

A Review on E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among Rural Youth

Deshel Levines Fernandes ¹ & Shailashri V. T. ²

¹ Research Scholar, Institute of Management & Commerce, Srinivas University, Mangaluru-575001, India,

Orcid ID: 0000-0002-8830-9285; Email ID: deshel3190@gmail.com

² Research Professor, Institute of Management & Commerce, Srinivas University, Mangaluru- 575001, India,

Orcid ID: 0000-0002-1684-238X; Email ID: shailashrivt@gmail.com

Area/Section: Business Management.

Type of the Paper: Review of Literature.

Type of Review: Peer Reviewed as per [C|O|P|E|](#) guidance.

Indexed in: OpenAIRE.

DOI: <https://doi.org/10.5281/zenodo.7600332>

Google Scholar Citation: [IJMITS](#)

How to Cite this Paper:

Fernandes, D. L., & Shailashri, V. T., (2023). A Review on E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among Rural Youth. *International Journal of Management, Technology, and Social Sciences (IJMITS)*, 8(1), 83-98. DOI: <https://doi.org/10.5281/zenodo.7600332>

International Journal of Management, Technology, and Social Sciences (IJMITS)

A Refereed International Journal of Srinivas University, India.

CrossRef DOI: <https://doi.org/10.47992/IJMITS.2581.6012.0257>

Received on: 08/11/2022

Published on: 03/02/2023

© With Authors.



This work is licensed under a [Creative Commons Attribution-Non-Commercial 4.0 International License](#) subject to proper citation to the publication source of the work.

Disclaimer: The scholarly papers as reviewed and published by Srinivas Publications (S.P.), India are the views and opinions of their respective authors and are not the views or opinions of the SP. The SP disclaims of any harm or loss caused due to the published content to any party.

A Review on E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among Rural Youth

Deshel Levines Fernandes ¹ & Shailashri V. T. ²

¹ Research Scholar, Institute of Management & Commerce, Srinivas University, Mangaluru-575001, India,

Orcid ID: 0000-0002-8830-9285; Email ID: deshel3190@gmail.com

² Research Professor, Institute of Management & Commerce, Srinivas University, Mangaluru- 575001, India,

Orcid ID: 0000-0002-1684-238X; Email ID: shailashrivt@gmail.com

ABSTRACT

Purpose: *Online shopping is now a frequently used method of making purchases. It has become popular in rural areas, especially among rural youth, as a result of advancements in technology, information, and communication. This study aims to determine the motivational factors that affect rural youth's online shopping behaviour and their level of familiarity with e-commerce in general and online shopping in particular.*

Design: *Secondary data was gathered by referring to journal papers via Google Scholar, Research Gate, Academia databases, Magazines, and books. The framework of ABCD factor analysis is included in the study.*

Findings: *Based on the articles examined, it is clear that young people are comfortable making purchases online, and that they do so for a variety of reasons. Youngsters are influenced to shop online because of both internal (personal) and external factors (Influencers). Despite the fact that there is no research on rural youth in the reviewed articles, there are still some themes that apply to this demographic that are universal across all consumers, whether they live in cities or rural areas. A number of problems exist even for young people living in urban areas when they try to shop online. The majority of young people still prefer shopping online because of ease, lower prices, higher quality, convenience, etc. The majority of youth today, prefer to shop online for books and electronic gadgets.*

Originality value: *The knowledge that young people possess relating to online shopping has been assessed based on the reviewed articles. The motivators that make youth buy the products online are identified along with the purchase process, methods of payment, etc.*

Paper Type: *Review of Literature*

Keywords: *Rural India, E-Commerce, Online Shopping, Rural Consumer, Rural Youth, ABCD Analysis.*

1. INTRODUCTION :

Technology has a significant impact on the management of contemporary marketing. Utilizing cutting-edge and original technological ideas makes the process of advertising and promoting products and services significantly less difficult. The market environment has been significantly reshaped as a direct result of developments in technological innovation [1]. Even people who live in rural areas take advantage of the internet to do their shopping and access a variety of services because rural areas are experiencing rapid population growth as a result of the benefits of advanced technology. It is no longer unusual for people to buy and sell products and services online. People are under the impression that making purchases and using services online while they are inside is more enjoyable because doing so is more convenient [2].

The advent of modern-day online shopping has significantly altered the advertising industry. The majority of the industry has addressed the topic of shopping online. On average, younger generations

are the ones who make purchases via the web. Young people are more likely to shop online than they are to use more conventional methods, which makes sense given their propensity toward technology.

1.1 Internet Access and Electronic Commerce in Rural India

The number of people conducting business over the internet has increased in India in recent years. The impact of technology and increased internet access in rural areas has a greater influence on rural consumers, despite the fact that 70 percent of India's population lives in villages [3]. The majority of people who live in rural areas have easy access to internet services, with unstable internet networks. Due to the fact that rural areas have high penetration rates of both mobile phones and internet access, the number of people shopping online is constantly growing. The government of India is exerting a lot of effort to make certain that internet access and adequate infrastructure are made available to rural people in the vast majority of villages [4].

1.2 Youth in Rural Areas and the Benefits of Online Shopping

There is a higher incidence of online shopping among younger people. Rural youth in today's society have been influenced by technology, and their increased access to online resources as a result of the use of smartphones has also contributed to this influence [5]. E-commerce is currently enjoying a lot of success, and particularly among younger generations living in more rural areas. These young people learn information through a variety of different channels. The majority of today's young people learn about online shopping as they become familiar with urban lifestyles and patterns as they navigate the world. Young people from rural areas are leaving their hometowns in droves to find work and attend urban schools for a variety of reasons [6]. Rural areas are seeing a rise in the use of online shopping as a preferred method of shopping. Young people make up the largest demographic of online buyers coming from rural areas. Young people in today's society are under the impression that goods purchased online are of superior quality. Furthermore, they are enticed to make purchases online because of the numerous deals, discounts, and other advantages that are available [7]. The majority of young people who shop online do so for the purpose of purchasing books, electronic goods, and clothing.

