

RURAL CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING IN VADODARA DISTRICT

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ABSTRACT

In the recent times, online shopping is giving a tough competition to the traditional trade and business. Due to the advancement in the technology the world has become a global village. Indians are moving online, purchasing everything from apparel to furniture to cars to groceries to what not. Online shopping has reached most of the customers in the urban areas but the challenge lies in front of the companies to reach in the rural areas of India, which accounts for 70% of India's total population. This paper discusses the rural people behavior towards online shopping. The study was conducted on a convenience sample of respondents from variety of fields and age groups from rural areas of Vadodara district. A sample of 100 respondents were taken in to consideration from the rural areas of Karjan, Padra, Waghodia and Sewasi. The study reveals the encouraging and discouraging influencing factors of rural consumers of Vadodara district in the direction of buying online.

KEYWORDS: Online shopping, E-commerce, Rural customers