1. Introduction:

In Today’s world the Internet has captured the attention of retail marketers. According to a survey by global digital measurement and analytics firm comScore, India has bypassed Japan to become the world’s third largest user after China and the United State, and its users are significantly younger than those of other emerging economies. Presently India has 74 million internet users which is 31 percent increase over March 2012. According to Telecom Regulatory Authority of India (TRAI) pegged the numbers of internet subscribers in India at 164.81 million as March 31, 2013. Currently Online retail or E-Tailing is at its peak, where the domestic retail sites are more popular. The e-commerce is creating new economy in india which has huge potential and fundamentally changing the way business are done. The advent of electronic commerce has encouraged intensified interest in understanding the consumer’s perception about “Online Shopping”. E-trailers need to understand the relationship among service quality, customer satisfaction, trust and their purchase behaviour. E-shopping or online shopping is now a days becomes a more popular way of consumers. This advanced and innovative technique of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities.

The Internet, as a retail outlet, is moving from its infancy used by only a few to aMarket with significant potential (Fojt, 1996; Shim, Eastlick, Lotz & Warrington, 2001). Millions of people are shopping online, however; there is still a need for closer examination on the online shopping buying behavior in developing countries. Presently, there are an estimated 605.60 million worldwide Internet users, and nearly two-thirds of them have availed service or purchased a product online (Ipsos, 2003). Most online shoppers are rather satisfied with their online experiences and about half of them will increase their online shopping activity (Morawski, 2001). With the increased population of online consumers, online e-stores who sell goods and services through a website will benefit from empirical research. An enhanced
understanding of online shopping behavior (OSB) can help online stores to market and sell products or services more easily and effectively (Heijden, Verhagen, & Creemers, 2003).

The e-commerce is creating new economy in India which has huge potential and fundamentally changing the way business are done. The advent of electronic commerce has encouraged intensified interest in understanding the consumer’s perception about online shopping. Online Sellers need to understand the relationships among product service quality, customer satisfaction, and their online purchase behavior. Despite the increasing popularity of e-commerce in recent years, studies [Jones, G.S. (2000) ‘Your new brand image’, Catalog Age, Vol. 17, pp.175–179 and UCLA Centre for Communication Policy (2000) ‘Surveying the digital future’, UCLA Internet Report, Available from: http://www.ccp.ucla.edu] have shown that internet users feel that it is difficult to enjoy online shopping. The UCLA Internet Report [UCLA Centre for Communication Policy (2000) ‘Surveying the digital future’, UCLA Internet Report, Available from: http://www.ccp.ucla.edu] revealed that barriers to online shopping include the loss of privacy of personal information, difficulty in assessment of product, difficulty of returning, replacing or exchanging products, extra shipping charges and discomfort with seller anonymity. Hoffman, Novak and Chatterjee [Hoffman, D.L., Novak T.P. and Chatterjee, P. (1995) ‘Commercial scenarios for the web’, Journal of Computer-Mediated Communications, Vol. 3, No.1, Available from: http://www.ascusc.org/jcmc/vol1/issue3/vol1no3.html] suggested that a fundamental lack of faith between most online stores and consumers has prevented people from shopping online or even providing information to web providers in exchange for access to information. However, small empirical research has examined the relationships between facilitators and inhibitors of online shopping and the perceived transaction cost of consumers. Further, there is also scanty research on the impact of consumers’ perceived transaction cost on their willingness to buy online. Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services through the Internet. This process consists of five steps similar to those associated with traditional shopping behavior.
(Liang and Lai 2000). In the typical process of online shopping, when potential consumers recognize a need for some product or service, they go to the Internet and search for necessary information. However, rather than searching actively, at times prospective consumers are attracted by information about merchandise or services associated with the felt need. Then they evaluate alternatives and choose the one that best fits their criteria for meeting the required need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to buyer's psychological state in terms of making purchases on the Internet. (Li& Zhang, 2002).

Online shopping has become a popular way for buyers. This new modern pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities. In the past twenty years, we have observed the rapid development of the Internet and the geometric growth of the Internet users. Although the number of Asian Internet users was the highest in the world, the Internet penetration rate of Asia was lower than elsewhere. The incursion rate of Internet users in Asia was just higher than Africa, as at 30 June 2010, according to the Internet World Statistics (2010). The highest was North America with a penetration rate of 77.4%. We have been clearly feeling the tremendous change that was brought by the Internet, which has penetrated every corner of the world. From communication, education, and finance to entertainment, we can clearly see the application of the Internet. The Internet has resulted in a great revolution for every organisation. The working efficiency, transmission of information, and even cultural exchange has been exceptionally improved. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role.