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Hard Traffic Minimization Through Online Shopping System

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ABSTRACT: Online shopping tries to enhance access to care and improve the continuity and efficiency of services. Depending on the specific setting and locale, case managers are responsible for a variety of tasks, ranging from linking clients to services to actually providing intensive shopping and delivery services themselves. The main goal of this current work is to concern about online shopping through which, how we can minimize hard traffic. Through online shopping we can easily minimize hard traffic. The present work has great future scope. Online shopping Internet software developed on and for the Windows and later versions environments and Linux OS. This work also provides security with the use of Login-id and Password, so that any unauthorized users can not use your account. The only authorized that will have proper access authority can access the software.

KEYWORDS: Hard Traffic Minimization, Online Shopping System

I. INTRODUCTION

Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience. For example, when a person shops at a brick-and-mortar store, she has to drive to the store, find a parking place, and walk throughout the store until she locates the products she needs. After finding the items she wants to purchase, she may often need to stand in long lines at the cash register Despite the convenience of online shopping, not everyone chooses to purchase items and services online. Some people like the idea of physically going to a store and experiencing the shopping process. They like to touch the merchandise, try on clothing, and be around other people. Online shopping doesn't permit shoppers to touch products or have any social interaction. It also doesn't allow them to take the merchandise home the same day they buy it. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores. If you're searching for a niche product that may not be distributed locally, you're sure to find what you're looking for on the internet. What's even more useful is the ability to compare items, similar or not, online. You can search through multiple stores at the same time, comparing material quality, sizes and pricing simultaneously.

Shopping via the internet eliminates the need to sift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day. Say 'goodbye' to the days when you stood in line waiting, and waiting, and waiting some more for a store clerk to finally check out your items. Online shopping transactions occur instantly-saving you time to get your other errands done! Additionally, unlike a store, online shopping has friendly customer service representatives available 24 hours a day, 7 days a week to assist you with locating, purchasing and shipping your merchandise.

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II. LITERATURE REVIEW

English entrepreneur Michael Aldrich[1] invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotex, the modified domestic TV technology with a simple menu-driven human–computer interface, was a 'new, universally applicable, participative communication medium — the first since the invention of the telephone. This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' (interactive, many-to-many) was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time[2] . During the 1980 , he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology[3] . These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations[4]. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Information systems projects' originate from many reasons: to achieve greater speed in processing data, better accuracy and improved consistency, faster information retrieval, integration of business areas, reduced cost and better security[5]. The sources also vary project proposals originate with department managers, senior executives and systems analysis.

SYSTEM ANALYSIS:

- This system is all about the converting the shopping system from manual to online.
- Customer can buy products online after login to the site.
- Administrator is adding product to database.
- Administrator can edit or delete the products from the database.
- After buying and making payment the products are send to customers address.
- Customer can write feedback for the product or services.
- Admin can see daily sell and feedback given by customer.
- Administrator is adding the delivery report to the database.
- Both admin and customer can see the delivery report**.**

MAIN OBJECTIVE:

- To shop wile in the comfort of your own home, without having to step out of the door.
- To sell at lower rate due to less over head.
- To provide home delivery free of cost.
- No wait to see the products if someone else is taking that.

FEATURES AND BENEFITS:

- Providing security
- Low cost
- Basic computer knowledge required
- Configurable and extensible application UI design

FEASIBILITY STUDY: A feasibility study is a short, focused study, which aims to answer a number of question.

- Does the system contribute to the overall objectives of the organizations?

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- Can the system be implemented using current technology and within given cost and schedule constrains?
- Can the system be integrated with systems which are already in place?

TECHNICAL FEASIBILITY:

- Is the project feasibility within the limits of current technology?
- Does the technology exist at all?
- Is it available within given resource constraints (i.e., budget, schedule)?

FINANCIAL FEASIBILITY:

- Is the project possible, given resource constraints?
- Are the benefits that will accrue from the new system worth the costs?
- What are the savings that will result from the system, including tangible and intagible ones?
- What are the development and operational costs?

OPERATIONAL FEASIBILITY: Define the urgency of the problem and the acceptability of any solution; if the system is developed, will it be used? Includes people-oriented and social issues: internal issues, such as manpower problems, labour objections, manager resistance , organizational conflicts and policies; also external issues, including social acceptability, legal aspects and government regulations.

