

A STUDY ON CHALLENGES FACED BY USERS OF RURAL AREA IN E-SHOPPING

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ABSTRACT

Inclusion of rural mass in digital shopping is a need of an hour. The purpose of the study is to explore problems and challenges faced by rural mass in digital shopping. Text mining technique using NVIVO is applied to explore problems and challenges faced by rural mass in digital shopping. It is seen that (major) challenges faced by people of rural area in online shopping like internet issue, lack of knowledge, trust issue, smart phone, transport issue, (moderate) challenges faced by people of rural area in online shopping like low literacy, language barrier, method of payment, lack of awareness, getting fraud, (minor) challenges faced by people of rural area in online shopping like low income, price sensitive, communication facility, distribution problem and different thinking. Further studies can be conducted using exploratory factor analysis (EFA) techniques.

KEYWORD – *Online shopping, E-Shopping, NVIVO.*

INTRODUCTION

E-shopping stands for electronic shopping which is also referred to as online shopping that allow the customers for directly buying products and services from the seller through the internet by the use of web browser or through the mobile application. Consumers firstly have to locate a product which they want to purchase by browsing through the website directly of the retailer or through a search in different alternative options by using the search engines for shopping. The search engine helps us in differentiating among various products of retailers with respect to prices and quality.

Stores on the online platform enables the shopper for using the feature of "search" for finding some particular brands, models or items on online platform. The customers who are shopping through the online platform should have access to Internet and would have a proper and valid technique of completing a payment transaction while placing an order through debit card, credit card or through any UPI payment services. In case of physics products, the e-retailer has to ship the product to reach the customer, in case of digital products like any software or digital audio files, the retailer transfers it through the Internet to customers. Amazon, eBay and Alibaba are among the largest online retailing firms.

Due to prompt separation of digital device environment, audiences are highly snagged in using computers, mobile phones, tabs or any other specific digital application or a device for gathering data. The digital environment is been seen has having an increasing impact on the minds of consumers and greatly influence their buying decision. Every consumer has become more interactive and with the help of online reviews, the consumers are able in influencing the behavior of other potential buyers. Apart from this, people also depend upon the information it feedback posted by other people related to the product, based on their comments on social media, which influences their buying decision on a great extent.

There is an utmost need to boom the growth of e-commerce in village areas. The rural market of India endures to be an untapped potential market for becoming a market leader among the country's overall e-commerce strength. Post-independence, no major changes has been happened with respect of to boost the distribution of commercial products in the rural areas coming within the geographical boundaries of India. Hence, an urgency is needed for accelerating the expanding of commercial enterprises as well as e-commerce businesses in rural regions.

The Government of India is trying every attempt to establish a connection among all villages as well as smaller towns with the help of optical fiber with the aim of making the country digital on a larger extent. Based on this, the main aim of the Government of India is providing citizens the opportunity to get the advantages of online services who are living in village and rural areas of India.

REVIEW OF LITERATURE

1. Pandey, B. et al (2015) examined in the research paper about the main objective to catch the uptrend related to e-shopping on the consumers using online shopping both males as well as females. The study was conducted among three districts of Chhattisgarh. The study was conducted in Raipur, Bilaspur and Rajnandgaon. The research focuses on groups which are involved in the process of online shopping and analyzing their buying behavior with relation to products which they purchase on a higher scale and the list of factors which influence their buying decision. The analysis of the study is being done through Qualitative as well as Quantitative methods of research for studying effect of demographic factors of customers with respect to online shopping, intentions for future purchase, number of times online shopping is conducted, items which are purchased and the total spend over e-shopping.

2. Sheng T. et al (2010) described in the research paper about understanding the differences in online and traditional way of shopping. It is being studied that the level of loyalty and satisfaction is less in online shopping as compared to traditional one. The main challenge before the online retailers is in maintaining as well as increasing the loyalty and satisfaction level among the consumers. The research study tries in understanding the factors impacting the satisfaction and loyalty of the consumers in online shopping.