2. OBJECTIVES :

- (1) To recognize and fully comprehend the idea of e-commerce and online shopping with a focus on rural areas.
- (2) To determine the driving forces behind online purchases among the youth.
- (3) To conduct an ABCD analysis of the topic.

3. METHODOLOGY :

The information in the review paper was obtained from secondary sources. The list of references includes articles from Google Scholar, Research Gate, Academia Sites, and websites affiliated with academic institutions. The paper also includes information from Magazines and Newspapers.

4. RELATED RESEARCH WORK :

The study conducted examines the urban-rural divide in developing country e-commerce. In some developing economies, e-commerce is spreading to smaller towns and villages. Most of India's 200–250 million Internet users and cardholders live in cities. Bangladesh's top online shopping cities are Dhaka, Gazipur, and Chittagong. Low income may explain rural communities' lower online participation. Rural areas' lower incomes contribute to a lack of scale economies. In 2014, the average per capita disposable income in urban China was \$4,742, while in rural China it was \$1,693. Rural areas of developing countries lack Internet access. 1.1 billion people, or 28%, lacked access to a 3G or 4G network, mostly in rural areas. All citizens and businesses, especially those in remote areas, should have access to affordable broadband. Policy measures can help rural logistics' economics. Government can promote rural e-commerce by creating PPPs. Rural residents should be able to buy from large e-commerce sites and sell their own goods online. Governments must incentivize businesses that make e-commerce accessible to all. Federal, state, and regional governments should ensure businesses increase e-commerce among rural residents, not just say they will [8].

The research investigates the various E-Commerce categories, such as business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business. It describes the fundamental phases of electronic commerce. In phase 1, online matchmaking and recruitment services were initiated. In phase 2, online travel and retail sales are implemented. E-commerce facilitates business operations with low operating costs and enables small vendors to compete with large corporations. It simplifies the purchasing process and increases consumer options. Information security is the primary concern of internet businesses. Due to an increase in smartphone and Internet users, e-commerce is developing rapidly [9].

The factors that have contributed to the growth of the online retail sector are dissected in the study. Exploring the relationship and its consequences is crucial to the growth of the e-commerce sector. This is especially true in e-commerce and information technology (IT), which are expanding rapidly in low-income regions. Consumer confidence and online anonymity are both impacted by the rise of e-commerce. Because Consumer confidence rests on the fulfillment of their expectations. E-commerce cannot function without customers' unwavering faith. Privacy rights of internet users are acknowledged by both government and business. Growth in E-commerce is stymied by concerns over information security, which affect users of all levels of IT expertise. The findings of this study highlight the risks and privacy concerns faced by Internet users. The government plays an instrumental role in the growth of electronic commerce (E-Commerce) in developing nations by establishing reliable online payment systems, extensive information and communication technology (ICT) infrastructure, educational programs, and public awareness through the media and educational institutions. The most important drivers of e-commerce expansion are isolated in this study. Therefore, governments should encourage the expansion of online commerce [10].

The accessibility and ongoing development of IT have opened up many possibilities, and its benefits have improved governmental performance, reduced cost structures, and factored transactions. Due to the growth of e-commerce, new technologies are booming, particularly in the service industry. Today, the internet is a crucial channel for delivering public services and has improved customer service. Additionally, it is important for establishing and maintaining a base of devoted, long-term customers. Trusted security fraud and hacking, awareness of perceived usefulness, perceived quality, as well as the role of government, are the primary key factors affecting e-commerce. The study enables the researchers to learn about general attitudes and perceptions that people have regarding technology and transactions level [11].

E-commerce includes buying and selling goods online as well as supporting business processes. Rediff.com was India's first e-commerce site. Flipkart, letsbuy.com, and Amazon are popular e-commerce sites in urban India. China is the biggest e-commerce market, followed by the US and India. E-commerce growth in India increases demand for broadband services, higher living standards, and more products. India's e-commerce falls into three categories. 1. fitness 2. materials 3. digital products. Replacement guarantee, location-based services, multiple payment options, right content, quick service, clear and realistic T&C, product quality, and dedicated customer care service contribute to Ecommerce's boom in India. If all essential factors are implemented, the future of E-Commerce in India is bright.

For the systematic review on the topic a detailed review of research papers and articles published are reviewed. Google Scholar search engine is used for the same. The papers reviewed are publications from the year 2000 to 2021. The table contains a review of papers on the areas of Rural India, E-Commerce, ICT with the main focus on keywords such as Rural Marketing, E-Commerce, Online Shopping and Rural Youth.

Table 1: Scholarly literature on Rural Marketing and Technology

S. No.	Focus/ Area	Contribution	References
1	ICT in Rural India	Strategies for connecting Rural corners with internet facilities	Raju, (2000). [12]
2	Influence of Technology over Rural Consumers	Due to the influence of technology, Rural consumers are	Parmar et al., (2013). [13]