SYSTEM REQUIREMENTS SPECIFICATIONS: System requirements are expressed in a software requirement document. The Software requirement specification (SRS) is the official statement of what is required of the system developers. This requirement document includes the requirements definition and the requirement specification. The software requirement document is not a design document. It should set out what the system should do without specifying how it should be done. The requirement set out in this document is complete and consistent. The software specification document satisfies the following:-

- It specifies the external system behaviors.
- It specifies constraints on the implementation.
- It is easy to change.
- It serves as reference tool for system maintainers.
- It record forethought about the life cycle of the system.
- It characterizes acceptable response to undesired events.

USER CLASS AND CHARACTERISTICS: There are 3 types of user of this software-

1.General public	can use the system to see the product, their prices and quantity available. General user can not buy the products.
2. Customers	are using for viewing and buying the products. Customer can also write feedbacks for products and services.
3. Administrator	Administrators can add, edit & delete products. and provide services to the customer.Administrator can see the daily sell. Can also see the the feedback given by the customer. Administrator maintaining the deliveries.

FUNCTIONAL REQUIREMENTS: The System must provide following functionalities—

- keeping records of admission of customers.
- keeping the records of products.
- keeping the daily sell .
- storing the feedback given by the customer.
- keeping details about the product it is delivered or not. etc.
- storing the items selected by the customer in the temporary storage.

PERFORMANCE REQUIREMENTS: In order to maintain an acceptable speed at maximum number of uploads allowed from a particular customer will be any number of users can access the system at any time. Also connections to the servers will be based on the criteria of attributes of the user like his location, and server will

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be working whole 24X 7 times.

NON FUNCTIONAL REQUIREMENTS: Following Non-functional requirements will be there in the Insurance on internet:

- Secure access of confidential data (customer's details).
- 24 X 7 availability.
- Better component design to get better performance at peak time.
- Flexible service based architecture will be highly desirable for future extension.

Non functional requirements define system properties and constraints it arise through user needs, because of budget constraints or organizational policies, or due to the external factors such as safety regulations, privacy registration and so on.Various other Non-functional requirements are: Security, Reliability, Maintainability, Portability, Extensibility, Reusability, Application Affinity /Compatibility, and Resource Utilization.

EXTERNAL INTERFACE REQUIREMENTS:

User Interface: User of the system will be provided with the Graphical user interface, there is no command line interface for any functions of the product. The user will get Login page followed by Password.

Hardware Interface: Hardware requirements for Insurance on internet will be same for both the parties which are follows:

Processor: - Pentium I or above.

RAM : - 128 MB or above.

HD : - 20 GB or above.

NIC : - For each party

Software Interface:-Software required to make working of product is:-

Operating System: Windows XP/vista/7 or later version, Linux OS which supports networking.

JAVA development tool kit

Communication Interfaces: The two parties should be connected through either by LAN or WAN for the communication.

General Constraints: The interface will be in English only. The system is working for single server. There is no maintainability or backup so availability will get affected. The system is a single user system.GUI features available.

Assumptions and Dependencies: The product does require back-end database server MySQL for storing the username and password for different types of user of the system as well as various databases regarding various insurance information.

Guidelines: User must be trained for basic computer functionalities. User must have the basic knowledge of English The system must be able to respond to database software within reasonable time. The product will require a computer with an application program or with any other application program and an communication channel.The speed of the communication channel (if any) must be, at a minimum 28.8 kbps in order to support message transfer in reasonable time.

III. MATERIAL AND METHODS

Data flow diagrams (DFD) was first developed by *Larry Constantine* as way representing system requirements in a graphical form; this lead to modular design. A DFD describes what data flow (logical) rather than how they are processed, so it does not depend on hardware, software, data structure or file organization. It is also known as 'bubble chart'.A Data Flow Diagrams is a structured analysis and design tool that can be used for flowcharting in place of, or in association with, information-oriented and process-oriented systems flowcharts. A DFD is a network that describes the flow of data and the processes that change, or transform, data throughout a system. This network is constructed by using a set of symbols that do not imply a physical implementation. It has the purpose of clarifying system requirements and identifying major transformations that will become

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programs in system design. So it is the starting point of the design phase that functionality decomposes the requirement specifications down to the lowest level of detail.The symbols used to prepare DFD do not imply a physical implementation, a DFD can be considered to an abstract of the logic of an information-oriented or a process-oriented system flow-chart. For these reasons DFDs are often referred to as logical data flow diagrams.
A database design is a collection of stored data organized in such a way that the data requirements are satisfied by the database. The general objective is to make information access easy, quick, inexpensive and flexible for the user. There are also some specific objectives like controlled redundancy from failure, privacy, security and performance. A collection of relative records make up a table. To design and store data to the needed forms database tables are prepared. Two essential settings for a database are:
Primary key: - The field that is unique for all the record occurrences.
Foreign key: - The field used to set relation between tables. Normalization is a technique to avoid redundancy in the tables.

