

A DESCRIPTIVE ANALYTICAL STUDY ON GEN-Z ATTITUDE TOWARDS E-SHOPPING FOR EVERYDAY HOUSEHOLD ESSENTIALS IN BORDI VILLAGE.**Ninoshka Dsilva Sequeira¹ and Dr Megha K Juvekar²****ABSTRACT**

The expansion of electronic commerce has reshaped consumer purchasing behaviour across product categories, including everyday household essentials. While extensive research exists on e-shopping attitudes in urban markets, limited scholarly attention has been directed towards rural Gen Z consumers. This study examines the attitude of Gen Z consumers in a rural setting towards e-shopping for everyday household essentials, with particular focus on discomfort, perceived inconvenience, and preference for offline shopping. A descriptive and analytical research design was adopted, using primary data collected through a structured questionnaire based on a Likert scale, supported by relevant secondary literature. The study explores internet usage patterns, online shopping frequency, product categories purchased, and attitudinal factors influencing e-shopping behaviour.

The findings reveal that respondents demonstrate strong digital engagement and regular internet usage, yet online purchasing of everyday household essentials remains situational rather than habitual. The statistical analysis indicates that discomfort, perceived inconvenience, and preference for offline shopping do not exert a significant influence on e-shopping behaviour within the context studied. This suggests that commonly cited barriers may not be decisive for rural Gen Z consumers, who appear to balance online and offline channels based on convenience and perceived suitability. The study contributes to existing literature by offering rural-specific insights into Gen Z consumer behaviour and provides practical implications for e-commerce platforms seeking to strengthen adoption, trust, and sustained engagement for everyday household essentials in rural markets. These insights support strategic decision-making for marketers and policymakers operating in rural markets.

GenZ attitude, E-shopping, Everyday Household Essentials, Bordi, Online Shopping Behaviour.

INTRODUCTION

India's online retail sector is projected to more than triple in size, rising from US\$75 billion in 2024 to US\$260 billion by 2030, while its share of total retail is expected to double from 7 per cent to 14 per cent over the same period (Deloitte, FICCI, 2025). This expansion has been fuelled by increasing mobile and internet adoption alongside growing consumer comfort with online shopping across age groups and geographies. India's e-commerce journey began in the early 2000s, but only gained real momentum in the 2010s when rising smartphone penetration and improved connectivity enabled platforms like Flipkart and Snapdeal to tap into the country's young, urban population. In 2013, Amazon's entry in India enhanced competition and boosted companies to invest in logistics, technology, and customer experience. More recently, the industry has pivoted toward inclusivity, with platforms introducing regional language interfaces, AI-powered personalisation, and tie-ups with local retailers to reach a wider audience. The COVID-19 pandemic served as a noteworthy catalyst, driving a surge in online shopping across both urban and rural areas. The result is a maturing e-commerce ecosystem that now serves a broad and diverse consumer base, including a substantial and growing rural segment. (India Brand Equity Foundation, 2025)

As per the Deloitte & FICCI, 2025 report, the Fast Moving Consumer Goods (FMCG) sector ranks as India's fourth-largest industry, valued at US\$158 billion in 2024 and contributing approximately 3% to GDP. Rural India has emerged as the sector's primary growth driver, with rural FMCG volumes expanding at 8.4% in FY25 compared to just 2.6% in urban markets — a trend sustained across five consecutive quarters. This rural momentum is underpinned by improving consumption patterns, wider distribution networks, and rising digital access. Given that over 65% of India's population lives in rural areas, the market represents considerable

¹Research Scholar, Department of Commerce, Nirmala Memorial Foundation College of Science & Commerce, Kandivali (E), Mumbai. ninoshkadsilva8@gmail.com +919920202371

²Assistant Professor, Department of Commerce, Nirmala Memorial Foundation College of Science & Commerce, Kandivali (E), Mumbai. juvekarmegha@gmail.com +919619551391

untapped potential, further supported by government initiatives such as PMGSY and rural electrification programs. Rising disposable incomes and the growing reach of e-commerce are expected to fuel rural per capita consumption further, making it a critical frontier for the industry's next phase of growth.

In another report by Bain and Company (2025), the advent of Gen Z (born 1997–2012) as a prevalent consumer force represents the most significant shift in India's e-retail landscape, with this unit now making up nearly 40% of online shoppers. Their shopping behaviour is different from older generations — they spread their purchases across more than five e-retail platforms annually, spend three times more on emerging fashion brands, and are far more open to experimentation. Social media plays a critical role in their path to purchase, with 70 % discovering brands online and making quicker purchasing decisions while browsing fewer product listings than millennials. Digital payments are deeply embedded in their habits, with over 90% preferring UPI for transactions.

