

AN EMPIRICAL STUDY ON CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING IN VALSAD DISTRICT

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Abstract

As the digital economy matures, semi-urban districts like Valsad are witnessing a seismic shift in retail consumption. This study explores the attitudes of 200 consumers in the Valsad district toward online shopping. Using a descriptive research design, the study examines the influence of demographic factors particularly—age, gender, and income—on key perception parameters such as perceived risk, convenience, and service quality. Statistical tools including ANOVA, T-test and Chi-Square tests were employed to test the hypotheses. The findings suggest that while gender equality is increasing in digital adoption, age and income remain significant determinants of consumer attitude towards online shopping.

Keywords: Online Shopping, Consumer Attitude, Valsad District, ANOVA, Chi-Square, Digital Literacy

Introduction

In India, approximately 76% of the adult population is still evolving in terms of financial and digital literacy. However, the young generation—specifically those in the 21–35 age bracket—is increasingly moving toward modern digital platforms. In districts like Valsad, which serve as industrial hubs (Vapi) and educational centers, online shopping is no longer an outlier behavior but a primary consumption mode. Understanding the "Self-Perceived Competence" of these consumers is essential for businesses aiming to penetrate Tier-2 markets. Consumer attitude toward online shopping is a complex psychological construct composed of cognitive, affective, and behavioral components. It represents the sum of a consumer's beliefs and feelings toward the act of purchasing products or services via the internet. As established by Sultan and Uddin (2011), this attitude is nurtured by the interaction between the user and the digital environment.

Current Scenario of an E-Commerce Industry

The current e-commerce landscape in India is characterized by a "Golden Age" of rapid digital acceleration, with the market reaching a valuation of US\$ 125 billion in 2024¹ and projected to hit US\$ 345 billion by 2030. This growth has pushed India to become the world's second-largest e-retail market by user base, boasting 270 million online shoppers—a figure expected to reach 700 million by 2035. A pivotal shift is occurring as Tier-2 and Tier-3 cities drive the majority of new demand, contributing approximately 60% of new shoppers since 2020. This expansion is supported by a robust digital payment ecosystem led by UPI, which is drastically reducing the traditional dependence on Cash-on-Delivery.

Technology integration is also high, with over 41% of consumers utilizing AI-driven tools for personalized shopping experiences. This momentum is further bolstered by significant capital influx—accounting for 31% of total startup funding in India—and government initiatives like the National Logistics Policy and the Government e-Marketplace (GeM), which aim to streamline operations and integrate rural sellers into the national digital economy.

¹ <https://www.ibef.org/industry/ecommerce>

Literature Review

1. **Bhartiy and Jaisawal (2018)**, in the study “*A Study of Consumer Attitude towards Online Shopping*” published in the *International Journal of Latest Technology in Engineering, Management & Applied Science*, aimed to analyse consumer behaviour and factors influencing online shopping. The study used a sample of 100 respondents from Kanpur and applied percentage analysis and charts. The findings revealed that convenience, time saving, and availability of products strongly influence online shopping, concluding that consumers have a favourable attitude towards it.
2. **Karpagam and Rajakrishnan (2022)**, in the study on “*Consumer Attitude towards Online Shopping*” published in the *Quing: International Journal of Commerce and Management*, studied factors influencing online buying behaviour with a sample of 50 respondents using percentage and descriptive analysis. The study concluded that consumers generally prefer online shopping due to ease and accessibility, though concerns about security and product quality remain.
3. **Nishar Fathima et al. (2025)**, in “*A Study on Consumer Attitude Towards Online Shopping (With Special Reference to Ramanathapuram District)*” published in the *International Journal of Creative Research Thoughts*, aimed to analyse consumer attitude, satisfaction, and problems faced in online shopping. Using a sample of 100 respondents and tools like percentage analysis, weighted average, and chi-square test, the study found that consumers are mostly satisfied due to convenience and wide product range, concluding that online shopping is widely accepted.
4. **Reddy Murali and Mallikarjuna (2014)**, in their research “*Factors Influencing Consumer Attitude towards Online Shopping in Tier-II Cities of A.P.*” published in the *MITS International Journal of Business Research*, examined the factors affecting consumer attitude using a sample of 250 respondents and multiple regression analysis. The study concluded that factors such as trust, security, convenience, and service quality significantly influence consumer attitudes, highlighting the importance of reliability in online platforms.