DATA BASE TABLE DESIGN: Various used data base tables are illustrated below.

Category table

Column name	Data type	Key constraint
Cat_id	int	Primary key not null
Cat_name	Char(20)	Not null

Product table

Column name	Data type	Key constraints	extra
Prod_id	Int	Primary key not null	Auto_increment
Cat_id	int	Foriegn key Not null	
Prod_name	Char(20)	Not null	
Prod_descp	Char(40)	null	
Price	double	Not null	
Available	int	Not null	
Add_date	date	Not null	

Admin Login table

Column name	Data type	Key constraint
User_id	int	Primary key not null
password	Char(20)	Not null

Login table

Column name	Data type	Key constraint
User_id	int	Primary key not null
password	Char(20)	Not null

Store table

Column name	Data type	Key constraint
Order_no	int	Primary key not null
report	Char(20)	null

Temp table

Column name	Data type	Key constraint
Prod_id	int	Foriegn key not null
Prod_name	Char(20)	Not null
Price	Double	Not null
Items	Int	Not null
User_id	Int	Not null
Purchage_date	Date	Not null
Order_no	Int	null

User table

Column name	Data type	Key constraint	extra
User_id	int	primary key not null	Auto_increment

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Password	Char(20)	Not null
User_name	Char(20)	Not null
sex	Char(6)	Not null
Address	Char(40)	Not null
Date_of_birth	date	Not null
Date_of_registe	date	Not null
Phone_no	Char(10)	Not null
email	Char(30)	Not null

Feedback table

Column name	Data type	Key constraint
User_id	int	not null
type	Char(10)	Not null
feedback	Char(10)	Not null
comment	Varchar(40)	null
Feedback_date	date	Not null

Account table

Column name	Data type	Key constraint
Bank_name	Char(20)	not null
Account_no	Char(20)	not null
password	Char(20)	Not null
balance	double	Not null

Sell table

Column name	Data type	Key constraint
Prod_id	Int	not null
Prod_name	Char(20)	not null
price	Double	Not null
items	Int	Not null
User_id	Int	Not null
Purchage_date	Date	Not null
Order_no	int	Not null

TESTING: *Software Testing* is an empirical investigation conducted to provide stakeholders with information about the quality of the product or service under test, with respect to the context in which it is intended to operate. Software Testing also provides an objective, independent view of the software to allow the business to appreciate and understand the risks at implementation of the software. Test techniques include, but are not limited to, the process of executing a program or application with the intent of finding software bugs. It can also be stated as and verifying that a software program/application the business and technical requirements and development, so that it works as expected and can be implemented with the same characteristics. Software Testing, depending on the testing method employed, can be implemented at any time in the development process, however the most test effort is employed after the requirements have been defined and coding process has been completed.

The primary goal of *unit testing* is to take the smallest piece of testable software, isolte it from the remainder of the code, and determine whether it behaves exactly as you expect. Each unit is tested separately before integrating them into modules to test the interfaces between modules. Unit testing has proven its value in that a large percentage of defects are identified during its use. Unit testing is a software verification and validation method where the programmer gains confidence that individual units of source code are fit for use. A unit is the smallest testable part of an application. In procedural programming a unit may be an individual program, function, procedure, etc., while in object-oriented programming, the smallest unit is a class, which may belong to a base/super class, abstract class or derived/child class. Ideally, each test case is independent from the others: substitutes like method stubs, mock objects, fakes and test harnesses can be used to assist testing a module in isolation. Unit tests are typically written and run by software developers to ensure that code meets its design and behaves as intended. Its implementation can vary from being very manual (pencil and paper) to being formalized as part of build automation

Integration testing, also known as integration and testing (I&T), is a software development process which

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program units are combined and tested as groups in multiple ways. In this context, a unit is defined as the smallest testable part of an application. Integration testing can expose problems with the interfaces among program components before trouble occurs in real-world program execution. Integration testing is a component of Extreme Programming (XP), a pragmatic method of software development that takes a meticulous approach to building a product by means of continual testing and revision. There are two major ways of carrying out an integration test, called the bottom-up Method and the top-down method. Bottom-up integration testing begins with unit testing, followed by tests of progressively higher level combination of unit called modules or builds in top-down integration testing, the highest-level modules tested lower-level modules are tested after that .In a comprehensive software development environment, bottom-up testing is usually done first, followed by top-down testing.

