



## Growth of E-Commerce and Impact on Traditional Retail in Ahmedabad

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### ABSTRACT

Significantly influenced consumer shopping behavior, leading to a steady shift from traditional retail to online platforms. This research explores the relationship between age and consumer perception of online shopping behavior in Ahmedabad. The primary objectives were to identify how age impacts attitudes toward convenience, trust, product variety, and the effect of e-commerce on local retail markets. A structured questionnaire was distributed among 161 respondents representing various age groups and occupations. The data were analyzed using descriptive statistics, frequency distribution, and the Chi-square test to determine associations between demographic factors and consumer perceptions. The reliability of the instrument was confirmed with a Cronbach's Alpha value of 0.731, indicating good internal consistency. The results revealed that young consumers aged 18–25 years are the most active online shoppers, valuing convenience, product range, and time efficiency. In contrast, older respondents showed more concern about product quality, authenticity, and online payment security. Significant associations were found between age and perceptions of product variety, frequency of online purchases, and the perceived impact of e-commerce on small retailers. The study supports existing consumer behavior and technology acceptance theories, suggesting that demographic factors—especially age—play a crucial role in shaping online shopping behavior. The findings provide useful insights for marketers, e-commerce businesses, and policymakers aiming to enhance customer experience and trust in digital retail platforms

## **INTRODUCTION**

Over the past few decades, digital technology and e-commerce have transformed the global retail industry (Modi, Harkani, Radadiya, & Vidani, 2016). E-commerce started as a small part of the internet, but now it influences consumer habits, business strategies, and market trends (Vidani, 2016). People worldwide are drawn to e-commerce for its lower prices, broad product choices, simple payment options, and the ability to shop whenever and wherever they want (Singh & Vidani, 2016).

However, the growth of e-commerce has had a substantial influence on traditional retail formats, especially physical stores, which have long dominated the retail industry (Sukhanandi, Tank, & Vidani, 2018). The social and cultural experience that comes with buying, the chance to physically inspect things, and the possibility for human connection have all made traditional retail valuable (Dhere, Vidani, & Solanki, 2016). However, the digital world is already posing problems for businesses, including declining foot traffic, narrowed profit margins, and changing customer expectations (Singh, Vidani, & Nagoria, 2016). Because of this dynamic, scholars and practitioners are now thoroughly analyzing the complimentary but conflicting relationship between e-commerce and offline retail (Vidani & Plaha, 2016).

This change has been especially noticeable in India over the last ten years because of the nation's widespread smartphone use, affordable data plans, and digital policy initiatives like Digital India (Mala, Vidani, & Solanki, 2016). With more than 800 million internet users, India is currently the second-largest online market in the world. One of the fastest-growing digital economies in the world, India's e-commerce business is predicted to reach USD 350 billion by 2030 (Sharma et al., 2023). In this regard, cities such as Ahmedabad have become important study centers for investigating the connections between the growth of e-commerce and conventional retail systems (Solanki & Vidani, 2016).

### **The Growth of Online Shopping**

E-commerce originated with early breakthroughs in electronic data interchange (EDI) and online catalogs in the late twentieth century. Amazon, eBay, and Alibaba's scalable platforms connected buyers and sellers worldwide, changing the business (Vidani, Chack, & Rathod, 2017). Adoption was further boosted by the emergence of sophisticated digital marketing tools, logistics networks, and safe online payment systems (Vidani, 2016).

E-commerce's development has been regarded by academics like Ayush Tiwari (2023) as a revolution that affected not only consumer purchasing patterns but also more general socioeconomic structures. Many of major reasons have contributed to the development of e-commerce:

1. Convenience and accessibility: Customers have the freedom to shop whenever they want, regardless of their location.
2. Product Variety: Online platforms offer a wider range of products than traditional businesses.
3. Price Competitiveness: Cost-conscious clients want promos, discounts, and dynamic price options.
4. Technology Integration: Advancements in AI, machine learning, and virtual reality have enhanced online shopping experiences.

These factors contribute to the exponential rise of digital commerce, particularly in fast digitizing countries such as India.

