

**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.*

INTRODUCTION:

India is predominantly an agriculturalist country. Majority of its population lives in villages and it is dependent on agriculture or agriculture oriented industry. Though Indian mega cities have developed a lot but still poverty is found in rural as well as urban pockets. The problem of unemployment has magnified the menace of poverty. As a result the income of people is rather low. With low income their purchasing power is also very low. They purchase the goods which cater to their basic necessities. But the situation is in sharp contrast in Big Cities or in urban areas of economically advanced states. With the spread of education people have been working in Government sector as well as they run their own big or small business. They are affected most by digitalization. This digitalization brought with it the facility of online shopping sites. There are sites on which buyers can purchase almost every item of their use. They ,now, need not to visit the markets. The trend of online shopping is fast picking up among Indians.

Online Shopping:

Online shopping is an emerging business technology. Here the consumers get unlimited opportunities to buy the product. It is a medium to buy products of your choice from the comfort of your home away from the hustle and bustle of traditional markets, making shopping easier and more convenient. The seller of the product uploads the details of the product online which can be easily searched through the website or application. There are many sites that are very easy to access. Technological advancement is changing the standards and lifestyle of human beings. Changes are taking place in technology day by day. It is the method in which business and transactions are done through internet. Online shopping has become an essential need of the present. Because most of the people do not have time due to their busy life style due to their daily work or office work, by this the life of the people will be simple because in busy time they can buy more and more useful and low cost products.

Online shopping in India is expected to grow from 650 million to one billion in the coming years due to the increasing trend towards online shopping. The online shopping industry has shifted towards a direct-to-consumer model. The advent of the Internet has changed a lot in the rough market. E-commerce has become an integral part of the global retail system. Due to the modern day glitz, the buyers are now getting benefited from the system of online transactions. Not only in India, the number of people shopping online is increasing with the growing internet and increasing intensity around the world with about 5 billion global internet consumers. Online shopping was expected to cross US\$ 5.2 trillion worldwide in 2021, expected to reach new highs in coming years.

Before moving forward a review of some recent research works done recently becomes imperative. Following are some reviews of previous researches.

- **Khandai, Sujata and Agarwal, Bhavna (2018)** in their research study “**Impact of television commercials upon the online purchase behavior of urban Indian children**” found that adolescent consumers are potential targets of sellers. In India this class represents a lot of purchasing power. The brands a person is interested in as a child carry over into adulthood. For this reason, this special category is very important among the sellers. Adolescents have their own individuality; they are not much influenced by their parents and peers. The result of the study also came out that the influence of parents on children is gradually decreasing. Hence nowadays children are becoming more independent in making purchases and other decisions. The impact of Television advertisements is far greater on children than on other age-groups. They demand only those commodities which they watch in Television advertisements.
- **Deshmukh, Dr. Gopal Krishna, Joseph, Dr. Sanskruti (2018)** 'Online Shopping in India: An Inquiry into the Consumer World' research found that online shopping is preferred by consumers because of the ease with which they can shop anytime, anywhere, comparing prices, available varieties, and features of products across brands on online shopping sites. Online shopping companies should take appropriate measures for data encryption to ensure the security of financial transactions. Online shopping sites should be customer friendly and there should be measures in place to ensure repeat visits of customers to the online shopping website. The facility like returning undersized/oversized products and Cash on Delivery has gained great consumer acceptance.