OBJECTIVES

- To examine the impact of discomfort, inconvenience, and preference of shopping offline on e-shopping behaviour for everyday household essentials.
- To suggest key takeaways that can assist in decision-making on consumer behaviour in e-shopping for everyday household essentials.

HYPOTHESES DEVELOPMENT

H1: Discomfort buying Everyday Household Essentials is negatively associated with e-shopping behaviour.

H2: Perceived inconvenience of buying Everyday Household Essentials is negatively associated with e-shopping behaviour.

H3: Preference for buying Everyday Household Essentials offline is negatively associated with e-shopping behaviour.

LITERATURE REVIEW

In a study by Bawa, Avinash, & Suganya (2024) titled “Digital Shopper Insights: Unveiling FMCG E-Commerce Patterns”, the behaviour of consumers online on the FMCG market was examined, and the factors influencing e-purchasing patterns were identified. They found that convenience, time savings, product variety, and promotional offers were the chief players encouraging consumers to purchase FMCG products through e-commerce platforms.

However, in another study, Singh et al. (2025) argued that although online shopping was generally preferred due to convenience, time savings, easy payment options, and accessibility, several barriers still affected consumers’ buying decisions. Crucial limiting factors included security concerns, lack of trust in e-transactions, inability to physically review products, and fear of receiving inferior-quality items.

In another quantitative study, Irshad et al. (2025) found that six limiting factors deterring e-purchases- lack of faith, fear about bank transactions, e-purchasing not being as practical as traditional shopping, retailer reputation and quality of service, negative experience, uncertainty and inadequate product details and low trust. These factors accounted for the majority of variance, highlighting trust deficits, convenience issues, and information shortcomings as the key inhibitors of consumers’ online shopping behaviour.

A similar study by Daroch et al. (2021) found that lack of trust, security concerns, insufficient product information, negative past experiences, and preference for offline shopping significantly limit e-purchasing behaviour. The study also highlighted that concerns about retailer reputation and payment safety influenced consumers’ hesitation to shop online.

On the other hand, Satyaprakash & Rani (2025) in their research

examined the growing strategic importance of rural markets within India's FMCG sector, contending that the vast and largely underserved rural population presents an important growth opportunity at a time when urban markets are progressively saturated. Their study also highlighted that a confluence of enabling factors — including an increase in rural incomes, growing road and digital infrastructure, greater mobile connectivity, and government-led rural development programmes — is enthusiastically driving consumption growth in these markets. A notable behavioural shift was also observed, with rural consumers, particularly younger cohorts, demonstrating a growing preference for branded and premium products, fuelled by increased media exposure and digital access.

Extensive literature has been carried towards Online shopping in FMCG and Consumer attitude. However, few studies have been conducted in the rural area of Bordi village towards everyday household essentials on purchasing it online. The study will provide insights on consumer attitudes and suggest ways for marketers to reach out to customers in the study area.

LIMITATIONS AND SCOPE

The current study was undertaken in Bordi Village of Palghar district in Maharashtra. Studies for the future can be explored in different villages, towns and cities across India. There is a possibility of regional and local preferences that can differ from place to place; therefore, the findings may not be largely applicable across wider populations. Furthermore, this study focuses on analysing the behavioural factors that shape e-shopping patterns within the category of everyday household essentials. Similar studies can also be undertaken across other categories like electronics, fashion, furniture and other home-related durable essentials like kitchen utensils, and appliances. Given that individual preferences tend to be inherently subjective, variations in consumer choices are to be expected. Subsequent research could benefit from adopting a mixed-methods approach, combining interviews with other data collection techniques to gather richer, more detailed insights into the real-world e-shopping experiences of consumers.

RESEARCH METHODOLOGY

A descriptive and analytical study was employed. Primary and secondary data sources were used in the study. During the primary data study, the researchers circulated hard copies that were structured with closed-ended questions utilising a Likert scale for respondents to give the information. Respondents selected were from N.B Mehta College, Bordi, which included students above 18 years of age and teaching members. Judgmental sampling technique was used, which comprised 120 respondents. The research covered respondents aged between 18 and 25 years only. The research also utilised qualitative secondary data. The secondary sources of data for the study include reports, e-links, published articles and other freely available information. The study employed the APA 7th edition for in-text citation and references.