### **Customer Engagement in the Digital Era**

Consumer decision-making has shifted dramatically as a result of the growth of ecommerce. The purchasing process has become fragmented and digitalized, whereas it was formerly linear, beginning with need identification and concluding with an in-store transaction (Vidani, 2018). Even if the final purchase is done in a physical location, buyers usually research and compare products online before making a decision. Preferences are significant. Ratchford et al. (2022) believe that e-commerce has increased seller competitiveness by reducing information asymmetry and providing consumers with more options (Biharani and Vidani, 2018). Price transparency has empowered customers and raised pressure on retailers to innovate and stand out due to comparison websites and digital platforms (Vidani, 2018).

Younger consumers in India who are tech-savvy and used to making purchases on their phones are particularly affected by this trend (Odedra, Rabadiya, & Vidani, 2018). However, research also indicates that middle-aged and older people are using it more frequently because they value the convenience of home delivery and electronic payment options (Vasveliyya & Vidani, 2019). Influenced by user-generated reviews, influencer marketing, and social media advertisements.

### **Traditional Retail Has Challenges**

The rise of e-commerce has created grave problems for conventional brick and mortar businesses. According to Shashank Ranjan (2024), traditional Indian retailers encounter several difficulties:

- Limited availability compared to e-commerce platforms.
- High operational costs, including rent, utilities, and personnel compensation.
- Difficulty estimating demand in real-time, leading to inventory management challenges.
- Customers are increasingly turning to online marketplaces for convenience and lower pricing, leading to a drop in client loyalty.

Traditional merchants have been forced to reconsider their strategies as a result of these challenges. Adopting Omni channel tactics, which integrate offline presence with digital platforms, is becoming increasingly important for many people to prosper. Retailers may, for example, allow customers to browse products online but pick them up in-store or provide app-based loyalty programs in an effort to boost customer engagement.

### **Implications for the Hybrid Model**

Despite the challenges, academics argue that traditional retail has potential as e-commerce expands. By using their physical presence, offline businesses can offer services like personalized assistance, immediate product availability, and immersive shopping that are challenging for e-commerce platforms to match (Sachaniya, Vora, & Vidani, 2019).

Partogi et al. (2024) emphasize the importance of employing cutting-edge technologies such as augmented reality (AR), artificial intelligence (AI), and data-driven strategies to increase competitiveness. Retailers may increase customer satisfaction and streamline operations by integrating these technologies into digital frameworks. However, challenges such as infrastructure limitations, high investment costs, and cyber security risks must be resolved for these projects to succeed (Vidani, Jacob, & Patel, 2019).

### **Implications for the Economy, Society and Policy**

The effects of the e-commerce revolution extend beyond customer behavior and store strategies. Manya Goel (2023) argues for a comprehensive analysis that considers policy, economic, and social aspects.

**Economic Impact:** The growth of e-commerce opens up new business opportunities, particularly for the storage, shipping, and finance sectors. Small businesses that rely on conventional retail and unorganized laborers are also at risk.

- **Social Impact:** Employment trends are shifting as delivery agents, internet marketers, and data analysts replace salespeople and retail clerks. This change calls for retraining and adaptation.
- **Policy Aspects:** Taxation systems that level the playing field for physical and online merchants, manage competition, and safeguard consumers must be established by governments.

Therefore, in addition to being a business phenomenon, the rise of e-commerce is a socio-economic change with long-term implications.

### **The Indian Context: Development and Development**

India's e-commerce sector has changed significantly in the past ten years. This expansion is ascribed by Sharma et al. (2023) to several interconnected factors:

1. **Digital India Initiatives:** These are government initiatives that help rural areas with internet connectivity, digital literacy, and online payments.
2. **Smartphone Penetration:** More than one billion smartphones are expected to be in use by 2026, enabling mobile-first e-commerce.
3. **Affordable Data:** The sharp decline in internet costs brought on by competitive telecom markets has made online access more widely available.
4. **Payment Innovations:** The Unified Payments Interface (UPI) has made transactions simple, secure, and accessible.

These developments have made India a major online market on a worldwide scale. Because the consequences vary by city and region, localized research like this one on Ahmedabad are made possible.

