

Customer Satisfaction and Trust on E-Shopping Influencing Young Adults in Chitrakoot District of Uttar Pradesh

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Abstract: From a business and promoting point of view, as per Nelson (2022), fulfilled clients share their encounters about an organization or business with others. A comfort test of 193 reactions was gathered in Chitrakoot district of Uttar Pradesh and the whole course of information assortment and examination required roughly three months finishing. Additionally, respondents' responses have been gathered through the use of a questionnaire survey. Every one of the information acquired has been dissected by different measurable techniques in Factual Bundle for Sociologies (SPSS). The unwavering quality of the information was checked by dependability examination. Additionally, descriptive analysis was used to describe the research paper's fundamental data characteristics; furthermore, regression analysis has been used to investigate the hypothesized connections between the variables.

According to the findings, customer satisfaction is only influenced by information quality and e-service quality. It was likewise found that consumer loyalty emphatically influences electronic trust. In contrast, the findings demonstrated that customer satisfaction did not depend on website design or security. Overall, this research paper's findings will assist marketers in making decisions and developing and implementing effective online marketing strategies.

Keywords: E-Commerce, Customer Satisfaction, Website Design, Security, Quality of E-Services, Information and Electronic Trust.

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I. INTRODUCTION

“India is the second largest online market in the world, after China, with over 560 million Internet users. It was assessed that by 2023, the nation would have more than 650 million Web clients”. The country's internet penetration rate was approximately 50% in 2020, despite the large number of internet users. This really intended that about portion of the 1.37 billion Indians approached the Web that year. When compared to just five years ago, when the rate of Internet penetration was approximately 27%, the accessibility of the Internet has steadily increased.

An examination led by the Indian Market Affiliation uncovered that the web-based shopping market in India is supposed to develop. This will prompt furious contest on the lookout. Online businesses need to find efficient ways to satisfy their customers' wants and needs if they want to remain competitive. More than 896.5 million individuals in

India are between the ages of 16 and 64, and they utilize the web from their homes or work environments. The enormous number of online client's exhibits that consumer loyalty is a critical considers online business benefit.

According to Nelson (2022), previous studies have demonstrated that when customers are gratified with a business or service, they are additional expected to mention it to others. Consequently, the business must remember the fulfillment of its clients as it will keep up with the electronic trust of the clients as well as draw in the likely clients (Guo et al, 2022). According to Guo et al. (2022), online businesses ought to be well-modified in light of the industry's precedent for customer satisfaction because there are a few significant factors that determine customer satisfaction. When these elements are seen effectively, there will be an expansion in consumer loyalty and thus the presentation of the business will get to the next level.

The goal of this examination paper is to figure out the variables influencing consumer loyalty in web-based shopping in Chitrakoot area (Uttar Pradesh), particularly among the youthful grown-up age in the age gathering of 18 to 35 years. In addition, this research paper investigates the connection between electronic trust and customer satisfaction in an online shopping environment. This research paper's findings can help marketers make better decisions about their strategic plan for online marketing. In addition, this research paper's findings provide marketers with fundamental information. Most outstandingly, online marketers can avoid spending valuable resources on features of online retail that do not improve customer satisfaction and electronic trust. It will help online retailers grow their businesses over the long term by gaining customers' trust electronically.

II. LITERATURE REVIEW

The literature review also includes a review of the literature related to the impact of Internet marketing on customers and its agreement with business perception. It provides an analytical evaluation of various ideas associated with Internet Marketing.

"Internet marketing is becoming an increasingly important topic in every business sector and is slowly playing a really important role in any company's multi-channel marketing strategy. However, how to implement internet marketing specifically, how to use it to attract more visitors to a particular website is still a big question for many advertisers. A comprehensive literature review is performed on concepts and theories related to Internet marketing".

➤ **Mustafa (2021)** evaluated various factors of e-commerce gratification, trust and research paper in Saudi Arabia. He classified them into four elements namely user interface, information quality perceived security and customer privacy. These factors together determine e-customer satisfaction, e-customer trust. These two factors determine e-customer loyalty. User interface means the extent to which communication takes place between the customer and the service provider and the e-marketers. It also depends on how often customers visit websites and online networks. The quality of information also affects customer satisfaction and trust. Security and privacy are two other important factors driving customer satisfaction and trust. Thus, in order to win over the customers and provide maximum satisfaction the marketers should provide these facilities. Marketers should create more trust and confidence among the customer for online shopping. This will help them to allay consumer apprehensions about online shopping. Customer trust is the main factor in e-marketing and this trust comes through web site, content and interaction with consumers.

