



## An Analytical Study on Online Shopping with Reference to Urban and Rural Peoples

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### ABSTRACT

Nowadays online shopping has become the fastest growing techniques in market. Due to technological modernisations, the traditional way of shopping has become inadequate for peoples. They now prefer easy ways for shopping. The major reasons behind this speedy service, best price, easy to convenient and favourable products. In the new era rural and urban areas peoples has become deeper knowledge about online shopping. Many rural and urban peoples have a smart phone; BSNL has given "Krushu" SIM card to Indian farmers with sufficient talk time and internet pack. Peoples know advantages, risk and various facts regarding online shopping. This paper studies on online shopping of urban and rural peoples.

### KEYWORDS

Online, Shopping, Urban, Rural, Peoples

### Introduction:

Nowadays, the Internet is being widely used in daily life. With the rise of this new technology 'Internet', peoples have started searching everything as they want. It is a common place of information gathering. Internet helps to peoples for communication, learn, entertain, buy-sale products and get different services. Internet has everything. So people prefer to online shopping. Though some drawbacks are also there. Such as virus problem, internet connection problem, information security etc.

Due to technological modernisations, the traditional way of shopping has become inadequate for peoples. They now prefer easy ways for transactions. Because of speedy service, best price, easy to convenient and favourable product. With the emergence of the Internet, Internet-based electronic commerce developed and this environment provide individuals to reach information about products and services easily. Furthermore, commercial organisations have moved to incorporate the WWW into their promotional movements, and by offering the facility of online purchasing and like many other innovations 'online shopping' has become a part of our lives. There are millions of people online any time and they all are a potential consumer in the online market.

### Research Methodology:

#### Sample Selection:

This study was conducted for Dhule district in Maharashtra state. This study covered total 90 individuals of different background from rural and urban areas those who made online shopping. Dhule district has four Tahasils; Dhule, Shindkheda, Sakri, Shirpur and one Municipal Corporation. Out of these researchers has selected Dhule Municipal Corporation, Shindkheda and Dhule Tahasils for study.

#### Research Method:

According to samples, classify the data as per the area of residence including rural and urban. The method used to collect the information was through personnel interview, face to face communication and telephonic discussion. The sampling method for selection of sample units was simple random method. The data then collected and analysed according to the need of this paper. The secondary data was books, articles and research papers.

### Literature Review:

Kanchana (2009) Studied on "Legal issues and challenges in on line shopping: A comparative analysis of Australia and New Zealand" and concluded that the raise in the use of on line shopping has presented the law with a number of vital challenges regarding consumer protection.

Seda Yoldas (2011) concluded that British consumers shop online more frequently relative to Turkish consumers. The reason for this result could be the security.

Juneesh kuriachen (2014) reveals that in India the vast increasing of young population the demand for online shopping is largely increasing. So, no single online website company can cater the service required. Hence the joint venture is required, all these players have to work together to make things happen.

### Interpretation:

#### Table 1: Classification of the respondents with respect to their gender:

Gender	Urban	Rural	Total	Percentage
Male	31	28	59	65.55
Female	19	12	31	34.44
Total	50	40	90	100

Table 1 presents the gender profile of the respondents. The total male respondents were 65.55 percent while female respondents were 34.44 percent. There is a big difference between male and female respondents, because male peoples can take decision itself while most of the female peoples are dependent and due to limited income source and dependency they prefer to go to the shop for shopping.

#### Table 2: Classification of the respondents with respect to their age group:

Age Group	Urban	Rural	Total	Percentage
0 to <=18	05	04	09	10
19 to 25	12	09	21	23.33
26 to 35	19	14	33	36.66
36 to 55	10	09	19	21.11
>=55	05	03	08	8.88
Total	51	39	90	100

As per the analysis report, 36.66 percent peoples used online shopping in the age group 26 to 55 which is highest. Because these peoples are youth and they knows the advantages and facts of online shopping. They don't have big responsibilities of family whereas the age group greater than or equal to fifty five is lowest i.e. 8.88. At this age these type of peoples avoid risk, they have more family responsibilities, these peoples do not believe on transactions, they don't have internet facility and they worry about security. Another result found that

the total 51 percent urban peoples made online transaction whereas only 39 percent peoples have been preferred online transaction.

**Table 3: Classification of the respondents with respect to nature of employment:**

Nature of Employment	Urban	Rural	Total	Percentage
Employed	34	27	61	67.77
Non-Employed	18	11	29	32.22
Total	52	38	90	100

In table three, total 67.77 percent peoples belongs to employed which is highest and 32.33 percent peoples belongs to non-employed. There is a big difference between employed and non-employed peoples. Because of employed peoples are educated and they know advantages, risk, problems, information security and various facts regarding online shopping. Another aspect found is that they have guaranteed income. Non-employed peoples include business man, farmers, private practitioners and self-employed. They have no fix income. His/her income is depends on efforts, situation etc. They are busy in their daily work. Most of non-employed peoples worked 7 to 12 hours per day. Unnecessarily they do not think about shopping. When need shopping they can choose appropriate, easy and safe method.

**Table 4: Classification of the respondents with respect to monthly income:**

Income	Urban	Rural	Total	Percentage
Less than 15000	03	--	03	3.33
Greater than or equal to 15000 to less than 35000	14	10	24	26.66
Greater than or equal to 35000 to less than 50000	26	15	41	45.55
Greater than or equal to 50000	13	09	22	24.44
Total	56	34	90	100

The above table reveals that maximum peoples i.e. 45.55 percent found in the income group especially greater than or equal to 35000 to less than 50000. The reason behind that these peoples have sufficient income and they are fully aware about online market, technologies, and various facts whereas the 3.33 percent is the minimum in the income group less than 15000 because these peoples does not have enough income. Another aspect found is that no peoples used online shopping in the income group less than 15000. They focused on to complete his/her daily needs only.

**Conclusion:**

This paper concluded that urban peoples has awareness about online shopping. There is a big difference between male and female respondents because they can take decision itself while most of the female peoples are dependent and due to limited income source and dependency they prefer to go to the shop for shopping. Total 36.66 percent peoples uses online shopping in the age group 26 to 55 which is highest because these peoples are youth and they knows the advantages and facts of online shopping whereas the age group greater than or equal to fifty five is lowest i.e.8.88. At this age these type of peoples avoid risk, they have more family responsibilities.

Total 67.77 percent peoples belong to employed and 32.33 percent peoples belong to non-employed. Employed peoples are educated and they have guaranteed income whereas non-employed are busy in their daily work and they have no fixed income. Another aspect is found that 45.55 percent peoples are in the income group especially greater than or equal to 35000 to less than 50000 whereas 3.33 percent is the minimum in the income group less than 15000.

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