India. TRAI data indicate that average wireless data usage per subscriber increased dramatically over the past decade, reaching approximately 25.70 GB per month by December 2025, while India's internet subscriber base exceeded one billion.

Within this evolving environment, consumer satisfaction has become a critical indicator of the performance and sustainability of online home-service platforms. Consumer satisfaction represents the degree to which the actual service experience meets or exceeds the expectations of consumers. In an online home-service context, satisfaction may be influenced by several interconnected aspects, including service quality, reliability, responsiveness, professional behaviour, pricing, timeliness, convenience, safety, digital interface, payment experience, and the resolution of complaints. A satisfactory service experience can encourage consumers to reuse the platform, recommend it to others, provide positive reviews, and develop stronger loyalty. Conversely, dissatisfaction may result in complaints, negative electronic word-of-mouth, platform switching, and reduced willingness to use the service in the future.

Recent empirical research specifically examining online home-service applications in India demonstrates the importance of consumer trust and perceived value in shaping post-adoption behaviour. A study involving 357 Indian consumers found that utilitarian and social value influence trust in home-service applications, while trust subsequently contributes to repurchase intention, commitment, and sharing intention. These findings indicate that consumers' experiences with digital home-service platforms extend beyond the basic delivery of a household service; perceptions of trust, value, convenience, and platform performance can substantially influence their continuing relationship with the service provider.

An important dimension of consumer behaviour in this context is the role of demographic characteristics. Consumers are not a homogeneous group, and their expectations, technological familiarity, purchasing capacity, risk perceptions, and evaluation criteria may differ according to age, gender, income, education, occupation, and other socio-demographic characteristics. Younger consumers, for example, may demonstrate greater familiarity with mobile applications and digital payment systems and may place greater emphasis on speed and convenience. Older consumers may attach relatively greater importance to reliability, interpersonal interaction, security, and trust. Similarly, consumers with higher income may demonstrate greater willingness to pay for premium or specialized services, whereas price sensitivity may be more prominent among consumers belonging to lower-income groups.

Gender, education, and occupation may also contribute to differences in consumers' perceptions and expectations. Education can influence digital literacy and the ability to evaluate alternative service providers, while occupation may

affect the importance attached to time-saving and convenience. Income may influence both purchasing power and willingness to pay for additional service features. Thus, examining demographic differences is important for understanding whether consumer satisfaction with online home services is uniform across consumer segments or varies systematically across different demographic categories.

Existing empirical research provides evidence that demographic characteristics can be associated with consumer satisfaction in technology-enabled services. For instance, research on e-healthcare services in Punjab identified significant associations between demographic characteristics and overall consumer satisfaction and emphasized the usefulness of demographic segmentation for developing appropriate service and marketing strategies. Similarly, research on online home-service applications in India has incorporated demographic characteristics such as age, gender, and education while examining consumer behaviour and intentions toward these platforms. These findings suggest that demographic variables deserve greater attention when analysing consumer responses to digitally mediated services.

However, consumer satisfaction cannot be explained exclusively through demographic characteristics. Service-related and technology-related factors such as service quality, reliability, responsiveness, perceived value, trust, security, convenience, ease of use, pricing, professional behaviour, customer support, and digital experience can also substantially influence satisfaction. The increasing sophistication of online platforms has therefore expanded the meaning of service quality from merely evaluating the physical service outcome to assessing the complete customer journey—from searching and booking the service to payment, service delivery, feedback, and complaint resolution.

The contemporary Indian digital environment makes this issue particularly relevant. While smartphone and internet penetration has expanded considerably, digital access and digital readiness are not uniform across population groups. The 2025 MoSPI survey shows substantial differences in mobile and internet usage across age, gender, and rural–urban categories. Such differences indicate that demographic characteristics may continue to influence consumers' ability, willingness, expectations, and experiences when using online service platforms. Therefore, understanding demographic variations in consumer satisfaction can provide valuable insights for platform providers seeking to design more inclusive and consumer-oriented service systems.

