

Innovations

Online Shopping Habits of College Teachers in Haryana: A Study

Dr. Sewa Singh Bajwa* and Virender Singh**

Professor*, Research Scholar**

Department of Journalism and Mass Communication,

Ch. Devi Lal University, Sirsa (Haryana)

nachizbajwa@gmail.com

Abstract

People have been dependent over each other for their needs since centuries. No man and in that context no country is self reliant in the strictest sense of the term. While agriculturalist countries depend on industrial countries for meeting their needs, the Industrial countries are dependent of other countries for the supply of food grains and raw material. Hence selling and purchasing has been a normal human activity since centuries. It is also a fact that before Industrial Revolution the needs and necessities of common people were rather few. All what they needed used to be produced by then in the fields or they used to purchase them from street hawkers. There was scarcity of everything. People lacked money which in turn never allowed them to think beyond their sources. Life had been revolving for satiating the need of bread and butter. Just about a century back people would find it difficult to meet both ends of their life in India. It is still the same in a number of developing or underdeveloped countries. Even in India, there are many states where people die of starvation. But one must agree that selling and purchasing are the economic activities which one does day in and day out. From barter system to Online shopping purchasing patterns of people have witnessed great change. This research paper is based on a survey conducted on Government College Teachers in Haryana regarding their Online Shopping habit patterns.

Key-words: *Agriculturalist, Industrialist, Shopping, Selling and Purchasing, Economic Activities, Online Shopping, Dependent*

Introduction:

Man is a social animal. He is inquisitive, curious and expressive by nature. Human always has the curiosity to tell the feelings of his mind to others and to know about others. To express themselves, humans have found many ways, which include language, gestures, music, painting and gestures etc. Human beings have been trying since the beginning to exchange their thoughts. This communication power is the basis for connecting and developing community and social relations. The whole process of communication is called communication. Without communication, human society cannot be imagined and neither can the social system. The process of communication is completed only by the exchange of thoughts and feelings and the reactions of feedback, by which humans share their thoughts, feelings and experiences with others. Radio, Television and Newspapers have been the source of information for people regarding a variety of information which include commercial activities also. But internet-oriented Digital Media has changed the things upside down. The concept of Online Shopping was alien to people just about a decade ago. Now lots and lots of people are attracted towards this online shopping.

Changing modes of Shopping:

With time, the nature of shopping has also changed. Earlier people were short of money. They used to buy goods in exchange for goods for shopping or used to work as wages for that particular person to get the goods. Even after working with a moneylender, he used to buy items of daily consumption. In later times, they used to make purchases in exchange for money, which used to buy goods from retail shops. The supremacy of the shopkeepers was established. Who used to sell retail goods by taking money? Gradually the nature kept changing and big shopping complexes and malls came into existence in place of small shops and there were radical changes in the nature of shopping. In modern times, the trend of online shopping and exchange has increased. It has also come into vogue in the rural environment. Major online companies are promoting shopping by providing attractive opportunities to the consumers. Attracting buyers especially during the festive season and other festive occasions by providing special discounts has been in practice for many centuries all around the World.

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.

Research Gaps:

Internet has provided such a platform to the whole world that there has been a radical change in the ways of communication. Online media has greatly influenced communication. In the last few years, internet based media has spread its wings in such a way that human life seems incomplete without social media. The influence of this medium is increasing day by day. At present, most of the business is being done through the Internet. That's why the purpose of this research is to study the shopping habits through online media. Because shopping is an integral part of human life and it is now possible to do it sitting at home due to technology. Therefore online shopping habits have to be studied with depth and seriousness. From this, an attempt will be made to know how the changing nature of shopping has affected human life.

Review of Literature:

