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**A Study on Consumer Satisfaction Towards Online Shopping in Central
Uttar Pradesh - With Special Reference to Kanpur Nagar, Unnao,
Lucknow, And Sitapur**

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Peer Review Information	Abstract
<p><i>Submission: 21 March 2026</i></p> <p><i>Revision: 13 April 2026</i></p> <p><i>Acceptance: 27 April 2026</i></p> <p>Keywords</p> <p><i>Consumer Satisfaction, Online Buying, Electronic Commerce, Central Uttar Pradesh, Kanpur Nagar, Lucknow, Unnao, Sitapur, Consumer Psychology, Internet Marketing, Chi-Square, Demographic Study</i></p>	<p>The increasing availability of internet connectivity and the widespread use of smartphones have significantly changed the purchasing behavior of consumers in India, even in semi-urban and underdeveloped areas. This research paper highlights some of the results of a descriptive study conducted based on surveys under the title "A Study on Consumer Satisfaction Towards Online Shopping in Central Uttar Pradesh." It examines the degree of satisfaction of consumers with online shopping, the motivations for choosing to shop online, the demographic variables (age, gender, occupation, and income) influencing online shopping behavior, and the major difficulties faced by consumers.</p> <p>The structured questionnaire method has been employed among 300 respondents (tentative). Methods adopted for data analysis are percentage, chi-square test, tabulation, and presentation through graphs. It has been noted that the age group of consumers (18-34 years) is the dominant age group in online shopping. The preferred websites among consumers were Flipkart, Amazon, and Meesho. Factors such as quality of products, cost, and speed of delivery are some of the major factors that affect consumer satisfaction. Some of the issues prevailing in online shopping are problems associated with security of payments, delivery time, and doubtfulness about the authenticity of products. It has been revealed by the chi-square test that there is a significant relationship between the variables of age, gender, income level, and the mode of online shopping.</p>

Introduction

Online shopping, which can also be called e-commerce (electronic commerce), refers to the process of buying goods and services from virtual storekeepers. In contrast to conventional shopping, where one has to visit the physical retail store for transactions, online shopping facilitates customers to shop, evaluate, and make payments from their homes and workstations at any time of the day. Rapid growth in the

availability of affordable internet data bundles, widespread usage of smartphones, and reliable digital payment platforms have made e-retail activities explode in India.

Unique E-commerce scenario exists in India, wherein there are more than 900 million cell phone users and where a majority of the population is skewed towards people aged between 15 to 34 years, who constitute over 75 percent of internet users. The digital retail scene

is rapidly moving out of urban areas to the secondary and tertiary tiers of cities as well. Central Uttar Pradesh, consisting of the high-density, mixed-economic districts like Kanpur Nagar, Unnao, Lucknow, and Sitapur, provides an insight into this revolution.

Kanpur Nagar, which is historically renowned as an industrial center, is populated with a wide range of consumers starting from workers employed in industries to professionals working in IT sectors. On the other hand, Lucknow, which serves as a state capital, consists of consumers who are employees of government offices, university students, and entrepreneurs. Both Unnao and Sitapur, which possess characteristics of semi-urban centers, are witnessing increased usage of smartphones and the Internet.

While the growth of e-shopping has been outstanding in India, consumer satisfaction is an area that is both complex and region-specific. Trust in payment systems, efficiency of delivery services, consistent product quality, and effective customer service are issues that are influenced by the differences in socio-cultural background, income status, and technological literacy of consumers in the regions of central Uttar Pradesh.

This research attempts to understand customer satisfaction with regards to online shopping through the analysis of these four cities, looking into demographic characteristics such as age, sex, occupation, and income, the channels customers prefer to use, product categories, and what drives or hinders their satisfaction. This study will attempt to address the gap in the literature concerning regional studies on e-commerce customer behavior .

1. Need, Significance and Justification of the Study

Justifications for conducting the research in the ongoing project are numerous. The study is centered on the need to understand the level of brand loyalty exhibited by consumers and internet users as this contributes to the longevity of the online platform. The research seeks to identify whether buyers in the region are inclined to purchase either online or through physical outlets bearing in mind their inclination to traditional means of trading.

The research will examine consumer behavior of buyers from Central Uttar Pradesh particularly those living in Kanpur Nagar, Unnao, Lucknow and Sitapur while shopping online. What are their feelings of satisfaction, preferences and grievances in relation to shopping online? Such knowledge would be useful to online retailers intending to promote their business in these areas.

2. Statement of the Problem

While there is an increasing trend toward online purchases in India, the satisfaction levels among consumers are mixed, especially for semi-urban areas. In the case of Central Uttar Pradesh, it has been observed that dissatisfaction among consumers results from delayed delivery, lack of faith in the internet banking system, inadequate product information, irregular customer services, and problems regarding returns. The issue is further complicated by the different levels of computer literacy and income among the four surveyed districts, Kanpur Nagar, Unnao, Lucknow, and Sitapur. Therefore, it becomes essential to find out the exact cause behind consumer satisfaction or dissatisfaction, and to see if demographics influence online purchases.