DATA FINDINGS, ANALYSIS AND INTERPRETATION

A structured survey was conducted among Genz respondents, measuring responses across distinct variables. The socio-demographic profile of respondents encompasses four characteristics: gender, marital status, highest educational attainment, and monthly household income. Digital access is assessed through three dimensions: the type of internet connection used, the locations from which respondents access the internet, and their monthly expenditure on internet services. The survey further examines general internet usage patterns, the frequency of shopping online and the products purchased online. Three everyday household essentials attitudinal factors were measured on a Likert scale, namely Discomfort, Inconvenience, and Preference for Offline. E-shopping attitude is captured through self-reported shopping frequency.

STUDY OF PROFILE AREA

The socio-demographic profile of the 120 respondents reveals that the sample was majority female (58.3%, n = 70) compared to male respondents (41.7%, n = 50), and overwhelmingly unmarried (97.5%, n = 117), with only 3 participants (2.5%) reported as married, suggesting a largely young, single demographic. In terms of educational background, the majority held graduate-level qualifications (50.0%, n = 60), followed by those who had completed up to the 12th standard (42.5%, n = 51), with smaller proportions holding postgraduate degrees (6.7%, n = 8) and professional qualifications (0.8%, n = 1). About monthly family income, nearly half of the respondents (47.5%, n = 57) earned below Rs. 25,000, followed by those between Rs. 25,001–Rs. 50,000 (22.5%, n = 27), while progressively smaller shares reported incomes in the ranges of Rs. 50,001–Rs. 75,000 (12.5%, n = 15), Rs. 75,001–Rs. 1,00,000 (10.8%, n = 13), and above Rs. 1,00,000 (6.7%, n = 8), collectively indicating that the sample was largely drawn from lower- to middle-income households.

Study on Internet Usage Pattern

The researchers asked the participants about the type and places of internet connection they had access to, summarised in Figures 1 and 2, respectively

Type of accessibility of internet connection

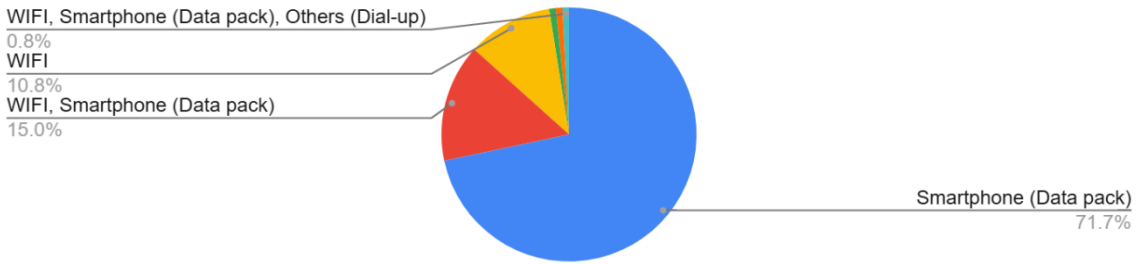


Figure 1

Source: Created by Researchers

Place/s of Accessibility of the Internet.

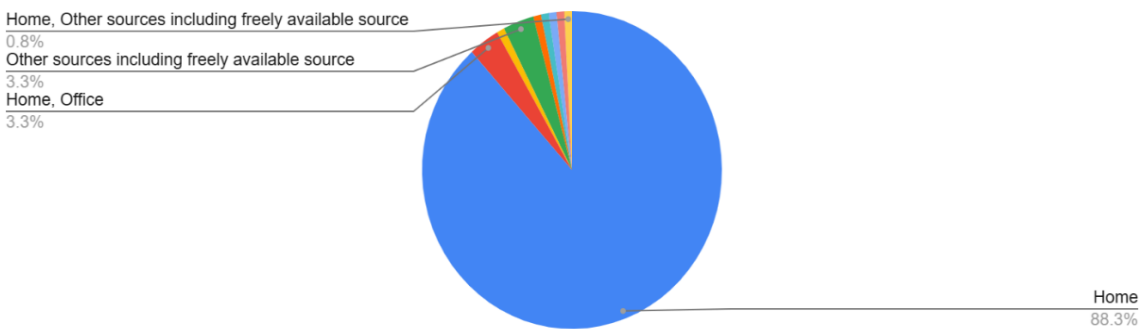


Figure 2

Source: Created by Researchers

Monthly internet expenses distribution is shown in Figure 3.