➤ **Gangeshwar (2023)** looked into Indian e-commerce, its current state, and its potential future. Fastest delivery, low prices or high discounts, a wide selection of branded and non-branded goods, cash back guarantee, and a cash-

on-delivery system are the top reasons for e-commerce or online shopping. A portion of the issues of e-promoting remember high reliance for innovation, security issues and a large number of protective measures and so on. E-commerce, on the other hand, has a lot of potential in India because so many people use the internet. E-marketing will be used in the country to accomplish this. There is a significant opportunity for e-marketing in India due to the rising number of internet connections and users. India has the second most internet connections of any country in the world.

➤ **K Sangeetha (2025)** researched on e-marketing and found that there are different types of e-marketing like transactional email, direct email; in case of transactional email there is communication between customer action and organization. The main purpose of such emails is to communicate to the customer to take action and develop a relationship. In case of direct email, the company sends mail to the customer informing them about various promotions offered by the company. Thus, direct mail is more personal and focused. It helps in customizing sales based on the wants and needs of the consumer. Online shopping is a trend today, which marketers cannot ignore.

A. Objective

- To study of effects on young adults' electronic trust in online shopping.
- To examine the reasons that impact "customer satisfaction" in the Chitrakoot district of Uttar Pradesh.

B. Hypotheses

- **H1:** "Website design has a positive effect on online shopping satisfaction in Chitrakoot district (Uttar Pradesh)."
- **H2:** "Safety has a positive effect on satisfaction of online shopping in Chitrakoot district (Uttar Pradesh)."
- **H3:** E-service quality has a positive effect on online shopping satisfaction in Chitrakoot district (Uttar Pradesh).
- **H4:** Positive effect of information quality on satisfaction of motive towards online shopping in Chitrakoot district (Uttar Pradesh).
- **H5:** Online shopping satisfaction has a positive effect on electronic trust in Chitrakoot district (Uttar Pradesh).

III. METHODOLOGY OF RESEARCH

"In order to test the relationships hypothesized in the proposed conceptual framework, six variables—website design, security, e-service quality, information quality, customer satisfaction, and electronic trust—are operationalized in this research paper". The sample and scale of the questionnaire were adapted from the literature on the subject of this research paper in order to guarantee and improve its validity. Because it is thought that the scales and measurements used in the existing literature are reliable.

For data collection, a survey questionnaire was utilized. A method of convenience sampling has been used. In the Chitrakoot district in Uttar Pradesh, 200 polls were given out to youthful grown-ups between the ages of 18 and 35. A total of 193 questionnaires were collected, with a response rate of 0.96%. After preliminary data analysis, 13

responses were taken out of the sample. 180 responses were kept for the purpose of the final statistical data analysis.

Fig 1 Depicts the Proposed Conceptual Framework as a Result of a Review of the Preceding Studies.