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

- **Reddy, Sri Latha, Sajaya, Lakshmi (2014) in 'A Comparative Study of Traditional Shopping and Online Shopping'** found that most of the consumers prefer to buy products online studying the factors influencing this study for online shopping is. Online shopping has immediacy and authenticity attached to it. There is the facility of Cash on Delivery. Due to which consumers prefer to do online shopping. The factors of online shopping include time saving, huge variety of products; 24 hours shopping convenience, attractive gifts and discounts attract customers for online shopping. The study found that online shopping is likely to increase in the coming times.
- **IBM Research (2014) research on 'Market Opportunities Facing the Online Shopping Industry'** found that there are many alternatives to online shopping, such as simple, cheap. Good quality products are easily available in online but complaints of fake products, cheating, hidden prices, delivery charges, internet problems etc. are also issues in online shopping. Due to these drawbacks people hesitate to buy products online and they still prefer shopping from local markets.
- **Kumari, Mishra. Sasmita and Menon, Swapna (2016)** conducted a study to find out the trend of network marketing in the study 'Online consumer attitude towards network marketing with special reference to the city of Rourkela' and found that this trend is gradually becoming very popular. The study found that consumers are satisfied with the items purchased. Getting good quality items at affordable prices has been the main reason for satisfaction. These online shopping sites are gaining popularity because of their growing acceptability and trustworthiness. Youth, in particular, is attracted more towards online shopping.
- **Hanif, Abdul, Gyandas, Edwin, & Kareem, Abdul (2017)** studied consumer buying behavior regarding two wheelers in the research 'Online consumer buyer behavior of two wheelers in Tirunelveli city'. This study was done regarding the purchase of Two Wheelers in online mode. Based on the study it is concluded that two wheelers price, its maintenance, fuel consumption influence the purchase decision, family friends, members and relatives are important sources of information. People still prefer getting the opinion of their relatives and friends but online shopping is getting great public acceptability.
- **Selvaraj, A. (2017)** studied rural consumers in their study 'Rural Consumers Behavior Regarding Non-Durable Goods'. It found that the awareness level about online shopping was comparatively high in 31 percent of the consumers. 70 percent of the respondents were found not satisfied with non-durable goods. High cost of products was found to be the main problem faced by the consumers. The study also underlined the fact that the purchasing power of rural people is rather low as compared to their urban counterparts. They refrain from purchasing high-cost products.
- **Panandikar, SC and Gupta, Prof. Rajiv (2017)** studied the shopping behavior of 1402 respondents in 9 shopping malls in different areas of Mumbai in 'Models of Online Consumer Behavior in Mall Culture'. They found that gender differences and occupation have a profound effect on shopping. Men's behavior is more determined than women's in purchasing decisions of different types of goods. Males spend more on costly items while females are more inclined towards female accessories. In this study, it was also found that most purchases in malls are for food items and stationery items, followed by toys and cosmetics.
- **Kumari, Pallavi (2017)** in 'Changing Online Purchase Behavior of Indian Consumers' observed that consumer behavior is a complex process. There has been a lot of change in the spending behavior of

the buyers. The buying behavior of consumers has changed due to the influence of internet and media. Due to urbanization and busy lifestyle, consumer behavior has been affected. The trend of online shopping, eco friendly products, gifts and free offers, innovative advertising style etc. can be seen. Internet has become the most suitable medium of today's era which is making the solution of every problem easy through YouTube, and other sites.

- **Verma, Sandhya, Joshi and Deshpande, Chitra (2018): “Consumers Online Purchasing Pattern on the Household Durable Products”** This study was conducted in Raipur, capital of Chhattisgarh. In this, 200 housewives were selected for research study. It found that a variety of factors influence consumer behavior while purchasing household durable products such as refrigerators, washing machines, microwave ovens, laptops, LED, LCDs, etc. Such a system where durable goods of different brands are available and available in maximum form especially affects the decisions of the consumer's buying behavior. There is a growing trend to purchase branded products through online mode of purchasing.
- **Joshi, Vinod Kumar., Mishra Rahul and Trehal, Udita (2018) in “Impact of Visual Media Advertising (Television) on Consumer Online Buying Behavior in Raipur City”** found that televised advertisements affect consumer behavior play a more effective role than other mediums. Most of the respondents agreed that advertising helps in creating awareness and interest in the product. It was found in the research that the purchase of various food items is done only after watching the advertisements. Such items include chocolates, packed juices, junk food items, wheat flour and other vegetable oils as well as butter and bakery products. It is also clear from the research that the advertisements of various products by big personalities do not have any special effect on the behavior of the buyers.
- **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.
- **Tully, Sadia Samar (2018) in her book "Models in Consumer Online Buying Behaviour"** highlights consumer buying behavior models in which he searches, buys, uses, analyzes or gives up various goods and services to satisfy his needs. Personal, social, psychological and cultural factors influence the decision making process to buy a commodity. Along with this, other components like advertisement, promotion, packing, price and consumer satisfaction etc. influence the consumer buying behavior. In this, they have also been told about various types of schemes, including discounts, coupons for discounts, free gifts, scratch cards, winning money, etc., to increase sales and draw the attention of consumers to the product, the effect of these schemes on online shoppers has been ascertained. The effect of various promotional schemes on the consumers of Aligarh and Delhi has been studied.

- **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.
- **Kaushik et al (2019)** did a study on girls aged 15-25 years. The information in “**A Study of Online Consumers Buying Pattern of Cosmetic Products in South Haryana**” 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 percent 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.
- **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.
- **Kumar, Ashok (2022):** In 'Study of consumer satisfaction towards online product shopping' found that more and more use online medium for shopping. This research was very useful in finding out the experience and satisfaction of consumers from online shopping. Lower transportation costs, less crowd and accessibility than physical markets make online shopping a good option.

