CONTENTS

**CHAPTERNAME PAGE.NO**

**ABSTRACT**

**CHAPTER ONE**

INTRODUCTION

**CHAPTER TWO**

METHEDOLOGY

**CHAPTER THREE**

DATABASE SYSTEM ANALYSIS

E-R DIAGRAM

SCHEMA DIAGRAM

**CHAPTER FOUR**

DATABASE DESIGN

**CHAPTER FIVE**

IMPLEMENTATION

**CHAPTER SIX**

SNAPSHOTS

**CHAPTER SEVEN**

CONCLUSION REFERENCES

E-commerce is big business and getting bigger every day. But not all e-commerce categories are created equal. The most popular e-commerce categories, not surprisingly, are nonconsumable—durables and entertainment-related products. Other categories growing in prominence for online shopping include e-books, event tickets, sporting goods and toys (to name a few). Spending intentions for each have risen at a double-digit or near double-digit percentage-point rates since 2011. Online purchase intention rates have doubled in three years for 12 of 22 measured categories Online browsing is highest in Latin America; online buying is highest in Asia-Pacific Consumable products have a one-to-one browse-to-buy ratio Mobile phones are catching up in developing countries as the favored online shopping device Nearly half use apps to save money; one in three use them to manage grocery lists Millennials make up more than half of those who intend to buy online AROUND THE WORLD E-COMMERCE: EVOLUTION OR REVOLUTION Copyright © 2014 The Nielsen Company 3 The findings in this survey are based on respondents with online access in 60 countries. While an online survey methodology allows for tremendous scale and global reach, it provides a perspective only on the habits of existing Internet users, not total populations. In developing markets where online penetration is still growing, audiences may be younger and more affluent than the general population of that country. In addition, survey responses are based on claimed behavior rather than actual metered data. Where noted, the survey research is supplemented with observed behavior using Nielsen’s retail, consumer purchase and digital panels. ABOUT THE GLOBAL SURVEY METHODOLOGY The online market for buying groceries and other consumable products is comparatively smaller—but is starting to show promise. While durables are the starting point of adoption, consumables are attractive due to the frequency of purchase. Aside from online purchasing, digital is an increasingly important research and engagement platform. Consumable categories are not likely reach the same level of online prominence as non-consumable categories due to the hands-on buying nature and perishability of the products, but the market is wide open and an eager audience is at the ready. This study provides clarity about global consumers’ buying intentions for both consumable and nonconsumable categories in the growing e-commerce landscape, which answers important questions for brand marketers and retailers on who is buying what and how they can achieve greater success. “The lightning-fast pace of change in the digital landscape has ushered in a consumer mindset that is both adventurous and exploratory when it comes to online shopping,” said John Burbank, President of Strategic Initiatives, Nielsen. “Consumers everywhere want a good product at a good price, and the seemingly limitless options available in a virtual environment provide new opportunities for both merchants and consumers. The market for fast-moving consumer goods is no exception.” To take the pulse of the online shopping and purchasing intentions of consumers worldwide, Nielsen surveyed 30,000 online consumers in 60 countries to reveal the most popular product categories for buying versus browsing and where purchase propensity is leading and lagging. Importantly, we take a close look at online strategies that resonate positively with consumers when considering a consumable purchase online, and we uncover a few barriers that may stand in the way of success.