Expenses of Monthly internet

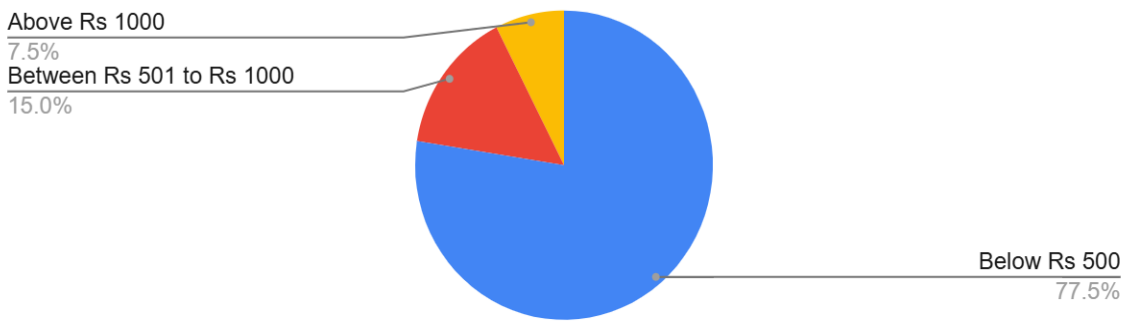


Figure 3

Source: Created by Researchers

Usage of the Internet

Figures 4, 5 and 6 represented the type of usage of the internet, namely, for social networking sites, communication and e-shopping, respectively, using a 5-point Likert scale- Never, Rarely, Sometimes, Often and Always given below;

Usage of Internet- Social Networking Sites

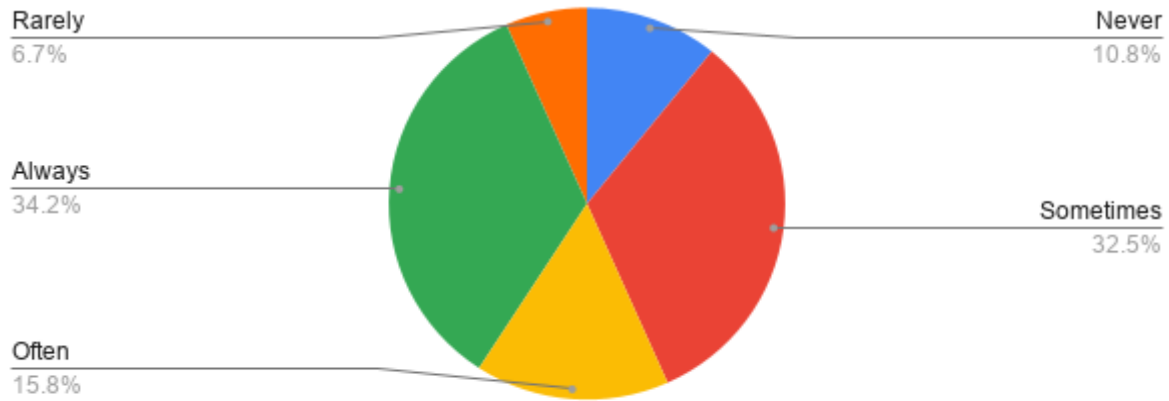


Figure 4

Source: Created by Researchers

The chart depicts internet usage for social networking sites among respondents. The usage is fairly distributed, with 34.2% reporting always using social networking sites, closely followed by 32.5% who do so sometimes and 15.8% often. A smaller proportion indicated rare usage (6.7%), while 10.8% reported never using social networking sites. The data indicates a moderate-to-high engagement with social networking platforms among the majority of respondents.

Usage of Internet- Communication

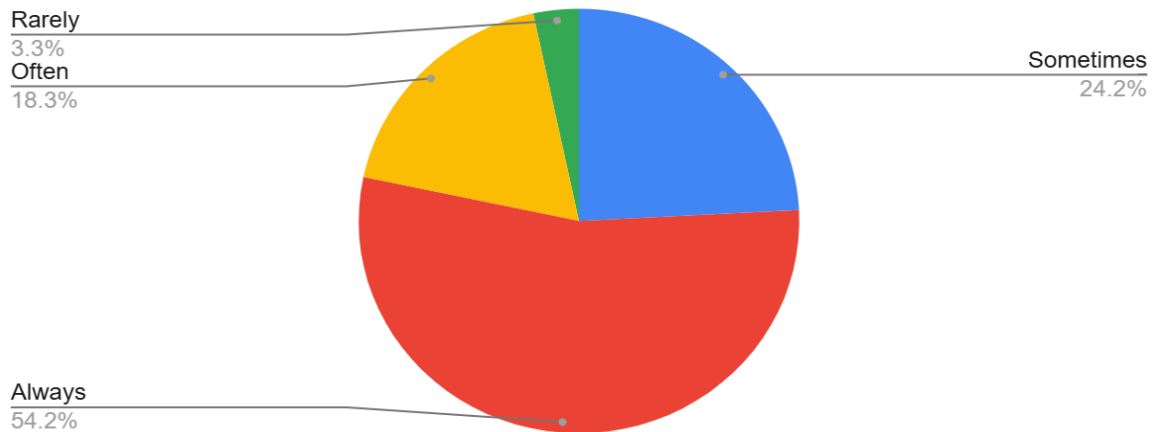


Figure 5

Source: Created by Researchers

The chart illustrates internet usage for communication among respondents. A clear majority (54.2%) reported always using the internet for communication, while 24.2% do so sometimes and 18.3% often. Only 3.3% indicated rare usage, representing the smallest share. The findings indicate that internet-based communication is a frequent and integral part of daily life for most respondents.

