

ESCALATING TREND OF ONLINE SHOPPING IN INDIA: A STUDY

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DOI: 10.5958/2249-7315.2023.00018.7

ABSTRACT

Selling and purchasing are integral parts of the process called shopping. Man has always been dependent on others for the purchase of good and articles as no one is self reliant in this world. Even developed nations have to purchase many things from other countries for meeting with the needs of their citizens. Hence, shopping has been in vogue for many 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 discusses the need of shopping and various purchasing patterns in India. Due attention has also been paid to the discussion of prominent Online Shopping Sites in India.

KEYWORDS: *Shopping, Selling And Purchasing, Industrial Revolution, Economic Activities, Starvation.*

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