1. Literature Review:

Understanding where and how Internet retail sales fit into the retail market requires an examination of several areas of literature. This review of literature began with examining the retailing and e-tailing. The second part of the literature review examined current use of the Internet and the Internet users’ profile. The third area of the literature review builds a research framework. Then, research hypotheses are developed.

(Krugman, 1991): The Nobel Prize winner of 2008 argued that we, as a society, moved on to globalization 2.0. This is due to the fact that information and communication technologies (ICT) are much more developed than in the early days. Because of these developments people can get information much easier, cheaper and faster. This shifts the whole economy to a new kind of economy; globalization 2.0 or the information (internet) economy. Some economists (Ghosh, 1999) state that firms can no longer avoid the internet.

(Davis, 1993); in his study reveals that we build up such a framework based on previous research on consumer adoption of new self-service technologies and Internet shopping systems. The research suggests that consumers’ perception toward Internet shopping first depends on the direct effects of relevant online shopping features.

(Butler & Peppard, 1998; Malone, Yates, & Benjamin, 1997; Yoffie, 1996): This new era is created by a set of evolvements. These evolvements are, discussed by many authors and include rapid technological convergence, greater connectivity, enhanced interactive capacity and increased organizational co-ordination capability. Computers and the internet are the aids for consumers to participate in this information economy.

(Angehrn, 1997); Internet as a medium does not only provide information but can also be used to communicate and purchase products. The internet is an environment for conducting a transaction and a channel to deliver the product or service to the buyer.

(Butler & Peppard, 1998; Gupta, Su, & Walter, 2004; Häubl & Trifts, 2000);
There are various studies that show the general behaviour of consumers when they are searching and buying products. Another study (Li, Kuo, & Rusell, 1999) shows the attitude of consumers towards particular channels.

(Lohse, Bellman, & Johnson, 2000); The growing e-commerce and internet as information-channel makes it necessary for companies to know the behaviour of their customers on the internet. Marketers could perform better if they understand and know their customers well. It is necessary for marketers to understand the decisions consumers make and how online consumers go through their decision process.

(Benedict et al, 2001); in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

(Reibstein, 2002; Heijden van der, Verhagen, & Creemers, 2003); it is examined only the ‘purchase’ stage of consumers during their entire buying decision process (BDP). There is however no research done about the channels consumers use during a particular stage of their BDP. This study will contribute to getting more insights in what channels consumers use when they are in a particular stage of the BDP. Regarding this topic the contribution of this study will lie in the fact that the behaviour of consumers on the internet will be paired with the Theory of Planned Behaviour and the Technology Acceptance Model regarding using certain internet channels. With this connection it is possible to know if particular consumers use certain channels.

(RoberLaRose and Matthew s. Eastin, 2002); This study reconceptualized unregulated buying behaviors as the result of deficient self-regulation using mechanism proposed in social cognitive theory.

(George, 2002); This is a study about pairing this behaviour with the Theory of Planned Behaviour (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1986). But this connection was only regarding privacy and trust.

(Menon and Kahn, (2002); Childers et al., (2001); Mathwick et al.,
concluded that Online shopping features can be either consumers’ perceptions of functional and utilitarian dimensions, like “ease of use” and “usefulness”, or their perception of hedonic dimensions and emotions like “enjoyment by including both hedonic dimensions and utilitarian, aspects from the consumer behavior literature, as well as the information systems or technology literature are integrated in our framework. Burke et al., (2002) In addition to these relevant online shopping attributes, also exogenic factors are considered that moderate the relationships between the core constructs of the framework. (GfK Group, 2002); shows that the number of online shoppers in six key European markets has risen from 27.7 percent to 31.4 percent last year. This means that 59 million Europeans use the Internet regularly for shopping intentions. However, not only does the number of online shoppers grows, the level of their purchases also increases over-proportionally (Reinhardt and Passariello, 2002); In the US, says that online sales are forecasted to exceed $36 billion in 2002, and raise annually by 20.9 percent to reach $81 billion in 2006. Europeans are spending more money online as well. Whereas combined revenues for Amazon.com’s European operations grew at more than 70 percent annually in each of the past three quarters, topping $218 million. While these figures show that a large number of consumers in the US and Europe frequently use the Internet for shopping purposes, the reason is not clear what drives them to shop online and whether these numbers could be even Dabholkar and Bagozzi et al, (2002) O’Cass and Fenech, (2002); Childers et al., (2001); Davis, (1993); their study reveals that if more attractive online stores were developed. This elevates the issue of examining what factors affect consumers to shop online. Therefore, a structure is needed to structure the complex system of effects of these different factors, and develop an thorough understanding of consumers’ perceptions toward Internet shopping and their intentions to shop online. (Na Li and Ping Zhang, 2002); The current status of studies of online shopping attitudes and behavior is investigated through an analysis of 35 empirical articles found in nine primary Information Systems (IS) journals and three major IS
conference proceedings.

(Horrigan, 2002); In 2002 about 53 percent of the American internet users used the internet to make a purchase.

