Abstract

Nowadays, with the fast development of information technology, online buying is becoming common and even inevitable among Indian people in different age. Consumers choose online shopping which is another shopping channel that is more convenient and express than the traditional shopping pattern, and these also attract more and more people sell products online, from chain store to small individual business. Due to advent of E-commerce, the life of people and groups have become simple, easy and innovative. Shopper Behavior in on-line buying is completely different from the brick and mortar market where the consumer has access to touch and feel the merchandise. It is observed that even though online activity has increased considerably in the recent past, the customers are not fully done with their shopping deals and are leaving it uncompleted. What remains is only the customers’ purpose to visit the shopping portal and get a feel of online buying experience. The study was aimed at the observation of the individual behaviour those have experience of online purchases. This behaviour is compared with the individuals who had just visited the web and seen the shopping portals only with no purpose of online purchasing. The study observed four categories of customers’ such as frequently buying online, buying only once in six months, buying yearly once and never bought online. The study makes use of an experimental prototype that is based on some extent on Cowles, Kieker, and Little’s “E-tailing Theory” (2002) and Fishbein and Ajzen’s “Theory of Reasoned Action” (1975). As stated in the hypothesis of the said study framework, it recognized two aspects from the four categories of the customers. They are a customer factor and a marketing factor. Variations in demographic features and use of technology were also written down amongst these four categories. Based on the study results it may be seen that a customer factor is a combination of several variables like time spent online and online buying and so on. Thus, overall recommendations were made to the shoppers those have the intention to use the web for selling their products and services.