At the validation level, testing focuses on user visible actions and user recognizable output from the system. Validations testing is said to be successful when software functions in a manner that can be reasonably expected by the customer. The types of *validation testing* are as-*Alpha testing* is simulated or actual operational testing by potential users/customers or an independent test team at the developers' site. Alpha testing is often employed for off-the-shelf software as a form of internal acceptance testing, before the software goes to beta testing. *Beta testing* comes after alpha testing. Versions of the software, known as beta version, are released to a limited audience outside of the programming team. The software is released to groups of people so that further testing can ensure the product has few faults or bugs. Sometimes, beta versions are made available to the open public to increase the feedback field to a maximal number of future users *Grey box testing* is the combination of black box and white box testing. Intention of this testing is to find out defects related to bad design or bad implementation of the system.it is used for web application.

SOFTWARE QUALITY ASSURANCE PLAN: Each development and maintenance project should have a Software Quality Assurance Plan that specifies its goals, the SQA tasks to be performed, the standards against which the development work is to be measured, and the procedures and organizational structure. The IEEE Standards for the Software Quality Assurance Plans states that the plan should contain the sections: Purpose, Reference documents, Management, Documentation, Standards practices and conventions, Reviews and Audits, Configuration Management, Problem reporting and corrective action, Tools, techniques and methodologies , Code Control, Media Control, Supplier Control , Records collection maintenance and retention.

Purpose, Scope and Overview: The purpose of this Software Quality Assurance (SQA) Plan is to establish the goals, processes, and responsibilities required to implement effective quality assurance functions for the ONLINE SHOPPING. The ONLINE SHOPPING Software Quality Assurance plan provides the framework necessary to ensure a consistent approach to software quality assurance throughout the project life cycle. This plan establishes the SQA activities performed throughout the life cycle of the ONLINE SHOPPING. Specifically, this SQA Plan will show that the SQA function is in place for this project. It will show that the SQA group has a reporting channel to senior management that is independent of the project manager, the project's software engineering group, and software related groups that include Software Configuration Management (SCM), System and Software Test, and Logistics. The goal of the SQA program is to verify that all software and documentation to be delivered meet all technical requirements.

Reference documents: Software Quality Assurance, Principles and Practice: Nina S Godbole.

Management: An IEEE standard lays down three aspects that should be covered in the Software Quality Assurance Plan.

Organization: The organization section includes the roles of the team members, their hierarchy etc. It is important that the head of the Software Quality Assurance (SQA) function in the organization has the adequate authority to be able to perform independent verification that the processes are adhered to the functional groups that influence and control software quality.

Tasks: An SQA task is performed in relationship to what software development activities are taking place. One or more SQA tasks can be performed concurrently until a task is completed.The main tasks of SQA plan are :
Evaluate System Requirements Analysis Process, Evaluate System Design Process, Evaluate Software Requirements Analysis Process, Evaluate Software Design Process, Evaluate Software Tools, Evaluate Software

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Implementation and Unit Testing Process , Evaluate End-item delivery Process, Evaluate Configuration Management Process.

Responsibilities: The project manager and design/development teams have primary responsibility for the quality controls applied during the development of the software project.The quality manager will:
Define the responsibilities of quality personnel in the form of quality assurance procedures applicable to the project, Agree to the quality plan with the project manager,Approve the plan of the audits for the project which are to be carried out by quality personnel, Resolve any disagreement between the project manager and quality personnel on matters relating to quality, Review the activities performed by project personnel to ensure that the requirements of the quality plan and quality procedures are being satisfied. Quality personnel will: Carry out planned internal audits of the project to assess compliance with quality objectives, Agree on corrective action with the project manager for any discrepancies, non-conformities found and ensure that corrective action is taken, Evaluate defect trends and take appropriate action.

Documentation: The basic purpose of the documentation section of the Software Quality Assurance Plan is to describe the documentation to be produced and how it is to be reviewed. The documentation section normally includes the following: Software Requirements Specification (SRS),Software Design Description,Software Verification Plan, Software Verification report.

Standards, practices and conventions: To verify the delivery of a fully conforming, high-quality product, every individual assigned to the project will participate in quality assurance. This section describes the procedures used by SQA to verify that the quality assurance provisions of this SQA Plan and applicable standards, practices, conventions, and metrics are met. The measurements will be made and used to determine the cost and schedule status of the SQA activities, SQA milestone dates (planned).

