
Abstract

Price comparison sites are designed to compare the price of goods and services from a range of providers, which will help consumers in making decision to choose products that will save their money through online. Considering the customers' busy lifestyle especially those who are living in the city area, most of the consumers prefer to buy their needs through the internet because it save their time. Besides, consumers always go for the cheaper price in purchasing products therefore by using price comparison website, customers don't have to travel from shop to shop only to survey the price offered by different shops for the same product. They can just check it from the price comparison website itself and decide where they should buy the products they need. This project, named as PriceWar.com is the place where shoppers could find the great deals on the home groceries products. The best deals will be clearly highlighted. Even though not all consumers are buying online, but it is one of the ways to help consumers increase their price awareness. Consumers have the right to know whether the price they are seeing in the shops are good deals as it is claimed or not. Thus it is an advantage for the consumers who are always aware about the current price of a certain product so that they are not cheated by the big words advertised by the shops. The website also beneficial to the sellers/retailers as they will be able to advertise their products and promote their shops at the same time. Unlike the giant supermarkets that have their own website, most of the owners of small groceries shop do not have the skills to get their own website or blog to promote their business online. Thus, with this website, the chances are open for the interested groceries shop owners to advertise their products in the website. They just need to provide the price information regularly and the admin of the website will do the rest.