(Peterson & Merino, 2003); As stated before many studies investigated the overall behaviour of consumers on the internet. On the contrary there are studies that investigated the particular behaviour when searching for information and buying products online.

(Dellarocas, 2003); With online shopping consumers can buy products without an intermediary service. The changing role of the internet and the corresponding websites has a significant impact on companies. Consumers can make their opinions and experiences about products available on the internet.

(Rick L. Andrews, Imran S. Currim, 2004); This study uses information from both traditional supermarket scanners and an online supermarket to test expected differences in choice behaviours of such customers.

(Thompson S.H. Teo, Pien Wang, Chang Hong Leong, 2004); Building upon Transaction Cost Economics (TCE) theory, this paper hypothesises that consumers' transaction cost of online shopping is affected by six antecedents: product uncertainty, behavioural uncertainty, convenience, economic utility, dependability, and asset specificity. The implications of the results are discussed.

(Gurvinder S Shergill, Zhaobin Chen, 2005); This paper is part of larger study, and focuses on factors which online New Zealand buyers keep in mind while shopping online. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfillment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing.

(Blackwell, Miniard, & Engel, 2006); These studies are all about marginalization. However another theory suggests (Lehmann, 1999) a broader perspective and building on more general theories is needed. This broader perspective can contribute more in a problem-oriented field such as marketing. In this research a more general context of the consumer behaviour is used. This study uses the model of consumer’s
buying decision process.

(Yoo-KyoungSeock and Lauren R. Bailey, 2007); this study investigated college students’ shopping orientations, and examined the relationships between their shopping orientations and searches for information about and purchases of apparel products online and the differences between male and female students in their shopping orientations. This study provided suggestions for apparel e-tailors to develop effective marketing strategies to reach their target market, for consumer educators and for educators in the retail merchandizing area to prepare their students for future careers.

(Razorfish, 2008); Another study showed that 61 percent of global internet users take internet reviews about products into account when they are in their buying decision process. These results mean that consumers are using the internet more and more during their buying decision process. It is therefore important for companies to gain more knowledge about the behavior of consumers on the internet.

(Trendstream, 2009); In 2009, 85 percent of global internet users had searched for information about products.

(D. Veena Parboteeah and Joseph S. Valacich, John D. Wells, 2009); this paper reports on two studies that examine how variations in a website influence online impulse buying. The results reveal some relevant insights about this phenomenon. Specifically, although many participants had the urge to buy impulsively, regardless of website quality, this behavior’s likelihood and magnitude was directly influenced by varying the quality of task relevant and mood-relevant cues. The implications of the results for both future research and the design of human-computer interfaces are discussed.

(Nielsen, 2010); In 2010, about 85 percent of American consumers have purchased a product on the internet, and these numbers are continuing to grow. The rise of the era of the information economy has an impact on many aspects of people’s lives. It has not only influenced the social level but also the business-, political- and economic levels. Every aspect of life has changed with the emergence of the information
economy.

(Reuters, 2010); With the introduction of the personal computer a whole new component entered the lives of many. When later on the internet was invented the way people live changed indefinitely. At first the internet was only used for communication purposes; sending out information and gathering information. In 2010, about 550 billion documents can be found on the internet. Those documents are searched by more than 2 billion internet users in 2010. These facts indicate that the internet increasingly influences the way people live. The internet changed the way of live.

(Oracle ATC Web Commerce, 2010); In July 2009, ATG (acquired by Oracle in 2010) commissioned a consumer survey to examine the differences in attitudes toward online shopping across the U.K., Spain, Germany, France, and Benelux (Belgium, the Netherlands, and Luxembourg). The study asked more than 6,500 consumers about their satisfaction, likes and dislikes, common frustrations, and spending habits related to online shopping. The research shows marked differences in buying behaviors among the countries surveyed and highlights clear areas where retailers can improve the online shopping experience they offer to customers.

(Guo Jun, Noor Ismawati Jaafar, 2011); Online shopping provides a good example of the business revolution. In China, e-commerce is currently experiencing a period of rapid development; the large number of Internet users provides a good foundation for the expansion of the online shopping market. In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were used for analysis.

(Wen-Chin Tsao* and Ya-Ling Tseng, 2011); study is mainly to explore the influence of e-SQ on website brand equity and to further investigate that of brand equity on perceived risk and customer value. A structural equation model is developed to test the casual effects between those constructs. The managerial implications for marketing managers and limitations are discussed.

(John D. Wells; Veena Parboteeah and Joseph S. Valacich, 2011); This paper
reports on two empirical studies that examine the interplay between a consumer's inherent impulsiveness to buy and website quality. Specifically, consistent with past online impulse buying research, website quality manifests as an environmental cue that directly influences the likelihood that a consumer will experience an urge to buy impulsively. Further, highly impulsive consumers can be both positively and negatively influenced by varying degrees of website quality.

(Sajjad Nazir, Arsalan Tayyab, Aziz Sajid, Haroonur Rashid, Irum Javed, 2012); Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different in Pakistan. The purpose of this study is to review the factors felt reservation of consumers in online shopping.