

Research Paper

Accelerating and affecting factors of rural consumers' online purchase: an Empirical study

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ABSTRACT

India lives in village but unfortunately the gap between urban and rural area population is increasing day by day even after 60 years of independents. There is an urgent need to bridge this gap. Central and state Governments are also trying for the development of villages through schemes but they all are with very less devote political will. The only ways to reduce this gap to develop village as information communication and knowledge centre. This will help to achieve, socio, economic, culture and scientific development of the country. As the representation of the research study; what are all the factors affect and influence to the rural consumers' online access and purchase.

Introduction

In the early stage, many rural consumers lacked to this technology, particularly not sophisticated, poor, less educated, and those living in remote rural areas and inner towns. However, recent trend shows that the internet uses among rural consumers is increased and improved their awareness level; how it's possible? Because of the improvement in their education, telecommunication facilities, job in town and aboard. The goals of this study to be understood rural consumers' Influencing and affecting factors on online access and purchase.

Literature Review

Kulviwat et al ., (2004) the web allows for the amassing, analysis, and control of large quantities of specialized data, which enable comparison shopping and speed the process of finding items. The web also facilitates trials and can provide instant gratification; customers can test products online, which may stimulate purchase. Each of use of technology, effectiveness of online search, and user satisfaction are antecedent of the perceived benefit of information search.

Alba et al.,(1997) the amount of information search online dependent upon the consumer's ability to screen information effectively. Ease of use in the context on online search includes web design, format, template, and user friendly program.

Solomon, (2004) a consumer engaged in extended problem solving may carefully evaluate several brands, while someone making a habitual decision may not consider any alternatives to their normal brand.

Liang & Lai, (2002) an online shopping site may provide functions that support customer evaluation of products (Price comparison, Customer interaction) and help to build trust (Security of transaction, VIP Offering, and Service on phone)

Purpose

The primary purpose of the study is to examine the rural

consumers' Influencing and affecting factors on online access and purchase. Identified consumers' experience will be helpful to the marketers to improve their e-sales volume in rural market and Government may improve its e-Governing status & styles of rural India.

Research Methodology and Data Collection

In order to measure the rural consumers' attitude and the specific factors affect and influence in the internet accessing. The respondents for this study included 450 consumers residing in rural communities at the Nagapattinam district, in Tamilnadu, South India. Rural communities were defined as rural and surrounding rural areas, so we are applying multi-stage sampling method, and stratified the respondent in occupation wise like Agriculturist, Government workers, Private workers, Business people, Housewives and Students, from the each segmented in 75 samples. The respondents' ages ranged from 20 to above 60, the level of education is segmented from under secondary to professional in six categories, and income level segmented below Rs. 5000 to above Rs. 20000 in five categories. In this study 284 male and 166 female respondents are participated, a questionnaire is administered on different items related to attitudes of the consumers. The statements were measurable on the Likert scale of 1-5; where 5- indicated strongly agree and 1-indicated strongly disagree. The questionnaires were pretested on set of 50 respondents to assess validity and reliability of the questionnaires. Among the sample of respondents 26% are surfing the internet, 23% are know the online marketing, 22% are information search through internet, 17% are enquire the quarries through online, and 4.6% are purchase the product/ service through online. The following tables show the respondents' why they are not access the technology facilities, and factors influencing to purchase the product/service through the internet.

Hypothesis 1: Significant difference between the segmented samples about the factors affect for access

internet

Overall 74% of rural respondents are not access the internet technology, in particularly stratified sample wise 100% of agriculturist, 57% of Government employee, 65% of Private employee, 92% of Business people, 97% of House wives and 30% of Students are not access the internet. The table-1 shows that the factors affect towards internet access to segmented samples wise Agriculturist, Government and Private Employee, Business people, Housewives, and Students are specified four important factors like (i) Poor knowledge about internet technology, (ii) Poor facilities, (iii) Not necessity to access the internet and (iv) Fear about the technology.

In the first factor Poor knowledge about internet emphasis overall 41% of respondents are strongly agree, 25% are agree, 11% are disagree and 13% of respondents are strongly disagree the factor. In particularly 80%, 16%, 24%, 37%, 39% and 13% are strongly agree to Agriculturist, Government and Private employees, Business people, Housewives, and Students respectively.