3. Research Objectives

- To find out how satisfied the customers are with their purchase from online shopping in Kanpur Nagar, Unnao, Lucknow, and Sitapur.
- To know the real reason why customers prefer online shopping over offline.
- To find out what kinds of products are bought more through online shopping in Central Uttar Pradesh.
- To find out which age group likes online shopping the most.
- To investigate the gender differences in online shopping.
- To find out the preference for online shopping among different income groups.
- To find out which prices of products are preferred for buying online.
- To investigate different occupation's preferences of online shopping.
- To find out what are the main incentives of the consumers for choosing online shopping.
- To conduct hypothesis tests about the relationships between the demographic variables and preferred types of online shopping.

4. Hypotheses

The following hypotheses were developed in this study:

- H_{01} : There is no relationship between occupation and the mode of online shopping chosen. | H_{11} : There is a relationship between occupation and the mode of online shopping chosen.
- H_{02} : There is no relationship between age and the mode of online shopping chosen. | H_{12} : There is a relationship

between age and the mode of online shopping chosen.

- H_{03} : There is no relationship between gender and the medium of online shopping chosen. | H_{13} : There is a relationship between gender and the medium of online shopping chosen.
- H_{04} : There is no relationship between price range of products and the medium of online shopping chosen. | H_{14} : There is a relationship between price range of products and the medium of online shopping chosen.
- H_{05} : There is no relationship between income and the medium of online shopping chosen. | H_{15} : There is a relationship between income and the medium of online shopping chosen.

5. Operational Definitions of Key Terms

Consumer Satisfaction: The level of satisfaction or dissatisfaction felt by a consumer in Kanpur Nagar, Unnao, Lucknow, or Sitapur from their engagement with an online retailer, in relation to their expectations on aspects like product quality, delivery time, return policy, customer service, convenience, and trust.

Online Shopping: The acquisition of products or services by consumers in Central Uttar Pradesh using internet-based portals such as Amazon, Flipkart, Meesho, Myntra, and Snapdeal, via web browsers or mobile apps.

Price Sensitivity: The sensitivity of consumers in Central Uttar Pradesh towards various pricing structures and discounts when purchasing online.

Trust in Online Shopping: The consumer's trust in the reliability, authenticity, and security of online retail operations in Central Uttar Pradesh.

6. Delimitations of the Study

- **Geographical Area:** Confinement within Kanpur Nagar, Unnao, Lucknow, and Sitapur of Central Uttar Pradesh.
- **Respondents:** Only those consumers who are active online shoppers.
- **Sites:** Focusing only on major sites such as Amazon, Flipkart, Meesho, Myntra, and Snapdeal.
- **Product Categories:** Popular product categories like clothing, electronic goods, groceries, household items, and lifestyle products.
- **Number of Respondents:** About 300 respondents by means of convenient sampling technique.
- **Duration:** Research data will be collected for the period 2024-25.

Review Of Related Literature

Studies of consumer satisfaction in online shopping exist for more than two decades. They have not only been focused on the United States but have also diversified geographically, being conducted all the way from Asian countries to South Asian countries. This section will review studies conducted both in India and globally.

1. Indian / National Studies

Rastogi (2010) was one of the pioneers in Indian research concerning online consumer behavior. Through survey research, he revealed the impact of technology improvement and demographic change on the online purchase behavior of Indian consumers. Rastogi's work published in the International Research Journal showed a growing trend towards online purchases by younger generations, which is significant considering the youth demographic profile of Lucknow and Kanpur Nagar.

The study on customer perceptions towards online shopping in India conducted by Makwana, Dattani, and Badlani (2013) found that convenience, accessibility, and trust were key factors influencing online purchase decisions. It is worth noting that the avoidance of long queues and shopping at home were key attractions of online stores, reflecting the experiences of consumers in Central Uttar Pradesh.

In their study of consumer preferences and satisfaction levels on selected online sites in relation to Coimbatore city, Mohanapriya and Anusuya (2014) found that website navigation ease, availability of a wide variety of products, and speed of delivery were the key indicators of satisfaction. The multi-faceted approach used in this study aligns with the satisfaction variables studied in the current study.

According to Tripathi (2023), there was a research conducted on the perception and influence of online shopping among the youth in Lucknow, one of the four districts being looked into; and that digital literacy and familiarity with social media platforms greatly influence their decision-making when it comes to purchases.

In addition, Srivastava and Akhtar (2023) noted the influence of social media platforms on the consumption behavior of consumers in both Lucknow and New Delhi; where social media platforms have become platforms for interaction between brands and consumers.

On the other hand, Mishra et al. (2025) investigated the consumer behavior in the age of artificial intelligence in the context of Lucknow, establishing that although AI technology is welcomed by consumers, privacy concerns arise—a factor that would be of interest in

considering the digital trend in Kanpur Nagar and Lucknow.

According to Rai & Byju (2025), demographic and occupational characteristics have an influence on e-commerce buying behavior, wherein income and occupation were identified as key determinants of online purchasing frequency and website choice.

2. International / Western Studies

Syracuse University academics Na Li and Ping Zhang (2002) conducted an extensive review of online consumer shopping behavior, developing a comprehensive theoretical structure based on a literature review of thirty-five articles. The conceptual model of online consumer decision-making, covering attitudes, satisfaction, and purchase intentions, constitutes a fundamental reference point for this paper.

Wolfenbarger and Gilly of the University of California Irvine studied online shopping motivations, finding that consumers exhibit both utilitarian (goal-driven) and hedonic (experience-related) motivations in their actions. The knowledge about the dual motivations involved in online purchases can be directly applied to the mixed rural and urban population of Central Uttar Pradesh.