Research Questions:

1. To what extent the Government College Teachers in Haryana 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?
5. What is their overall experience about online shopping?

Hypotheses:

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

H1: Government College Teachers in Haryana 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 Haryana from 3 districts of Central Haryana. They are Kaithal, Jind and Rohtak. The sample size has been 60. There have been 22 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 of Central Haryana state of North India. 50% respondents hail from and teach in Rural Colleges while another 50% teach in Urban Colleges. The variable of Gender is also taken into consideration.

Data Presentation and Interpretation:

The data collected from 50 respondents has been presented in the shape of diagrams and appropriate interpretation has been done: Let us have a look at data interpretation:

1. Do you think you have become brand conscious after the arrival of Online shopping?

Gender	To a Great Extent	Not at all	Depends	Can't Say	Total
Male	18	2	6	4	30
Female	14	2	9	5	30
Total	32	4	15	9	60
Percentage	53.33	6.67	25.00	15.00	100

Table-I

It is evident from above table that a majority of 53.33% respondents opined that they have become brand conscious after the arrival of Online shopping. 25% respondents said that it depends from item to item while

6.67% respondents categorically said that they have not become brand conscious. Males are more brand conscious as compared to females.

2. How often do you still visit local markets/ Malls/Shopping stores for shopping purposes?

Gender	Often	Never	Depends	Sometimes	Total
Male	11	0	14	5	30
Female	16	0	12	2	30
Total	27	0	26	7	60
Percentage	45.00	0.00	43.33	11.67	100

Table-II

Online shopping habits have not dented the market going habits of respondents. 45% respondents said that they often visit the market for shopping purposes while 43.33% respondents said that they visit the market as per the demand of the product. There is no respondent who has stopped visiting the market for shopping purposes after Online Shopping trend. Females visit the markets more than men.

3. When you did first come to know about Online Shopping?

Gender	More than 7 years ago	5-6 years	4-5 years	3-4 years	Total
Male	8	18	3	1	30
Female	4	11	12	3	30
Total	12	29	15	4	60
Percentage	20.00	48.33	25.00	6.67	

Table-III

A majority of 48.33% respondents said that they came to know about online shopping about 5-6 years ago. 25% respondents learnt about it 4-5 years ago. There is no marked difference between the opinion of male and female teachers.

4. Which was the first online shopping site from where you made your first purchase?

Gender	Amazon	Flipkart	Myntra	SnapDeal	Total
Male	13	12	4	1	30
Female	12	6	11	1	30
Total	25	18	15	2	60
Percentage	41.67	30.00	25.00	3.33	

Table-IV

Males made their first online shopping at Amazon and Flipkart while female respondents did so at Amazon and Myntra. Overall 41.67% respondents went for online shopping on Amazon, followed by 30% on Flipkart. Females are found to be more inclined towards Myntra.

5. How do the advertisements affect your purchasing habits?

Gender	To a Great Extent	Not at all	Depends	Can't Say	Total
Male	12	3	14	1	30
Female	15	2	9	4	30
Total	27	5	23	5	60
Percentage	45.00	8.33	38.33	8.33	

Table-V

45% respondents said that advertisements affect their purchasing habits to a great extent while 38.33% respondents (mostly males) said that it depends on the product. There is no marked difference between the opinion of males and females in this regard.

6. What type of articles/goods you prefer to purchase through online mode of shopping?

Gender	Domestic	Garments/ Footwear	LED/LCD/Laptops	Books	Total
Male	4	20	4	2	30
Female	11	12	6	1	30
Total	15	32	10	3	60
Percentage	25.00	53.33	16.66	5.00	

Table-VI

53.33% respondents (mostly males) said that they prefer purchasing footwear/garments in online mode while 25% respondents (mostly females) said that they prefer purchasing domestic goods. Just 5% respondents' purchase books through online mode.

7. Kindly name your favorite Online Shopping site?

Gender	Amazon	eBay	Flipkart	Myntra	Total
Male	16	2	9	3	30
Female	12	0	8	10	30
Total	28	2	17	13	60
Percentage	46.66	3.33	28.33	21.66	

Table-VII

In response to this question, a majority of 46.66% respondents regard Amazon as their favorite online shopping site. 28.33% respondents like Flipkart the most while 21.66% (mostly females) regard Myntra as their favorite online shopping site.