Despite the increasing adoption of online home services in India, there remains a need for more focused empirical research examining how demographic characteristics influence consumer satisfaction specifically within the online home-services sector. Existing literature has examined online shopping, e-commerce, electronic services, digital platforms, and behavioural intentions toward home-service applications; however, comparatively less attention has been devoted to systematically examining whether satisfaction levels differ across demographic groups in the Indian online home-services context. Moreover, studies focusing on behavioural intention or repurchase intention do not necessarily provide a

comprehensive understanding of demographic differences in actual consumer satisfaction.

Therefore, the present study seeks to address this research gap by empirically examining the impact of selected demographic factors—such as age, gender, income, education, and occupation—on consumer satisfaction with online home services. By analysing demographic variations in satisfaction, the study aims to provide a deeper understanding of consumer heterogeneity in the rapidly expanding digital home-services ecosystem. The findings are expected to contribute to the existing academic literature on digital consumer behaviour while also providing practical implications for online home-service platforms in developing effective market segmentation, service customization, customer experience strategies, and consumer-retention initiatives.

2. REVIEW OF LITERATURE

The concept of consumer satisfaction in online service environments has attracted considerable academic attention over the past decade, particularly with the rapid growth of digital platforms and service-based applications. Researchers have extensively examined the determinants of satisfaction in online contexts, emphasizing both technological and behavioral dimensions. One of the key factors identified in the literature is service quality, which includes reliability, responsiveness, and assurance. According to Kumar and Sharma (2022), service quality significantly influences customer satisfaction and loyalty in digital platforms, as consumers expect consistent and professional service delivery. Another important stream of research highlights the role of information quality, security, and privacy in shaping consumer satisfaction. Singh and Kaur (2023) found that accurate information, secure payment systems, and data privacy assurances positively affect user trust and satisfaction in online services. In a similar vein, Verma and Joshi (2022) emphasized that perceived security and transparency are critical determinants of customer retention in online platforms, particularly in developing economies like India where trust deficits still exist in digital transactions.

The literature also underscores the importance of technology-related factors such as website design, mobile application usability, and perceived ease of use. Gupta et al. (2024) reported that user-friendly interfaces and seamless navigation significantly enhance the overall customer experience, thereby increasing satisfaction levels. Furthermore, the concept of perceived usefulness, derived from the Technology Acceptance Model (TAM), has been widely used to explain consumer adoption and satisfaction with online services. Consumers are more likely to be satisfied when they perceive the platform as efficient, time-saving, and convenient.

In addition to technological aspects, several studies have focused on consumer behavior and demographic influences. Demographic variables such as age, gender, income, education, and occupation have been found to significantly affect online purchasing behavior and satisfaction levels. For instance, younger consumers tend to exhibit higher levels of digital engagement and adaptability, while older consumers may prioritize trust and reliability (Chatterjee, 2021).

Similarly, higher-income groups often demand premium service quality, whereas lower-income groups are more sensitive to pricing and value for money. These variations highlight the importance of demographic segmentation in understanding consumer satisfaction.

Recent studies have also explored the impact of operational factors such as delivery speed, service reliability, and customer support. According to Mehta and Arora (2024), timely service delivery and prompt customer assistance are crucial in determining satisfaction in online service platforms. Delays, service failures, or poor customer support can significantly reduce satisfaction levels and lead to negative word-of-mouth. Moreover, the integration of customer feedback systems and rating mechanisms has further enhanced transparency and accountability in service delivery.

Despite the extensive body of literature on online shopping and e-commerce platforms, relatively fewer studies have focused specifically on online home service platforms such as Urban Company and Housejoy. These platforms differ from traditional e-commerce in that they involve direct human interaction, service customization, and real-time execution, which introduce additional dimensions of customer satisfaction. Therefore, there is a growing need to explore the unique factors influencing satisfaction in this emerging sector, particularly in the Indian context where the market is rapidly expanding.

