

**CRAZE FOR ONLINE SHOPPING AMONG COLLEGE TEACHERS OF
JIND DISTRICT OF HARYANA: A STUDY**

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ABSTRACT

Online shopping has become a trend all over the world in last few years. People have started preferring online shopping over visiting to shopkeepers in local markets. India is no exception in this regard. Though the trend of online shopping is fast picking up in India but its pace is rather slow in rural pockets. But online shopping has made great inroads in advanced states like Punjab, Haryana, Delhi, Gujrat and Maharashtra. Rural people still prefer visiting the markets and purchase the goods they need. The trend of bargaining with the shopkeepers has been prevalent in India. It is still there in towns and cities. Urban people get allured by discount offers available on online shopping sites. This study has been conducted on the Government College Teachers in Jind District of Haryana. Jind is located in the central Haryana and it is not yet as developed as the districts in the periphery of national capital. The study gives great insights about the Online purchasing patterns of teachers working in Jind District of Haryana.

KEYWORDS: *Online Shopping, Bargaining, Shopkeepers, Haryana, Government College Teachers.*

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