

Chapter 16

Critical Factors for the Upscale of Online Shopping: A Rural Perspective

Koppala Venugopal

Aditya Institute of Technology and Management, India

Saumendra Das

GIET University, India

Gopalakrishna Vakamullu

Aditya Institute of Technology and Management, India

ABSTRACT

Online shopping is widespread all over the world. Nevertheless, the rate of online purchases by rural people is not on par with the fastest urban transition. Consequently, there are adoptive factors working on the behaviors of rural people. The method mix of research study is exploratory with qualitative approach. The case studies are done through literature and observations at the study area of Srikakulam rural vicinity. The manual evaluation of several statements has been carried out for the study. Interpretations with management implications have been offered to the related communities.

INTRODUCTION

It is quite evident that online shopping has been wide spread in such a way that categorically most of the urban people from age, income, gender and profession segmentation have been habitant towards online shopping where the shift rate is

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exponentially increased. Nevertheless there is a bunch of problems with respect to the complete coverage of rural vicinity and the factors influencing the slow pace of adoption at the stand point of online shopping practices. Practically the operational problems while from order processing to delivery, there have been a lot of factors associated with geographical proximity and dogmatic rural behaviour. At the same time people having gone through the extensive operations of online transactions during COVID pandemic, are highly habituated and the transition from physical shopping to online shopping by rural people is clearly witnessed with the expansions of logistic agencies to the integral rural.

The question is now to what extent the rural consumers have been habituated and which adaptive behavioral elements trigger the pace of online shopping sales with the so called modern channel system compatible to even a layman and a villager.

Though the rate of online purchases by rural people is not at the par of urban purchases' rate, the slag movements have been gradually terminated and rural consumers are gradually accustomed with the dexterous elements and benefits of online shopping.

Adaptive factors working the behaviours of the rural people have to be analysed for the strength of influence and concentration of both pragmatic and dogmatic stimulus towards online purchases. Researchers have majorly identified the most crucial predictors apart from the generalized elements that have been gathered from total literature. The five selected elements by the researches are Timesaving, Easy Price comparison, Convince, Lower search cost and better product selection and finally reviews and recommendations.

Time as known is not exactly conservative for rural people since their occupational timings are feasible as well as leisure time is more in comparison with urban people, so they would generally like to spend their surplus time with for hedonic activities such as physical shopping and enjoying shandies. In consideration with the complacent behaviour rural consumers with respect to time is found to be one of the imperative variables since the online shoppers promote the least possible time occurred by online shopping selection and transaction.

Most of the rural consumer are highly habituated two important practices, i.e., firstly credit secondly bargaining which are not possible with online shopping, but price comparisons between physical shopping and online shopping especially for any branded products is being made with respect to the offer of a final product delivered at the door steps of consumers. Is making a big difference. The rural customers may perhaps get attracted towards the online price offered at the cost of bargaining and credit facility.

Rural vicinity includes low market infrastructure where the limited number of products, brands and assortments, people may have all the chances to feel convenient whiles shopping online since the compatibility with respect to the product being

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