ABSTRACT

An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers.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. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So the researcher want to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online.

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INTRODUCTION

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.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

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 is enormous employment opportunities in online shopping.

**DEFINITION OF CONSUMER PREFERENCE:**

Consumer preference refers to, “how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumers income and price of goods do not influence the customers preferred product or services”.

**WHAT IS CONSUMER PREFERENCE?**

Consumer preference for a product can make or break a company. If consumers generally like a product, it may say 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 favourable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitude towards new shopping channels

**THE DOs AND DONTs IN ONLINE SHOPPING:**

If people want to be as savvy online shoppers, enjoy in finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do’s and Don’ts when buying from websites.

**DOs:**

* Before giving the credit card information, enough time must be taken to research the website. Contact the seller if this is the customer’s first purchase. Most reputable sellers will have a toll-free customer service phone number.

If site had only an email address and no phone number, start an email or instant message dialogue with the people running the site before buying anything from them.

* Pay by credit card or an online payment service. Online Payment service offer some protection as well. For extra degree of protection, credit card is the best.
* Buy from a website that has encryption. “Encryption is a key to secure Internet purchases. It is a feature that automatically codes the customer’s personal data when it is entered”.
* Check the website policies before placing the order. Read the website’s return policy and other terms and conditions, as well as the site’s privacy policy, before ordering anything.
* Use comprehensive computer security software. Make sure the customers have up –to – date, Comprehensive security software such as, MCA fee Internet security or MCA fee Total protection before doing anything with online shopping. This will greatly reduce the risk of contracting virus and will help to avoid theft on dangerous websites.
* Check the credit card statements, make sure that the customer charged the proper amount, and that no extras were added to their bill.

**DON’TS:**

* Do not buy from spammers. If the customer get an e-mail inviting them to buy something like “Discounted Rolex Watches” two things must be considered.

1. **Spam**
2. **Possible scam**.

The most spammers will steal the credit card or financial information and use it fraudulently. If purchases are made from spammers, the customer will never get what they have ordered. It is a risky deal.

* Do not pay by a debit card, cash or wire transfer. When the customer pay with debit cards, the money comes directly out of the customers amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash or use a wire transfer, the money goes directly to the sellers account. So there is no recourse if something goes wrong.
* Do not buy from a websites unless it is certified for safety. People need to feel confident that when people make an online purchase, personal and financial information will not be compromised.
* Do not buy from a websites with which people are not totally comfortable.
* Do not forget to inspect the new purchase as soon as it arrives. If the customer finds a problem, notify the seller as soon as possible.

**E-COMMERCE WEBSITE METHODS**:

It is best suited to deal with hypothetical issues, as the results in the subject area consists of views, lacking the statistical significance required in the quantitative studies, as it is difficult to find statistical data. It is still a new area to some extent in this sector of Shopping. Anyone can do the shopping. This form will be uploaded to the Internet through a website; there will be a list of all the shops categories such as: Clothes, women's, children's, men's clothes. The web browser performs a function selection. E-commerce shopping sites offer shopping cart list, which is a new process in the shopping-mail, also provides the site's wish list to encourage the client to use features. The application of E-commerce shopping in the community is for special marketing and promotions. The E-commerce, which operates the Internet electronic E-commerce software website steps to do Ecommerce in the implementation of the systems development life continuously for E-commerce sites cycle . The steps are systems analysis / planning, design, system building, testing and implementation the stage of system analysis / planning, the following are formulated:

a) Identifying information, which contains information elements that achieve the outputs of the system to be implemented in order to achieve the objectives of the commercial site.

b) Business goals, estimated efficiency of the website.

c) Building system functions, which provide the goals that the information system works to achieve business.

**Hardware and Software Requirement**

*Hardware Required*

Processor: Pentium IV or Above

RAM: 2GB or above

Hard Disk: 50GB or above

Input Devices: Keyboard, Mouse

Output Devices: Monitor

*Software Required*

Operating System: Linux, Ubuntu, Mac, Windows XP, 7, 8, 8.1, 10

Frontend: HTML,CSS, Bootstrap

Backend:Laravel, Vue js, MySQL

Local host: XAMPP/WAMP/LAMP/MAM

**What is HTML:**

Every webpage you look at is written in a language called HTML. You can think of HTML as the skeleton that gives every webpage structure. In this course, we'll use HTML to add paragraphs, headings, images and links to a webpage.In the editor to the right, there's a tab called test.html. This is the file we'll type our HTML into. Like any language, it has its own special syntax. A browser's job is to transform the code in test.html into a recognizable webpage! It knows how to lay out the page by following the HTML syntax.

**What is CSS:**

Cascading Style Sheets (CSS) is a style sheet language used for describing the presentation of a document written in a markup language. Most often used to set the visual style of web pages and user interfaces written in HTML and XHTML, and is applicable to rendering in speech, or on other media. Along with HTML and JavaScript, CSS is a cornerstone technology used by most websites to create visually engaging webpages, user interfaces for web applications, and user interfaces for many mobile applications.

CSS is designed primarily to enable the separation of document content from document presentation, including aspects such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple HTML pages to share formatting by specifying the relevant CSS in a separate .CSS file, and reduce complexity and repetition in the structural content.

**REVIEW OF LITERATURE**

* 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’.
* Holbrook (1994) says that, “Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation of irritation. In contrast the second category sees online shopping as ‘enjoyment’ and seeks for the potential entertainment resulting from the fun and play arising from the Internet shopping experience for its own sake apart from any other consequence ”
* 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.”
* 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”.

**PROBLEM’S STATEMENT**

It is difficult for the online seller to identify the customers wants and needs, since potential customers are large in number. It is important to identify the factors that influence the customers to prefer online shopping.

**SCOPE OF THE STUDY**

The present study has made an attempt to understand the customer’s preference towards online shopping. Online shopping is an emerging concept in the study area.

This study enables to understand the customer preference towards shopping and provides insight about online shopping.

**OBJECTIVES OF THE STUDY:**

The objective is

To analyze the preference of the sample respondents.

**METHODOLOGY:**

This study is carried out on the basis of both Primary and Secondary Sources. These collection of data were presented in the following sections.

**PRIMARY DATA:**

Primary data were collected by means of systematically prepared questionnaire from online purchasers in. In order to carryout statistical enquires a questionnaire was prepared comprising age, gender, educational qualification, information about the preference of the respondents.

**SECONDARY DATA:**

Secondary data has been collected from various Books, Journals, Thesis and websites.

**POLICY IMPLICATIONS**

Following are the Policy implications.

* Online shopping is easy but it can be made more secure.
* More Privacy should be implemented.
* Product displayed sometimes differs with the product supplied. It should be improved.
* Online Shopping is yet to catch up in our towns. Internet penetration is not enough.

**LIMITATIONS:**

* Today’s findings may not hold true for the future.
* The study was only made up of the users of online shopping

**CONCLUSION**

 E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

    E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.