3. Kumar, S. et al (2016) pointed out in the research study trying in analyzing shift from the traditional method of Brick and Mortar framework towards going for online shopping. The research study helps in exploring factors that customers have to keep in mind at the time of conducting online shopping. The data for the study was collected by using convenient sampling method. The answers to the questionnaire was filled using face to face interactions with participants from Gorakhpur district. The study gathered about 120 people, but from among them many respondents did not submitted complete data and thus only 105 questionnaires were considered for analyzing of data and its interpretation. The conclusions derived from the study indicates a changing trend as well as preferences of shopping which relates highly with gender, age, income, education, past experiences and familiarity. The main reason for unacceptability has been absence of physical presence and security measures.

4. Samuel, S. et al (2021) conducted in the research paper about the manner in which the online vendors fulfill the requirements of the clients in a seamless manner. Through a detailed analyzing, it has been revealed that the main aim of users who are shopping online is because of their main objective of saving time. The research has identified some major issues pertaining to online purchase being the problem of EMI as well as modest nature of items. Apart from this, there still exists many problems related to e-commerce. But well-layered administration of the e-retailers gave been successful in ruling out the problems of the consumers to a greater extent. This has been motivation for the e-consumers and their buying behavior.

5. Anthonysamy, M. et al surveyed in the research paper about understanding the issues related to delivery of products which is faced commonly among the rural youths while doing e-shopping. The researchers have applied the convenient sampling method for collecting the information among 100 participants and thus has analysed the results in a statistical manner. The study identifies three major factors related to influencing of delivery issues in a greater manner. The online vendors are able to make use of the results for understanding the reason behind occurring of delivery issues for avoiding issues faced during e-shopping.

OBJECTIVES

1. To explore problems and challenges faced by users of rural areas in electronic shopping
2. To give appropriate remedy to overcome the challenges faced by users of rural areas in electronic shopping

RESEARCH METHODOLOGY

The current study is qualitative and exploratory in nature. The current study is based on inductive approach. Face to face interview was conducted of 45 users of digital shopping portal using non- random convenience sampling Technique. The tool used for the current study is NVIVO 12 and the technique used for the analysis is Text mining Viz. Mind map, word frequency and word cloud

DATA ANALYSIS AND INTERPRETATION

Table No: 1 Summary Table

WORD	LENGTH	COUNT	WEIGHTED PERCENTAGE (%)
Internet Issue	13	30	14.02
Lack of Knowledge	15	28	13.08
Trust Issue	10	25	11.68
Smartphone	10	22	10.28
Transport Issue	14	19	8.88
Low Literacy	11	17	7.94
Language Barrier	15	15	7.01
Method of Payment	15	14	6.54
Lack of Awareness	15	13	6.07
Chances of Getting Fraud	12	10	4.67
Low-Income	9	8	3.74
Price Sensitive	14	6	2.80
Lack of Communication Facility	21	4	1.87
Lack of Distribution Problem	19	2	0.93
Different Thinking	17	1	0.47