		adapting modern buying and selling methods.	
3	Marketing Mix Strategies	Strategies for effective marketing	Schwarzl & Grabowska, (2015). [14]
4	Technology and Marketing Ideas	Increased sales and develop the rural markets	Shiferaw et al., (2008). [15]
5	Impact of ICT in promotion	Major role is of the ICT tools to create demand for goods	Amiri & Woodside, (2017). [16]
6	Product Promotion and its role	Promotional measures have a high impact on buying behaviour	Kumar & Joseph, (2014). [17]
7	Innovative marketing strategies through E-Commerce	Since there is a high customer base in rural areas, it's important to adopt new strategies to accept the new marketing ways	Anuj et al., (2018). [18]
8	Rural culture and its impact on Consumers	Has a great impact on buying decision	Nedumaran, & Rani, (2019). [19]
9	Influence of ICT on rural Buyer	Winning rural consumers is necessary through different promotional measures	Dheenadhayalan, (2021). [20]
10	High impact of ICT	Changes take place in all aspects including the aspects of communication, lifestyle, infrastructure and so on	Thadaboina, (2009). [21]
11	Innovation in Promotion	Modern ways of promoting and marketing to be adopted	Kale & Chobe, (2016).[22]
12	Changing dimensions of Rural Consumers	Needs and wants when converted into demand, the rural buyer will be influenced to buy the products	Dhivya, (2013). [23]
13	ICT and its influence on the consumers	Strong Commitment, focused attention and support will be given by the customers	Prakash & Pathak, (2014). [24]
14	Increasing customer demand	Innovative ideas and techniques are to be implemented in marketing the products and meeting the demands of the customers	Thomas, (2013). [25]
15	Promoting E-Commerce in Rural areas	Must be identified and work on it so as to provide the best effective solution for the problems that are faced by marketers	Sinha et al., (2019) [26]
16	Role of Government in E-Commerce promotion	Government and other organisations should take initiatives	Malick & Krishnan, (2014). [27]
17	Covering the Rural consumers and identifying their needs	It helps in better growth and prosperity; Opportunities could be explored	Ingavale, (2011). [28]
18	E-Commerce	Best promotional measure	Mishra, (2020). [29]
19	Promotional measures and their impact	Rural display schemes play a major role	Kundu, (2013). [30]
20	E-Commerce Growth Opportunities	Huge difference in modern and traditional methods of marketing	Mirzaei et al., (2012). [31]

Rural marketing is the practice of bringing the benefits of marketing to people who live in rural areas and catering to their specific requirements. Because of the influence of technology, the rural market's

current situation has undergone significant transformation in recent years. People living in rural areas are influenced by digital aspects, which has led to an increase in the popularity of online shopping in rural areas. It is important to communicate with people who live in rural areas because the vast majority of them are illiterate and do not understand how to use modern technology. Due to a lack of infrastructure and communication network facilities, businesses have a greater responsibility to educate people living in rural areas about online shopping and e-commerce.

Table 2: Scholarly literature on E-commerce and Online Shopping

S. No.	Focus/Area	Contribution	References
21	Information Communication Technology	The changes occurring due to digital transformation and focus on the future of E-Commerce	Sehrawet & Kundu,, (2007). [32]
22	Business and E-Commerce	There are both advantages and disadvantages through E-Commerce	Anooja, (2015). [33]
23	Impact of E-Commerce on Retail Business	Uncertain future for E-Commerce	Bharadwaj & Soni,, (2007). [34]
24	Impact of Electronic Commerce	High demand for online goods, better future for e-commerce	Gupta, (2014). [35]
25	Electronic Business	Every business has its own impact	Amit & Zott, (2001). [36]
26	E-commerce Vs M-Commerce	Highlights relationship between E-Commerce and M-Commerce	Ruppel et al., (2003). [37]
27	Customer value creation	Online shopping is convenient because of Time-saving, Information availability, ease of access to the products etc.	Shanthi & Desti., (2015). [38]
28	Online shopping Vs Offline shopping	Many people prefer real shopping experience	Sarkar & Das, (2017). [39]
29	Buying behaviour	Category-wise segmentation is required because all the people do not buy online	Liu & Forsythe, (2010). [40]
30	Perception of Youth towards online shopping	Positive attitude toward buying online	Choudhury & Dey, (2014). [41]
31	Transformation in technology and changes in marketing	In spite of Various advantages and disadvantages online shopping plays a major role	Chen & Tan., (2004). [42]
32	Online shopping Motives	The main motivation is ease of use	Khare et al., (2010). [43]
33	Factors motivating online shopping	Reliable Information and Service tangibility increases online sales	Jahwari et al., (2018). [44]
34	Attitude towards online Buing	Convenience, and customer service when given demand for online sales increases	Jadhav & Khanna, (2016). [45]
35	Technological Innovation in Marketing	Innovation will improve sales	Dost & Rehman, (2015). [46]

36	Motivational Factors for Online shopping	Quality of service and customer satisfaction are the two phases of the same coin that results in creating loyal customers	Khan, et al., (2020). [47]
37	ICT Tools	Mobile phone applications help in increasing the sales	Ahmadzadeh, (2020). [48]
38	Problems and Challenges of online selling	Customer concerned with the aspects of convenience, e-wallet etc.	Leninkumar, (2017). [49]
39	Perceived factors for online shopping	Brand orientation matters	Murugan, (2019). [50]
40	Factors for online shopping	Time-saving, Easy availability of information, ease of buying etc.	Gotmare, (2022). [51]
41	Traditional shopping Vs E-Shopping	Real shopping experience plays a major role	Hsiao, (2009). [52]
42	Reasons for not buying online	Buying behaviour and socio-technical aspects cannot combine as there are people who do not buy online, especially the elderly	Suhaily & Soelasih, (2017). [53]
43	Perception of Youth	Positive feeling about online shopping	Malviya, & Sawant, (2014). [54]
44	Motivational factors for online shopping	Motivation for buying online	Reimartz et al., (2019). [55]
45	Online shopping and its future	Ease and convenience is the main motivation	Agarwal & Ganesh, (2014). [56]
46	Online and Satisfaction	Service tangibility, and reliable information makes e-shopping a great success	Bhatt, (2020). [57]
47	Most preferred goods by the youth	Most purchasing goods are electronic gadgets, books	Gowda, (2019). [58]
48	Innovative Promotions	Innovations and creativity increase the sales	Rimenta et al., (2013). [59]
49	Customer Loyalty	Satisfaction and Loyalty are interrelated. Service quality leads to satisfaction and satisfaction leads to loyalty	Shafiee & Bazargan, (2018). [60]
50	Electronic marketing and Youth	Highly influenced on modern youngsters	El-Gohary, (2010). [61]
51	Problems faced in ordering online	Modes of payment, server issues etc.	Malhotra, (2014). [62]
52	Customer satisfaction	Orientation, online purchase experience matters	Rose et al., (2011). [63]
53	Satisfaction level of youth	Positivity and satisfaction level is high	Anthonymsamy & Ignatius, (2020). [64]
54	Online shopping and Customer perception	The reason is of security and privacy issues. Internet penetration is needed	Vaidya, & Vaidya, (2017).[65]
55	Impact of Online shopping in Rural India	Low prices attract	Salemink et al., (2017). [66]