Usage of Internet- E-shopping

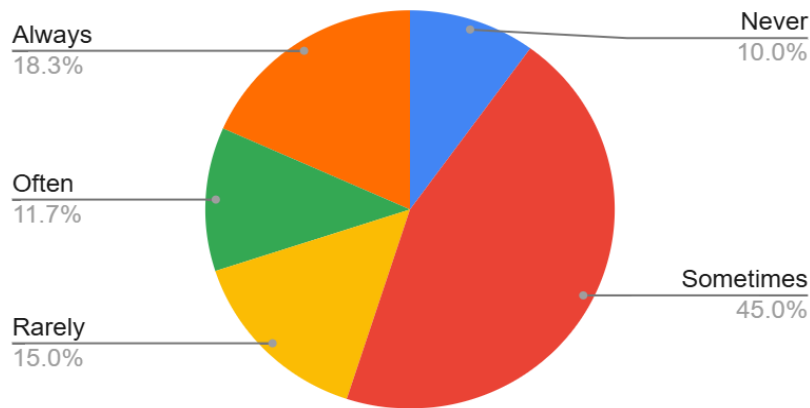


Figure 6

Source: Created by Researchers

The chart shows that e-shopping usage is largely occasional, with 45% of respondents reporting sometimes shopping online, followed by 18.3% always, 11.7% often, and 15% rarely. A small proportion (10.0%) reported never engaging in online shopping. The data indicate that E-shopping appears to be a periodic rather than a consistent habit among the majority of respondents.

Figure 7 describes the frequency of e-shopping, which uses a Likert scale.

Frequency of E-Shopping

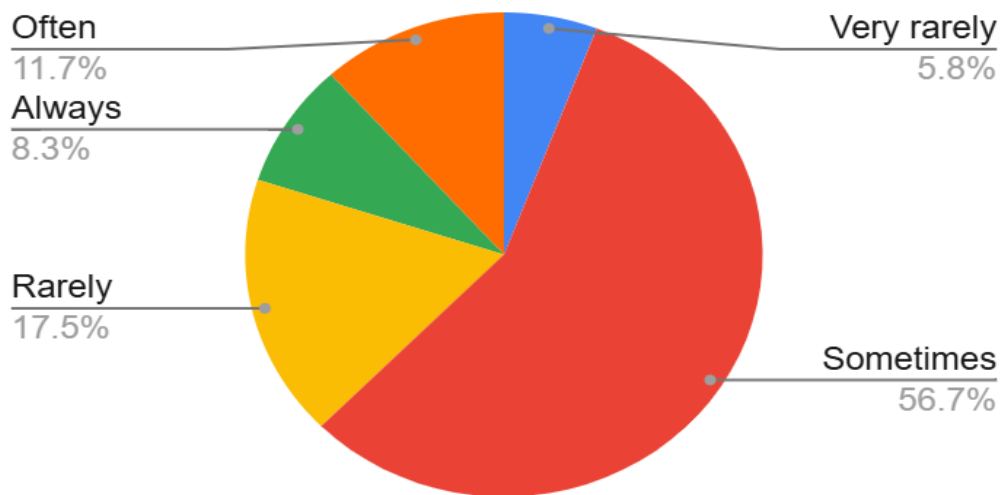


Figure 7

Source: Created by Researchers

The chart reveals that the majority of respondents (56.7%) shop online sometimes, followed by 17.5% rarely, 11.7% often, 8.3% always, and 5.8% very rarely. This confirms that e-shopping is predominantly an occasional activity rather than a regular practice among the sample.

Figure 8 represents the products purchased online.