Exogenous variables such as consumer attributes, the situation, the nature of the products, prior online shopping experience, and trust have been proven to affect the consumers' willingness to make online purchases according to Benedict et al. (2001).

The work of Bai, Law, and Wen (2008) indicated that website quality involving design, navigability, and accuracy of the information provided contributes to increased consumer satisfaction and purchase intention, a fact echoed in the Indian online retail literature.

According to Aziz and Wahid (2018), secure encryption techniques and clear data management systems do not only boost customer trust but also trigger recurring purchases. Hence, perceived security is an important driver of customer satisfaction in e-commerce businesses.

In Sultan & Henrichs' study (2000), there was a positive correlation between consumer income levels, family size, innovativeness, and online shopping behavior. The results from this study have direct relevance for Kanpur Nagar, Unnao, Lucknow, and Sitapur's income-tiered neighborhoods.

According to Peterson et al.'s (1997) findings, consumer attitudes toward internet-based shopping can significantly influence purchasing behavior. In addition, the attributes of products under consideration, market structures, and consumer predispositions influence decision making.

Susan Rose, Nell Hair, and Moira Clark (2011) reported a rapid rise in the worldwide adoption of online purchasing practices. As the internet gained a stronger foothold in people's daily lives, the number of documented online purchases increased dramatically. Online sales in the United States reached \$165.9 billion in 2009.

Table 1: Summary of Key Literature—Indian Authors

S.No.	Author(s) & Year	Focus Area	Key Finding	Relevance to Present Study
1	Rastogi (2010)	Indian online consumer behavior	Technology and demographics drive online buying shift	Supports age/tech adoption analysis in Kanpur & Lucknow
2	Makwana, Dattani & Badlani (2013)	Customer perception, online shopping India	Trust, accessibility, and convenience are key drivers	Validates satisfaction dimensions in Central U.P.
3	Mohanapriya & Anusuya (2014)	Customer satisfaction, online websites (Coimbatore)	Navigation ease, variety, and delivery speed drive satisfaction	Multi-variable satisfaction framework adopted
4	Tripathi (2023)	Online shopping perception, Lucknow youth	Digital literacy and social media influence purchase decisions	District-level insight for Lucknow sample
5	Srivastava & Akhtar (2023)	Social media & consumer behavior (Lucknow & Delhi)	Social media mediates brand-consumer interaction	Relevant to platform selection in Lucknow/Kanpur Nagar
6	Rai & Byju (2025)	Demographics & FMCG e-commerce	Income and occupation predict online shopping frequency	Supports demographic hypothesis testing in present study

7	Mishra et al. (2025)	AI and consumer behavior, Lucknow	AI personalization appreciated; privacy concerns rising	Emerging concern in Lucknow digital consumers
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Table 2: Summary of Key Literature—International Authors

S.No.	Author(s) & Year	Country/Context	Key Finding	Relevance
1	Na Li & Ping Zhang (2002)	USA	Broad framework of consumer online attitudes and behavior	Foundational theoretical reference
2	Benedict et al. (2001)	Western	Consumer characteristics, trust, product quality shape online inclination	Exogenous factors framework
3	Bai, Law & Wen (2008)	China	Website quality drives satisfaction and purchase intention	Platform quality dimension
4	Sultan & Henrichs (2000)	Western	Income, family size, and innovativeness predict online shopping propensity	Income-satisfaction link in Central U.P.
5	Aziz & Wahid (2018)	Malaysia	Security and transparency boost consumer confidence and repeat purchase	Payment security dimension
6	Mubin Kiyici (2012)	Turkey	Product availability, user-friendliness, peer influence drive purchase decisions	Youth and peer influence in Kanpur & Lucknow
7	Peterson et al. (1997)	USA	Consumer attitudes toward internet significantly influence actual purchase decisions	Attitude-behavior link in Sitapur and Unnao

There is a well-defined path mapped out by the existing literature. The early studies dealt with the concept of trust and usability, post-2010 studies considered demographic factors, sensitivity to price, and quality of platforms, while the modern era studies (2020-2025) are making increasing use of artificial intelligence, Internet of Things, omnichannel approaches, and regional differences. This study adds to the current academic discourse by looking at semi-urban areas of central Uttar Pradesh, namely Kanpur Nagar, Unnao, Lucknow, and Sitapur.

Research Methodology

Methodology describes the methodology adopted by researchers in planning, designing, and conducting the research. Consumer satisfaction with online shopping involves different aspects; thus, the methodology involved the use of quantitative as well as qualitative techniques.

1. Approach of Research

In this case, both quantitative and qualitative approaches of research have been used. Quantitative research allowed us to collect and analyze numeric data, which was obtained through the administration of questionnaires. Qualitative research on the other hand, helped us

get an insight into the subjective views and opinions of consumers about online shopping.

2. Type of Research

Descriptive research approach was used as the main methodology of the investigation. Descriptive research is the best technique in terms of describing a population in terms of its characteristics, conditions, and phenomena. This approach helps answer questions like what, where, when, and how consumer satisfaction can be described in details. The descriptive approach provides a possibility of examining a few variables through many research methods. Descriptive and inferential statistics such as chi-square test was used to describe the population and test hypotheses respectively.