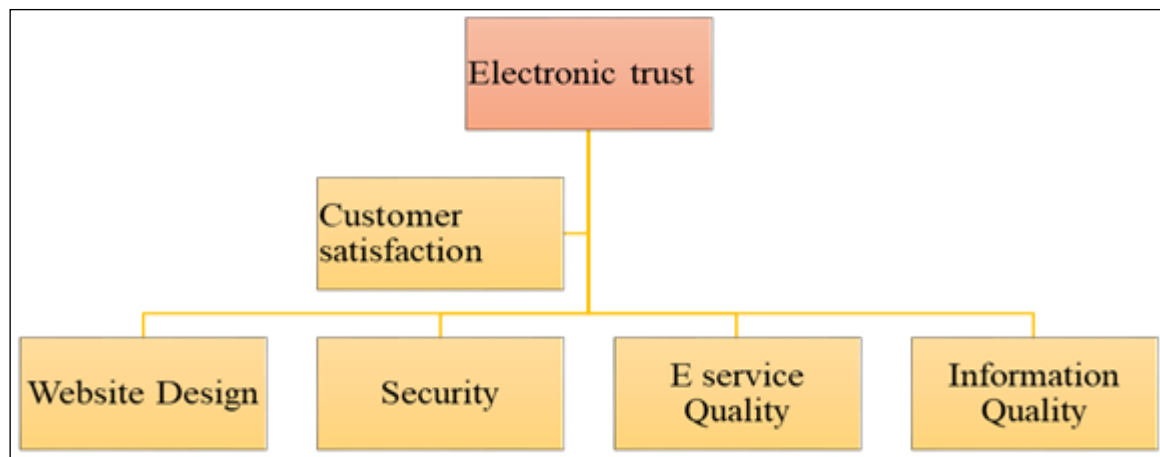


Fig 1. “Conceptual Framework for the Research Paper”

IV. DATA ANALYSIS AND INTERPRETATION

➤ Demographic Profile of Respondents

Table 1 Gender

Gender		Percent	Frequency
Valid	Male	77	42.8
	Female	103	57.2
	Total	180	100.0

The respondents' demographic profile is summarized in the table above. According to the data in the table, 57.2 percent of respondents are female and 42.8 percent are male.

Table 2 Age

Age		Frequency	Percent
Valid	18-23 year	64	35.6
	24 -29 year	76	42.2
	30-35 year	40	22.2
	Total	180	100.0

The respondents' demographic profile is summarized in the table above. According to the data presented in the table, the majority of respondents are between the ages of 24 and 29 (42.2%), followed by those between the ages of 18 and 23 (35.6%). whereas 22.2 percent are between the ages of 30 and 35.

Table 3 Level of Education

		Frequency	Percent
Valid	12th or below 12th	14	7.8
	Graduate	104	57.8
	Post Graduate	24	13.3
	Professional qualification	18	10.0
	Other qualifications	20	11.1
	Total	180	100.0

The respondents' demographic profile is summarized in the table above. As introduced in the table, generally speaking among the respondents, 57.8 percent of the respondents held an undergrad capability (e.g., certificate or degree), 13.3 percent of the respondents with postgraduate capability (e.g., expert's or doctorate certification); and 11% and 11%, respectively, possessing professional and other credentials.

Table 4 Online Shopping

Online Shopping		Percent	Frequency
Valid	once in a week	6.1	11
	In month 1 to 3 times	46.1	83
	In month 2-3 times	30.0	54
	In month 4-6 times	9.4	17
	Twice a year or less	8.3	15
	Total	100.0	180

The respondents' demographic profile is summarized in the table above. According to the data in the table, the respondents to this research paper are considered to be quite familiar with the online shopping environment because 46.2% of them have at least one shopping experience within the past month. This is in response to the frequency with which the respondents shop online. Online shopping is done three times a day, and 30% of respondents shop online once every two to three months. On the other hand, just 6.1% of respondents shop online at least once per week.

➤ Hypothesis Testing

Table 5 Standard Deviation and Mean

Variables	Standard Deviation	Cronbach Alpha	Mean
“Website Design”	1.371	0.870	4.168
“Security”	0.817	0.923	4.066
“E-Sewa Quality”	0.735	0.932	4.079
“Information Quality”	0.659	0.873	3.212
“Customer Satisfaction”	0.193	0.700	3.160
“Electronic trust”	0.282	0.750	3.881

The mean and standard deviation of the various variables in this research paper are depicted in the aforementioned table. The mean scores for the factors went from 3.160 to 4.168, and the standard deviations for the scores went from 0.193 to 1.371. By and large, the mean and standard deviation values show a genuinely limited spread of pieces of information around the mean. The variables' Cronbach's alpha values are as follows: Web design received a score of 0.870, followed by security (0.923), e-service quality (0.932), information quality (0.873), customer satisfaction (0.7), and electronic trust (0.7). Clearly, the reliability values were above the 0.7 minimum that was recommended. The descriptive analysis revealed, taken as a whole, that the variables used in this research paper satisfied the statistical requirements.

