

## A STUDY TO MEASURE PERCEPTION OF ONLINE SHOPPING WITH REFERENCE TO RURAL AND URBAN BUYERS IN DEHRADUN CITY

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**Received: 03 May 2019**

**Accepted: 07 May 2019**

**Published: 17 May 2019**

### **ABSTRACT**

*In this research report, there is a study of measuring the perception of urban and rural buyers regarding online shopping in Dehradun city. This study is conducted to focus light upon the different factors which influence buyers while doing online shopping. It provides information regarding the patterns and behavior buyers. The scope of this study is in various dimensions of online shopping. This study helps in understanding the various factors which influence the perception of rural and urban buyers. The research which is conducted for this study is descriptive in nature. The sample size of 100 has been taken from Dehradun city and the sampling technique which is used is probability sampling. Data is collected through the primary.*

**KEYWORDS:** *Buyer's Perception, Rural and Urban Buyers, Influential Factors*