Products Purchased Online

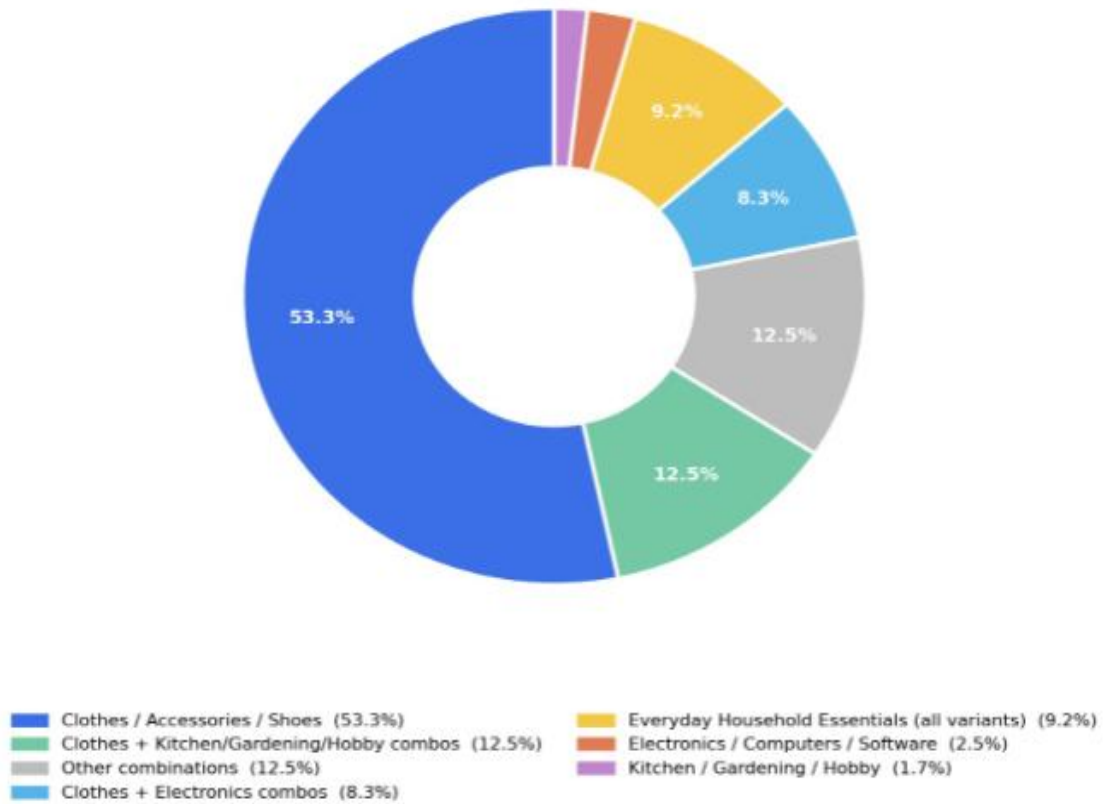


Figure 8

Source: Created by Researchers

Clothes/Accessories/Shoes dominate online purchases by a significant margin, accounting for over half of all products bought online at 53.3%. Combination purchases involving clothing paired with either Kitchen/Gardening/Hobby items or Electronics each contribute around 8–12.5%, suggesting that shoppers frequently bundle fashion with other categories in a single online session. Everyday Household Essentials account for 9.2%, reflecting a steady but secondary reliance on e-commerce for everyday consumer goods. Electronics and Computers as a standalone category remain relatively niche at just 2.5%, indicating most tech-related purchases happen either in-store or as part of multi-category orders.

The respondents were asked about the factor/s that influenced their attitude that affecting their e-buying behaviour to purchase everyday household essentials. The factors included discomfort, inconvenience and offline shopping preference, which were essentially the constructs used in the hypotheses of the study. A 5-point Likert scale was employed to measure responses, ranging from 1 (Strongly Disagree) at the lowest end to 5 (Strongly Agree) at the highest, with the midpoint of 3 representing a neutral stance of Neither Agree nor Disagree, and 2 and 4 capturing degrees of disagreement and agreement, respectively. Since the data was ordinal, Spearman’s rank-order correlation (ρ) was utilised. $n = 120$ observations were analysed. Co-pilot assisted in the analysis of the study.

H1: Discomfort buying Everyday Household Essentials is negatively associated with e-shopping behaviour.		
Level	Count	%
Strongly Disagree	8	6.7
Disagree	34	28.3
Neither agree nor disagree	56	46.7
Agree	16	13.3
Strongly Agree	6	5.0