### **Ahmedabad's Retail and E-Commerce**

Researching the relationship between traditional retail and e-commerce is especially important in Ahmedabad. Ahmedabad has a robust offline retail culture and is renowned for its textile dominance through establishments like Ratanpole and its historic marketplaces like Manek Chowk (Vidani J. N., 2016). A burgeoning middle class, tech-savvy youth, and rising smartphone usage are further indicators of the city's rapid urbanization (Vidani & Singh, 2017).

Together, these elements have created a retail environment where digital and physical models interact in unique ways. For example, even though young consumers are increasingly purchasing online for electronics and fashion, families still commonly select traditional marketplaces for food and textiles due to cultural preferences, trust, and quality assurance.

The convenience of online buying and the personalized attention of traditional retail are combined in hybrid experiences created by neighborhood kirana stores beginning to connect with internet delivery services (Pathak & Vidani, 2016).

Another facet of this shift is revealed by Jignesh Vidani's (2024) research on internet fraud in Ahmedabad. E-commerce benefits consumers, but it also puts them at risk of being victims of fraud and cybercrime, which affects their purchasing decisions (Vidani & Plaha, 2017).

Trust consequently emerges as a crucial factor in determining how successfully e-commerce penetrates regional markets.

### **Research Gap**

Despite the fact that e-commerce has expanded quickly in India, the majority of research to date has been on general customer happiness, buying trends, or the efficacy of digital marketing, paying little attention to the ways in which demographic factors – particularly age-influence online buying behavior. Prior studies have mostly examined online customer behavior on a national or international scale, ignoring regional variations or the distinctive fusion of conventional and digital retail culture found in places like Ahmedabad.

Additionally, although research has used models like the Consumer Behavior Theory and the Technology Acceptance Model (TAM), there is still a dearth of empirical data that explains how consumers of various ages view aspects like convenience, trust, product variety, and security when they shop online. Only a small number of studies also look at how local retailers are affected by e-commerce and how these attitudes change with age.

Thus, by examining the connection between age and Ahmedabad consumers' perceptions of e-commerce, this study closes a significant research gap. For academics and marketers working in the Indian digital retail space, it offers a greater knowledge of how age affects choices, perceived benefits, and concerns related to online shopping.

### **Research Objectives**

1. To analyze consumer perceptions regarding the convenience, time efficiency, and overall ease of online shopping compared to traditional retail shopping. (Objectives achieved through Questions 5 and 6 of the questionnaire)
2. To examine the influence of promotional factors such as discounts, offers, and product variety on consumers' preference for e-commerce platforms over local retail stores. (Objectives achieved through Questions 7 and 8 of the questionnaire)
3. To study consumer concerns and levels of trust related to online shopping, including issues of fraud, security, and confidence in reputed e-commerce

- platforms such as Amazon, Flipkart, and Myntra. (Objectives achieved through Questions 9 and 10 of the questionnaire)
4. To evaluate consumer satisfaction with traditional shopping methods, considering factors like physical verification of products and cultural or social importance of shopping in Ahmedabad's local markets. (Objectives achieved through Questions 11 and 12 of the questionnaire)
  5. To assess the overall impact of e-commerce growth on consumers' shopping behavior, including frequency of visiting local stores, perceptions of its effect on small shopkeepers, and the need for traditional retailers to adopt digital methods for competitiveness. Additionally, to examine the relationship between age and consumer attitudes towards online and traditional retail shopping. (Objectives achieved through Questions 13 to 15, and by cross-tabulation of demographic Question 1 with Questions 5-15 of the questionnaire)

## LITERATURE REVIEW

Due to e-commerce's rapid expansion, retail ecosystems around the world have seen significant changes in corporate models, competitive strategies, and consumer behavior (Vidani J. N., 2020). The link between online and offline retail channels has become a hot issue of discussion as scholars highlight both the disruptive and complementary aspects of e-commerce. While prior scholarship mostly focused on global trends, more recent study has focused on national and regional contexts, especially in emerging economies like India (Vidani & Dholakia, 2020). Ahmedabad, one of the fastest-growing cities in India, provides a unique case study for analyzing this retail transformation. The city is presently at the intersection of retail legacy and digital adoption. It has long been recognized for its wholesale trading, textile marketplaces, and historic bazaars (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022).

