

Diagnosis Of E-Commerce At Rural Level

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Abstract

The E-Commerce is prospered and stands for booming growth in Rural India. Their success depends on the understanding of the market, quantity of consumers and offering various features. This paper gives an idea of E-Commerce in Rural India; represent the various opportunities for vendors, consumers, E-Commerce Industries and factors influencing trust in rural Indians. While rural area availability of internet or broadband is lower as compare to urban area but Government's dream project Digital India will control or fixed this gap which increases the mass of consumers for E-Commerce world through spreading business using social commerce.

Key words: E-Commerce, Rural and Urban, Digital

Introduction

The term E-commerce was originally conceived to describe the process of conducting business transactions electronically using technology from Electronic Data Interchange (EDI) and Electronic Funds transfer (EFT). These technologies, which first appeared in the late 1970's, allowed for the exchange of information and the execution of electronic transactions between business, typically in the form of electronic purchase orders and invoices. EDI and EFT were the enabling technologies that laid the groundwork for what we now know as E-commerce.

E-Commerce deals with the purchasing and selling of Products and services over an electronic platform, mainly the internet. E-Commerce has various categories such as Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B) and Consumer to Consumer (C2C). E-commerce is an ability to allow business to communicate and to perform transaction anytime and anyplace. The power of e-commerce allows geophysical barriers to vanish, making all consumers and businesses on earth potential customers and suppliers. eBay and Amazon E-Commerce companies are good example of e-commerce businesses are able to post their items and sell them around the Globe or world. The E-Commerce sector growth was based on rapid technology adoption like

increasing use of devices like smart phones and access to the internet via broadband, 3G, etc. which led to an increased online consumer base which helps to this growth.

Sample size and structure

The sample size of 150 respondents has been selected as it represents the population. Primary data has been used and information is gathered by a detailed questionnaire to know about the preferences of people residing in villages.

Data Analysis

- (a) The survey revealed that out of 150 respondents 94 were males and 56 were females.
- (b) 52 respondents were below the age of 25; 44 respondents were between 26-35 years; 31 respondents were between 36-50 years; 23 respondents were above 50 years.
- (c) The survey revealed that 47 were post graduates; 55 were graduates and 48 were non graduates.
- (d) Occupation related data is as follows:

Particulars	Frequency	Percentage
Student	42	28
Agriculture	36	24
Service	23	15
Housewife	35	23
Business	14	10
Total	150	100

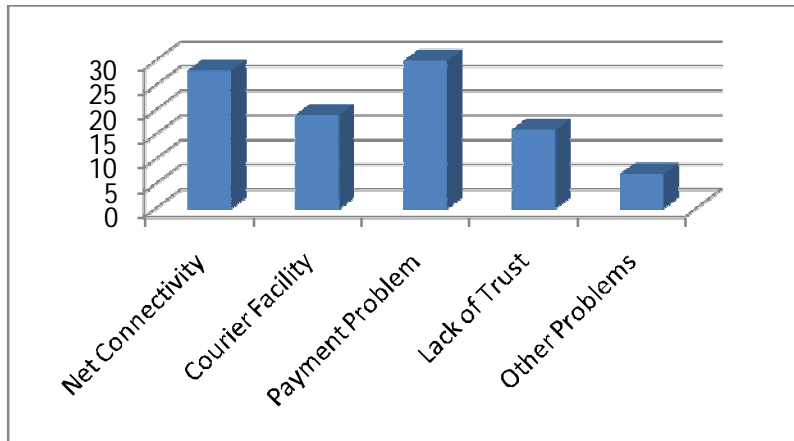
- (e) Data related to Computer Literacy is:

Particulars	Frequency	Percentage
Know	105	70
Don't know	45	30
Total	150	100

- (f) The survey revealed that many of the respondents are aware about E-commerce but they hesitate in using it. Following is the data relating to it:

Particulars	Frequency	Percentage
Aware and use	42	28
Aware but don't use	61	41
Not aware	47	31
Total	150	100

(g) Following is the data related to the problems faced by people using E-commerce sites:



Findings and Conclusion

Out of the 150 respondents, 103 were aware of the concept of E-commerce. And of these 103, only 42 take the benefit of this. It was shocking to know that though the public at large is aware of the concept of E-commerce and also about its advantages, they still hesitate to use this facility.

The reasons were tried to be found out and it has come to the knowledge that the main reason for not going for E-commerce are as follows:

- (a) There is a fear of carrying the financial transactions over internet in the minds of people belonging to rural areas;
- (b) There is also a lack of trust for these sites;
- (c) There is a fear of being fooled in the minds of people;
- (d) Lack of proper courier services in villages is also a major problem;
- (e) Lack of credit card facility is also a major contribution.

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