


**Research Article**

# Impact of Demographic Factors on Consumer Satisfaction Towards Online Home Services

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## Abstract

The rapid proliferation of digital technologies and smartphone penetration has significantly transformed the service delivery landscape, particularly in the domain of online home services such as cleaning, plumbing, electrical repairs, beauty, and maintenance. Platforms like Urban Company and Housejoy have revolutionised how consumers access and experience household services by offering convenience, transparency, and standardised service quality. In this evolving digital ecosystem, understanding consumer satisfaction has become a critical concern for service providers seeking long-term sustainability and competitive advantage. This study aims to examine the impact of demographic factors on consumer satisfaction towards online home services. The research specifically focuses on variables such as age, gender, income, education, and occupation, and analyses how these factors influence satisfaction levels. A structured questionnaire-based survey method is employed to collect primary data from respondents, while statistical tools such as descriptive analysis, correlation, and regression analysis are used to derive meaningful insights. The study adopts a quantitative research approach to ensure objectivity and reliability in findings.

The results of the study indicate that demographic characteristics significantly influence consumer satisfaction levels. In particular, variables such as income and age exhibit a strong and statistically significant relationship with satisfaction, suggesting that purchasing power and generational preferences play a crucial role in shaping user experiences. Additionally, factors such as service quality, convenience, reliability, and responsiveness are found to mediate the relationship between demographics and satisfaction. Furthermore, the study highlights that consumers with higher income levels tend to prioritise quality and professionalism, whereas younger users are more inclined towards convenience and digital interface usability. The findings also reveal that education level contributes to awareness and expectations regarding service standards. These insights emphasise the need for service providers to adopt a segmented marketing approach and personalise their offerings based on demographic characteristics. The study contributes to the existing literature by providing empirical evidence in the relatively under-researched area of online home services in the Indian context. It offers practical implications for platform developers, service providers, and policymakers to enhance customer satisfaction through targeted strategies. The research also opens avenues for further studies on behavioural and psychological factors influencing digital service consumption.

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**KEYWORDS:** Consumer Satisfaction, Demographic Factors, Online Home Services, Customer Behaviour, Service Quality, Digital Platforms

## 1. INTRODUCTION

The advent of digital transformation has significantly reshaped traditional service delivery mechanisms across the globe. In recent years, the emergence of online platforms has revolutionised how consumers access home-based services, creating a shift from unorganised, offline service providers to structured, technology-driven service ecosystems. Platforms such as Urban Company and Housejoy have played a pivotal role in organising the fragmented home services market by offering standardised pricing, verified professionals, and seamless booking experiences. This transformation has not only enhanced convenience but also increased consumer trust and transparency in service delivery.

The growing reliance on digital platforms can be attributed to factors such as increased internet penetration, smartphone usage, urbanisation, and changing consumer lifestyles. According to recent studies, India has witnessed a substantial rise in digital service adoption, particularly after the COVID-19 pandemic, which accelerated the demand for contactless and home-based services (Statista, 2024; Deloitte, 2023). Consumers now prefer online platforms due to their ability to provide quick access, real-time tracking, digital payments, and customer reviews, all of which contribute to an improved service experience.

Consumer satisfaction has emerged as a key determinant of success in the online home services sector. It reflects the extent to which consumer expectations are met or exceeded by the service experience. Satisfied customers are more likely to exhibit repeat purchase behaviour, positive word-of-mouth, and brand loyalty, which are essential for the long-term sustainability of service platforms. Conversely, dissatisfaction can lead to negative reviews and switching behaviour, thereby affecting the reputation and profitability of service providers.

Demographic factors such as age, gender, income, education, and occupation play a significant role in shaping consumer perceptions, expectations, and satisfaction levels. For instance, younger consumers tend to be more tech-savvy and value convenience and speed, whereas older consumers may prioritise reliability and trust. Similarly, higher-income groups often expect premium service quality, while lower-income groups may be more price-sensitive. Education level also influences awareness and decision-making, as more educated consumers are likely to evaluate service attributes critically before making a choice.

Several empirical studies have highlighted the importance of demographic variables in influencing online consumer behaviour. For example, Kumar and Sharma (2022) found that age and income significantly affect online service adoption and satisfaction levels. Similarly, Singh and Kaur (2023) reported that perceived service quality, ease of use, and trust are key determinants of satisfaction in digital service platforms. Another study by Gupta et al. (2024) emphasised that demographic segmentation enables firms to design more effective marketing strategies and improve customer engagement.

In addition to demographic factors, service-related attributes such as quality, reliability, responsiveness, security, and user experience also play a crucial role in determining satisfaction

levels. The integration of technology in service delivery has further amplified the importance of interface design, app usability, and customer support systems. As competition intensifies in the online home services market, companies must focus on delivering superior customer experiences tailored to diverse consumer segments.

Despite the growing importance of online home services, limited research has been conducted to specifically examine the impact of demographic factors on consumer satisfaction in this domain, particularly in the Indian context. Most existing studies focus on e-commerce or online shopping, leaving a gap in understanding the unique dynamics of service-based platforms. This study seeks to address this gap by providing a comprehensive analysis of how demographic characteristics influence consumer satisfaction towards online home services.

## 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, emphasising both technological and behavioural 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) emphasised 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 behaviour and demographic influences. Demographic variables such as age, gender, income, education, and occupation have been found to significantly affect online purchasing behaviour and satisfaction levels. For instance, younger consumers tend to exhibit higher levels of digital engagement and adaptability, while older consumers may prioritise 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 few 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 customisation, 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 behaviour, 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 behaviour, 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 behaviour 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, behavioural, 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 customised 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 analysing 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 customised 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 hypothesises 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 hypothesised 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 prioritise service quality and convenience over price considerations, while lower-income groups may exhibit greater sensitivity to cost factors. Similarly, education level is hypothesised 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 hypothesises 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 a 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 summarise 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 analyses 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 prioritise quality, convenience, and professional service delivery over cost considerations. This finding aligns with contemporary research

emphasising 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 emphasise 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 behaviour 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 emphasises 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. Personalisation, 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 of 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 behavioural and psychological factors, as well as conduct longitudinal studies to understand changing consumer preferences over time.

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