To understand how Ahmedabad's retail landscape is evolving as a result of the introduction of e-commerce, it is vital to combine global, national, and local perspectives. This literature review adheres to the theoretical underpinnings, global insights, national studies, and data specific to Ahmedabad in order to identify research gaps and develop a conceptual framework for the current study (Vidani & Das, 2021).

### **Theoretical Foundations of Retail Transformation**

#### **Technology Adoption Models**

Technology adoption is influenced by perceived usefulness and simplicity of use, according to the Technological Acceptance Model (TAM), a crucial theoretical framework for studying e-commerce adoption (Vidani J. N., 2022). The Unified Theory of Acceptance and Use of Technology (UTAUT), which considers cultural influence and enabling variables, broadens this viewpoint. These models have been extensively employed to investigate consumer behavior on e-commerce platforms, demonstrating the importance of affordability, convenience, and trust (Saxena & Vidani, 2023).

### **The Disruption Theory**

Clayton Christensen's disruption thesis presents an alternative viewpoint, arguing that new technologies initially serve niche markets before dislodging more established ones. E-commerce, which began as a specialized alternative but has subsequently disrupted a sizable portion of the traditional retail sector, especially in urban India, is an example of this tendency (Vidani, Das, Meghrajani, & Singh, 2023).

### **Cross-Channel Retailing**

In recent years, scholars have become more interested in omni channel retailing, which blends online and offline interactions. This strategy acknowledges that customers no longer exclusively use one channel for shopping, but rather switch between them, either by researching products online and buying them offline, or vice versa. For traditional merchants to thrive in the digital age, omni channel strategies are becoming more and more crucial (Vidani, Das, Meghrajani, & Chaudasi, 2023).

### **Global Perspectives on the Development of E-Commerce**

Since the 1990s, e-commerce has expanded rapidly all over the world thanks to advancements in logistics, rising internet usage, and consumer desire for convenience. In addition to dominating international markets, giants like Amazon, Alibaba, and eBay have established standards for effectiveness, customer support, and price policies (Bansal, Pophalkar, & Vidani, 2023).

A thorough analysis of the literature on the relationship between e-commerce and offline shopping is given by Ratchford et al. (2022). They draw attention to three crucial aspects:

1. **Competition vs. Complementarity:** In multichannel settings, physical and online channels may cooperate as well as compete for market share.
2. **Impact on Consumer Behavior:** Due to e-commerce, reviews, ratings, and price comparisons are increasingly important considerations in consumer search and decision-making.
3. **Managerial Decisions:** Retailers must reevaluate their assortment, price, and return policies in light of the competition from internet merchants. Researchers from all across the world also note that the consequences of e-commerce are not uniform. While large retailers and tech-savvy consumers benefit the most, small businesses and less tech-savvy individuals sometimes struggle to adapt.

### **The Indian Context of E-Commerce**

#### **Factors Affecting Growth**

India is one of the fastest-growing e-commerce markets in the world. According to Sharma et al. (2023), India's growth is being driven by a number of causes, including the use of digital payments, affordable data plans, rising smartphone penetration, and legislative support from initiatives like Digital India. India's e-commerce sector is predicted to contribute significantly to the country's digital economy, which is projected to reach US\$1 trillion by 2030 (Chaudhary, Patel, & Vidani, 2023).

### **Customers' Changing Preferences**

Online platforms' affordability, variety, and ease of use are attracting an increasing number of Indian consumers, claims Ranjan (2024). However, declining foot traffic and rising operating costs make it difficult for traditional stores to stay competitive. Customers' ability to compare prices and access national or international merchants online undermines the dominance of local stores (Patel, Chaudhary, & Vidani, 2023).

### **Policy and Regulation**

Government policies are another differentiator. The Goods and Services Tax (GST) facilitated online sales, but restrictions on foreign direct investment (FDI) have reduced foreign participation in India's retail sector. Goel (2023) highlights the importance of legislation pertaining to taxation, competition, and consumer protection in order to ensure fair competition between online and physical merchants (Sharma & Vidani, 2023).

### **Employing Omni Channel as a Survival Technique**

The future of traditional Indian retailers is often described in the literature as omni-channel commerce. Ranjan (2024) asserts that traditional firms need to use digital tools, maintain an online presence, and enhance in-store experiences if they want to remain relevant.

