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Development of e-commerce, Dukanwala and analyzing the impact of it on customer purchases pattern: A project on Priceoye in remote areas of Pakistan



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**Abstract:**

Over 60% of the population of Pakistan lives in the rural areas which are more than the total population of UK and Canada combined. While 82% of urban online users made a purchase through one of the E-commerce platforms, it still makes up for less than 1% of all retail shopping done in the country. Online shopping is an alien concept for the rural population of Pakistan and most of them have to travel to nearby cities to make purchases. In order to make their lives simpler, we decided to introduce an innovative, one of its kind, English/Urdu based online shopping platform through which they can order household items such as fans, generators, etc. by going to their nearest shops in addition to their regular purchases of items like rice, pulses, spices, etc.

Launching any online services in rural areas is not that easy. After the launch of 3g and 4g services in Pakistan, people in the rural areas are quite familiar with the internet and its services. We made sure that we focus on the process of launching an e-commerce in rural areas rather than just launch an app. In this project, we conducted a complete survey using which we tried to find many obstacles that we had to resolve in order to introduce any e-commerce platform in rural areas. This project consists of a complete roadmap using which we can make the lives of rural areas, easy.

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