3. Research Methodology:

a. **Research gap:** Extensive literature review suggested that not much emphasis has been given on exhaustively identifying the antecedents and predictors of digitalization. Dimensions and characteristics of consumer behavior towards online purchasing of electronic products were not rightly identified and studied. Literature review also revealed absence of analysis of growth of digitalization in India. Another gap identified was the absence of such a study in the Uttar Pradesh in India. Hence it was decided to address these gaps in the scope of this study. The study has explored and established that demographic factors act as drivers and play an instrumental role in shaping customers attitudes, feelings and behavior. These research gaps have been identified and addressed through this study.

b. **Research problem:**

Currently Digitalization in India is growing at a rapid rate. There are more than 500 million internet consumers present in India who uses digital platform for various operations regularly. By various governments policy for making India digitalized more and more consumers are increasing rapidly. As Uttar Pradesh is the most populated state in India but there are various factors that researcher has to find out for proper growth of digitalization. Researcher should analyze the impact of demographic and behavioral factors on consumer attitude towards digitalization in Uttar Pradesh.

c. **Statement of problem:** To analyze the growth of digitalization and impact of demographic and behavioral factors on consumer attitudes towards digitalization.

d. **Research Objective:**

1. To identify and observe the current scenario of digitalization in India.
2. To identify the various factors that affects the growth of digitalization in India.
3. To analyze the impact of demographic factors (age, gender, income, occupation and qualification) and behavioral factors on consumer attitudes towards digitalization.
4. To analyze the consumer attitudes towards satisfaction via digitalization.

e. **Research Hypothesis:**

Research hypothesis provides the base to derive the research conclusions. Following is the list of hypothesis used to verify in this research study.
1. $H_0$: There is no relationship between the age of consumer and purchasing frequency.
   $H_1$: There is a relationship between the age of consumer and purchasing frequency.

2. $H_0$: There is no relationship between the income of consumer and purchasing power.
   $H_2$: There is a relationship between the income of consumer and purchasing power.

3. $H_0$: There is no relationship between the qualifications of consumer and purchasing of quality product.
   $H_3$: There is a relationship between the qualifications of consumer and purchasing of quality product.

4. $H_0$: There is no relationship between the usage occasion of product and purchasing frequency.
   $H_4$: There is a relationship between the usage occasion of product and purchasing frequency.

f. Sampling Methods:

i) Data Collection:

- **Primary data**: Questioning and observations are two basic methods of collecting data. Questioning means data collection by asking question to people who are thought to have the desired information. It may be asked in person or by writing. The researcher shall use various methods to collect the primary information such as questionnaire etc.

- **Secondary Data**: Secondary data means data that are already available. It refers to the data which have already collected and analyzed by someone else. The researcher utilizes the secondary data from the various sources. Secondary data may either be published or unpublished data. Published data are available in:
  a. various publications of central, state and local governments
  b. Trade and technical journals
  c. Magazines, books and newspapers
  d. Reports and publications

ii) **Questionnaire**: Structured questionnaire and personal interview research technique is used in this research.

- **Type of questionnaire**: questionnaire can either be structured or unstructured.
- **Structured questionnaire**: the questions are presented with exactly the same wording and in same order to all respondents.
• Closed Ended: Closed ended questions specify all the possible answers that are easier to interpret and tabulate (i.e. of the type ‘yes’ or ‘no’)

• **Unstructured questionnaire:** In this questionnaire, questions are open ended.

  iii) **Observation/Interview:** Observation and interview is a systematic data collection approach. Researcher uses all of his senses to examine people in natural setting.

  iv) **Sampling:** it is process used in the statistical analysis in which a predetermined number of observations are taken from a larger population. there are two types of sampling techniques:

  > **Non Probability Sampling:** Sample technique that doesn’t use chance selection procedure.

  > **Convenience Sampling:** A non probability sampling technique that attempts to obtain a sample of convenient elements.

  v) **Respondents:** All the respondents are consumers of electronic products through digitalization in Uttar Pradesh. The convenience sampling will be used in this research and other technique would have been used as per requirement of information or data.

  g. **Statistical Tools and Techniques:** For analyzing the collected data, the researcher will use following tools and techniques as per requirement:

  - Mean, standard deviation
  - Regression Analysis
  - Factor analysis ANOVA, pair T-Test etc.