### **The Economic Impact**

E-commerce disrupts traditional retail economics by altering supplier chains, pricing strategies, and market reach. Even if some companies are closing, Goel (2023) asserts that e-commerce opens up new possibilities in digital marketing, storage, and logistics. Therefore, rather than being one-way, the economic impact requires rearrangement.

### **Social Impacts**

Trends in employment are evolving. While traditional retail mostly relied on salespeople and cash transactions, e-commerce increases the need for delivery workers, IT specialists, and customer care agents. Urban settings also evolve as markets and shopping malls adapt to new customer flows.

### **Policy Impacts**

Regulatory frameworks are increasingly influencing the retail environment. Data privacy, taxes, and fair competition regulations all affect how effectively e-commerce and traditional retail can survive. Policymakers must strike a balance between innovation and protections against monopolization and fraud.

### **Developments in Technology**

Partogi et al. (2024) draw attention to the effects of data analytics, augmented reality, and artificial intelligence on retail competitiveness. These technologies enable personalized shopping experiences, enhanced consumer engagement, and predictive inventory management. However, many small business owners cannot afford them due to their high cost.

### **How Consumers Act in the Digital Age**

#### **Time and Convenience:**

Indian customers are becoming more and more appreciative of the ease of internet purchasing since it saves money on time, travel, and lines (Sharma et al.,

2023). This element is especially important in places like Ahmedabad, where traffic congestion is widespread.

### **Price Sensitivity**

Price sensitivity is one of the key elements impacting online adoption, claims Ranjan (2024). Customers are drawn to online communities by cashback incentives, flash sales, and discounts. In marketplaces, structured digital pricing is outperforming conventional bargaining cultures.

### **Concerns About Security and Trust**

Internet fraud has a significant impact on Ahmedabad consumers' impressions, claims Vidani (2024). Younger consumers are more daring but also more vulnerable, while older ones still exercise caution. Therefore, a key component of adoption is trust.

### **Aspects of Culture and Society**

E-commerce cannot completely replace the social and cultural aspects of shopping. Ahmedabad's Dhalgarwad and Manek Chowk markets are both commercial and cultural centers, illustrating the resilience of offline retail in certain Markets.

### **Demographic Disparities**

Age, income, and location all have an impact on consumer uptake. Urban, younger, and wealthier consumers are driving adoption, whereas older and rural people are lagging behind (Sharma & Vidani, 2023).

### **Ahmedabad-Specific Literature**

Malls, traditional marketplaces, and the growing usage of e-commerce all have an impact on Ahmedabad's retail sector, which is a major commercial hub.

### **Retail Customs Traditionally**

The city's bazaars have dominated trade, particularly in textiles and jewelry. Shopping at these markets is not only a commercial activity but also a cultural one.

### **Challenges for Retailers**

Lack of finance, a lack of digital expertise, inadequate infrastructure, and cultural resistance to digitalization are some of the challenges Ahmedabad retailers face.

### **Hybrid Approaches**

Some retailers have adopted hybrid strategies by setting up Instagram shops, collaborating with websites such as Amazon, or taking orders over WhatsApp. These examples show gradual adaptation rather than drastic transformation (Vidani J. N., 2018).

### **Inadequacies in Recent Writing**

There are still gaps in spite of a great deal of national and international research:

1. City-Level Investigations: Most Indian studies focus on the country as a whole, providing little information about Ahmedabad's unique dynamics.
2. Retailer Perspectives: The ways in which small and medium-sized enterprises adapt to internet buying have not been well studied.

3. Omni channel Adoption: The effectiveness of Omni channel strategies by local shops is not well understood.
4. Socio-Cultural Factors: Little is known about the cultural and social relevance of buying.
5. Longitudinal Insights: Most studies provide glances rather than long-term analysis.

### **The Study's Conceptual Framework**

The conceptual framework of this study blends global theories with local circumstances.

- E-commerce expansion is an independent variable. One dependent variable is the impact on traditional retail. Mediating variables include customer behavior and retailer strategies, whereas moderating ones include the policy environment, infrastructure, and sociocultural norms. This methodology enables the examination of the ways in which Ahmedabad's local retail environment interacts with macro-level influences to influence results.

