

# Study the Consumer Behavior of rural area consumer while purchasing online

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## *Abstract:*

India has become a target market for any business organization. The area and population is very big in size. It is always a difficult task to reach all products to last part of market. Online trading is buzz subject in current era. It has many advantages as far as seller and buyers are concern. It affects lot on retail market. Even now days it is effecting big mall also. If we watch on television many advertisement about new online trading are shown. Metro people are very much habitual about online trading. In this research paper researcher would like to know the consumer behavior of rural area consumer while purchasing online in selected area. There are many things can be studied in this paper. Researcher would like to know about there is gap between metro consumer and rural consumer about occupation, frequency of purchase, problems faced during complete transaction, methods used by users for online and other related aspect can be studied.

*Index Terms* - Trading, Online, Consumer, rural.

## **Introduction**

Online purchasing is boom business. Consumer behavior towards online purchasing is vital. In this study rural consumer are focused to know the point of view of them. It is important to seller to reach all parts of markets. Metro people can buy the things through all means. There are possibilities that rural may have some different view compare to metro consumer. In the metro Malls and various other options are available. This is big challenges as far as rural consumers are concerns. Education, Financial literacy, technological updates are matter to consider. This study will help to know the same status. Respondents are from rural part of Osmanabad District. It is region form Maharashtra.

## **Methodology**

This research is related to Consumer behavior of rural area consumer related to online purchasing in Osmanabad region. 110 respondents from rural area of selected region have selected as respondents. Structured questioners were made and data collected. If there is need interview with rural consumer have taken. Language during data collection and data presentation are changes. Randomly consumers were selected who use online purchasing. Source of data mention in table is survey conducted.

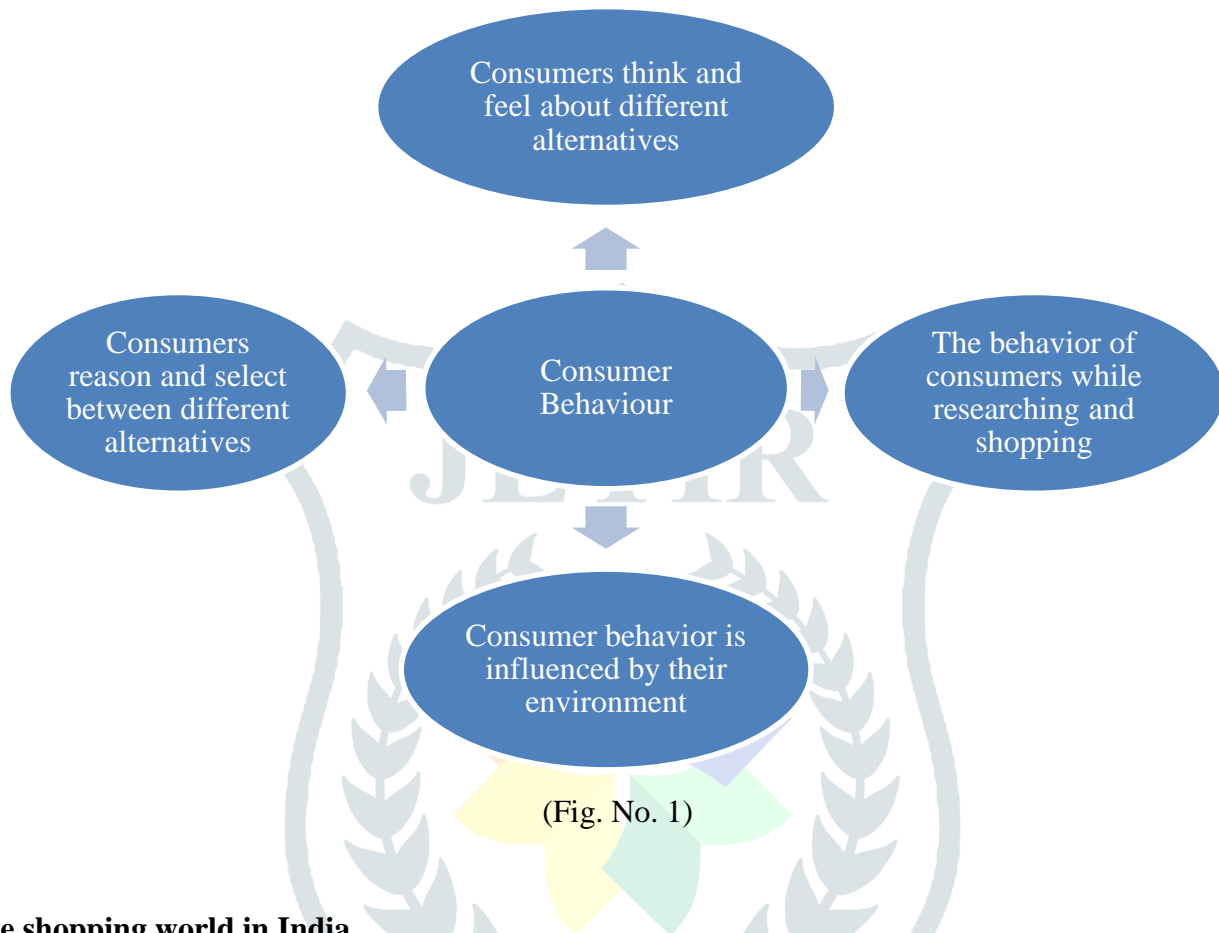
## Objectives

To study the Consumer behavior of rural consumer

To find new aspects of rural consumer behavior while online purchasing

To give suggestions in regards to problems faced by consumer in purchasing process

The study of consumer behavior includes



## Online shopping world in India

India will have about 500 million Internet users by June 2017. This data is studies by Internet and Mobile Association of India and Indian Market Research Bureau indicate. It is also added that Urban India with an estimated population of 444 million already has 269 million (60 percent) using the Internet and it is good growth.