- **Kaushik, Neeraj and Gupta, Deepak** (2019) have done a research study titled “**A Study of Online Consumers Buying Pattern of Cosmetic Products in South Haryana**”. This study was done on girls aged 15 to 25 years. In this, information was collected through a questionnaire. The study has been done to know the consumer behavior as well as to know the growing trend towards herbal products. The study revealed that girls give more importance to quality while buying cosmetics products; they are influenced by the quality, price and brand of the products. The study found that respondents also pay attention to the ingredients used in the products. Girls from high income families prefer to buy quality and well known name brand products. 32% of the respondents always use herbal products. 56.3 percent of the respondents want to buy herbal products while shopping. The reason for this they consider natural and quality and good results.
- **Deshmukh et al (2018) in 'Online Shopping in India: An Inquiry into the Consumer World'** found that online shopping is preferred by consumers because they are able to access the online shopping sites on the basis of prices, availability Easily shop for anything, anytime, anywhere, comparing features of products between varieties and brands. Online shopping companies should take appropriate measures for data encryption to ensure the security of financial transactions. Online shopping sites should be customer friendly and there should be measures in place to ensure repeat visits of customers to the online shopping website.
- **Droch et al (2020) in 'A Study on Factors Limiting Online Shopping Behavior of Consumers'** found that consumers have both negative and positive experiences while shopping online. Many problems and issues arise while shopping online. Mainly six types of issues found in the study are fear of banking transaction, lack of trust, traditional shopping easier than online shopping, reputation and service convenience, incomplete information about the product etc.
- **Nithya et al (2021) found in the research paper 'A Study on Online Shopping Habit of Working Professionals'** that consumers search online sites for various reasons. They want to see what trend is going on in the market. They compare the price, features and quality of a particular product with other products. It is found that online shopping saves time. The study found that there are positives as well as negatives such as fake online sites, clone sites, low quality products, fake products etc. It was also found in the study that more shopkeepers are giving preference to selling goods online. Online shopping habits have been seen more in the age group of 18 to 30 youth, from this it can also be inferred that the future of online shopping is bright.

Research Questions:

1. To what extent the Government College Teachers in Jind indulge in online shopping.
2. Which one is their favorite and most reliable online shopping site?
3. What types of articles/ goods do they usually purchase through online mode of shopping?
4. What is their mode of payment while making online purchase?

Hypotheses:

H0: There is an increasing trend of online shopping among Government College Teachers in Jind District of Haryana.

H1: Government College Teachers in Jind District still depend heavily on shopping in local markets and shopping store or shopping malls.

Research Methodology:

This study has been done on Government College Teachers of Jind district of Haryana. They are Kaithal, Jind and Rohtak. The sample size has been 54. There have been 15 multiple-choice questions. The questionnaire has been made on Google Forms which was distributed among respondents through WhatsApp. The study is based on the opinion of the Government College teachers.

Data Presentation and Interpretation:

The data collected from 54 respondents has been presented in the shape of diagrams and appropriate interpretation has been done: Let us have a look at data interpretation:



Diagram-I

When asked about the role of various types of advertisements on their purchasing habits, a majority of 57.4% respondents said that advertisements sometimes affect their purchasing habits. 25.9% respondents said that advertisements don't affect their purchasing habits, 14.8% respondents said that advertisements greatly affect their purchasing habits. Just fewer than 2% respondents said that they are allured by celebrity appeal.



Diagram-II

A majority of 31.5% respondents opine that they prefer to purchase Smart Phones/laptops/Computer through online mode of shopping while 25.9% respondents prefer purchasing domestic goods on this platform. 22.2% respondents prefer purchasing garments while 18.5% respondents prefer to purchase domestic goods, Smart Phones, Vehicles, LED, furniture and garments also. Overall no respondent has said that he/she prefer to buy vehicles in online mode of shopping.

Kindly name your favorite Online shopping site?
54 responses

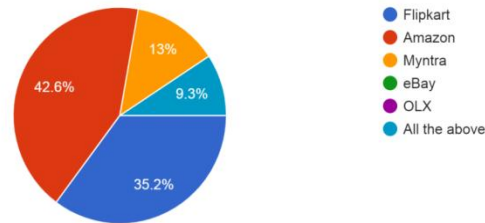


Diagram-III

Amazon with 42.6% respondents comes out to be the clear cut favourite online shopping app of college teachers in Haryana while Flipkart with 35.2% respondent’s response is at number two. 13% respondents like Myntra and there are no takers of OLX and eBay.

Which is your favorite online shopping site for purchasing domestic goods?
54 responses

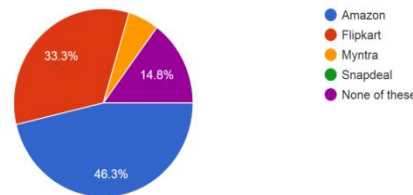


Diagram-IV

So far as the purchase of domestic goods is concerned, 46.3% respondents say that Amazon is their favourite app, followed by Flipkart with 33.3% respondents’ response. There are found to be no takers of snapdeal.