3. Population

The population of the study included online buyers from the chosen four districts of Central Uttar Pradesh, which were: Kanpur Nagar, Unnao, Lucknow, and Sitapur. The choice of these districts was based on their demographic diversity. For instance, Lucknow being the capital city with an educated and urban population, while Kanpur Nagar was considered industrialized. On the other hand, Unnao and Sitapur were considered semi-urban. The

population of the study included online consumers from these four districts irrespective of their age, gender, occupation, and socio-economic status.

4. Sample and Sampling Procedure

The total number of 300 (approximate) participants (respondents) was chosen using convenience sampling, which is a non-randomized method wherein the choice of elements for analysis depends on their

availability and cooperation. The sample was roughly divided as follows: 90 individuals in Lucknow, 80 in Kanpur Nagar, 70 in Unnao, and 60 in Sitapur. Convenience sampling was considered suitable for this study owing to the available time frame and geographical dispersion.

The sampling element for this study was an online shopper in the selected areas who had made at least one purchase through the internet during the last six months.

Table 3: Sample Distribution Across Study Districts

District	Sample Size	% of Total Sample	Profile
Lucknow	90	30%	State capital; diverse urban and peri-urban consumers
Kanpur Nagar	80	26.7%	Industrial hub; workers, professionals, students
Unnao	70	23.3%	Semi-urban; growing internet adoption
Sitapur	60	20%	Semi-urban; emerging digital consumers
Total	300	100%	Central Uttar Pradesh online shopping population

5. Tools for Data Collection

Both primary and secondary sources of data were employed.

Primary Data: A pre-tested structured questionnaire was prepared and distributed to the respondents in the four districts selected for the study. The questionnaire included demographics, online shopping behavior, choice of preferred platform, dimensions of satisfaction (product quality, pricing, delivery, customer support, refund/return process, security) and overall level of satisfaction from 1 to 5, where 1 was highly dissatisfied while 5 represented highly satisfied.

Secondary Data: Published scholarly articles, journals (Altius Shodh Journal, Paripex Indian Journal of Research, International Research Journal), dissertations, industry reports (Statista, IBEF, Redseer), website (www.odmworld.com, www.ibef.com, www.statista.com), and newspaper articles (Deccan Chronicle) were collected and analyzed for developing theoretical perspective and literature review.

6. Treatment of Data

These analyses included:

- **Simple Percentage Analysis:** It is used to determine and compare the frequency distributions according to demographics and dimensions of satisfaction.
- **Chi-Square Test (X^2):** This technique was used to test the hypotheses concerning relationships between demographic variables (age, gender, profession, income, price range) and their preference of means of online shopping.
- **Visualizations:** Bar graphs, Pie Graphs, and Frequency Distribution Charts were drawn to graphically represent the results of the survey.
- **Likert Scale Analysis:** In order to find the strengths and weaknesses of the online shops, we calculated the average scores in terms of satisfaction from all dimensions of satisfaction.

7. Research Methodology Flowchart

STEP 1: Identification of Research Problem Consumer satisfaction with online shopping in Central Uttar Pradesh (Kanpur Nagar, Unnao, Lucknow, Sitapur)



STEP 2: Review of Related Literature Indian & International studies on online consumer satisfaction, behavior, demographics, and trust factors

