

A STUDY ON FACTORS AFFECTING ON ONLINE SHOPPING OF CONSUMERS IN RURAL HARYANA

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ABSTRACT

Online Shopping is a present trend which has developed an immense substance in the modern business world. The progression of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. Wide spread internet access and availability of technological advanced gadgets to people and e-commerce usage by traders gave online shopping a massive growth in recent years. This particular paper attempts to find out the reasons to go for online shopping and the importance of various influential factors of online shopping. The study was undertaken among the rural population of Charkhi Dadri and Bhiwani District. The results of the study highlighted that there is a significant relationship of online shopping with age and youth are more attracted towards online shopping.

KEYWORDS: Online Shopping, Shopping Portal, Website, Internet, First Generation, Internet Usage, Internet Literacy