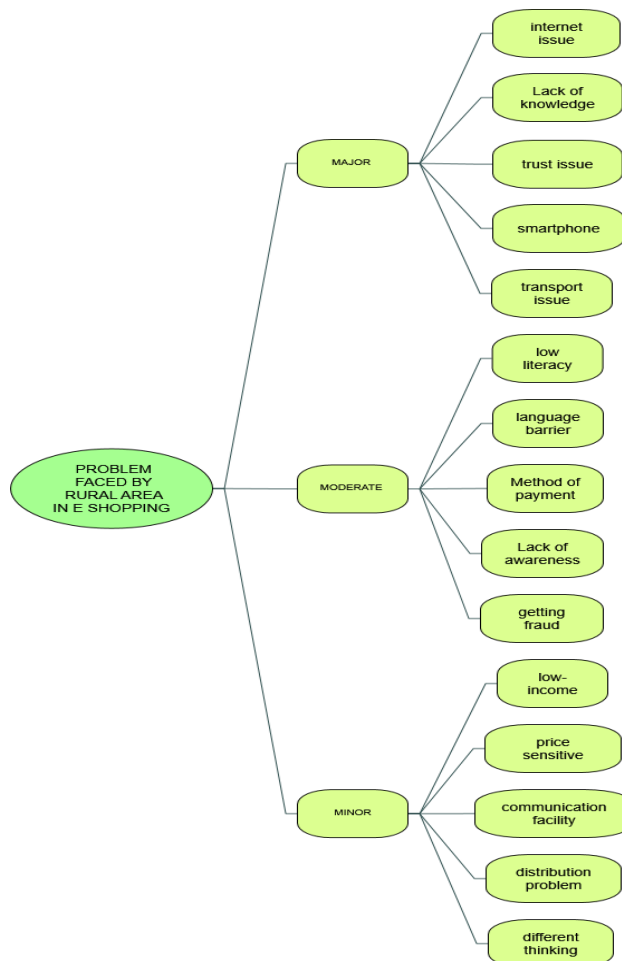
From the above summary table the problem faced by people of rural area in online shopping are internet issue with 30 count and 14.02 weighted percent, lack of knowledge with 28 count and 13.08 weighted percent , trust issue with 25 count and 11.68 weighted percent , smart phone with 22 count and 10.28 weighted percent , transport issue with 19 count and 8.88 weighted percent , low literacy with 17 count and 7.94 weighted percent , language barrier with 15 count and 7.01 weighted percent , method of payment with 14 count and 6.54 weighted percent , lack of awareness with 13 count and 6.07 weighted percent , getting fraud with 10 count and 4.67 weighted percent , low income with 8 count and 3.74 weighted percent , price sensitive with 6 count and 2.80 weighted percent, communication facility with 4 count and 1.87 weighted percent , distribution problem with 2 count and 0.93 weighted percent and different thinking with 1 count and 0.47 weighted percent.

Figure No: 1 Word cloud



From the above Figure word cloud challenges faced by people of rural area in online shopping are divided into 3 category (major) challenges faced by people of rural area in online shopping like internet issue , lack of knowledge , trust issue , smart phone , transport issue , (moderate) challenges faced by people of rural area in online shopping like low literacy , language barrier , method of payment , lack of awareness , getting fraud , (minor) challenges faced by people of rural area in online shopping like low income , price sensitive , communication facility , distribution problem and different thinking.

Figure No: 2 Mind maps



From the above Figure mind map challenges faced by people of rural area in online shopping are divided into 3 category (major) challenges faced by people of rural area in online shopping like internet issue (bad connection of network) , lack of knowledge , trust issue (faith and trust issue pertaining to product) , smart phone (non availability of android phones), transport issue (distribution problem in small areas), (moderate) challenges faced by people of rural area in online shopping like low literacy (lack of education among the rural people and digital literacy problem) , language barrier , method of payment , lack of awareness (Less information about online shopping) , getting fraud (loss of money and product), (minor) challenges faced by people of rural area in online shopping like low income (very less income source) , price sensitive , communication facility , distribution problem and different thinking.

SUGGESTION AND RECOMENDATION

To overcome the challenges faced by users of rural area in e-shopping by providing delivery of goods in rural areas. To attract the rural masses than the E Commerce companies can start with facility centers where the rural masses can come and see as well as feel the product, so that they can be confident while buying the product. And trust among the masses can be enhanced. The Issue of using the App or website and internet problem can be easily addressed through such Facility centers. The Company can either start a facility center or use Mobile Vehicle like Bus to address such problem. The E Commerce company needs to understand the local culture as well as the Local language which will help the company to add the preferred local language on the application and website. Thus the Locals or Rural population will be able to understand about the product in their own language. During festival season the e-commerce companies can use offers, so as to attract more customers providing discounts even lower than the prices at the local shops can attract a huge customer base for e-commerce business. The government can take measures like developing the infrastructure Roadways, Railways so that the goods can be easily delivered for the rural public.

In order to create the awareness among the public the E-Commerce companies can use different means of Advertising like Wall Paintings, TV, Radio, Transit advertisement, etc.

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