INTRODUCTION

Today, business internet selling is the fastest developing segment of online commerce. The big difference between traditional online selling is the range of interaction between the consumer and seller. These problems can be avoided when you shop online and can say customer is enjoying the online shopping. Online shopping was invented by Michael Aldrich in 1979 and launched Redifon’s Office Revolution in 1980, which allowed consumers, distributors, dealers and facility companies to be associated online to the business system. Online shopping sectors such as fashion and accessories, electronic/electrical goods and also books are growing in U.P. Web sites provide a chance to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996; 51).

Online Shopping

Online shopping is a system of electrical commerce. Online shopping has grown in popularity over the years, mainly because people want it Convenient and easy to bargain shop from the comfort of their home or office. Online shopping is defined as the process a customer takes to purchase a service or product over the internet (Jusoh 2012). Online shopping will become a requirement for best of the people in the world. Consumers can easily compare price, structures, and functions and get the newest updates of any products just by your mouse. Consumers’ behavior towards online shopping is known as the main factors that affects e-shopping potential (Shwu-Ing, 2003).

The study also decided of perceived benefits of online shopping, perceived sellers, reliability, consumer’s lifestyle and consumer’s past experience ecommerce requires a direct impact on attitude. In such busy schedule a lot of people do not have time for offline shopping. They can shop either from their office or from home by using internet. There is no line to wait in or shop assistant wait on to help u with your purchases and u can do your shopping in minutes. Online shopping gives us the opportunity to shop 24/7 and also payment us with the “no pollution” shopping experience. Some online shops proposal discount coupons. Inexpensive deals and better prices are available online. Also there are buy get one free offers as well as combo offers. Many choices online are amazing, several brands are available online and different products.
There is no need to make a distance an excuse for not sending a gift on occasion like birthdays, wedding, anniversaries, Valentine’s day, mother’s day, father’s day and so forth. Consumers can purchase any goods and services anytime and anywhere. Consumers can easily track their product. Online shoppers want flexibility in their shipping mainly the ability to give special delivery instructions or schedule a delivery time. If consumers order the any product and he do not like a product, so he can easily return the product. In India more and more people are shopping online easy day. Now a day a car park charges so high that it puts them off; and with online shopping he can look at what they have to offer without being bothered or interrupted by shop assistant. Many online shops offer discount coupons and rebates. Consumers can get in on the latest international trends without spending money on travel.

**Traditional Shopping in India**

In age of online shopping, the culture of traditional markets in India strives to survive. India, being a land of different cultures and ethnicity, can always impress you with its rich heritage through the wide array of traditional markets it hosts.

Some of famous traditional markets in India:

1. Johari bazar, Jaipur
2. Dilli haat, New Delhi
3. Lakkar bazar, Shimla
4. New market, Kolkata
5. Kannauj market, Utter Pradesh

India is a beautiful country entwined between the traditions of the past and the advantage of technology.
Recent Trend of Online Shopping in India

Chart 1.3: Chart showing categories of products purchased online

A new trend in this universe is that of Meta search engines. A Meta search engine searches all the online travel sites (comprising the airlines sites as well) and shows the best deals for the online user. Travel websites, such as Make My Trip India Pvt. Ltd and Yatra Online Pvt. Ltd, Online shopping has its precise advantage. There are some trends that have developed in the current e-commerce scenario.

1. Consumers provide our customers with shopping coupons and discounts.
2. Most of the companies covering rural area, and the product will reach to most of the cities and towns.
3. Many companies like Amazon, Flipkart, eBay, jabong etc. are already started reducing the product price as discount sale.
E-Commerce & E-Commerce Companies in India

E-commerce- “E-commerce is benefiting from several positive trends, including the continued roll out of broadband, increasing user comfort shopping online and the decline of certain brick-and-mortar retailers,” (Imran Khan, 2011, P.416).

E-commerce refers to purchase and sales of goods or services via electronic channels such as the internet. E-commerce was the first introduced in the 1960.