According to the reviewed literature, e-commerce is a disruptive force that is altering the retail landscape locally, nationally, and globally. Theoretical frameworks such as TAM, disruption theory, and omni channel retailing provide analytical techniques for understanding adoption and adaptation. Global reach and efficiency have been enhanced by e-commerce, but competition has also grown. In India, structural factors like smartphone use and digital payment systems stimulate growth, while regulatory frameworks affect outcomes (Vidani & Pathak, 2016).

Because of its thriving retail traditions, Ahmedabad offers a unique environment where the adoption of e-commerce interacts with physical infrastructure and cultural conventions. However, the understanding of sociocultural resilience, retailer adaptability, and city-level consequences is lacking in the current study. This study aims to close these gaps by doing primary research and offering insights that promote both academic discourse and practical policymaking (Vidani, 2019).

### **Hypothesis**

- H1 Alternate Hypothesis ( $H_1$ )
- H1 There is a significant association between age and perception that e-commerce provides a wider variety of products than local shops.
- H2 There is a significant association between age and perception that online shopping saves time compared to visiting physical stores.
- H3 There is a significant association between age and perception that online shopping is more convenient than traditional shopping.
- H4 There is a significant association between age and perception that reputed online platforms (e.g., Amazon, Flipkart) are trustworthy.
- H5 There is a significant association between age and perception that online shopping reduces visits to local retail stores.
- H6 There is a significant association between age and perception that e-commerce has negatively impacted small shopkeepers in Ahmedabad.

- H7 There is a significant association between age and concern over product quality in online shopping.
- H8 There is a significant association between age and concern about online payment security.
- H9 There is a significant association between age and satisfaction with overall online shopping experience.
- H10 There is a significant association between age and willingness to recommend online shopping to others.

Table 1. Validation of Questionnaire

<b>All Statements with scale</b>	<b>Citation</b>
<b>Perception that e-commerce provides a wider variety of products than local shops.</b>	(Vidani, 2015)
<b>Perception that online shopping saves time compared to visiting physical stores.</b>	(Vidani & Solanki, 2015)
<b>Perception that online shopping is more convenient than traditional shopping.</b>	(Vidani, 2015)
<b>Perception that reputed online platforms (e.g., Amazon, Flipkart) are trustworthy.</b>	(Vidani, 2015)
<b>Perception that online shopping reduces visits to local retail stores.</b>	(Vidani, 2015)
<b>Perception that e-commerce has negatively impacted small shopkeepers in Ahmedabad.</b>	(Solanki & Vidani, 2016)
<b>Concern over product quality in online shopping.</b>	(Vidani, 2016)
<b>Concern about online payment security.</b>	(Bhatt, Patel, & Vidani, 2017)
<b>Satisfaction with overall online shopping experience.</b>	(Niyati & Vidani, 2016)
<b>Willingness to recommend online shopping to others.</b>	(Pradhan, Tshogay, & Vidani, 2016)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>156</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

### Demographic Summary

There were 161 responders in all, and the distribution of males (50.3%) and females (49.7%) was nearly equal, suggesting balanced gender participation. The majority of respondents were young adults, as evidenced by the fact that the majority of participants (77%) were between the ages of 18 and 25, followed by 14.3% who were between the ages of 25 and 32 and 8.7% who were between the ages of 32 and 38.

In terms of employment, 64% of the sample were students, 13% were working, 13% were housewives, 6.8% were entrepreneurs, and 3.1% were professionals like doctors or certified public accountants. When asked how frequently people purchase online instead of in-store, 27.3% said they do it occasionally, 23% infrequently, 18% never, 16.8% occasionally, and 14.9% usually. Overall, the demographic findings show that young, student respondents who occasionally shop online made up the majority of the sample.

### Cronbach Alpha

#### Reliability Statistics

Cronbach's Alpha was used to examine the questionnaire's reliability. An adequate degree of internal consistency among the 12 items is shown by the obtained value of 0.731. This implies that the study's scale is trustworthy and that the items accurately measure the same underlying construct.

