

# Shopguru

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**Abstract-** *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.*

## I. INTRODUCTION

Our main purpose for developing this web application is to make shopping more convenient, comfortable as well as time saving. It will provide platform to localized and trusted clothing shops in certain area of Ahmedabad so Customers can easily select products from different providers without moving around physically and also in in well categorized manner. 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.

## II. LITERATURE REVIEW

- A. 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’.”
- B. 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’.
- C. 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 ”
- D. 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.”
- E. 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”.

## III. STUDY FINDINGS

- A. The study is descriptive and analytical. It is descriptive in the sense it exist at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information. The researcher has selected 50 samples from the customers in Nagercoil town. The relevant data were collected through

questionnaires. The researcher used the method of convenient sampling technique.

B. Primary data were collected by means of systematically prepared questionnaire from online purchasers in Nagercoil town. In order to carryout statistical enquires a questionnaire was prepared comprising age, gender, educational qualification, information about the preference of the respondents. Secondary data has been collected from various Books, Journals, Thesis and websites.

C. This study has certain limitations.

1. The area of the study covers only Nagercoil town.
2. Today's findings may not hold true for the future.

#### IV. THE DOs AND DONTs IN ONLINE SHOPPING

- A. 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.
- B. 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".
- C. 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.
- D. 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.
- E. 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.

#### V. CONCLUSTION

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Nagercoil town. It is of the opinion that , though there are a number of products available in the market , large number of respondents mostly prefer to purchase clothes through online shopping. Because variety of clothes are available while searching online web stores.

#### VI. ACKNOWLEDGMENT

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