Kindly name your favorite online shopping site for purchasing garments?
54 responses

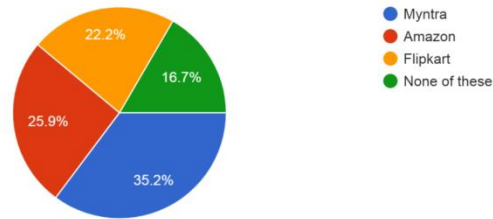


Diagram-V

So far as Garments are concerned, a majority of 35.2% respondents like Myntra the most and 25.9% like Amazon. 22.2% like Flipkart and there are 16.7% respondents who don't like any of these apps for the purchase of garments.

Which mode of payment do you prefer while shopping through online shopping sites?
54 responses

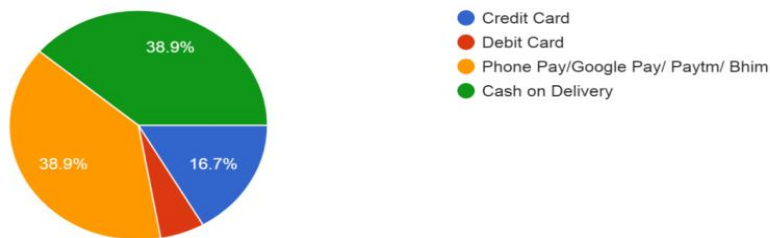


Diagram-VI

An equal percentage of 38.9% respondents use Cash on Delivery as well as Phone Pay/Google Pay/Paytm/Bhim for making payments through online mode of shopping. 16.7% respondents make transactions through Credit cards.

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Does discount offers on online shopping sites affect your purchasing habits?
54 responses

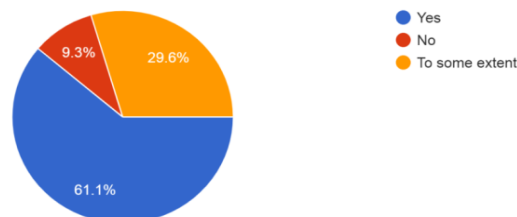


Diagram-VII

61.1% respondents say that Discount Offers and off line sales affect their purchasing habits while just 9.3% respondents replied in the negative. 29.6% respondents say that such offers affect their purchasing habits to some extent.

Which online shopping site do you prefer for purchase of clothes?
54 responses

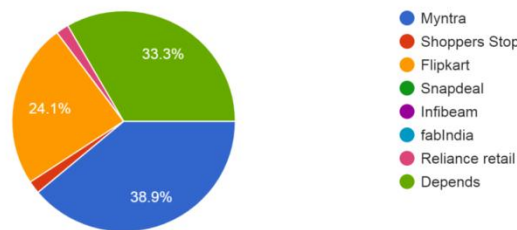


Diagram-VIII

38.9% respondents prefer Myntra for purchase of products. 24.1% said that they prefer Flipkart while a majority of 38.9% respondents said that it depends on their need.

Do you prefer buying Branded products on online shopping sites?
54 responses

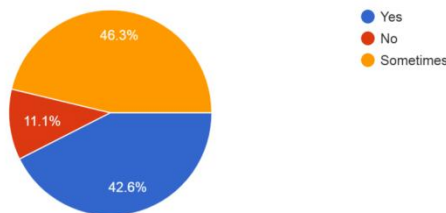


Diagram-IX

A majority of 46.3% respondents say that they purchase branded products on online shopping sites while 42.6% say that they sometimes do so.

Do you think online shopping has affected your normal shopping habits?
54 responses

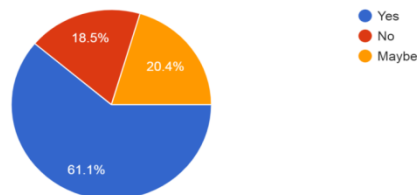


Diagram-X

61.1% respondents said that online shopping has affected their normal shopping habits while 20.4% are undecided. 18.5% respondents say that online shopping has not affected their normal shopping habits.