Figure 9a

I am uncomfortable purchasing everyday household essentials online

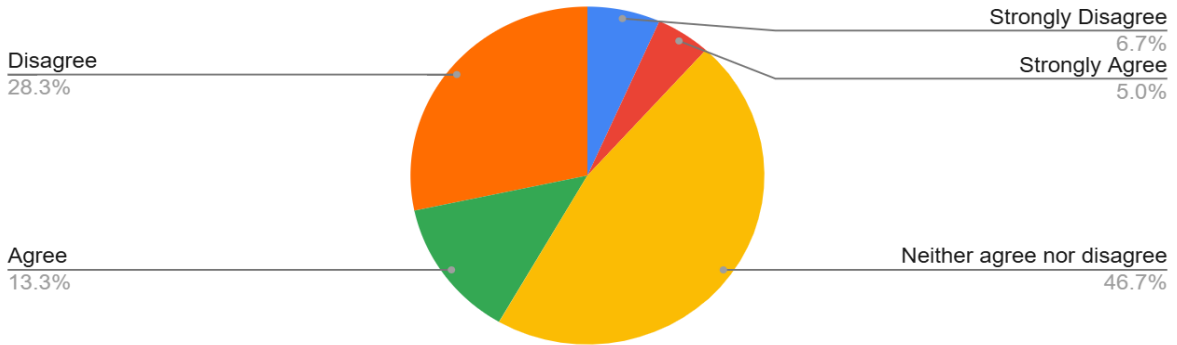


Figure 9b

Source: Created by Researchers

H2: Perceived inconvenience of buying Everyday Household Essentials is negatively associated with e-shopping behaviour.		
Level	Count	%
Strongly Disagree	13	10.8
Disagree	11	9.2
Neither agree nor disagree	38	31.7
Agree	50	41.7
Strongly Agree	8	6.7

Figure 10a

I find it inconvenient to purchase everyday household essentials online.

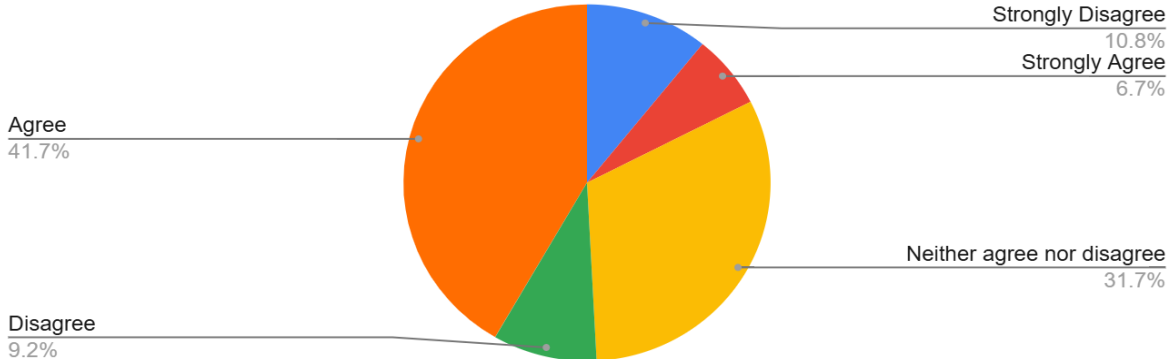


Figure 10b

Source: Created by Researchers

H3: Preference for buying Everyday Household Essentials offline is negatively associated with e-shopping behaviour.		
Level	Count	%
Strongly Disagree	3	2.5
Disagree	10	8.3
Neither agree nor disagree	32	26.7
Agree	59	49.2
Strongly Agree	16	13.3