Table 6 Coefficient Summary

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	S. Error	Beta			Tolerance	VIF
(Constant) Electronic trust	3.059	.089		34.464	.000		
Website design	.024	.029	.089	.828	.409	.452	2.214
Security	-.027	.026	-.114	-1.034	.303	.426	2.347
E-Help Quality	-.062	.024	-.287	2.639	.009**	.441	2.265
Information Quality	.088	.031	.335	2.839	.005**	.375	2.664

All of the independent variables have confidence level (Tolerance) values greater than 0.1, as shown by the collinear statistics in the preceding table: Design of the website (0.452), security (0.426), quality of the e-service (0.441), and quality of the information (0.375). The confidence level (Dependent Variable) is the percentage of a predictor's variance that cannot be represented by other predictors, as stated by Bruin (2016). According to Bruin (2016), a confidence level value greater than 0.1 indicates that the predictor is not redundant because the variable has a

high confidence level. In the meantime, Robert (2017) found that as long as the variance (t) factor values do not exceed 10, there is no multiple Collinearity issue for any of the independent variables. These have the following factor values (v): Quality of e-services (2.265), information quality (2.664), and design of the website (2.214).

From the above table it very well may be reasoned that, the t-an incentive for web composition creation is 0.828 (p-esteem \leq 0.05), and beta is 0.089. Hence, there is

adequate proof to esteem the importance that web composition doesn't influence shopper fulfillment in web-based shopping conditions. Accordingly, the H_1 speculation is dismissed. Moreover, the t-an incentive for the security develop is 1.034 (p -esteem ≤ 0.05), and the beta is 0.114. In this manner, there is adequate proof to esteem the importance that security doesn't influence shopper fulfillment in web-based shopping conditions. Hence, the H_2 speculation is dismissed.

Additionally, the e-service quality construct has a beta of 0.287 and a t-value of 2.639 (p -value $n = 0.05$). It is concluded that customer satisfaction with online shopping is significantly influenced by the quality of e-services. Accordingly, the H_3 speculation is acknowledged. While, the t-an incentive for the data quality build is 2.839 (p -esteem $n = 0.05$) and the beta is 0.335. In other words, satisfaction among online shoppers in the Chitrakoot district of Uttar Pradesh has been found to be positively correlated with information quality. The H_4 hypothesis is therefore accepted.

V. FINDINGS AND RECOMMENDATIONS

This research paper found that there is a significant association among safety structures and satisfaction. Research suggests that the independent variable is more related to electronic confidence than the dependent variable. "In other words, the service and privacy features will only further and contribute to the customer's trust in the respective online retailer". The dependent variable electronic confidence could not be used as a signal for satisfaction, thereby reducing the significance of the results. Have found security to be unimportant with satisfaction. "Online shopping customers see security as a standard feature among online retailers. This is undoubtedly an important feature for the customer buying decision. However, other characteristics that affect the shopping experience will have an impact on satisfaction".

Because there is a strong correlation between the quality of information and how satisfied customers are, it makes sense that online retailers should be informative as well as provide useful information because doing so can cut down on the amount of time it takes to find information. In addition, for the information to be effective, it needs to be tailored to the requirements of the customers. To ensure that customers' requirements are met and, as a result, are satisfied, online retailers must provide information that is current, accurate, useful, and comprehensive on their website. In the stages of information search and evaluation, the quality of the information is very important. This is because the customer's decision to buy is influenced by the information on the website. Customers certainly don't want to be misled by the information, so it's important that it be relevant and easy to match with the products. In this way, the nature of data prompts better buying choices, which supports the purchasing propensity, thusly expanding consumer loyalty.

VI. CONCLUSION

"The quality of the e-service and the quality of the information are two factors that have a positive impact on customer satisfaction at online shopping facilities." In addition, it has been discovered that electronic trust in online shopping environments is positively influenced by customer satisfaction. As a result, marketers or online retailers can incorporate this data into their decision-making process to ensure customer satisfaction and, as a result, business retention. On the other hand, there is no significant correlation between customer satisfaction and website design or security. As a result, it is suggested that customers of online shopping, particularly young adults in the Chitrakoot district of Uttar Pradesh, do not consider security and features of the website design to be significant factors that will affect their overall satisfaction. The study's findings showed that young adults have different preferences. Last but not least, the growing number of online businesses demonstrates how important it is for business retailers to understand the business environment, learn how to target customers, and improve their operations, how to maintain pace over time.

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