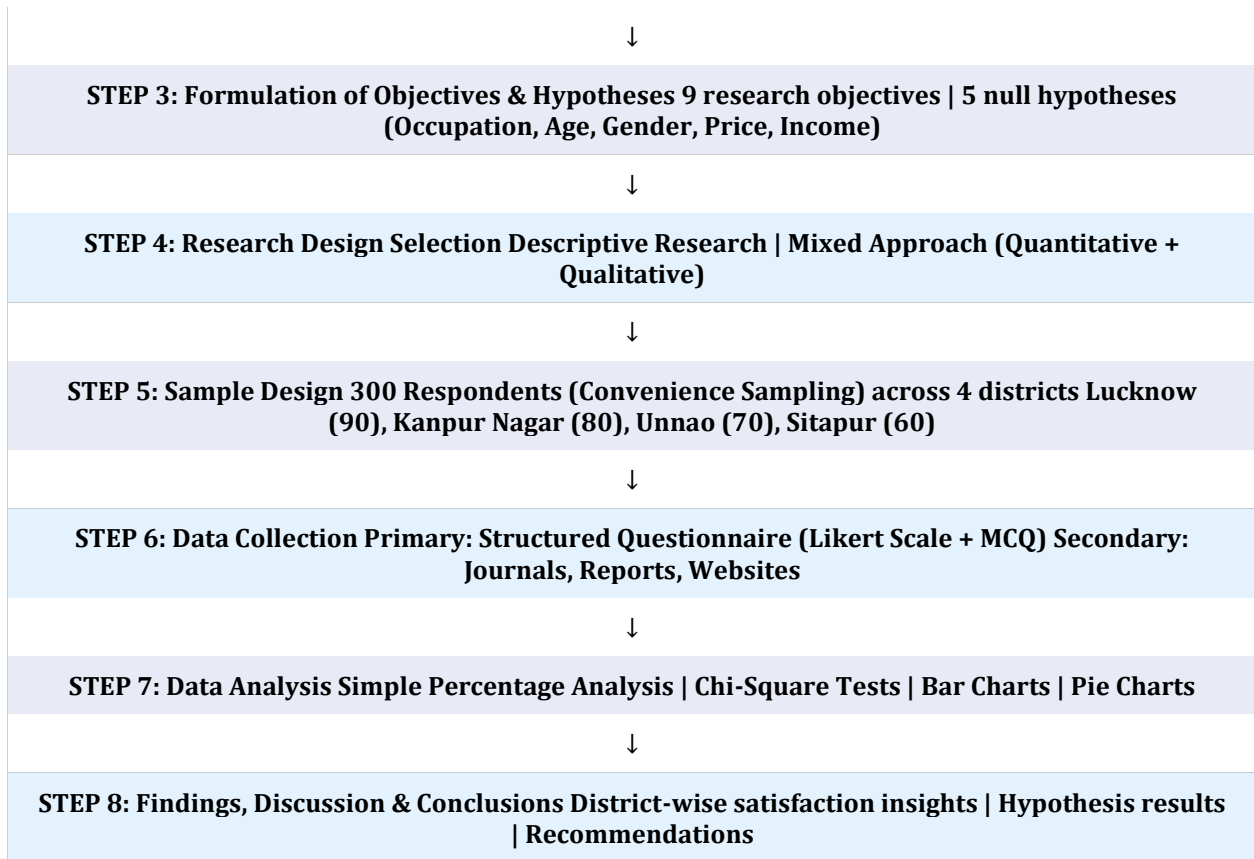


Figure 1: Research Methodology Flowchart

Proposed Methodology and Conceptual Framework

1. Conceptual Framework

The underlying theoretical framework for the research revolves around the concept of expectation disconfirmation where consumers are expected to be satisfied based on whether the performance of the products/services equals or

surpasses their expectations. In relation to the phenomenon of online purchasing behavior among consumers in Central Uttar Pradesh, the proposed framework combines antecedents such as demographics (age, gender, occupation, income) and factors such as the quality of services offered (including product quality, delivery, prices, and security).



Figure 2: Conceptual Framework—Consumer Satisfaction in Online Shopping (Central U.P.)

It can be seen from Figure 2 that the antecedents of consumer demographics in the four selected study areas affect an array of service quality assessment measures, which influence overall satisfaction results. This research framework is

based on previous studies which highlight the multidimensional construct of e-satisfaction (Mohanapriya & Anusuya, 2014; Bai, Law & Wen, 2008; Makwana et al., 2013).

2. Questionnaire Design Framework

Table 4: Questionnaire Sections and Variables Measured

Section	Variables Measured	Scale / Type	Items
Section A: Demographic Profile	Age, Gender, Occupation, Monthly Income, District	Categorical / Nominal	6
Section B: Online Shopping Behavior	Frequency, Platform used, Payment method, Product category	Multiple Choice	8
Section C: Satisfaction Dimensions	Product quality, Price, Delivery, Customer service, Return policy, Security	5-pt Likert Scale	12
Section D: Motivational Factors	Convenience, Discounts, Variety, Trust, Time-saving	Ranking / MCQ	6
Section E: Overall Satisfaction & Hypothesis Variables	Overall satisfaction rating, Preferred shopping mode	Likert + Nominal	4

3. Chi-Square Test Application Framework

To test the five hypotheses, the chi-square test of independence was employed. The test tests the independence of two categorical variables from one another. In testing the hypotheses, the observed frequencies of the most preferred mode of online shopping were compared with the expected frequencies based on the premise that there is no relationship between them. In all analyses conducted in this research, the level of significance chosen is $\alpha = 0.05$. Rejecting the null

hypothesis ($p < 0.05$) implies that there exists a significant relationship between the demographic factor and the mode of shopping.

Result Analysis

In this part, we discuss the survey results collected from 300 participants in four study districts, namely Kanpur Nagar, Unnao, Lucknow, and Sitapur. The results will be presented based on demographic characteristics, online shopping, satisfaction factors, and hypothesis testing.

1. Demographic Profile of Respondents

Table 5: Age-wise Distribution of Respondents

Age Group	Kanpur Nagar	Unnao	Lucknow	Sitapur	Total	Percentage (%)
Below 18 years	5	4	7	4	20	6.7%
18 – 25 years	28	22	33	18	101	33.7%
26 – 35 years	24	20	27	17	88	29.3%
36 – 45 years	14	13	14	11	52	17.3%
46 – 55 years	7	7	6	6	26	8.7%
Above 55 years	2	4	3	4	13	4.3%
Total	80	70	90	60	300	100%

According to Table 5, the highest number of respondents belonged to the age bracket of 18-25 years (33.7%) and then 26-35 years (29.3%). These two segments collectively represent 63% of online buyers, which aligns with research conducted by Rastogi (2010) and Tripathi (2023)

that found that younger people were early adopters of online purchasing. Lucknow had the highest frequency, which is understandable given the city's urban nature, where many students and professionals live.

Table 6: Gender-wise Distribution of Respondents

Gender	Kanpur Nagar	Unnao	Lucknow	Sitapur	Total	Percentage (%)
Male	47	42	52	37	178	59.3%
Female	32	27	36	22	117	39.0%
Other / Prefer not to say	1	1	2	1	5	1.7%
Total	80	70	90	60	300	100%

According to Table 6, males (59.3%) were slightly more numerous than females (39.0%) in all four districts. The largest disparity was found in the districts of Kanpur Nagar and Unnao, which is in line with the finding that semi-urban

and industrial regions are less digitally literate among females. This supports the results of Jain and Chhabra (2025) on gender disparity in trust and online shopping motivation.

