<u>Abstract</u>

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.

Key features of our online shopping website include:

1. **Extensive Product Catalog:** We boast a vast array of products ranging from electronics and fashion to home essentials, ensuring that users can find everything they need in one convenient location.
2. **Personalized Recommendations:** Leveraging advanced algorithms, we provide personalized product recommendations based on user preferences and browsing history, thereby streamlining the shopping process and enhancing user satisfaction.
3. **Seamless Checkout Process:** Our platform offers a seamless checkout process with multiple secure payment options, ensuring a hassle-free transaction experience for users.
4. **Interactive User Engagement:** We prioritize user engagement through interactive elements such as product reviews, ratings, and user-generated content, fostering a sense of community and trust among our users.
5. **Responsive Customer Support:** Our dedicated customer support team is readily available to assist users with any queries or concerns, ensuring prompt resolution and enhancing overall satisfaction.