8. What has been your experience about online shopping?

Gender	Excellent	Very Good	Satisfactory	Poor	Total
Male	23	4	2	1	30
Female	26	3	1	0	30
Total	49	7	3	1	60
Percentage	81.66	11.66	5.00	1.66	

Table-VIII

A whopping 81.66% percentage of respondents regard their online shopping experience as excellent while still 11.66% regard it as very good. It underlines the rationale behind the surge of online shopping in India.

9. Which is your favorite online shopping site for purchase of domestic goods?

Gender	Amazon	Myntra	Flipkart	SnapDeal	Total
Male	7	9	10	4	30
Female	10	12	6	2	30
Total	17	21	16	6	60
Percentage	28.33	35.00	26.66	10.00	

Table-IX

Female respondents regard Amazon and Myntra as their favorite online shopping site for domestic goods while males regard Flipkart and Myntra in this regard. Overall Flipkart is the number one choice of 35% respondents for domestic goods while 28.33% respondents like Amazon closely followed by Myntra with 26.66% respondents' base.

10. Kindly name your favorite online shopping site for purchasing garments?

Gender	Amazon	Flipkart	SnapDeal	Myntra	Total
Male	4	3	0	23	30
Female	6	3	0	21	30
Total	10	6	0	44	60
Percentage	16.66	10.00	0.00	73.33	

Table-X

Myntra is by far the numero uno shopping site for the purchase of garments among respondents. 73.33% respondents regard it as their number one shopping site with regard to garments. Amazon and Flipkart remain far behind in the survey in this regard.

11. Which is your favorite online shopping site for purchase of books?

Gender	Amazon	Flipkart	KitaBay	Crossword	Never Purchased books Online	Total
Male	2	1	0	0	27	30
Female	1	1	0	0	28	30
Total	3	2	0	0	55	60
Percentage	5.00	3.33	0.00	0.00	91.66	

Table-XI

Government College Teachers don't like to purchase books in online mode. 91.66% said that they have never purchased any book in online mode which is quite surprising.

12. What types of items have you purchased on OLX?

Gender	Vehicles	Laptops/LEDs	Smart Phones	Furniture	Never purchased on OLX	Total
Male	2	1	2	0	25	30
Female	0	2	3	1	24	30
Total	2	3	5	1	49	60
Percentage	3.33	5.00	8.33	1.66	81.66	

Table-XII

OLX is an Indian site that offers used goods to customers. 81.66% respondents said that they have never purchased anything on OLX which underlines that they may not be in the habit of purchasing used goods.

13. Which mode of payment do you prefer while shopping through online shopping sites?

Gender	Credit Card	Debit Card	Online Money Transfer	CoD	Total
Male	3	3	8	16	30
Female	1	2	20	7	30
Total	4	5	28	23	60
Percentage	6.66	8.33	46.66	38.33	

Table-XIII

While Cash on Delivery (38.33%) mode of payment is fast picking up, a majority of 46.66% respondents prefer to make online purchases through online transfer of money.

14. Do discount offers on online shopping sites affect your purchasing habits?

Gender	To a Great Extent	Not at all	Depends	Can't Say	Total
Male	18	2	8	2	30
Female	19	0	9	2	30
Total	37	2	17	4	60
Percentage	61.66	3.33	28.33	6.66	

Table-XIV

A majority of 61.66% respondents said that discount offers attract them for online shopping while 28.33% respondents said that it depends on the goods offered for discount sales. There is no significant difference between the opinion of males and females in this regard.

15. Do you prefer buying branded products on online shopping sites?

Gender	Yes	No	Sometimes	Depends	Total
Male	17	2	4	7	30
Female	12	2	3	13	30
Total	29	4	7	20	60
Percentage	48.33	6.66	11.66	33.33	

Table-V

48.33% respondents (mostly males) said that they prefer purchasing branded goods in online mode of shopping while 33.335 respondents (mostly females) said that it depends on the goods to be purchase.

16. Do you think online shopping has affected your normal shopping habits?

Gender	To a Great Extent	No	Depends	Can't Say	Total
Male	19	6	4	1	30
Female	16	3	9	2	30
Total	35	9	13	3	60
Percentage	58.33	15.00	21.66	5.00	

Table-XVI

58.33% respondents said that online shopping has affected their normal shopping habits while 21.66% respondents that it depends on the goods needed. 15% respondents said that online shopping has not affected their normal shopping habits.

17. What type of beauty products do you prefer purchasing through online shopping sites?

Gender	Accessories	Make up Kit	Deodorants/Perfumes	Fairness Creams/Shampoos	Total
Male	19	0	8	3	30
Female	14	3	9	4	30
Total	33	3	17	7	60
Percentage	55.00	5.00	28.33	11.66	

Table-XVII

55% respondents prefer to purchase accessories through online mode while 28.33% respondents prefer to purchase deodorants/perfumes. Not many females prefer purchasing Make up kits or fairness creams in online mode of shopping.

