



Online Shopping System

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ABSTRACT:

Now a days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online .

1. Introduction:

Online shopping is a form of [electronic commerce](#) which allows consumers to directly buy [goods](#) or [services](#) from a seller over the [Internet](#) using a [web browser](#) or a [mobile app](#). Consumers find a product of interest by visiting the [website](#) of the retailer directly or by searching among alternative vendors using a [shopping search engine](#), which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including [desktop computers](#), [laptops](#), [tablet computers](#) and [smartphones](#).

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

1. There are no national and International Barriers.
2. In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
3. There are enormous employment opportunities in online shopping.

DEFINITION OF CONSUMER PREFERENCE:

Consumer preference for a product can make or break a company. If consumers generally like a product, it may stay around for years and sell millions of copies. However if consumer do not like a product, it could disappear very quickly.

ONLINE CUSTOMERS:

Online customer must have access to the internet and a valid method of payment in order to complete a transaction Generally, higher levels of education and personal income correspond to more favorable perception of shopping online. Increased exposure to technology also increases the probability of developing favorable attitude towards new shopping channels

THE DOs AND DONTs IN ONLINE SHOPPING:

Things to do while shopping online:

1. Make a shopping list.
2. Look for the best discount.
3. Do proper research on the online shopping portal.
4. Read the terms and conditions of the product.

5. Go through return and exchange policy.
6. Opt for cash on delivery.

Things not to do while shopping online:

1. Don't fall for deals which you see on the social networking sites.
2. Don't fall for deals which are too good to be true.
3. Do not forget to read the fine print.
4. Do not use public Wi-Fi.
5. Do not make the payment if the payment gateway is not safe.

LITREATURE REVIEW :

Hirschman and Holbrook ,(1982) , suggest that “Motivations of Consumers to engage in online shopping include both utilitarian and hedonic dimension. Whereas some Internet shoppers can be described as “problem solvers” others can be termed seeking for ‘fun, fantasy, arousal, sensory stimulation and enjoyment’.”

Babinetal., (1994) suggest that, “The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be ‘an errand’ or ‘work’.

Childers et al.,(2001) found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”

Mathwicketal., (2002) , “If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.”

OBJECTIVES OF THE STUDY:

- To analyze the preference of the sample respondents.
- To analyze the online effect consumer buying Capacity .
- To study the online market effect on convenient stores .
- To study the market segmentation on online Company .

Research Method

Data Collection Method

This study was conducted using primary and secondary data. Secondary data were used to explore the motivating factors affecting consumer’s satisfaction towards online shopping. Sources were from the literature review of articles, journals and different websites. Afterwards, the author summarized all these motivating factors as listed below in a questionnaire form to be used for primary data collection to investigate among respondents with [online shopping](#) experience.

2. Data representation:



3. Conclusion

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Nagercoil town. It is of the opinion that, though there are a number of products available in the market, large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

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