56	Online shopping and its future	New Lifestyles, Perception, After sales service	Saxena, (2022). [67]
57	Awareness on Online shopping	Rural youth migrating to urban areas for education, job, etc.	Handa & Gupta, (2014). [68]
58	Motivational Factors for online shopping	Perception and attitude	Narges et al., (2009). [69]
59	Factors affecting online shopping	Due to convenience, availability of the product	Agrawal et al., (2013). [70]
60	Impact of digital shopping	More promotional measures are to be adopted	Silpa et al., (2016). [71]

In today's advanced technological environment, e-commerce carries a considerable amount of weight and importance. It addresses anything and everything associated with computers and other devices that can be connected to the internet. E-commerce encompasses a wide variety of business practices, some of the most common of which are online banking services, product ordering, and the payment of bills online. Services related to electronic commerce have been established in every area. Even people who live in more isolated regions are adjusting to the changes that have been brought about by advancements in technology. The realm of online shopping is one of the many different aspects that is significant and is growing at a rapid rate. Other aspects include: People who live in rural areas may have access to the internet, and as a consequence, they may be exposed to advertisements that can be found on the internet. People, particularly young people living in rural areas, are more likely to buy books or electronic goods that are relevant to their academic pursuits. This is especially true of people living in rural areas. They favour doing their shopping online because it is not only more convenient for them, but also because they can frequently locate better deals and more straightforward methods of shopping. E-commerce is currently being introduced to the youth of rural areas, and e-stores are able to deliver products directly to the homes of customers, which simplifies the shopping experience for the consumer.

5. NEW RELATED ISSUES :

In many rural areas, getting online can be a challenging and time-consuming endeavor. The lack of access to reliable communication networks and adequate infrastructure facilities is a significant problem in rural areas. The adaptation of rural youth to urban culture has paved the way for online shopping as more and younger people from rural areas move to urban areas in search of jobs and for education. The disadvantage is that young people in rural areas who do not have a high level of education are unable to take advantage of all of the features that are available through online shopping. When it comes to online shopping, the young people who live in rural areas are most concerned about the issues of privacy and security.

6. IDEAL SOLUTION AND PRESENT STATUS :

Businesses involved in e-commerce, particularly those whose services include the delivery of goods, are obligated to put in place infrastructure that makes it simpler to serve customers in rural areas. In order to accomplish this goal, businesses in rural areas need to form partnerships with the municipal governments there and offer employment opportunities to the young people living there, either in the form of part-time or full-time work. The most important problem with networks and communications needs to be solved, and the best way to do that is to put pressure on government organizations and authorities to take the appropriate steps toward providing good communication networks. Additionally, forming partnerships with companies that provide telecommunication services is an absolute necessity at this point in time. The youth of rural areas need to be educated about the various aspects of using e-commerce services, and they also need assistance in understanding the safety and privacy standards that apply when using e-commerce applications and conducting transactions of various kinds.

7. RESEARCH GAP :

The studies that were looked at do not contain all of the relevant data. The majority of studies examine the motivational factors that influence the youth to buy products online. Although the reviewed papers offer some insight into the factors that motivate to shop online (such as price, discount, and quality),

they offer less insight into the factors that motivate rural youth to shop online. As far as rural youth and online shopping are concerned no studies have been conducted to find the motivational factors that influence rural youth to buy products online. There is a significant amount of research that needs to be done on shopping destinations among rural youth, the age groups that make up this demographic, the driving forces for online shopping, the payment methods that are familiar to them, their expectations for service delivery, etc. The articles reviewed only provide generalizations about the motivational factors for young shoppers and are not directly related to rural youth.

8. RESEARCH AGENDA :

- a. Level of awareness about E-Commerce among Rural Youth.
- b. Identifying the most desired e-sites for online shopping.
- c. Types of products purchased online.
- d. Level of satisfaction that the rural youth get through online shopping.
- e. Learn the factors motivating rural youth to buy online products.

9. ANALYSIS OF RESEARCH AGENDA :

People who live in rural areas are typically farmers, but the vast majority of them are unaware of the opportunities presented by e-commerce. These individuals need to be trained and provided with knowledge regarding the various facilities associated with e-commerce. The young people belonging to rural areas are now exposed to the urban lifestyle and are aware of modern technical aspects. As a result, online shopping is a familiar term to them. Based on the research agenda, the rural youth must be enquired about the e-sites they use, the motivators for online shopping, etc.

10. FINAL RESEARCH PROPOSAL :

E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among the Rural Youth. The study will be conducted among the Youth aged 18-24 years, from the rural regions of Udupi District. The data collection will be done by circulating the Questionnaires among the youth. The main objective of the research is to find the growing demand for Online shopping in the Rural Regions of Udupi District.

11. THEORETICAL ASPECT :

The analysis is grounded in consumer behavior theory, which explores how customers think and feel about making purchases online. There is a connection between the '*Theory of Reasoned Action*' and the entire decision-making and purchasing procedure. It's a theory of consumer behavior that looks at how purchasing decision is influenced based on already-formed opinions among consumers. The theory focuses on the consumer's actions and perceptions that will bring about the desired result.

Research into what drives young people to shop online is the sole focus of 'A Study on the Motivational Factors for Online Shopping among Rural Youth'. Even though people in rural areas may not have much experience with shopping online, the growing sophistication of online market places and opinions has piqued the interest of young people in these areas. The attitudes and subjective norms influence the consumer to behave accordingly and as a result, it leads to the completion of a task desiring a positive outcome.