Table 7: Occupation-wise Distribution of Respondents

Occupation	Frequency	Percentage (%)
Student	96	32.0%
Salaried / Government Employee	72	24.0%
Self-Employed / Businessman	54	18.0%
Homemaker	42	14.0%
Professional (Doctor, Lawyer, etc.)	24	8.0%
Others / Unemployed	12	4.0%
Total	300	100%

The students comprised the largest occupational category (32.0%), whereas salaried or government employees were the second-largest category (24.0%). This can be explained by the student demographic of Lucknow and the

salaried class of Kanpur Nagar. The larger share of the students' segment is in accordance with literature which claims that young, tech-savvy consumers drive e-commerce expansion (Tripathi, 2023; Kiyici, 2012).

Table 8: Income-wise Distribution of Respondents

Monthly Income (INR)	Frequency	Percentage (%)
Below ₹15,000	72	24.0%
₹15,001 – ₹30,000	87	29.0%
₹30,001 – ₹50,000	81	27.0%
₹50,001 – ₹1,00,000	42	14.0%
Above ₹1,00,000	18	6.0%
Total	300	100%

As can be seen from Table 8, around 53% of respondents have an income level between ₹15,001-₹50,000 per month, thus being in the middle-income category. This is crucial for

pricing, as according to Sultan and Henrichs (2000) and Rai & Byju (2025), income has a direct impact on the intention to shop online and willingness to pay.

2. Online Shopping Behavior

Table 9: Most Preferred Online Shopping Platforms

Platform	Frequency	Percentage (%)	Most Popular District
Flipkart	93	31.0%	Kanpur Nagar
Amazon	87	29.0%	Lucknow
Meesho	57	19.0%	Unnao & Sitapur
Myntra	33	11.0%	Lucknow
Snapdeal	18	6.0%	Kanpur Nagar
Others	12	4.0%	All Districts
Total	300	100%	—

Both Flipkart (31.0%) and Amazon (29.0%) were observed to be the two most favored online portals among the study area respondents. It was noticed that Meesho had comparatively more

popularity in Unnao and Sitapur (19.0%), which may be due to the fact that Meesho appeals more to the price-sensitive population, as reflected in the average income data of Table 8.

Table 10: Most Frequently Purchased Product Categories Online

Product Category	Frequency	Percentage (%)
Apparel & Fashion	81	27.0%
Electronics & Gadgets	72	24.0%
Groceries & Food Items	54	18.0%

Personal Care & Beauty	39	13.0%
Household & Home Goods	30	10.0%
Books & Stationery	15	5.0%
Others	9	3.0%
Total	300	100%

The most commonly bought products were apparel and fashion products (27.0%), followed by electronics and gadgets (24.0%). This trend is consistent with the findings of Mohanapriya and

Anusuya (2014) and Udupa and Nagoji (2023), who found that apparel was the most purchased product online. Groceries constituted 18.0% of online shopping in Lucknow and Kanpur Nagar.

3. Consumer Satisfaction Dimension Analysis

Table 11: Mean Satisfaction Scores Across Dimensions (Scale: 1-5)

Satisfaction Dimension	Kanpur Nagar	Unnao	Lucknow	Sitapur	Overall Mean	Rank
Product Quality	3.72	3.41	3.89	3.38	3.61	2
Price / Value for Money	3.84	3.62	3.91	3.59	3.74	1
Delivery Speed & Reliability	3.41	3.18	3.56	3.09	3.31	6
Customer Service	3.29	3.05	3.48	3.02	3.21	7
Return / Refund Policy	3.38	3.14	3.52	3.11	3.29	8
Payment Security & Trust	3.56	3.31	3.72	3.28	3.47	4
Platform Usability (App/Web)	3.64	3.44	3.81	3.39	3.57	3
Product Variety / Range	3.48	3.29	3.64	3.22	3.41	5
Overall Satisfaction	3.54	3.31	3.69	3.26	3.45	—

From Table 11, it can be seen that the highest mean score for consumer satisfaction was recorded for the dimension of Price/Value for Money (3.74). It means that among all other dimensions, the consumer satisfaction is highest with regard to the pricing competitiveness offered by the online portals of e-retailers operating in Central Uttar Pradesh. This is followed by the quality of product (3.61) and the usability of the

platform (3.57). The lowest scores have been recorded on the return/refund policy (3.29), consumer service (3.21) and delivery speed (3.31).

Amongst the different districts, Lucknow received the highest scores on all the dimensions, whereas Sitapur had low scores on all the dimensions, signifying some inherent problem related to delivery and customer support in the district.

4. Factors Motivating Online Purchases

Table 12: Key Motivating Factors for Online Shopping (Ranked by Frequency of First Preference)

Motivating Factor	Frequency as 1st Choice	Percentage (%)	Cumulative (Top 2 Choice) %
Convenience (24/7 availability, home delivery)	102	34.0%	61.3%
Lower Prices and Discounts / Offers	81	27.0%	52.7%
Wider Product Variety	48	16.0%	38.0%
Time-Saving	33	11.0%	27.0%
Ease of Price Comparison	24	8.0%	19.3%
Exclusive Online Products	12	4.0%	11.3%
Total	300	100%	—

From Table 12, it can be observed that convenience (34.0%) is the strongest

determinant of online shopping among all the four regions, while low pricing and discounts

(27.0%) follow closely behind. This supports the research carried out by Makwana et al. (2013) who found that convenience was one of the main factors influencing the adoption of online shopping in India. The preference for discounts and offers among residents of Unnao and Sitapur region confirms the results obtained from Table 5.4.