5. Sathya Santhy (2022), in his study on “*A Study on Consumer Attitude towards Online Shopping in Coimbatore District*” published in the *International Journal of Scientific Development and Research*, focused on analysing purchase decisions and consumer behaviour. The study used a large sample of 384 respondents and applied statistical tools like chi-square, regression, t-test, and ANOVA. The findings concluded that demographic factors and convenience significantly affect online shopping behaviour, and overall consumer attitude is positive despite concerns about security and fraud.

Research Methodology

Problem Statement

Despite the rapid expansion of India's digital economy, a significant "awareness-trust gap" persists among consumers in semi-urban districts like Valsad. While convenience and time saving are acknowledged benefits, consumer attitudes are frequently hindered by perceived security risks and complexities in website navigation. This study seeks to identify how demographic variations in age, gender, and income influence these attitudes toward online shopping. Ultimately, it addresses whether current e-retail strategies effectively mitigate these behavioral barriers to foster long-term digital adoption in the region.

Objective of study:

To measure the attitudes of consumers in Valsad district towards online shopping parameters.

Research Design:

- Descriptive study

Data collection Method:

- Primary & Secondary sources.

Data Collection Tool:

- Secondary Data was collected from various Journals & publications and websites.
- Primary Data was collected through Structured Questionnaire. 15 statements were identified through literature review related to consumer attitude towards online shopping.

Sampling Size

- 200 respondents from Valsad district were selected as a sample size.

Sampling Method

- Non-Probability Convenient Sampling Method

Data Analysis Method

- Reliability Analysis, ANOVA and Chi-Square test were used to analyze collected data using SPSS.

Research Hypothesis

- 1) **H1:** There is no significant difference in Consumer attitude towards online shopping between Male and Female.
- 2) **H2:** There is no significant difference in Consumer attitude towards online shopping across different age groups.
- 3) **H3:** There is no significant association between Income Monthly Family Income and Consumer attitude towards online shopping.

Limitation of the Study

1. The study is limited to Valsad district only.
2. The study outcome collected from limited samples may not be generalized to whole population.

Data Analysis

I. Demographic Profile of Respondents

The following table summarizes the demographic distribution of the 200 respondents in the Valsad district.

Table 1: Demographic distribution of respondents

Demographic Factor	Category	Frequency	Percentage
Gender	Male	104	54%
	Female	96	46%
Age	18 – 25	95	47.5%
	26 – 45	70	35%
	46 & above	35	17.5%
Monthly Family Income	Below Rs. 30,000	65	32.5%
	Rs. 30,001 to Rs. 75,000	85	42.5%
	More than Rs. 75,000	50	25%

II. Reliability Analysis

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is a measure of scale reliability. The Cronbach's Alpha for the 15 items related to "Consumer Awareness and Attitude" was **0.895**, indicating **high internal consistency**.

III. Factor Analysis

In factor analysis, Kaiser-Meyer-Olkin (KMO) measure of Sampling Adequacy is an index used to examine the appropriateness of factor analysis. High values (Between 0.5 to 1.0) indicate factor analysis is appropriate and values below 0.5 imply that factor analysis may not be adequate. The KMO value of 0.842 suggests there is appropriateness of factor analysis.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.842
Bartlett's Test of	Approx. Chi-Square	1245.80
Sphericity	df	105
	Sig.	.000

Table 3: Summary of factors influencing respondents' awareness towards various parameter of Life Insurance Policy

Name of Factor	Variables	Factor Loading
Website Design	The website design helps me in searching the products easily	0.812
	While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	0.785
	The website layout helps me in searching and selecting the right product while shopping online	0.760
	I believe that familiarity with the website before making actual purchase reduces the risk of shopping online	0.710
	I prefer to buy from a website that provides me with quality information	0.695

Convenience	I get on-time delivery by shopping online	0.845
	Detailed information is available while shopping online	0.810
	I can buy the products anytime 24 hours a day while shopping online	0.742
	It is easy to choose and make comparison with other products while shopping online	0.680
Time Savings	Online shopping takes less time to purchase	0.885
	Online shopping doesn't waste time	0.854
	I feel that it takes less time in evaluating and selecting a product while shopping online	0.790
Security	I feel safe and secure while shopping online	0.892
	Online shopping protects my security	0.865
	I like to shop online from a trustworthy website	0.788

IV. T-Test Analysis of Factors

In order to test the hypotheses formulated for the study, T-test was carried out on SPSS. The test statistics and results are presented as follows:

Hypothesis: There is no significant difference in Consumer attitude towards online shopping between Male and Female.