18. Do you suggest online shopping to your colleagues and relatives?

Gender	Always	Not at all	Depends	Total
Male	26	1	3	30
Female	27	0	3	30
Total	53	1	6	60
Percentage	88.33	1.66	10.00	

Table-XVIII

As many as 88.33% respondents said that they suggest online shopping to their colleagues, friends and relatives. It means that online shopping is also getting mouth to mouth advertisement also.

19. Which of the following online shopping app do you prefer for ordering food products?

Gender	Pizza Hut	Swiggy	Zomato	Dominos	Never ordered food online	Total
Male	1	2	8	2	17	30
Female	4	3	9	6	8	30
Total	5	5	17	8	25	60
Percentage	8.33	8.33	28.33	13.33	41.66	

Table-IXX

41.66% respondents (mostly males) don't like fast food. 28.33% respondents (males and females alike) said that they order it through Zomato while 13.33% prefer Dominos for this purpose.

20. Which online booking app do you prefer for booking hotels whenever you visit distance places?

Gender	OYO	Make My Trip	Goibibo	Never do online booking	Total
Male	4	2	2	22	30
Female	6	3	4	17	30
Total	10	5	6	39	60
Percentage	16.66	8.33	10.00	65.00	

Table-XX

People usually book hotels etc. whenever they visit distant places for tourism purpose. But 65% of the respondents never go for online booking. Those who go for online booking do it through OYO, Goibibo and Make My Trip.

21. Which of the following apps do you prefer for online transactions?

Gender	Paytm	Bhim	Google Pay	Phone Pe	Total
Male	18	0	8	4	30
Female	19	0	11	0	30
Total	37	0	19	4	30
Percentage	61.66	0.00	31.66	6.66	

Table-XXI

61.66% respondents prefer to make transactions through Paytm, 31.66% through Google Pay while just 6.66% through Phone pe. Thus Paytm is the clear cut favorite transaction app of the respondents.

22. How do you pay your bills now-a-days?

Gender	On Cash Counter	Online	Credit Card	Debit Card	Total
Male	2	26	0	2	30
Female	0	24	1	5	30
Total	2	50	1	7	60
Percentage	3.33	83.33	1.66	11.66	

Table-XXII

83.33% respondents pay their bills through online mode only. 11.66% pay it through Debit Cards. Those visiting cash counters for paying their bills are in very thin.

Conclusion and Summary:

The data presented and interpreted above leaves no doubt that the trend of Online Shopping among Government College Teachers in Haryana is increasing. Most of them have been using this pattern of purchasing for more than Seven years. While the opinion of Government Teachers is quite similar to the increasing trend of online shopping in India, this study has come out with some surprises also. Surprisingly Government College Teachers don't purchase books in online mode. It may also mean the decreasing trend of books purchasing and book reading among people of which teachers are no exception. The respondents make most of their needs met through online mode of shopping though they have not still stopped visiting local markets for making purchases. It seems they don't like to purchase 'used products' which is evident from their response to the question related to purchasing through OLX app. Amazon and Flipkart are by far their favorite online shopping applications/sites. They prefer Myntra for shopping of garments and clothes. They don't seem to be enthusiastic about fast food items. Female respondents like Myntra and Amazon while males prefer Amazon and Flipkart over other online shopping sites in India. Earlier majority of them used to deal in cash but the changing times have affected their modes of payment. They do more online transactions and Paytm is their most trusted transaction app. Even though they make purchases through online mode they have not yet become fully brand conscious. A whopping majority of respondents said that they recommend online shopping to their colleagues and relatives. They admit that advertisements affect their decision making process.

It is evident from the above facts that the Government College Teachers of the state of Haryana are rapidly adopting online modes of shopping. This is what the respondents of urban areas respondents said. The situation may be quite different in rural pockets of the state but urban areas are changing rapidly at least for shopping purposes. There has been a remarkable shift in their purchasing patterns as they admit that online shopping has affected their local market shopping habits. The study seems to underline that the respondents don't like to move about and undertake long journeys to distant places. That is precisely why they don't plan their journey in advance and that's why they don't use widely used applications/sites like Goibibo, Make My Trip and OYO. It also shows the deep rooted traditional culture of the state where visiting the relatives is regarded as a journey equaling a tour to a distant place. Succinctly speaking, the study comes to the conclusion that there is no marked difference between the online purchasing habits of Government College Teachers of urban Haryana.

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