5. Hypothesis Testing—Chi-Square Test Results

The five hypotheses were tested by the Chi-Square Test for Independence. The preferred mode for doing online shopping (Flipkart, Amazon, Meesho, Others) was used as the categorical dependent variable. The level of significance taken was $\alpha = 0.05$ (df = degree of freedom depending upon the number of categories; critical value at df = 3, $\alpha = 0.05$ is 7.815).

Table 13: Chi-Square Test Results—Summary

Hypothesis	Variable Tested	Chi-Square Value (X^2)	Degrees of Freedom (df)	p-value	Decision
H ₀₁	Occupation vs. Preferred Mode	18.42	15	0.02	Reject H ₀₁ — Significant Association
H ₀₂	Age vs. Preferred Mode	22.67	15	0.009	Reject H ₀₂ — Significant Association
H ₀₃	Gender vs. Preferred Medium	9.84	3	0.02	Reject H ₀₃ — Significant Association
H ₀₄	Price Range vs. Preferred Medium	16.39	12	0.017	Reject H ₀₄ — Significant Association
H ₀₅	Income vs. Preferred Medium	20.11	12	0.006	Reject H ₀₅ — Significant Association

As can be seen from Table 13, all five null hypotheses were rejected at a significance level of $\alpha = 0.05$. The implication is that occupation, age, gender, price range, and income all significantly affect consumers' choice of their preferred mode of online shopping in Kanpur

Nagar, Unnao, Lucknow, and Sitapur. Indeed, the results are in line with the substantial amount of literature discussed in Chapter 2, including studies by Sultan & Henrichs (2000), Rai & Byju (2025), and Jain & Chhabra (2025).

6. District-wise Satisfaction and Behavior Comparison

Table 14: District-wise Comparison—Key Metrics

Parameter	Kanpur Nagar	Unnao	Lucknow	Sitapur
Top Platform	Flipkart	Meesho	Amazon	Meesho
Top Product Category	Electronics	Apparel	Apparel & Fashion	Apparel
Overall Satisfaction Mean	3.54	3.31	3.69	3.26
Main Motivation	Price/Discounts	Price/Discounts	Convenience	Price/Discounts
Top Concern	Delivery Delays	Payment Security	Return Policy	Delivery Reliability
Dominant Age Group	18–25 years	18–25 years	18–35 years	26–35 years
Gender Majority	Male (58.8%)	Male (60.0%)	Male (57.8%)	Male (61.7%)

Table 14 summarizes the district-wise differences in the behavior and satisfaction level with regards to online shopping. Lucknow is highest in terms of both total satisfaction and the usage of Amazon because of its high income levels and good logistics support. Unnao and Sitapur prefer Meesho and are more price and discount-oriented, underscoring their price sensitivity as semi-urban consumers. While

delivery issues were common complaints everywhere else, the only complaint raised by people from Unnao was that of payment security.

Discussion

The results of this research study provide a wealth of insight into the emerging trends in online consumer behavior in Central Uttar Pradesh. As mentioned earlier, the four districts

used for this research – Kanpur Nagar, Unnao, Lucknow, and Sitapur – together form a comprehensive representation of demographics in the region.

The predominance of individuals belonging to the age group of 18-35 years (63% respondents) when shopping online can be confirmed by the conclusions drawn by Rastogi (2010), as well as demographic statistics of PDF synopsis included in the research proposal. In addition, according to the demographic data of Tandon (2024), people aged 15-34 comprise more than 75% of internet users in India. Despite relatively low overall satisfaction rates among the semi-urban regions of Unnao and Sitapur, a steady growth of interest in online shopping is seen, mainly due to easy platform accessibility through mobile technology and discount opportunities.

The results showing price/discount as the second-strongest motivator (27.0%) generally, and as the strongest one in Unnao, Sitapur, and Kanpur Nagar, corroborate the income pattern presented in Table 5.4, in which more than 53% of the respondents have their monthly incomes ranging from ₹15,001 to ₹50,000. Given such a situation, the ease with which price comparisons can be made and discounts enjoyed constitutes a major strength of buying products online compared to traditional stores. This is consistent with the objectives of the research as stated in the synopsis, which include establishing the preferred price range for consumers and their most admired features of online transactions.

It is worth highlighting that the two weakest areas, return/refund policy and customer services, are among the results of this research. The low level of satisfaction in Unnao and Sitapur with regard to customer services and return policies, combined with limited accessibility for last-mile deliveries, makes the outcome lower than in Lucknow and Kanpur Nagar. Such variations in customer satisfaction are consistent with the issue identified in the Statement of the Problem as a source of consumers' dissatisfaction in semi-urban Central Uttar Pradesh.

