



A STUDY ON PERCEPTION OF RURAL PEOPLE TOWARDS E-COMMERCE IN TENKASI DISTRICT, TAMILNADU

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ABSTRACT

The main aim of the study is to study the perception of rural people about risk in e-commerce and identify the reasons for rural people choosing e-commerce. This is an empirical and analytical study. Survey method through structured questionnaire was adopted for the study, as it attempts to evaluate the perceptions of rural people towards e-commerce. The study is mainly based on primary data. The primary data was collected through distribution of questionnaires to 150 rural people. Questionnaires were distributed only to rural people who were comfortable with computers and bought some goods online at least a few times. It was distributed to rural people residing mainly in Tenkasi district. Convenience sampling method was adopted taking into account availability and approachability of the rural people for the purpose of data collection. Since the concept of online buying is new to India, there are no readymade lists of online buyers. Hence, non-random sampling method has been used to collect data. The scope of e-commerce transactions has grown rapidly over last few years. The study of the rural areas in Tenkasi district reveals that lot of prospect and potential is there for e-commerce companies to spread their demand in rural areas. Internet revolution has been a great factor to attract rural people especially from the younger age. The lifestyle of rural areas has also been affected with the variety of reasons as escalating figure of education, awareness and definitely electronic and social media. E-commerce is gaining popularity over traditional shopping due to reasons like ease, flexibility, selection of choice and payment mode, affordability, shopping experience, etc.

KEY WORDS: E-commerce, Rural people, Perception, Prospect and Potential

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INTRODUCTION

E-Commerce has produced a revolutionary new way for businesses to communicate and interact with the

customers. It has power to expand the businesses beyond the global boundaries by giving them a competitive edge in the global

