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TO INHANCE SMART ONLINE SHOPPING

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ABSTRACT

This is a paper on "smart online shopping". During the making/developing of this project we explored new ideas and functionality. We have learnt lot a during this project and liked the improvement in our testing skill and deep concept related to these kinds of projects. Our project is TO IMOLEMENT SMART ONLINE SYSTEM. This is web based application which helps people to find and buy grocery on internet. It is useful in the way that it makes an easier way to buy online. In this application we have basically two modules. The first module includes Customer Module. The customer have to register for any enquiry related to shop or grocery. The unregistered person can't access this application. The admin module contains access of admin on this application. The admin can change everything in the application. He / She have the ability to add, delete, update any information regarding to application.

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I. INTRODUCTION

More companies are offering their products/services over the Internet, as the number of Internet users is growing rapidly and online technologies are improving. The consumers' motivation to shop online is researched from either a consumer- or technology-oriented view. The consumer-oriented view focuses on consumers' salient beliefs about online shopping.

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 stories from the comfort of there 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 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 search from a store for a particular item.

An online shop evokes the physical analogy of buying products or services at a shopping center. In the case it is easy to buy products from home.

II. PROBLEM STATEMENT

Customer can browse through the product catalog and add the items to shopping cart. He can proceed to check out as long as his shopping cart is not empty. Customer will require to login to the system when he proceed to check out, or he can create an account if he not yet have one. The order will change to the credit card registered in customer account. To know the consumers awareness and perception about the product and services provided on internet. To know how it provide product and satisfies their customer requirements. To identify the issues face by user while online shopping,

This software will help in easy maintaining and updating products in the website for the administrator. Also quick and easy comparison of different product for the customer.

III. MOTIVATION

Five internet shopping motivations associated with the Big Five personality traits has been selected for examination. Those include adventure, idea, sociality, lack of sociality and convenience. Adventure has been defined as encountering something interesting with the experience of joy while shopping. Idea refers to online shoppers being able to search and understand information in regards to product brands and new trends while experiencing pleasure. Sociality indicates the fact that shoppers are able to socialize with other shoppers with the same interesting and share information.

Lack of sociality describes shoppers without the need to bargain with sales assistants and wasting the time of their companions. Convenience may represents a convenient and relaxing environment for shoppers without time, space or weather issues. Factors Research showed individuals with high levels of openness are likely to shop online to experience adventure and ideas. Individuals who are conscientious shop online for convenience and extraverted individual shop to satisfy the motivation to socialize. Further more, individuals that shows higher levels of neuroticism were motivated to shop online due to lack of socializing needs.

IV. LITERATURE SURVEY

[1]Shu-Fei Yang, Hsin-Hui-Lin," Effects of Attribute Framing Varying with the Elaboration in Online Shopping: An Eye-Tracking Approach", Department of Management, National Sun Yat-sen University, (2014). The study uses tracking and the elaboration likely hood, model explore the framing effect moderated by elaboration, hence resulting in the observed eye movement purchase intention in online shopping. First, the high elaboration condition showed the marginal framing effect on purchase intention where positively framed messages induced higher purchase intention than negatively framed messages, but the low elaboration did not. The results indicate that high elaboration is more susceptible to the framing effect on purchase intention than low elaboration. If framing messages is regarded as simple cue, this result is not consistent with ELM -- the postulate of ELM concerning cue effects is that peripheral cues become relatively more important determinants under low elaboration, but not under high elaboration. It is possible that framing messages likewise may be treated as both argument and simple cue in this study. As mentioned above, the manipulation of some variables in messages may affect information processing under certain conditions, but serve as peripheral cues in other contexts; for example, the number of arguments could increase the amount of information processing activity when the involvement was high.

[2]Christy M.K.Cheung, Xiabing Zheng, Matthew K.O. Lee,"Customer Loyalty to C2C online Shopping platforms: An Exploration or the role of customer engagement", Department of finance and decision sciences, Department of information system,(2019). In today's highly competitive business environment, keeping customers happy and maintaining a long-term relationship with them has long been an important business strategy. In this study, we aim at exploring the role of customer engagement in C2C online shopping platforms. This research has several key findings. First, customer engagement is a multidimensional construct which comprises of vigor, dedication, and absorption. The empirical results showed that customer engagement is wellreflected by these three first-order dimensions. Second, though previous studies have indicated that C2C emarketplaces are highly engaging, they did not examine how customer engagement in these online platforms affects customer loyalty behavior. This study has empirically

validated the research model with existing customers of Taobao. The results showed that customer engagement has positive relationships between repurchase intention and word of-mouth intention, and repurchase intention and WOM intention in turn affect loyalty behavior. Bo Zhang ,Gongshwang Wang, Yang and Shuai Zhang, "Solving the order planning problem at the still making shops by considering logistics balance on the plant-Wide process". With regard to the characteristics of long process multi-units, creoss-logostic, the order planning problem at the still making shop is studied with consideration of the plant wide process logistics balance.

[3] Mariam Saleem, Marium Mateen Khan, Mohammad Ekhlaque Ahmed, Sanober Ali Neha Shah and Saad Rafiq Surti, "Online glossary shopping and consumer perception", Institute Of Business Management, (2017). Online grocery shopping factors identified(quality of product, service quality, guarantee on products convenience or customers, cost of services, range of products, and design or interface of the online platform. it is clear that there is a long road to fully penetrate the market. Our analyses identified that there is a significant image problem for the online model, coherent across the three segments of respondents. Buying from retailers is a norm and disruption of any norm is not easy and nor is it always welcomed. Instead of positioning it as an alternative, we need to position the online grocery as something which can go hand in hand with the traditional model. The idea is to slowly encompass the user to accept the new way of shopping. Equally important is the fact as to how to create awareness amongst people. At the start we need to focus on users who will be the core drivers of growth for this industry like the live alone or professionals who actually can feel the need for this model.

V. SYSTEM ARCHITECTURE

It's a full-featured website and shopping cart system that bends over backwards to give you the flexibility you need to run your online store. The basic concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The Server process the customers and the items are shipped to the address submitted by them. The details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction.



Fig1.Architecture of proposed system

VI. CONCLUSION AND DISCUSSION

Online Shopping is based on the computers-based technology i.e. Web Services which is easy to use by any person gives employment to the needy persons for their betterment in lifestyle. It reduces the time of a busy person who works at office by providing shopping services.

Online Shopping helps in saving time of customers. Online Shopping is a different experience and you can make the shopping creative over the internet as you get used to it. Online shopping become more enjoyable and easier than real-world shopping. Online shopping is becoming increasingly prevalent in our fast-place world .Online shopping is convenient and using the tips provided can helps you to save on purchases and keep your money in wallet. This will allow customer to place order within even visiting the shop.

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