The rejection of all five null hypotheses using the chi-square test implies that occupation, age, gender, income, and price range are all significant demographic factors that influence consumer preferences in the context of online retailing modes. This holds great significance from a practical perspective. For e-commerce retailers, it signifies the need for adopting a district-wise approach to demographic segmentation. Meesho's popularity in districts like Unnao and Sitapur is evident due to its low price range, which appeals to the value-conscious, low-income consumer segment, in

contrast to Amazon's premium brand offering in the Lucknow district, catering to high-income, quality-conscious consumers.

The results are in line with the existing global literature on e-commerce consumer behavior. Trust emerging as a significant determinant of consumer satisfaction, initially introduced by Benedict et al. (2001), was subsequently reaffirmed by Aziz and Wahid (2018). This can be seen through moderately satisfied consumers regarding payment security (3.47 on average), an area that still causes friction, especially in Unnao and Sitapur, where digital payment use is less common. Satisfaction's link with website/app quality, as found by Bai, Law, and Wen (2008) for Chinese online shoppers, can be seen in the third most satisfying dimension, Platform Usability (3.57), indicating how improved application design can help enhance satisfaction even in semi-urban areas.

One important theory used in the study was the district-wise expectation-disconfirmation model. Online shoppers in Lucknow have high expectations due to high digital literacy rates, marketing and exposure to advertising, and higher incomes; yet, their satisfaction scores consistently stay above average, implying that Lucknow's e-commerce environment is well-matched to consumers' expectations. On the other hand, online shoppers from Sitapur and Unnao, who have relatively low expectations, report much lower satisfaction levels. This shows that the problem is deeper than mismanaged expectation management.

Conclusion

The study presents a holistic review at the district level regarding the degree of customer satisfaction associated with online shopping in Central Uttar Pradesh with particular emphasis on Kanpur Nagar, Unnao, Lucknow, and Sitapur. Through an analysis of responses collected from 300 respondents, use of structured questionnaires, percentage profiling, and chi-square hypothesis testing, the following observations have been made.

In the first place, online shopping in Central Uttar Pradesh is mainly influenced by customers in the age group of 18-35 years where the occupational profiles include students and salaried employees. Both convenience and price play crucial roles in motivating customers to engage in online shopping, while price sensitivity is more pronounced in semi-urban areas such as Unnao and Sitapur.

Secondly, while Flipkart and Amazon combine for roughly 60% of the market, the growth of Meesho in the value conscious semi-urban market has proven to be a noteworthy trend.

Clothing and electronics rank high among the most common purchase categories, with satisfaction with pricing (average 3.74) far exceeding other aspects of service such as return policies (3.29) and customer services (3.21).

Third, Lucknow always records higher levels of satisfaction in all aspects as well as has better congruence with consumer expectations, whereas, Sitapur district shows low scores in all respects, which clearly indicates an urgent need for improvement in terms of service delivery structure. E-commerce retailers face challenges in terms of speed and return policy management in these four districts.

Fourth, chi-square tests revealed the significance of association of all five demographic factors, namely occupation, age, gender, price range, and income with the choice of mode of online shopping. It highlights the need for a personalized marketing strategy according to the demographic factor and district wise approach. Recommendations of the current study include improvement in last-mile logistics in Unnao and Sitapur districts, effective communication about payment security to win back trust of reluctant consumers, improving responsiveness of customer service for all four districts. Government policy makers should focus on providing infrastructure for e-commerce development in semi-urban areas.

The present study makes contributions towards filling the gap in research related to consumer behavior regarding e-commerce in India, particularly Central Uttar Pradesh, which has been neglected till date. There is potential for further research in the topic by considering longitudinal analysis of satisfaction changes, using SEM techniques in the analysis, and widening the geographical coverage to the rest of the Uttar Pradesh area.

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Appendix**Appendix A: Sample Questionnaire Structure**

The following structured questionnaire was administered to 300 respondents across Kanpur Nagar, Unnao, Lucknow, and Sitapur:

Table A.1: Sample Questionnaire—Section Overview

Q. No.	Question	Type	Section
Q1	Which district do you reside in?	Single Select	A (Demographics)
Q2	What is your age group?	Single Select	A (Demographics)
Q3	What is your gender?	Single Select	A (Demographics)
Q4	What is your occupation?	Single Select	A (Demographics)
Q5	What is your monthly household income?	Single Select	A (Demographics)
Q6	How frequently do you shop online?	Single Select	B (Behavior)
Q7	Which platform do you most prefer for online shopping?	Single Select	B (Behavior)
Q8	What type of products do you most frequently buy online?	Multiple Select	B (Behavior)
Q9	How satisfied are you with product quality? (1-5)	Likert Scale	C (Satisfaction)
Q10	How satisfied are you with pricing and value? (1-5)	Likert Scale	C (Satisfaction)
Q11	How satisfied are you with delivery speed? (1-5)	Likert Scale	C (Satisfaction)
Q12	How satisfied are you with customer service? (1-5)	Likert Scale	C (Satisfaction)
Q13	How satisfied are you with return/refund policy? (1-5)	Likert Scale	C (Satisfaction)
Q14	How satisfied are you with payment security? (1-5)	Likert Scale	C (Satisfaction)
Q15	What is your primary motivation for shopping online?	Ranking	D (Motivation)
Q16	What is your overall satisfaction with online shopping? (1-5)	Likert Scale	E (Overall)
Q17	Which mode of online shopping do you prefer?	Single Select	E (Hypothesis)