REVIEW OF LITERATURE

Crawford (1997) said that traditional consumer behavior online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior.

Solomon (1998) studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer’s mind-set, intention and conduct in light of the online buying practice.


O’Cass (2000) Clothing, as a matter of fact, is a kind of necessity that helps keep our bodies warm. Human beings cannot live without the protection from clothes in adverse conditions and this signifies how important clothing is for us. Nowadays, in addition to the basic functions, clothes can also serve as fashion items, which can tell how significant an individual is, express the status an individual has and what their personal image is like.

Dubrovski (2001) new electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchange.

Vyas and Shrinivas (2002) in their paper stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing
awareness about consumers’ rights and cyber laws. They also emphasized on better distribution system for online products.

Maggi (2003) the growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online.

Kwon & Lee (2003) Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want using their smartphones and computers.

Shergill and Chen (2005) conducted a study on ‘Web-Based Shopping: Consumer’s Attitudes Towards Online Shopping in New Zealand’ The model included several indicators belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. The study concluded that regular web buyers were much more satisfied with all website variables than trial web buyers.

Euromonitor International (2006) new scientific developments, techniques, products and media type, has contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons.

Benbaset (2006) Relevant exogenous factors in this context are “consumer traits” “situational factors” “product characteristics” “previous online shopping experiences “and “trust in online shopping” By incorporating these exogenous factors next to the basic determinants of consumers ‘perception and intention to use a technology, the framework is applicable in the online shopping context. Together, these effects and influences on consumers’ perception toward online shopping provide a framework for understanding consumers’ intentions to shop on the Internet.
Scott (2007) According to the cosmetics industry, cosmetics play a huge role in and are an essential part of what many women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect their evaluation of personal beauty.

Solomon & Rabolt (2009) Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers have had a large extent been affected by this fast evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short-term trends.

Alam and Yasim (2010) reported that website design, reliability, product variety and delivery performances are the four key factors influencing consumers’ satisfaction of online shopping. Khan (2011) he said that “E-commerce is benefiting from several positive trends, including the continued rollout of broadband, increasing use comfort shopping online and the decline of certain brick-and –mortal retailers.”

Jush and Ling (2012) he said that “Online shopping as the process a customer takes to purchase a service and product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store.”

Geissler, (2012), the shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donahue and Gilliland were used to measure innovativeness and risk aversion.

Adrita Go swami (2013) Studied “Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Johan Town” study concludes that online customers are satisfied.
This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer’s satisfaction to retain the existing customers and have to offer new Scheme day by day to attract the new customers.

Dr. Renuka Sharma (2014) stated that there is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian online shoppers. The present study has several implications for business strategists.

Michael Adu Kwarteng (2016) stated that the advent of the Internet continues to open new frontiers in digital marketing. One visible impact of the Internet in marketing has been the growing increase in online transactions which profits marketers and seemingly satisfies customers.

RESEARCH METHODOLOGY

RESEARCH PROBLEM-

As far the definition of marketing, the product should be reached to the final customer or those who are unmet customer. Most of the companies delivering the various products and distributing to the target market to the customer. Meanwhile company’s products are unable to touch to the unmet customer. Many more customers are not getting the benefit throughout the marketing activity. Therefore, there is strong pre-requisite to provide the product though online shopping.

STATEMENT OF THE PROBLEM

The main aim of the study is to explore the women’s buying behavior online in lucknow and Kanpur. To how understand women consumers can use online shopping websites in their advantage. Secondly an attempt to understand the women consumer behavior towards online shopping, when purchasing cosmetics and clothing wear.