The 'Theory of Reasoned Action' was developed by Fishbein and Ajzen in 1975. The theory identifies the differences between intention and behaviour. It gives a clear idea that intention and behaviour are interrelated. It suggests that behaviour is the result of individuals intention. Most of the individuals decide on a particular thing and then act upon it. The intention is the predictor of carrying on a particular thing and that is called as Behaviour. This theory is based on two assumptions

- i) People always behave rationally
- ii) People always make use of all the information available to them

According to the theory the behaviour of an individual is dependent on his intention to do or not to do something. The word 'Intention' comprises of two factors that is 'Attitude towards Behaviour and Subjective Norms'. Attitudes include the individuals Positive or Negative thoughts about the behaviour. The factors that influence an individual's attitudes are:

- i) Consequences associated with performance of the behaviour
- ii) Positive or Negative effect of the Consequences

Normative beliefs refer to the ideas that are considered important by an individual and his surroundings.

In order to analyse the study "E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping Among Rural Youth with Reference to Kundapur Taluk," it is crucial to take into account both the intention and behaviour of the participants. The identified motivators will be categorized as attitudes and subjective norms, after which the theory's connectivity will be framed.

12. CONCEPTUAL FRAMEWORK :

E-commerce and Rural Consumers: A Study on the Motivational Factors for Online Shopping among Rural Youth is an examination of the factors that motivate young people in rural areas to make purchases online. The research aims to learn what drives young people from rural areas to make purchases online despite facing difficulties. A generalization of motivating factors is made based on certain observations and findings of the papers reviewed.

For the study, rural youth refers to the youth between the age of 18-30 years who live in less densely populated areas with not much access to comfortable living and developed infrastructure. The proposed conceptual framework basically includes the construct variables which are attitude and Subjective norms that make an individual buy online, which will be specified once the data is collected at the time of actual research [72-76].

A conceptual model for identifying the motivational factors for online shopping among Rural Youth is depicted in the below figure:

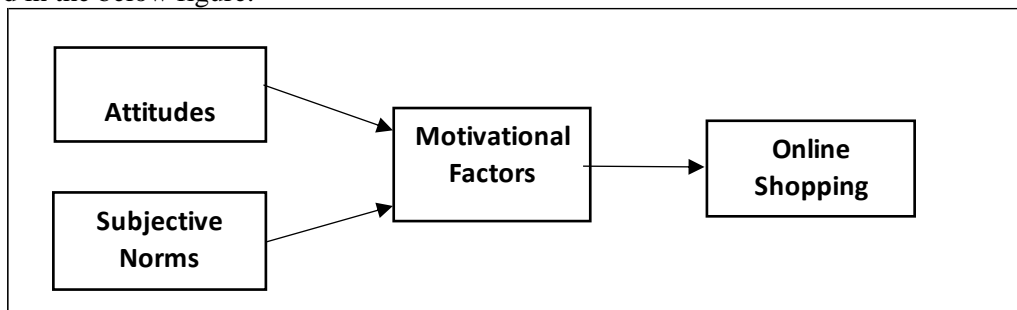


Fig. 1: Conceptual model for identifying the motivational factors for online shopping among Rural Youth

13. ABCD ANALYSIS :

Business models, success strategies, viable operational concepts, and the evolution of a functional system all benefit from a comprehensive analysis. ABCD is the system that analyses the major problems and identifies the crucial constituent elements based on four concepts: advantages, benefits, constraints, and disadvantages. Business model, Business strategy, Operational concept, and Functional system provide the overarching framework for the four specific cases at hand. The researcher needs to use the target group technique, a qualitative data-collecting instrument used to determine the numerous variables that contribute to each of the four components of the ABCD system. The table that follows provides an analysis of ABCD regarding online shopping and rural youth [77]-[83].

Table 3: ABCD analysis of online shopping and rural youth

Constructs	Features
Advantages	<ol style="list-style-type: none"> 1. The study will contribute towards additional knowledge by investigating the elements relating to e-commerce, online shopping, and rural youth. This will be done in order to contribute to the literature review. 2. The results of the study will shed light on the myriad of problems and obstacles that rural residents encounter when attempting to use online services and facilities. 3. It helps in understanding the level of satisfaction among rural youth regarding online shopping, which in turn helps businesses understand the reasons for the level of satisfaction and find solutions that are appropriate.

	4. The move by the government to provide better information and communication technology (ICT) infrastructure in rural areas paints a clear picture of where further improvements are needed.
Benefits	<ol style="list-style-type: none"> 1. The study's results will be analyzed with the intention of providing the government and other organizations or businesses with assistance in taking the appropriate steps toward providing good infrastructure facilities. 2. The program's objective is to teach young people in rural areas how to conduct their e-commerce activities and also shop online, which will help them gain a better understanding of the risks and precautions associated with using the internet.
Constraints	<ol style="list-style-type: none"> 1. The subjects of this study are limited to the rural youth only. 2. Because the research will be only conducted on a select group of customers, it is challenging to generalize the findings. 3. The generalization that networks and communication facilities are not available in rural areas cannot be made because the majority of rural areas have at least a moderate level of networks and communication facilities.
Disadvantages	<ol style="list-style-type: none"> 1. The study is time-consuming as it involves a personal interview 2. It's possible that respondents' accounts are inaccurate because they have different levels of online shopping experience. 3. The study may not provide generalizable results because it only focuses on young people.

14. SUGGESTIONS :

1. Information on the majority of websites that provide online business opportunities must be made available to the youth of rural areas.
2. It is necessary to raise awareness regarding the utilization of a variety of payment methods.
3. In the event that there are problems with the network or the communication, the issue needs to be brought up with the local authorities.
4. In order to advance information and communication technology in rural areas, online service providers must form partnerships with the relevant governmental authorities.
5. If the government intends to deliver services to rural areas, it will need to prepare to expand existing network capabilities.
6. Given the increasing reach of e-commerce sites, the India Post ought to form partnerships with some of these companies.
7. The businesses involved in e-commerce should make it possible for young people living in rural areas to find employment opportunities.

15. LIMITATIONS :

It was challenging to analyze the results because the reviewed articles were based on the general idea of online shopping and youth. Most of the articles did not fall within the scope of the current study. The articles were uncertain about the youth's age, preferences for the products, and preferred sites. Due to the respondents' inaccurate responses, the articles' findings and recommendations may have been biased.