It is interesting to know that rural part of India with an estimated population of 906 million has only 163 million Internet users hence there are potential approximately 750 million users still in rural India who are yet to become Internet users. From business point of view if they are connected. Over 100 million Indians will have made at least one online purchase.

**Age (Table No. 1)**

Age	Respondents	Percentage
10 to 20	25	23
21 to 30	37	34
31 to 40	31	28
41 to 50	17	15
More than 50	0	0

**Occupation (Table No. 2)**

Occupation	Respondents	Percentage
Farmer	62	56
Business	6	5
Labor	17	16
Students	14	13
Salaried	11	10

**Media of Purchasing (Table No. 3)**

Media of Purchasing	Respondents	Percentage
Self Mobile	78	71
Others Mobile	13	12
Self computers	4	4
Others computers	2	2
Ask others to do for self	8	7
Friends at Cities	5	4

**Source of online purchasing promotional schemes update (Table No. 4)**

Online purchasing update	Respondents	Percentage
Television	32	29
Advertisement on Mobile	15	14
Telephone from customer care	6	5
News Papers	7	6
Friends	48	44
Other	2	2

**Frequency of Purchasing (Table No. 5)**

Occupation	Respondents	Percentage
Weekly	2	2
Fifteen Day	5	5
Monthly	17	15
2 monthly	72	65
6 monthly	5	5
Yearly	9	8

**Purchasing of Product (Table No. 6)**

Online purchasing update	Respondents	Percentage
Home and kitchen	9	8
Electronics, Mobile, mobile accessories, TV etc	29	26
Cloths	42	38
Beauty products	14	13
Sports	8	7
Education related	3	3
Other	5	5

**Reason for online purchasing (Table No. 7)**

Reasons for Online Purchasing	Respondents	Percentage
Recent Trends	11	10
Availability of options	62	56
Easy process	20	18
Delivery of products	5	5
No big market near the village	8	7
Other	4	4

**Problems faced (Table No.8)**

Problems	Respondents	Percentage
Delivery location of products	30	27
Difference in Actually seen and received product	58	52
After sales service	8	7
Payments	6	6
Chance of fraud	5	5
Dependent on electronics device	3	3
Other	0	0

**Online purchasing Platform (Table No.9)**

Online purchasing update	Respondents	Percentage
Flipkart.com	33	30
Amazon. in	62	56
Snapdeal.com	13	12
Jabong.com	0	0
Mynta.com	2	2
Localbanya.com	0	0
Homeshop18	0	0
Infibeam.com	0	0
Shopclues.com	0	0
Firstcry.com	0	0

**Methods of Payment (Table No. 10)**

Online purchasing update	Respondents	Percentage
Debit Card	65	59
Credit card	5	4
Internet Banking	3	3
Cash Payment on delivery	22	20
From other's Debit or Credit Card	15	14
From other's Internet Banking	0	0

(Source of Table No. 1 to 10 is survey)

**Discussion**

Consumer behavior study of rural consumer is very interesting in Osmanabad rural region. This study was related to online purchasing. Many finding and outcome have come out. Age 20 to 40 people prefer to use online purchasing. Farmer and labor does use mobile and go for online purchasing. Salaried people are limited in rural part. They do prefer self mobile for transaction it also show that they are literate and can multimedia telephone. They are getting latest update regarding new schemes and happing from friends, TV and mobile. Monthly and two monthly is the frequency for the online purchasing. There are multiple option and varieties are available on online purchasing hence most of the respondents prefer to go online. They are finding it very easy for process also. They are finding gap in the digital picture seen while giving order of product and actual delivery of the products. Being a rural area there are limitation for delivery of product also. Most of private courier services are limited to cities. Amazon and Flipkart are both most preferred platform for online

purchasing. Respondents use debit card for payment and few are paying after the delivery of products. It means they are aware about card payment system. They have also given some important suggestion also like delivery, payment and expectation from company. Expectations are collected on preference base. Feedback system should initiate from company to take satisfaction level.

### Suggestion

- ✓ Demo show room of product at city level should be available for physically shown purpose not for sale. Customer may visit to get quality and others aspects of product and more information of company and process.
- ✓ Start separate care centre to care rural market which will help for the process and other concern of rural customer. Consumer meet can be started to interact directly with consumer.
- ✓ If any payment issue raise the company should promise to pay return back some percentage of amount to customer after proving its truth.
- ✓ Online Shopping promotion center in form of mobile vehicle will help for promotion in rural area.
- ✓ Negotiation system for price should be available. Company can start yearly discount coupon for regular customer.

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