Table 3. Results of Hypothesis Testing

No.	Sr. (H <sub>1</sub> )	Alternate Hypothesis	Result (p =)	0.05	>/<	Accept/Reject Null Hypothesis	Relationship (if any)
H1		There is a significant association between age and perception that e-commerce provides a wider variety of products than local shops.	0.008	<	H01 Rejected	Significant relationship	
H2		There is a significant association between age and perception that online shopping saves time compared to visiting physical stores.	0.287	>	H02 Accepted	No significant relationship	
H3		There is a significant association between age and perception that online shopping is more convenient than traditional shopping.	0.114	>	H03 Accepted	No significant relationship	
H4		There is a significant association between age and perception that reputed online platforms (e.g., Amazon, Flipkart) are trustworthy.	0.241	>	H04 Accepted	No significant relationship	
H5		There is a significant association between age and perception that online shopping reduces visits to local retail stores.	0.043	<	H05 Rejected	Significant relationship	
H6		There is a significant association between age and perception that e-commerce has negatively impacted small shopkeepers in Ahmedabad.	0.042	<	H06 Rejected	Significant relationship	
H7		There is a significant association between age and concern over product quality in online shopping.	0.315	>	H07 Accepted	No significant relationship	
H8		There is a significant association between age and concern about online payment security.	0.198	>	H08 Accepted	No significant relationship	
H9		There is a significant association between age and satisfaction with overall online shopping experience.	0.267	>	H09 Accepted	No significant relationship	
H10		There is a significant association between age and willingness to recommend online shopping to others.	0.155	>	H10 Accepted	No significant relationship	

Source: Author's Compilation

## RESULT AND DISCUSSION

The goal of the current study was to examine how respondents' perceptions of several factors impacting Ahmedabad residents' online purchasing activity related to their age. To find differences in internet purchasing preferences, trust levels, and attitudes toward traditional retail, the relationship between age and other attitudinal statements was investigated using cross-tabulation and chi-square tests. The findings suggest that attitudes toward internet buying are significantly impacted by age, albeit in a small way. The chi-square significance values for the majority of the variables were higher than 0.05, indicating that opinions on convenience, time-saving, trust, and satisfaction do not statistically significantly correlate with age.

Nonetheless, several factors—like product variety, the effect on small business owners, and the decline in traditional store visits—showed statistically significant results, suggesting that younger respondents have different opinions than older groups on these aspects. The chi-square value ( $\chi^2 = 23.720$ ,  $p = 0.008$ ) for the statement "E-commerce platforms provide a wider variety of products compared to local shops" shows a strong link between perception and age. Older respondents (25–38) were mostly neutral, however respondents in the 18–25 age range strongly felt that e-commerce offers more possibilities. This implies that younger customers are more tech-savvy and appreciate the variety and ease of access to online product options.

The statement "Growth of e-commerce has reduced my visits to local traditional stores" also showed a significant association ( $\chi^2 = 18.814$ ,  $p = 0.043$ ). Most respondents between the ages of 18 and 25 concurred that they visited less physical stores, indicating that internet platforms are changing how they purchase. Older respondents, on the other hand, continued to express some affinity to established retailers. This trend shows that while older groups still favor the tangible aspects of conventional shopping experiences, younger consumers are more accustomed to technology-driven retail settings.

The statement "E-commerce has negatively impacted small shopkeepers in Ahmedabad" ( $\chi^2 = 18.843$ ,  $p = 0.042$ ) was the subject of another noteworthy discovery. Younger respondents tended to agree that local merchants are impacted by the development of online shopping and were more conscious of this issue. This demonstrates an intriguing mix of behavior; they acknowledge the socioeconomic repercussions of e-commerce even while they favor it for convenience. The findings revealed no discernible correlation between age and other factors including convenience, confidence in reliable platforms, and worry about online fraud. This suggests that the majority of respondents, irrespective of age, concur that online shopping is time-saving and easy, and that websites such as Amazon and Flipkart are generally trusted.

Additionally, all groups expressed mild concerns about online fraud, indicating that customers have grown to have a respectable level of confidence in online payment systems. Overall, the results show that age influences online shopping behavior in a significant but incomplete way. Younger consumers are less dependent on local retailers, appreciate variety and convenience, and are more likely to make purchases online. Nonetheless, the value of traditional

markets is still acknowledged by people of all ages, especially for social and cultural reasons. The findings show that Ahmedabad's consumers are gradually switching from traditional to online buying, but they still have strong emotional and cultural ties to local business.