16. CONCLUSION :

There is a close connection between e-commerce and online shopping. E-commerce-related services are in high demand among young people living in rural areas because of the fact that they make the work easier and require less time overall. The business of shopping online has firmly established itself in urban areas and is now making efforts to expand into rural areas as well. As a result of gradual exposure to urban culture, rural consumers in today's society are undergoing slight adjustments to their way of life. Because so many young people from rural areas are now moving to cities for education or employment opportunities, today's rural youth are increasingly exposed to urban ways of life. As a

result even the rural youth are aware of online shopping and are making an attempt to make purchases online.

REFERENCES :

- [1] Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: A multidisciplinary perspective. *Journal of the Academy of Marketing Science*, 48(1), 1-8. [Google Scholar](#)
- [2] Rao, K. L. K., & Tagat, R. G. (1985). Rural marketing: A developmental approach. *Vikalpa*, 10(3), 315-326. [Google Scholar](#)
- [3] Kshetri, N. (2018). Rural e-commerce in developing countries. *It Professional*, 20(2), 91-95. [Google Scholar](#)
- [4] Strover, S. (2001). Rural internet connectivity. *Telecommunications policy*, 25(5), 331-347. [Google Scholar](#)
- [5] Anthonysamy, M., & Ignatius, C. M. A. (2020). Delivery Issues: a Study on Problems Faced By Rural Youth in E-Shopping. *Journal of Xi'an Shiyou University, Natural Science Edition*, 17(11), 303-308. [Google Scholar](#)
- [6] Saad, H. M., & Manzoor, M. A. S. (2021). Impact of Promotional Tools on Consumer Buying Decisions in Online Purchasing. *Pakistan Social Sciences Review*, 5(1), 231-249. [Google Scholar](#)
- [7] Ghalawat, S., Girdhar, A., Sangwan, A., & Mehla, S. (2018). Factors influencing overall satisfaction with the services of online shopping among college students. *International Journal of Education and Management Studies*, 8(2), 269-275. [Google Scholar](#)
- [8] Bhattacharya, S., & Mishra, B. B. (2015). Evolution, growth and challenges in e-commerce industry: A case of India. *Sumedha Journal of Management*, 4(1), 45-58. [Google Scholar](#)
- [9] Goel, U., Bajpai, A., Chauhan, S., & Verma, P. (2011). Changes in rural marketing through information and communication technology. *International journal of innovation, management and technology*, 2(2), 152-155. [Google Scholar](#)
- [10] Singh, A. (2016). Impact of mobile commerce in e-commerce in perspective of Indian scenario. *Asian Journal of Technology and Management Research*, 6(02), 1-6. [Google Scholar](#)
- [11] Chanana, N., & Goele, S. (2012). Future of e-commerce in India. *International Journal of Computing & Business Research*, 8(10), 1-9. [Google Scholar](#)
- [12] Raju, K. A. (2000). Towards access to information in rural India. *Information services & use*, 20(1), 31-37. [Google Scholar](#)
- [13] Parmar, B. J., Ranpura, D. B., Patel, C. R., & Patel, N. P. (2013). Rural banking through internet: A study on the use of internet banking among rural consumers. *Asian Journal of Management Research*, 3(2), 325-335. [Google Scholar](#)
- [14] Schwarzl, S., & Grabowska, M. (2015). Online marketing strategies: the future is here. *Journal of International Studies*, 8(2), 187-196 [Google Scholar](#)
- [15] Shiferaw, B., Obare, G., & Muricho, G. (2008). Rural market imperfections and the role of institutions in collective action to improve markets for the poor. In *Natural Resources Forum*, 32(1), 25-38. [Google Scholar](#)
- [16] Amiri, S. and Woodside, J.M. (2017), "Emerging markets: the impact of ICT on the economy and society", *Digital Policy, Regulation and Governance*, 19(5), 383-396. [Google Scholar](#)
- [17] Kumar, N. A., & Joseph, J. (2014). A Study on consumer behavior towards FMCG products among the rural-suburban Hhs of Ernakulam. *Journal of Global Economics*, 1(1), 1-10. [Google Scholar](#)

