Article Side

Evolution in shopping by Rohit Saigal

Article published on May 22nd 2012 | Clothing

A boy was surfing through some online shopping portal and his grandfather being a bit anxious to know what he was up to, interjected a question.

Grandfather: What are you doing?

Boy: Shopping.

Grandfather: What? Shopping!

Boy: Yes, you heard it right. Iâ€™m shopping.

Grandfather was stunned by the answer and kept wondering how can he shop sitting at one place?

Yes, even now if you ask your grandfather about online shopping in India, they will just shrug off their shoulder, saying I donâ€™t have an idea. For them shopping can be done only through visiting stores.

Today, due to evolution of mall culture, we now have many international brands to shop for. We have variety in every segment, be it fashion or home appliances or entertainment. And, online shopping in India has been flourishing like never before. Most of the Indians nowadays go online for shopping. It saves time and money as well. And, allows you to browse through a gamut of products within minutes!

If you surf the web, youâ€™ll find several Indian online shopping websites. There are these specialized web portals, which are meant for specific product category. And, there are some which houses a whole range of products from several categories, to make your shopping feasible.

The websites which are category specific offer sunglasses, watches, apparel, shoes, and lots more. Also, there are various Indian online shopping web portals which help you to send gifts to your friends, even if he stays in some other state. You just need to make the payments online and the gift will be shipped at your friends place at the given time.

So, thatâ€™s how online shopping is convenient! It allows you to enhance your shopping. And, today in India, many people are becoming internet savvy. According to a report by Comscore, 75% of online people in India are under the age of 34 years and almost half of them are under 24 years of age.

Also, India stands on the 2nd place after China, with regards to internet usage. Social networking sites are largely surfed in India with Facebook and Google Plus as the key driving factor for PC and mobile internet users.

Hence, all the companies are marketing themselves through social media. Theyâ€™re trying to create a mutual bond with the customers.

Article Source:
http://www.articleside.com/clothing-articles/evolution-in-shopping.htm - Article Side

Rohit Saigal - About Author:
Shop from one of the best a Indian online shopping portals in India, which is brandsndeals.com. It gives you ample of choices in luxury products and makes your a online shopping in India hassle free.

Article Keywords:
brands n deals apparel collection, brands n deals in india, high fashion collection, sales on shopping, discount on shopping, fashion wear, branded apparel

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!