Diagram-XI

While 16.7% respondents still prefer to visit local markets for purchasing the goods they need, 22.2% said that they rarely visit local markets. A huge majority of 59.3% respondents said that it depends on the need.

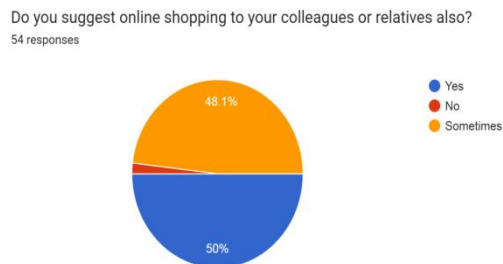


Diagram-XII

50% respondents say that they suggest online shopping to their relatives and colleagues while 48.1% respondents said that they sometimes do so. It is evident that respondents usually suggest online shopping to their colleagues and relatives.

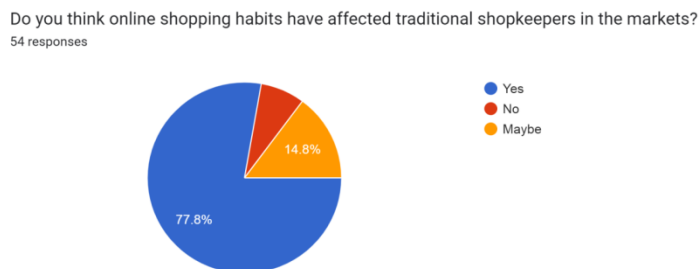


Diagram-XIII

77.8% respondents agree that online shopping has affected traditional shopkeepers in the market.

Do you think you tend to overspend while doing online shopping?
54 responses

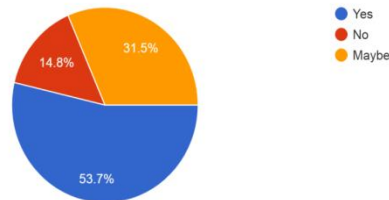


Diagram-XIV

53.7% respondents said that they tend to overspend on online shopping sites, 31.5% said that it may happen sometimes while 14.8% respondents said that they never overspend while doing online shopping.

Do you think you purchase items which are not necessary on online shopping sites just because of discount offers?
54 responses

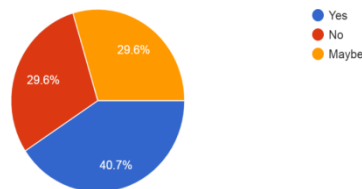


Diagram-XV

40.7% respondents said that they purchase items even if they don't require them just because of Discount Offers on online shopping sites, 29.6% said that they may go for purchasing if there are discount offers and 29.6% respondents said that they never purchase any item if it is not needed.

CONCLUSION:

Above data presentation and interpretation presents a picture of online shopping habits of Government College teachers in Jind District of Haryana. Majority of teacher-respondents like online shopping but they still prefer to visit local markets or Malls for making purchases. A majority of respondents opined that they prefer online shopping because of three parameters. Firstly, they prefer online shopping due to the facility of shopping while sitting at home. Secondly because of lucrative offers available on online shopping sites like Discount offers and off season sales. Thirdly, they prefer online shopping because of Cash on Delivery facility. The facility of returning damaged or over/under sized items also plays its role in the trend for online shopping among Government College Teachers. Advertisements affect their shopping habits and they prefer purchasing domestic goods, garments and electrical goods. They have developed the habit of purchasing branded goods as they are available at low cost in online shopping. They tend to overspend on online shopping. The respondents also said that they refer online shopping to their colleagues, friends and relatives also. Amazon, Flipkart and Myntra are their most trusted

and favorite online shopping sites. Though Jind is not counted among some most developed districts of Haryana yet the study shows that College Teachers who draw handsome salaries, have the craze for online shopping. To conclude, it may be safely said that online shopping trend is picking up in this agriculture dominated state also.

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