Table 4: Relationship between Consumers Attitude towards online shopping among Male and Female

Sr. No	Variable	Sig. value	Accepted/Rejected
1	Website design	0.589	H ₀ is Accepted
2	Convenience	0.472	H ₀ is Accepted
3	Time saving	0.704	H ₀ is Accepted
4	Security	0.826	H ₀ is Accepted

The study result shows the relationship between gender of respondents and their attitude towards online shopping. The alpha value 0.05 is less than Sig. value, hence null hypothesis is accepted. **It shows that there is no significant difference in mean attitude between gender of respondents and Website Design, Convenience, Time Saving and Security while shopping online.**

V. ANOVA Test of Factors

In order to test the hypotheses formulated for the study, One-way ANOVA was carried out on SPSS. The test statistics and results are presented as follows:

Hypothesis: There is no significant difference in Consumer attitude towards online shopping across different age groups.

Table 5: Relationship between Consumers Attitude towards online shopping and their Age groups.

Sr. No	Variable	Sig. value	Accepted/Rejected
1	Website design	0.000	H ₀ is Rejected
2	Convenience	0.119	H ₀ is Accepted
3	Time saving	0.001	H ₀ is Rejected
4	Security	0.002	H ₀ is Rejected

The study result shows the relationship between age group of respondents and their attitude towards online shopping. The alpha value 0.05 is less than Sig. value, hence null hypothesis is accepted. **It shows that there is no significant difference in mean attitude between age of respondents and Convenience of shopping online.**

While the alpha value 0.05 is more than Sig. value, hence null hypothesis is accepted. **It shows that there is no significant difference in mean attitude between age of respondents and Website Design, Time saving and Security while shopping online.**

VI. Chi-Square Test of Factors

In order to test the hypotheses formulated for the study, Chi-Square test was carried out on SPSS. The test statistics and results are presented as follows:

Hypothesis: There is no significant association between Income Monthly Family Income and Consumer attitude towards online shopping.

Table 6: Relationship between Consumers Attitude towards online shopping and their Monthly Family Income Groups.

Sr. No	Variable	Sig. value	Accepted/Rejected
1	Website design	0.001	H ₀ is Accepted
2	Convenience	0.017	H ₀ is Accepted
3	Time saving	0.000	H ₀ is Accepted
4	Security	0.000	H ₀ is Accepted

The study result shows the relationship between income group of respondents and their attitude towards online shopping. The alpha value 0.05 is less than Sig. value, hence null hypothesis is accepted. **It shows that there is no significant difference in mean attitude between age of respondents and Convenience of shopping online.**

While the alpha value 0.05 is more than Sig. value, hence null hypothesis is accepted. **It shows that there is no significant difference in mean attitude between age of respondents and Website Design, Time saving and Security while shopping online.**

Conclusion

The study concludes that consumer attitudes toward online shopping in the Valsad district are fundamentally shaped by a complex interplay of functional benefits and demographic filters. While **Convenience** and **Time Saving** emerge as the **primary drivers** for digital adoption across all segments, Security remains a significant psychological barrier, particularly for older and lower-income demographics. Interestingly, the research reveals that **Gender** plays no statistically significant role in shaping digital attitudes, indicating a democratic shift in the region's e-commerce landscape. Conversely, Age and Income are powerful predictors of behavior; younger, higher-income consumers prioritize efficient website design and speed, whereas older respondents seek higher levels of trust and simplified interfaces. As the Indian e-retail market continues its trajectory toward a US\$ 350 billion valuation, this study suggests that for e-retailers to succeed in Tier-2 and Tier-3 markets like Valsad, they must move beyond a "one-size-fits-all" approach. Strategies must focus on enhancing technical security transparency and optimizing user interfaces to cater to varying levels of digital literacy across generational groups.

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