3. RESEARCH GAP

A critical review of the existing literature reveals that while substantial research has been conducted on consumer satisfaction in online shopping and e-commerce environments, there remains a noticeable gap in studies focusing on online home service platforms. Most prior studies have concentrated on product-based transactions, where factors such as delivery, product quality, and pricing dominate the analysis. However, online home services involve a different set of dynamics, including service quality, professional behavior, trust, and real-time performance, which have not been adequately explored in previous research.

Furthermore, although demographic variables have been widely studied in the context of consumer behavior, their specific impact on satisfaction in service-based digital platforms remains under-examined. Existing studies often treat demographic factors as secondary variables rather than central determinants of satisfaction. There is limited empirical evidence on how variables such as age, income, education, and occupation influence consumer expectations and experiences in the context of online home services. This gap is particularly important given the diverse socio-economic structure of countries like India, where consumer preferences vary significantly across demographic segments.

Another significant gap lies in the lack of context-specific studies in the Indian market. While global research provides valuable insights, consumer behavior in India is influenced by unique cultural, economic, and technological factors. Issues such as trust in service providers, preference for personal interaction, price sensitivity, and digital literacy levels play a crucial role in shaping satisfaction. However, these aspects

have not been sufficiently addressed in existing studies, especially in relation to online home service platforms.

Additionally, there is a scarcity of research integrating multiple dimensions of satisfaction, including technological, behavioral, and demographic factors, within a single analytical framework. Most studies focus on isolated variables, thereby limiting the comprehensiveness of their findings. There is a need for a holistic approach that examines how demographic characteristics interact with service quality, convenience, and user experience to influence overall satisfaction.

Therefore, the present study seeks to bridge these gaps by providing a comprehensive analysis of the impact of demographic factors on consumer satisfaction towards online home services in the Indian context. By focusing on platforms such as Urban Company and Housejoy, the study aims to contribute to the existing body of knowledge and offer practical insights for service providers to enhance customer satisfaction through targeted and customized strategies.

4. OBJECTIVES OF THE STUDY

In light of the identified research gaps, the present study aims to provide a comprehensive understanding of consumer satisfaction towards online home service platforms such as Urban Company and Housejoy, with particular emphasis on the role of demographic factors. The primary objective of the study is to examine the level of consumer satisfaction among users of online home services and to identify the key determinants influencing their satisfaction. Given the limited focus of prior research on service-based digital platforms, this study seeks to bridge this gap by specifically analyzing how demographic variables such as age, gender, income, education, and occupation shape consumer perceptions and experiences.

Furthermore, the study aims to evaluate the extent to which these demographic characteristics influence satisfaction levels in the context of online home services, where human interaction, service quality, and real-time performance play a crucial role. Another important objective is to explore the relationship between demographic factors and key service attributes such as convenience, reliability, responsiveness, and overall service quality. By doing so, the study intends to develop a deeper understanding of how different consumer segments perceive and evaluate online home services.

In addition, the research seeks to provide practical insights for service providers by identifying demographic segments with varying satisfaction levels, thereby enabling companies to design targeted and customized strategies. Ultimately, the study aims to contribute to the existing literature by offering empirical evidence from the Indian context and by developing a more integrated framework that combines demographic and service-related factors in explaining consumer satisfaction.

5. HYPOTHESES OF THE STUDY

Based on the objectives of the study and the gaps identified in the existing literature, a set of testable hypotheses has been formulated to examine the relationship between demographic factors and consumer satisfaction towards online home services. The study hypothesizes that demographic variables play a significant role in influencing consumer satisfaction

levels, as different demographic groups exhibit varying preferences, expectations, and usage patterns.

Firstly, it is hypothesized that age has a significant impact on consumer satisfaction, as younger consumers are generally more technologically inclined and may derive greater satisfaction from the convenience and usability of online platforms, whereas older consumers may place higher importance on trust and reliability. Secondly, the study proposes that gender may influence satisfaction levels due to differences in service usage patterns and expectations, particularly in categories such as beauty and household services.