- [18] Anuj, K., Fayaz, F., & Kapoor, N. (2018). Impact of e-commerce in the Indian economy. *Journal of Business and Management*, 20(5), 59-71. [Google Scholar](#)
- [19] Nedumaran, G., & Rani, C. (2019). A Study on the Consumer Perception On E-Shopping. *Advance and Innovative Research*, 6(2), 104-107. [Google Scholar](#)
- [20] Dheenadhayalan, V. (2021). Impact of E-Commerce on the Changes in Consumer's Buying Behaviour in Malappuram District. *Annals of the Romanian Society for Cell Biology*, 25(5), 3441-3452. [Google Scholar](#)
- [21] Thadaboina, V. (2009). ICT and rural development: a study of Warana Wired Village Project in India. *Transition Studies Review*, 16(2), 560-570. [Google Scholar](#)
- [22] Kale, D., & Chobe, C. (2016). Changing scenario of rural marketing—A review. *Indian Journal of Applied Research*, 6(2), 145-147. [Google Scholar](#)
- [23] Dhivya, D. R. (2013). Consumer behaviour-a key influencer of rural market potential. *International Journal of Management (IJM)*, 4(5), 33-41. [Google Scholar](#)
- [24] Prakash, G., & Pathak, P. (2014). Understanding rural buying behaviour: A study with special reference to FMCG products. *Indian Journal of Marketing*, 44(8), 43-55. [Google Scholar](#)
- [25] Thomas, A. E. (2013). Innovative Practices in Rural Marketing: An Indian Perspective. *Thomas Asha E. (2013). Innovative Practices in Rural Marketing: An Indian Perspective. CAMS Journal of Business Studies and Research*, 2(4), 48-54. [Google Scholar](#)
- [26] Sinha, M., Majra, H., Hutchins, J. and Saxena, R. (2019). Mobile payments in India: the privacy factor, *International Journal of Bank Marketing*, 3 (1), 192-209. [Google Scholar](#)
- [27] Malick, T. V., & Krishnan, J. J. (2014). Rural marketing strategies, issues and challenges. *International Journal of Engineering and Management Research (IJEMR)*, 4(2), 116-122. [Google Scholar](#)
- [28] Ingavale, D. (2011). Tapping Indian rural market-rural distribution strategy. *Global J. of Arts & Management*, 1(4), 39-43. [Google Scholar](#)
- [29] Mishra, C. K. (2020). Digital marketing: Scope, opportunities and challenges. *Promotion and Marketing Communications*, 1(1), 1-24. [Google Scholar](#)
- [30] Kundu, S. S. (2013). Customers' Perception towards the Fast Moving Consumer Goods in Rural Market: An Analysis. *International Journal of Techno-Management Research*, 1(2), 1-15. [Google Scholar](#)
- [31] Mirzaei, H., Jaryani, E., Aghaei, M., Salehi, M., & Saeidinia, M. (2012). Differences of "traditional marketing" in opposition to "electronic marketing. In *2012 International Conference on Economics, Business and Marketing Management*, 29(1), 231-234. [Google Scholar](#)
- [32] Sehrawet, M., & Kundu, S. C. (2007). Buying behaviour of rural and urban consumers in India: the impact of packaging. *International Journal of Consumer Studies*, 31(6), 630-638. [Google Scholar](#)
- [33] Anooja, A. (2015). Digital India with e-commerce revolution in rural India: transform India digitally and economically. *Engineering International*, 3(2), 57-64. [Google Scholar](#)
- [34] Bharadwaj, P. N., & Soni, R. G. (2007). E-commerce usage and perception of e-commerce issues among small firms: results and implications from an empirical study. *Journal of small business management*, 45(4), 501-521. [Google Scholar](#)
- [35] Gupta, A. (2014). E-Commerce: Role of E-Commerce in today's business. *International Journal of Computing and Corporate Research*, 4(1), 1-8. [Google Scholar](#)
- [36] Amit, R., & Zott, C. (2001). Value creation in e-business. *Strategic management journal*, 22(6-7), 493-520. [Google Scholar](#)

- [37] Ruppel, C., Underwood-Queen, L., & Harrington, S. J. (2003). E-Commerce: The roles of trust, security, and type of e-commerce involvement. *e-Service*, 2(2), 25-45. [Google Scholar↗](#)
- [38] Shanthi, R., & Desti, K. (2015). Consumers' perception on online shopping. *Journal of Marketing and Consumer Research*, 13(1), 14-21. [Google Scholar↗](#)
- [39] Sarkar, R., & Das, S. (2017). Online shopping vs offline shopping: A comparative study. *International Journal of Scientific Research in Science and Technology*, 3(1), 424-431. [Google Scholar↗](#)
- [40] Liu, C., & Forsythe, S. (2010). Sustaining online shopping: Moderating role of online shopping motives. *Journal of Internet Commerce*, 9(2), 83-103. [Google Scholar↗](#)
- [41] Choudhury, D., & Dey, A. (2014). Online shopping attitude among the youth: A study on university students. *International journal of entrepreneurship and development studies*, 2(1), 23-32. [Google Scholar↗](#)
- [42] Chen, L. D., & Tan, J. (2004). Technology adaptation in e-commerce: key determinants of virtual stores acceptance. *European Management Journal*, 22(1), 74-86. [Google Scholar↗](#)
- [43] Khare, A., Singh, S., & Khare, A. (2010). Innovativeness/novelty-seeking behavior as determinants of online shopping behavior among Indian youth. *Journal of Internet Commerce*, 9(3-4), 164-185. [Google Scholar↗](#)
- [44] Al-Jahwari, N. S., Khan, F. R., Al Kalbani, G. K., & Al Khansouri, S. (2018). Factors influencing customer satisfaction of online shopping in Oman: Youth perspective. *Humanities & Social Science Reviews*, 6(2), 64-73. [Google Scholar↗](#)
- [45] Jadhav, V., & Khanna, M. (2016). Factors influencing online buying behavior of college students: A qualitative analysis. *The Qualitative Report*, 21(1), 1-15. [Google Scholar↗](#)
- [46] Dost, B., Illyas, M., & Rehman, C. A. (2015). Online shopping trends and its effects on consumer buying behavior: A case study of young generation of Pakistan. *NG-Journal of Social Development*, 417(3868), 1-22. [Google Scholar↗](#)
- [47] Khan, S. A., Devi, T. P., Antony, T., Ligor, A., & Saleem, M. (2020). Customer Satisfaction and Customer Loyalty in Online Shopping. *Delhi Business Review*, 21(2), 11-22. [Google Scholar↗](#)
- [48] Ahmadzadeh, A. (2020). Analysis of E-marketing using mobile in development of E-commerce. *Journal of Management and Accounting Studies*, 8(3), 1-9. [Google Scholar↗](#)
- [49] Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450-465. [Google Scholar↗](#)
- [50] Murugan, K. (2019). A Study on Customer Perception towards Online Marketing in Chengalpattu Town. *Emperor Journal of Economics and Social Science Research*, 1(4), 16-23. [Google Scholar↗](#)
- [51] Gotmare, P. R. (2022). Impact of Customer Perception of Value Co-Creation for Personalization in Online Shopping. *International Journal of E-Business Research (IJEER)*, 18(1), 1-20. [Google Scholar↗](#)
- [52] Hsiao, M.H. (2009). Shopping mode choice: Physical store shopping versus e-shopping. *Transportation Research Part E: Logistics and Transportation Review*, 45(1), 86-95. [Google Scholar↗](#)
- [53] Suhaily, L., & Soelasih, Y. (2017). What effects repurchase intention of online shopping? *International Business Research*, 10(12), 113-122. [Google Scholar↗](#)
- [54] Malviya, S., & Sawant, C. (2014). Perception of Youth towards Online Shopping. *Altius Shodh Journal of Management and Commerce*, 1(1), 432-436. [Google Scholar↗](#)