E-Commerce Companies in India- India are one of the best places to launch an online shopping websites. Many online shopping websites launched in India like-

<table>
<thead>
<tr>
<th>E-COMMERCE COMPANIES IN INDIA</th>
<th>Website URL</th>
<th>DOMAIN AGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="http://www.flipkart.com">www.flipkart.com</a></td>
<td>2007</td>
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<tr>
<td>2</td>
<td><a href="http://www.naaptol.com">www.naaptol.com</a></td>
<td>2007</td>
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<td>3</td>
<td><a href="http://www.myntra.com">www.myntra.com</a></td>
<td>2007</td>
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<td>4</td>
<td><a href="http://www.home">www.home</a> shop 18</td>
<td>2008</td>
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<tr>
<td>5</td>
<td><a href="http://www.snapdeal.com">www.snapdeal.com</a></td>
<td>2010</td>
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<td>6</td>
<td><a href="http://www.jabong.com">www.jabong.com</a></td>
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<td>7</td>
<td><a href="http://www.limeroad.com">www.limeroad.com</a></td>
<td>2012</td>
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<tr>
<td>8</td>
<td><a href="http://www.shopclue.com">www.shopclue.com</a></td>
<td>2013</td>
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<td>9</td>
<td><a href="http://www.amazon.com">www.amazon.com</a></td>
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<td>10</td>
<td><a href="http://www.e-bay.com">www.e-bay.com</a></td>
<td>2014</td>
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<td>11</td>
<td><a href="http://www.easykhaana.com">www.easykhaana.com</a></td>
<td>2015</td>
</tr>
<tr>
<td>12</td>
<td><a href="http://www.twigly.com">www.twigly.com</a></td>
<td>2016</td>
</tr>
</tbody>
</table>
Consumer Behavior – “Consumer behavior as the behavior consumer’s display and searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. In this study, consumer behavior refers to the actions taken for buyers in buying the products. According to consumer behavior are culture-bound about the cultural relationship with the self-personality and attitude which are the basis of consumer behavior models and branding and advertising strategies.” (De Mooij and Hofstede, 2011)

“Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires” (Solomon, 1998).

“Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.” (Kuester, 2012).

Women Buying Behavior- Women resembling to spend more time intimate stores matching options, while men want to be out of the store at the early. Women consumers don’t notice going the extra mile while for men; it has to be fast and familiar. Women consider shopping comforting and a social effort, they are more durable and unpleasant and do not mind the wait for the store to slowly disclose itself.

One purpose for less satisfaction among women regarding E-commerce might be that they purchase more warmly indicted products, such as clothing, perfume and makeup, whereas men primary shop books, magazines and CD’s, which is observed as practical rather than sensitive products (Harris & Rodgers, 2003). Women perceive online shopping as more hazardous than men do, and are more affected by word of mouth to fulfill a purchase. Marketers might want to reduce women’s perception of risk associated with online purchases, to increase their online purchasing (Garbarino & Strahilevitz, 2004).

Fashion-“Fashion is most popular art. Its movement, design and architecture all in one. It shows the world who we are and who we would like to be. Just like your scarf suggest that you would like to sell users cars” (Blair Waldrof 2015). For many years fashion has been an area of interest in consumer research. Fashion is a driving force that shapes the way we live—it influences
apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. (SOLOMON Michael R., RABOLT Nancy J., 2002)

1. Fashion is the current type of clothing that is favored by a large sector of the public.
2. Fashion is a current tendency that is popular for playful motives.
3. Fashion is specific style of dress or behavior that is suitable in one year but not in other.
   1. Fashion is an appearance of interior personality.
   2. Fashion means development and is continuously succeeding.
   3. Fashion means grace and value.
   4. Fashion is an art form that passes beauty to the world.

**Fashionable Items**

The fashionable items undertaken for the study are-

**Cosmetics**-

Cosmetic products can be refer to as any substance applied to the human body such as skin, hair, nails, lips or eye for beautifying, cleansing, coloring, perfuming, conditioning, protecting, preserving or changing the appearance and style of human body. The purpose of cosmetics is to improve the appearance and makes it more beautiful and pleasing to eyes (Yan, et. al. 2012). Women use cosmetics for many purposes. Some use cosmetics for sexual attractiveness, social and professional acceptability (Vanessa, Patrick, Sandra, & Ralf, 2011).

**Clothing Wear**-

Quality of clothing is considered as the main factors of consumer towards buying decision. The consumer will look at the quality and durability of products that it can be used in a long time and appropriate to a price or not. The design is also an important motivation for purchasing and consumption of fashion, since, in a garment, consumers give more and more relevance to aesthetical appearance, like the line and look, among many others. The characteristics or attributes of fashion products also influence purchasing, since they interfere on the value, style and quality of product. (Hong et al., 2002; Wickliffe and Psysarchik, 2001).