Figure 11a

I usually prefer buying everyday household essentials from offline shops

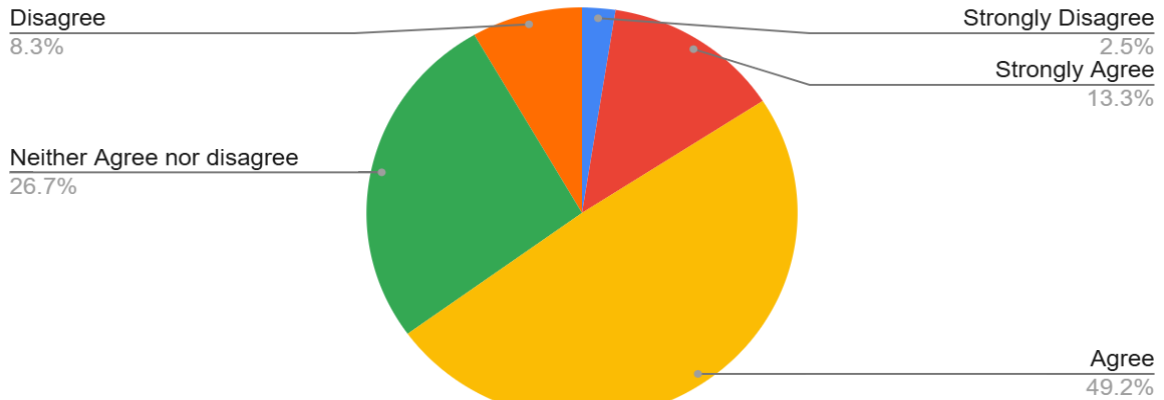


Figure 11b

Source: Created by Researchers

Hypothesis	p-value (one-tailed, expected -)	Path coefficient (Spearman ρ)	Result	Accepted/Rejected
H ₁ -Discomfort buying Everyday Household Essentials is negatively associated with e-shopping behaviour.	0.887	0.111	Not significant	Rejected
H ₂ - Perceived inconvenience of buying Everyday Household Essentials is negatively associated with e-shopping behaviour.	0.803	0.079	Not significant	Rejected
H ₃ - Preference for buying Everyday Household Essentials offline is negatively associated with e-shopping behaviour.	0.226	-0.069	Not significant	Rejected

Figure 12

Source: Created by Researchers

The majority of respondents (46.7%) remained neutral, while more disagreed (35%) than agreed (20%), and the hypothesis was rejected with a non-significant p-value of 0.887 and a near-zero path coefficient of 0.111 in H₁. H₂ showed a different distribution, with a combined 48.4% of respondents agreeing or strongly agreeing that buying household essentials online is inconvenient, yet this too failed to significantly predict e-shopping behaviour ($p = 0.803, \rho = 0.079$). H₃ recorded the strongest agreement among the three variables, with 62.5% of respondents favouring in-store purchases, though its association with e-shopping behaviour was similarly non-significant ($p = 0.226, \rho = -0.069$).

SUGGESTIONS

Sr No	Theme	Details
1	Reduce friction	E-commerce companies should aim to constantly improve the ease of ordering and app usability, and provide guidance at regular intervals, as it helps improve perceived behavioural control among customers while simultaneously aiming for punctual and reliable deliveries.
2	Build trust and reassurance	Provide clear product information, transparent policies, and secure payment cues to reduce perceived risk. Also, address trust concerns regarding fraudulent or counterfeit products.

3	Category-specific interventions	For everyday household essentials, emphasise freshness/expiry assurances and fast delivery to make e-shopping viable for essentials.
4	Promotional strategies towards packaged products	E-Commerce companies should provide area-specific promotional strategies in packaged products, which further aid in building trust and providing more choice for customers to explore more products provided by E-Commerce companies.

CONCLUSION

This study examined Gen Z consumers' attitudes towards e-shopping for everyday household essentials in Bordi Village, focusing on discomfort, perceived inconvenience, and preference for offline shopping. The findings indicate that despite high internet usage and digital familiarity, online purchasing of household essentials remains largely occasional. Statistical analysis using Spearman's rank-order correlation showed that none of the examined attitudinal factors significantly influenced e-shopping behaviour, leading to the rejection of all hypotheses. This suggests that traditional barriers do not strongly deter Gen Z consumers in the rural context studied. Instead, online and offline channels appear to coexist, with consumers adopting a selective and situational approach to e-shopping. The study contributes to existing literature by offering rural-specific insights into Gen Z e-shopping behaviour for essential goods.

REFERENCES

- Bawa, S. A., Avinash, S., & Suganya, R. V. (2024). Digital Shopper Insights: Unveiling FMCG E-Commerce Patterns. *Rabindra Bharati University Journal of Economics*, 118-127.
- Daroch, B., Nagrath, G., & Gupta, A. (2021). A study on factors limiting online shopping behaviour of consumers. *Rajagiri Management Journal*, 39-52.
- Deloitte, FICCI. (2025). *Spotting India's PRIME innovation moment*. Delhi: Deloitte Touche Tohmatsu India LLP.
- India Brand Equity Foundation. (2025). *E-commerce Revolution in India: Driving Growth in Rural Areas and Reshaping Consumer Behaviour*. India Brand Equity Foundation.
- Irshad, M. Z., Ahmed, M. S., & Waqas, H. M. (2025). Factors Limiting Consumers Online Shopping Activities. *Advance Journal of Econometrics and Finance*, 68-77.
- Satyaprakash, & Rani, M. (2025). RURAL MARKET IN THE CONTEXT OF FMCG IN DEVELOPING INDIA. *International Journal of Professional Development*, 7-12.
- Sheth, A., Unnikrishnan, S., Bhasin, M., & Parekh, P. (2025, March 26). *How India Shops Online 2025*. Retrieved from Bain & Company: <https://www.bain.com/insights/how-india-shops-online-2025/>
- Singh, A., Bothra, V., Sen, A., & Chakraborty, D. (2025). Navigating the Digital Marketplace: Understanding the E-Commerce Adoption Journey of Emergent Users in India. *ACM Journals*, 1-39.