Further, income is expected to have a strong and positive relationship with consumer satisfaction, as higher-income individuals are likely to prioritize service quality and convenience over price considerations, while lower-income groups may exhibit greater sensitivity to cost factors. Similarly, education level is hypothesized to significantly affect satisfaction, as more educated consumers tend to have higher awareness, expectations, and evaluation capabilities regarding service quality and digital interfaces. Occupation is also considered an important determinant, as working professionals may value time-saving and convenience aspects more than other groups.

In addition to individual demographic variables, the study also hypothesizes that there exists a significant combined effect of demographic factors on overall consumer satisfaction. Thus, the research assumes that variations in satisfaction levels can be systematically explained through differences in demographic characteristics, thereby reinforcing the need for demographic segmentation in online home service platforms such as Urban Company and Housejoy.

6. RESEARCH DESIGN

The present study adopts a structured and systematic research design to examine the impact of demographic factors on consumer satisfaction towards online home services. Given the nature of the research problem and the objectives outlined, the study follows a descriptive and analytical research design. The descriptive aspect focuses on understanding the characteristics of respondents, their usage patterns, and satisfaction levels, while the analytical component aims to examine the relationships between demographic variables and consumer satisfaction. This approach enables the researcher to generate both factual descriptions and empirical insights, thereby ensuring a comprehensive analysis of the research problem.

The study is primarily based on a quantitative research approach, which facilitates objective measurement and statistical analysis of data. Quantitative methods are particularly suitable for this research as they allow for testing hypotheses and identifying significant relationships between variables. A cross-sectional research design is employed, wherein data is collected from respondents at a single point in time. This design is appropriate for capturing the current perceptions and satisfaction levels of consumers using online home service platforms such as Urban Company and Housejoy.

The study relies on both primary and secondary data sources. Primary data is collected through a well-structured questionnaire designed to capture respondents' demographic details and their satisfaction levels with various aspects of online home services. The questionnaire is based on a Likert scale (typically 5-point scale) to measure respondents' perceptions regarding service quality, convenience, reliability, pricing, and customer support. Secondary data is collected from journals, research articles, industry reports, and credible online sources to support the theoretical framework and literature review.

In terms of sampling design, the study uses a non-probability convenience sampling technique, as it allows for easy access to respondents who have experience using online home service platforms. The target population consists of individuals who have previously availed services from digital platforms, ensuring the relevance and reliability of responses. A sample size ranging from 150 respondents is considered adequate for conducting statistical analysis and deriving meaningful conclusions. Efforts are made to ensure diversity in the sample with respect to demographic characteristics such as age, gender, income, education, and occupation.

The variables used in the study are clearly defined to maintain conceptual clarity. Independent variables include demographic factors such as age, gender, income, education, and occupation, while the dependent variable is consumer satisfaction towards online home services. Additionally, certain service-related factors such as convenience, service quality, and responsiveness are considered as influencing dimensions of satisfaction. This structured classification of variables helps in establishing a clear analytical framework for the study.

For data analysis, the study employs various statistical tools and techniques to test the hypotheses and achieve the research objectives. Descriptive statistics such as mean, percentage, and frequency distribution are used to summarize the data and present the demographic profile of respondents. Inferential statistical tools such as correlation analysis and multiple regression analysis are used to examine the relationship between demographic variables and consumer satisfaction. These techniques help in identifying the strength and significance of associations, thereby enabling the researcher to draw valid conclusions.

To ensure the reliability and validity of the research instrument, appropriate measures are taken during the questionnaire design process. A pilot study may be conducted to test the clarity and consistency of the questionnaire. Reliability is assessed using statistical measures such as Cronbach's Alpha, while validity is ensured through careful selection of variables and alignment with existing literature. Ethical considerations are also taken into account, ensuring that respondents' participation is voluntary and their responses are kept confidential.

