INTRODUCTION

Internet has changed the way consumers search and buy products. Many companies have started using the internet platform with an aim of reducing marketing cost, the benefit of which is transferred to consumers by reducing the price of their products in order to stay ahead in highly competitive markets. Companies also use internet in marketing communication to the consumers. Digital marketing has emerged as a new and effective method of selling products, taking feedback and also to conduct customer satisfaction surveys.

Buyers use the internet not only to buy the product online, but also to compare, product features, price and after sales service facilities they will receive if they purchase the product from any particular online store. The prospect of online business looks promising as ever.

In addition to the remarkable potential of E-commerce market, the internet provides a unique opportunity for companies to more efficiently reach out to the existing and potential purchasers.

It has been more than a decade since B2C E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into the online buying behaviour of consumers.

Online buying behaviour explains the psychological framework of an individual when he/she buys any product using internet. Most of the online retailers use shopping carts software to allow consumers to accumulate multiple items of different quantities, similar to an actual shopping cart in a real-world store. Once the customer has completed his product search, payment and delivery information are provided to complete the transaction. The Internet has developed into a "new" distribution channel (Hollensen, 2004) and the evolution of this channel, e-commerce, has been identified by Smith and Rupp (2003) to be the most significant contribution of the information revolution. Using the Internet to shop online has become one of the primary reasons to use the Internet, combined with searching for products and finding information about them (Joines et al., 2003). Smith
and Rupp (2003) also state that the consumers have never had access to so many suppliers and product/service opinions. Therefore, the Internet has developed to a highly competitive market, where the competition over the consumer is fierce. In order to have an impact on and retain consumers, in a competitive market, Constantinides (2004) stated that the first step is to identify certain influencing aspects when purchasing online, these can be regarded as critical factors in online buying.

Online consumer behavior has become an emerging research area with an increasing number of publications per year. The research articles appear in a variety of journals and conference proceedings in the fields of information systems, marketing, management, and psychology.

A review of these articles indicates that analyzing online buying behavior involves drawing theories from classical consumer behavior research, such as behavioral learning (Skinner, 1938), personality research (Folkes 1988), information processing (Bettman 1979), and attitude models (Fishbein 1967).

However, the application is not as straightforward as simply borrowing the components and applying them. There are still significant differences between offline and online consumer behavior that affirm a distinguishing Online Consumer Behavior.

E-Commerce has started to gain momentum in India. It has provided comfort, convenience, choice and cheaper products to the consumers. In spite of lack of buyer confidence in online shopping the market is growing at a fast rate. Once consumer starts using this channel then he does not look back.

The growth of e-commerce in India has supported this belief. According to IMRB report released in March 2011, if same growth momentum is sustain the growth of Indian e-commerce industry is projected to cross the figour of INR 1,00,000 crore by the end of 2015.