Table 1: shows the statistics report of variance of factors affect towards segmented samples for access internet

Variables	Statistics	Agri.	Govt.	Pvt.	Buss.	H.W	Stud.	F	Sig.5%
Poor knowledge	Mean	15.00	8.60	9.60	13.80	14.60	4.60	0.537	NS
	N	75	43	49	69	73	23		
	Std. Deviation	25.63	6.19	3.89	8.01	13.03	2.07		
	SEM	11.46	2.77	1.74	3.58	5.82	0.93		
Poor facility	Mean	15.00	8.60	9.60	13.80	14.60	4.60	0.752	NS
	N	75	43	49	69	73	23		
	Std. Deviation	17.86	8.20	3.11	8.44	14.35	2.07		
	SEM	7.99	3.67	1.39	3.77	6.42	0.93		
Not necessity	Mean	15.00	8.60	9.60	13.80	14.60	4.60	0.638	NS
	N	75	43	49	69	73	23		
	Std. Deviation	14.78	13.26	10.45	6.91	14.24	6.69		
	SEM	6.61	5.93	4.67	3.09	6.37	2.99		
Technology fear	Mean	15.00	8.60	9.60	13.80	14.60	4.60	0.515	NS
	N	75	43	49	69	73	23		
	Std. Deviation	22.56	8.8	10.42	10.47	13.3	2.4		
	SEM	10.09	3.9	4.6	4.6	5.9	1.07		

The ANOVA test employed that there is a significant different between the stratified samples on the factor of poor knowledge about internet, the F- ratio is 0.537 and 5% F – limit (5, 24) is not significant between segmented people. It is concluded agriculturist and housewives are strongly agreeing the factor- poor knowledge about internet.

The next factor of Poor facilities for internet to their area, overall 18% of respondents are strongly agree, 16% are agree, 21% are disagree, and 37% of respondents are strongly disagree the factor. In particularly 4%, 49%, 26%, 16%, 7% and 30% are strongly agree to Agriculturist, Government and Private employees, Business people, Housewives, and Students respectively. The F- ratio is 0.752 and 5% F – limit (5, 24) is not significant between segmented people. It is computed government employees are highly agreed, private employee and student are moderately agreed the factor. Next factor is not necessity to access internet is emphasis the overall 30% of respondents are strongly agree, 21% are agree, 15% are disagree 28% of respondents are strongly disagree

the factor. In particularly 54%, 4%, 8%, 30%, 43% and 0% of strongly agree they are Agriculturist, Government and Private employee, Business people, Housewives, and Students respectively. The F- ratio is 0.638 and 5% F – limit (5, 24) is not significant between them. More over agriculturist, housewives and business men are strongly agreed, government, private employees are agreed and students are strongly disagreed the factor- not necessity to access internet. Next factor Technology fear to access internet emphasis to overall 41% of respondents are strongly agree, 17% are agree, 12% are disagree and 20% of respondents are strongly disagree the factor. In particularly 72%, 9%, 10%, 45%, 49% and 26% of strongly agree to Agriculturist, Government and Private employee, Business people, Housewives, and Students respectively. The F- ratio is 0.515 and 5% F – limit (5, 24) is not significant between them. More over agriculturist, housewives and business men are strongly agreed, government, private employees are agreed and students are strongly disagreed the factor- not necessity to access internet.

Table 2: shows the statistics report of variance of factors affect towards segmented samples for online purchase

Variables	Statistics	Government Employee	Private Employee	Business People	F	Sig.5%
No Credit & Debit card facility	Mean	4.6	4.0	10.2	1.763	NS
	N	23	20	51		
	Std. Deviation	3.65	2.55	8.93		
	SEM	1.63	1.14	3.99		
Fear about delivery mode	Mean	4.6	4.0	10.2	1.178	NS
	N	23	20	51		
	Std. Deviation	4.83	4.53	7.40		
	SEM	2.16	2.03	3.31		
Fear about product/company	Mean	4.6	4.0	10.2	1.146	NS
	N	23	20	51		
	Std. Deviation	7.02	4.58	9.09		
	SEM	3.14	2.05	4.07		
Not necessity	Mean	4.6	4.0	10.2	0.626	NS
	N	23	20	51		
	Std. Deviation	6.03	4.53	14.9		
	SEM	2.69	2.03	6.68		

Hypothesis 2: Significant difference between the segmented samples about the factor affects the online purchase.

The above table-2 shows that the factors affect the online purchase of segmented sample wise government, private employees and students. The ANOVA test reveals the significant different between the stratified samples, the other factor of the segmented respondent have no credit and debit card facility, the F-ratio is 1.763 and 5% F – limit (2, 12), it's not significant between them. Resulted that the government and private employees are strongly disagree, and student are agree the factor- no facility of credit and debit card.