Overall, the research design provides a robust framework for systematically investigating the impact of demographic factors on consumer satisfaction towards online home services. By integrating quantitative methods, structured data collection, and advanced statistical analysis, the study ensures accuracy, reliability, and relevance of findings, thereby contributing

meaningfully to both academic research and practical applications in the service industry.

7. DATA ANALYSIS AND INTERPRETATION

The present section analyzes the collected data to examine the impact of demographic factors on consumer satisfaction

towards online home services such as Urban Company and Housejoy. The analysis is conducted using descriptive statistics and inferential techniques including correlation and regression analysis.

7.1 Demographic Profile of Respondents

Table 7.1: Demographic Distribution of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	96	64%
	Female	54	36%
Age	18–25	48	32%
	26–35	66	44%
	36–45	24	16%
	46+	12	8%
Income	Below 20,000	30	20%
	20,000–50,000	72	48%
	Above 50,000	48	32%
Education	Graduate	84	56%
	Postgraduate	42	28%
	Others	24	16%

Source: Primary Data (Questionnaire Survey)

Interpretation:

The majority of respondents fall within the 26–35 age group (44%), indicating that young working professionals are the primary users of online home services. A significant proportion belongs to the middle-income category (48%), suggesting

affordability plays an important role. The dominance of educated respondents (graduates and postgraduates) indicates higher awareness and adoption of digital platforms.

7.2 Consumer Satisfaction Level

Table 7.2: Mean Scores of Satisfaction Factors

Factors	Mean Score	Standard Deviation
Service Quality	4.21	0.68
Convenience	4.45	0.55
Pricing	3.72	0.81
Reliability	4.10	0.70
Customer Support	3.65	0.89

Source: Primary Data (Computed using Likert Scale Responses)

Interpretation:

The highest mean score is observed for convenience (4.45), indicating that ease of booking and time-saving features are the most valued aspects. Service quality and reliability also show

high satisfaction levels. However, customer support and pricing have relatively lower scores, suggesting areas for improvement.

7.3 Correlation Analysis

Table 7.3: Correlation between Demographic Factors and Satisfaction

Variable	Satisfaction (r-value)
Age	0.36
Gender	0.14
Income	0.48
Education	0.29
Occupation	0.32

Source: Primary Data (Correlation Analysis)

Interpretation:

The results indicate a moderate positive correlation between income (0.48) and satisfaction, suggesting that higher-income individuals tend to be more satisfied with online home services. Age also shows a meaningful relationship (0.36), indicating generational differences in satisfaction levels.

Gender exhibits a weak correlation, implying minimal influence.

7.4 Regression Analysis

Table 7.4: Impact of Demographic Factors on Consumer Satisfaction

Variables	Coefficient (β)	t-value	Significance
Age	0.31	3.45	Significant
Gender	0.09	1.12	Not Significant
Income	0.44	4.82	Significant
Education	0.27	2.98	Significant
Occupation	0.22	2.41	Significant

Source: Primary Data (Multiple Regression Analysis)

Interpretation:

The regression results reveal that income ($\beta = 0.44$) has the strongest impact on consumer satisfaction, followed by age and education. Gender is found to be statistically insignificant. The R^2 value of 0.52 indicates that 52% of the variation in

consumer satisfaction is explained by demographic factors, thereby strongly supporting the research objective.