- [55] Reinartz, W., Wiegand, N., & Imschloss, M. (2019). The impact of digital transformation on the retailing value chain. *International Journal of Research in Marketing*, 36(3), 350-366. [Google Scholar](#)
- [56] Agarwal, V., Ganesh, L. (2014). E-shopping: An extended technology innovation. *J Res Mark*, 2(1), 19-126. [Google Scholar](#)
- [57] Bhatt, H. R. D. V. (2020). A study on impact of E service quality dimensions of online shopping platforms on overall service experience. *Alochana Chakra Journal*, 9(6), 1066-1088. [Google Scholar](#)
- [58] Gowda, (2019). Online Shopping: A Study on Perception of Youth in Coastal Karnataka. *Sahyadri Journal of Management*, 3(2), 1-16 [Google Scholar](#)
- [59] Pratminingsih, S. A., Lipuringtyas, C., & Rimenta, T. (2013). Factors influencing customer loyalty toward online shopping. *International Journal of Trade, Economics and Finance*, 4(3), 104-110. [Google Scholar](#)
- [60] Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of theoretical and applied electronic commerce research*, 13(1), 26-38. [Google Scholar](#)
- [61] El-Gohary, H. (2010). E-Marketing-A literature Review from a Small Businesses perspective. *International journal of business and social science*, 1(1), 214-244. [Google Scholar](#)
- [62] Malhotra, B. (2014). E-Business: Issues & Challenges in Indian Perspective. *Global Journal of Business Management and Information Technology*, 4(1), 11-16. [Google Scholar](#)
- [63] Rose, S., Hair, N., & Clark, M. (2011). Online customer experience: A review of the business to consumer online purchase context. *International Journal of Management Reviews*, 13(1), 24-39. [Google Scholar](#)
- [64] Anthonysamy, M., & Ignatius, C. M. A. (2020). Delivery Issues: a Study on Problems Faced By Rural Youth in E-Shopping. *Journal of Xi'an Shiyou University, Natural Science Edition*, 17(11), 303-308. [Google Scholar](#)
- [65] Vaidya, A., & Vaidya, V. (2017). Online shopping trends among college students. *International Journal of English Language, Literatures in Humanities*, 5(8), 92-106. [Google Scholar](#)
- [66] Salemink, K., Strijker, D., & Bosworth, G. (2017). Rural development in the digital age: A systematic literature review on unequal ICT availability, adoption, and use in rural areas. *Journal of Rural Studies*, 54(1), 360-371. [Google Scholar](#)
- [67] Saxena, (2022). A Study on Challenges Faced by Users of Rural Area In E-Shopping. *International Journal of Mechanical Engineering*, 7(1), 1428-1433. [Google Scholar](#)
- [68] Handa, M., & Gupta, N. (2014). A study of the relationship between shopping orientation and online shopping behavior among Indian youth. *Journal of Internet Commerce*, 13(1), 22-44. [Google Scholar](#)
- [69] Narges, D., Laily, H. P., Sharifah, A. H., Samsinar, M. S., & Ali, K. (2009). Factors affecting students attitude toward online shopping. *African Journal of Business Management*, 3(5), 200-209. [Google Scholar](#)
- [70] Agrawal, & Jaliwala. (2013). Effect of social media on e-purchase amongst youth. *International Journal of Business Management & Research*, 3(2), 131-136. [Google Scholar](#)
- [71] Silpa, K. S., Rajasree, P. U., & Balasubramanian, P. (2016). A study on peoples' perceptions towards online shopping. *Bonfring International Journal of Industrial Engineering and Management Science*, 6(3), 96-99. [Google Scholar](#)
- [72] Ha, C. L. (1998). The theory of reasoned action applied to brand loyalty. *Journal of product & brand management*, 7(1), 51-61. [Google Scholar](#)

- [73] Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action: Purchase intention of young consumers. *Clothing and Textiles Research Journal*, 25(3), 244-257. [Google Scholar](#)
- [74] Fitzmaurice, J. (2005). Incorporating consumers' motivations into the theory of reasoned action. *Psychology & Marketing*, 22(11), 911-929. [Google Scholar](#)
- [75] Chuchinprakarn, S. (2005). Application of the theory of reasoned action to on-line shopping. *Knowledge Center E-paper Bangkok University*, 1(1), 1-7. [Google Scholar](#)
- [76] Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model-A critical survey of consumer factors in online shopping. *Journal of Electronic commerce research*, 8(1), 42-62. [Google Scholar](#)
- [77] Aithal, P. S. (2016). Study on ABCD analysis technique for business models, business strategies, operating concepts & business systems. *International Journal in Management and Social Science*, 4(1), 95-115. [Google Scholar](#)
- [78] Aithal, P. S., Shailashree, V., & Kumar, P. M. (2016). ABCD analysis of Stage Model in Higher Education. *International Journal of Management, IT and Engineering*, 6(1), 11-24. [Google scholar](#)
- [79] Shenoy, V., & Aithal, P. S. (2016). ABCD Analysis of On-line Campus Placement Model. *IRA-International Journal of Management & Social Sciences*, 5(2), 227-244. [Google Scholar](#)
- [80] Aithal, P. S., Shailashree, V., & Kumar, P. M. (2015). Application of ABCD Analysis Model for Black Ocean Strategy. *International Journal of Applied Research*, 1(10), 331-337. [Google scholar](#)
- [81] Aithal, P. S., & Aithal, S. (2017). Factor Analysis based on ABCD Framework on Recently Announced New Research Indices. *International Journal of Management, Technology, and Social Sciences (IJMITS)*, 1(1), 82-94. [Google scholar](#)
- [82] Muduli, A. K., Pati, P. K., & Pattnaik, M. (2019) Application of ABCD Analysis Framework on Private University System India. *International Journal of Engineering, Management, Humanities and Social sciences*, 31(3), 131-135. [Google scholar](#)
- [83] Aithal, A., & Aithal, P. S. (2017). ABCD analysis of task shifting—an optimum alternative solution to professional healthcare personnel shortage. *International Journal of Health Sciences and Pharmacy (IJHSP)*, 1(2), 36-51. [Google scholar](#)