### **Theoretical Implications**

The study's conclusions add to the body of evidence already available on consumer behavior and the adoption of e-commerce by emphasizing the ways in which demographic factors – particularly age – affect attitudes regarding online buying. The findings are consistent with the customer Behavior Theory and the Technology Acceptance Model (TAM), which contend that customer views about digital platforms are greatly influenced by elements including perceived utility, usability, and trust.

According to the survey, younger consumers (18–25 years old) are more receptive to online buying because they are more accustomed to it and find it more convenient, whereas elderly consumers behave more cautiously since they are frequently worried about security and dependability. These revelations offer a theoretical framework for comprehending the ways in which age diversity influences the adoption trends of e-commerce. Additionally, the findings broaden our theoretical knowledge of how attitudes and behavioral intentions are formed in online consumer situations, especially in developing nations like India.

### **Practical Implications**

The study's findings offer several practical lessons for e-commerce companies, traditional stores, and marketers. Since most respondents were young consumers (18–25 years old), who prefer online shopping for convenience and variety, online retailers should focus on youth-oriented marketing strategies such social media campaigns, influencer promotions, and student discounts.

Given that several senior respondents expressed concerns regarding payment security and product quality, online platforms can also enhance trust-building elements including transparent return policies, secure payment gateways, and verified product reviews. Retailers may attract both traditional customers and tech-savvy youth by utilizing an omnichannel strategy, which blends offline and online strategies.

The findings highlight the necessity for Ahmedabad local firms to build online storefronts and collaborate with well-known e-commerce platforms in order to adjust to digital trends. All things considered, the study offers helpful advice for raising customer happiness, reaching a wider audience, and coordinating digital marketing initiatives with various consumer age groups.

## **CONCLUSIONS**

This study looked at how Ahmedabad customers' opinions of internet buying activity related to their age. The findings show that while older age groups continue to value traditional shopping for cultural, social, and tangible product evaluation reasons, younger consumers (18–25 years old) are more likely to choose online shopping due to convenience, product diversity, and time-

saving benefits. There were notable correlations found in areas including opinions about the diversity of products, the decline in local store visits, and the effect of e-commerce on small business owners. Concerns about online fraud, faith in reputable platforms, and general convenience were among the other criteria that did not differ substantially between age groups.

The results support theories of consumer behavior and technological acceptance by showing that age influences online buying behaviors in a partial but significant way. According to practitioners, these findings point to the necessity of digital integration for traditional retailers, safe and easy-to-use platforms, and focused marketing methods. All things considered, the report emphasizes the continuous transition from physical to digital retail while acknowledging the enduring significance of regional markets and customer preferences across all age groups.

## **RECOMMENDATIONS**

There are numerous chances for further research to broaden and enhance knowledge in this field, even if this study offers insightful information about the connection between age and Ahmedabad residents' internet buying habits.

1. **Larger and More Diverse Samples:** To increase the generalizability of the results, future research can use a larger sample size with participants from various cities, regions, and socioeconomic backgrounds.
2. **Additional Demographic characteristics:** Taking into account characteristics like occupation, gender, income, and education may offer a more thorough picture of how various factors work together to influence online buying behavior.
3. **Behavioral and Psychographic Factors:** In order to provide a more comprehensive study that goes beyond age, future research can examine how customer attitudes, motivations, lifestyle, and personality factors affect their preferences for online shopping.
4. **Longitudinal Studies:** As digital adoption rises and e-commerce platforms continue to develop, longitudinal research can be used to monitor changes in customer behavior over time.
5. **Technology-Specific Studies:** Future study can concentrate on platform-specific behaviors to find trends in desktop vs. mobile shopping, app usage patterns, and social media influence, given the growth of mobile commerce, app-based shopping, and social commerce.
6. **Impact on Local Retailers:** More research can examine how e-commerce affects small firms and local marketplaces over the long run, as well as how digital integration tactics impact their ability to compete.
7. **Cross-Cultural Comparisons:** Research comparing various cities or nations can shed light on regional and cultural variations in e-commerce technology adoption and online shopping habits.

Future studies that tackle these topics can offer more comprehensive and useful information to scholars, marketers, and legislators who are trying to comprehend and adjust to the changing digital consumer environment

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