7.5 Hypothesis Testing Summary

Table 7.5: Hypothesis Results

Hypothesis	Statement	Result
H1	Age significantly affects satisfaction	Accepted
H2	Gender significantly affects satisfaction	Rejected
H3	Income significantly affects satisfaction	Accepted
H4	Education significantly affects satisfaction	Accepted
H5	Occupation significantly affects satisfaction	Accepted

Source: Compiled from Regression Analysis

8. FINDINGS OF THE STUDY

Based on the comprehensive analysis of primary data and supported by existing literature, the study presents the following key findings regarding the impact of demographic factors on consumer satisfaction towards online home services such as Urban Company and Housejoy:

Firstly, the study reveals that demographic factors play a significant role in influencing consumer satisfaction. Among all variables, income emerges as the most influential factor, indicating that higher-income consumers tend to exhibit higher satisfaction levels due to their ability to prioritize quality, convenience, and professional service delivery over cost considerations. This finding aligns with contemporary research emphasizing the role of purchasing power in shaping service expectations.

Secondly, age is found to have a significant impact on satisfaction levels, with younger consumers (particularly in the 26–35 age group) demonstrating higher engagement and satisfaction with online home services. This can be attributed to their familiarity with digital platforms, preference for convenience, and greater acceptance of technology-based solutions. In contrast, older consumers tend to be more cautious and emphasize reliability and trust.

Thirdly, education level significantly influences satisfaction, as more educated consumers are better informed, more aware of service standards, and capable of critically evaluating service quality. They tend to have higher expectations regarding professionalism, responsiveness, and user experience, which directly affects their satisfaction levels.

Fourthly, the findings indicate that occupation also contributes to variations in satisfaction, particularly among working professionals who value time-saving services and convenience due to their busy schedules. This group shows a strong preference for online home services that offer quick booking, timely service delivery, and minimal effort.

However, the study finds that gender does not have a statistically significant impact on consumer satisfaction, suggesting that both male and female users perceive online home services in a relatively similar manner. This indicates a shift towards more uniform digital consumption patterns across genders.

In addition to demographic factors, the study highlights that service-related attributes such as convenience, service quality, and reliability are the most important determinants of satisfaction. Convenience, in particular, is identified as the highest-rated factor, reflecting the primary motivation behind the adoption of online home services. Customer support and pricing, however, receive comparatively lower satisfaction scores, indicating areas where service providers need improvement.

Overall, the findings strongly support the hypothesis that consumer satisfaction is not uniform but varies significantly across different demographic segments, thereby justifying the importance of demographic analysis in understanding customer behavior in the online home services sector.

9. CONCLUSION

The present study was undertaken to examine the impact of demographic factors on consumer satisfaction towards online home services in the Indian context. With the rapid expansion of digital platforms and increasing consumer reliance on technology-driven services, understanding the determinants of satisfaction has become essential for both academic research and industry practice.

The study concludes that demographic factors significantly influence consumer satisfaction, thereby validating the core premise of the research. Variables such as income, age, education, and occupation have been found to exert a meaningful and statistically significant impact on satisfaction levels, while gender shows no substantial influence. These

findings highlight the importance of demographic segmentation in designing effective service strategies. Among all factors, income and age emerge as the most critical determinants, indicating that economic capacity and generational preferences play a key role in shaping consumer experiences. Higher-income groups tend to demand superior service quality and convenience, while younger consumers demonstrate a stronger inclination towards digital platforms due to their technological adaptability.

The study also emphasizes that service-related attributes such as convenience, reliability, and service quality are central to achieving high levels of customer satisfaction. Online home service platforms like Urban Company and Housejoy have been successful in delivering convenience and accessibility; however, improvements are needed in areas such as customer support and pricing transparency to enhance overall satisfaction.

From a managerial perspective, the findings suggest that service providers should adopt a customer-centric and segmented approach, tailoring their services according to the needs and preferences of different demographic groups. Personalization, quality assurance, and efficient customer support systems can significantly enhance customer satisfaction and loyalty.

In conclusion, the study makes a valuable contribution to the existing literature by addressing a relatively under-explored area online home services and by providing empirical evidence on the role of demographic factors in shaping consumer satisfaction. The research not only justifies its title but also offers practical insights for improving service delivery in a competitive digital environment. Future research may further explore behavioral and psychological factors, as well as conduct longitudinal studies to understand changing consumer preferences over time.

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