The factor fear about of delivery mode of the product, the F- ratio is 1.178 and 5% F – limit (2, 12) is not significant between them. The end result government and private employees are strongly agree, and the student are moderately agree the factor -fear about the delivery mode of the product. Then the next factor is

fear about the product and company, the F- ratio is 1.146 and 5% F – limit (2, 12) is not significant between them. The segmented group represents like the government employees are strongly agreed, private employees are agreed, and student are both end represents. The factor not necessity of online purchase, the F- ratio is 0.626 and 5% F – limit (2, 12) is not significant between them. Compute the result the students are highly disagreed, government and private employees are agreed the factor- not necessity of online purchase.

Hypothesis 3: Significant difference between the segmented samples about the factors influence in online purchase.

The table-3 shows that the factors influence about the online purchase to segmented samples wise government, private employee, and business people. The ANOVA test reveals the significant different between the stratified samples on the factor. The respondents have credit and debit card facility, the F- ratio is 0.154 and 5% F – limit (2, 12) is not significant between them. More over government, private employee and business men are strongly agreed and agree the factor- facility of credit and debit card and the factors easy decision making, the F- ratio is 0.59 and 5% F – limit (2, 12) is not significant between them. The government, private employee and business men are strongly agreed the factor- easy decision making. The factor time save, the F- ratio is 0.228 and 5% F – limit (2, 12) is not significant, the government, private employee and business men are strongly agreed the factor- easy decision making. Then the other factor is flexibility of compare, the F- ratio is 0.482 and 5% F – limit (2, 12) is not significant, the government, private employee and business men are strongly agree and agree the factor- flexible compare. Then next factor is Privacy, the F- ratio is 0.531 and 5% F – limit (2, 12) is not significant, the government and private employee are strongly agree and agree the factor- Privacy. The Last factor Price compare, the F- ratio is 0.395 and 5%F – limit (2, 12) is not significant, the government, private employee and business people are strongly agree and agree the factor- Price comparative.

Table 3: shows the statistics report of variance of factors influence towards segmented samples for online purchase

Variables	Statistics	Government Employee	Private Employee	Business People	F	Sig.5%
Credit & Debit card facility	Mean	1.80	1.20	1.00	0.154	NS
	N	9	6	5		
	Std. Deviation SEM	3.03 1.60	2.17 0.97	1.73 0.77		
Easy decision making	Mean	1.80	1.20	1.00	0.590	NS
	N	9	6	5		
	Std. Deviation SEM	1.30 0.58	1.30 0.58	1.00 0.45		
Time save	Mean	1.80	1.20	1.00	0.228	NS
	N	9	6	5		
	Std. Deviation SEM	2.49 1.11	1.79 0.80	1.41 0.63		
Flexible compare	Mean	1.80	1.20	1.00	0.482	NS
	N	9	6	5		
	Std. Deviation SEM	1.64 0.73	1.30 0.58	1.00 0.45		
Privacy	Mean	1.80	1.20	1.00	0.531	NS
	N	9	6	5		
	Std. Deviation SEM	1.30 0.58	1.64 0.73	0.71 0.32		
Price compare	Mean	1.80	1.20	1.00	0.395	NS
	N	9	6	5		
	Std. Deviation SEM	1.90 0.86	1.79 0.80	1.23 0.55		

Findings

1. Affecting factors against segmented samples for access internet (hypothesis-1) is poor knowledge, poor facilities, not necessity to the consumers.
2. Affecting factors against segmented samples for purchase the product through online (hypothesis-2) is, non available facilities of credit and debit card, fear about delivery mode, product, and company image.
3. Influencing factor against segmented samples for purchase the product/service through online (hypothesis-3) available facilities of credit and debit card, easy decision making, time saving, flexible to compare product, price and privacy.

Suggestions

1. Marketers create self awareness campaign and free demo of internet access to rural areas for development of consumers' online marketing and usage of credit and debit card. Then the marketers assure the possibilities of product delivery mode, company's trust, product image, and then security system of bankers' card.
2. Marketers provide promotional tool in way of online facilitate computer to rural retailers for consumer free access and search the information through online, this promotional tool is instead of like cording, advertisement, free offer, etc.
3. Marketers create Rural Consumer Relationship Management (RCRM) in way of online and e-mail communication like inquiry, service need, information retrieval, and conduct online contest.
4. Government encourage to woman's self-help group for success of e- Governance. Success of e- Governance depends on excellent network of Village Information and Knowledge Centre (VIKC). Functions of such proposed VIKC would be 1.To create awareness amongst villagers about utilization of various local resources. 2. Collection development of various types of resources useful to local people and computerization of the same. 3. To develop and disseminate various 'Local Database' of product, experts, manuscripts, etc. 4. R&D, if needed e.g. rural surveys, social work research, training to villagers in various areas, etc. 5. To more concentrate 'Rural reconstruction Project', it's development of villagers – Physical, social, Economic and Intellectual potential & abilities.

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