Reviews and Audits: The review and audits sections of Software Quality Assurance Plan will state which technical and managerial reviews will be undertaken and how they will be carried out. The ANSI standard suggests that the following would be a minimum set of reviews:

Software Requirements Specification Review: This review is held to approve the document defining the software requirements specifications and it aims to check the adequacy of the requirements.
Primary Design Review: The purpose of this review is to approve formally, the software top-level design document.

Software Verification Review: The purpose of this review is to approve the test plan. It is the evaluation of the adequacy and completeness of the methods described.

Functional Audit: This is held to verify that all the requirements in the software requirements specification have been met.

Physical Audit: This is held to verify that the software and its documentation are internally consistent prior to delivery to the user.

In-Process Audit: In-Process audits of a sample design are held to verify the consistency of the design.

Configuration Management: This Configuration Management section of the Software Quality Assurance Plan covers configuration identification, configuration control, configuration status accounting, and configuration auditing.

Problem reporting and corrective action: This section of the Software Quality Assurance plan describes the system, which ensures that software problems are documented and resolved. It should be a closed-loop system. All the problems should be promptly reported at appropriate level, acted upon and resolved. Each problem should be analyzed to determine its significance and causes and classified by category and each problem must have severity level and a priority number. For each problem, some corrective action and a target completion date should be identified. The appropriate level of management should be made aware of the problems and adverse

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trends. The corrective action taken will be evaluated to ensure that it solved the problem without introducing any new problems. Management should monitor the status of all unresolved problems.

Tools, techniques and methodologies: SQA software tools include, but are not limited to, operating system utilities, debugging aids, documentation aids, checklists, structuring preprocessors, file comparators, structure analyzers, code analyzers, standards auditors, simulators, execution analyzers, performance monitors, statistical analysis packages, software development folder/files, software traceability matrices, test drivers, test case generators, static or dynamic test tools, and information engineering CASE tools.Techniques include review of the use of standards, software inspections, requirements tracing, requirements and design verification, reliability measurements and assessments, and rigorous or formal logic analysis.Methodologies are an integrated set of the above tools and techniques. The methodologies should be well documented for accomplishing the task or activity and provide a description of the process to be used.

Code Control: Code control includes the items listed as- Identifying, labeling, and cataloging the software to be controlled ; Identifying the physical location of the software under control ; Identifying the location, maintenance, and use of backup copies ; Distributing copies of the code ; Identifying the documentation that is affected by a change ; Establishing a new version; Regulating user access to the code.

Media Control: The Media Control section of the Software Quality Assurance Plan will describe how the media are to be protected from unauthorized access or damage. Security threats to a software project come from the environmental factors:Fire Damage, Water Damage , Energy Variations , Structural Damage , Pollution, Unauthorized Intrusion, Viruses and Worms, Misuse of Software, Data and Services.

Supplier Control: Prior to any purchase of software to support the development effort, SQA and project members will define and provide complete requirements to the supplier/vendor. The Software Tool Evaluation Process will be followed. Part of the evaluation process will require the supplier or vendor to describe their technical support, handling of user questions and problems, and software product upgrades.

Records collection, maintenance and retention:SQA activities are documented by records and reports that provide a history of product quality throughout the software life cycle. Measurement data collected will be reviewed for trends and process improvement. All SQA records will be collected and maintained in the SDL or archival storage for the life cycle of the product.

IV. RESULTS AND DISCUSSIONS

From the figure 1, it can be concluded that 85 %of the population prefer online shopping while remaining 15 % does not prefer online shopping. The figure 2, clearly shows that 90% of respondents feel that shopping online is a safe affair ,while 10% among them are still conservative an avoid shopping online due to fear of quality of products and payment options.

Figure1:Do you Prefer Online Shopping.

Figure2: Is Online Shopping Safe

According to an Associated Chambers of Commerce and Industry of India (ASSOCHAM) survey, the online retail market in India may grow to Rs.70 billion (over $1.30 billion) by 2015 from Rs.20 billion in 2011 as internet access improves. India has always been a land of great potential. The socioeconomic condition of the country has improved many folds after independence and India is now emerging as one of the leading countries in the world. Hence it can be well judged why online shopping in India is rising at fast pace over the days. As

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technology is spreading to the remotest villages and many job opportunities are presenting themselves to the unemployed youth more and more people are gaining awareness and the money to purchase expensive and luxurious items over the internet**.**

Primary data was collected through the survey method (**questionare observation and interview**) from the respondents . Observations regarding the rise of online shopping trends . The questionnaire aimed at studying the constomers preference and feedback for the online shopping sites flipkart Unstructured interview was conducted for some of the repondents to find out te drawbacks of the online model of flipkart. Secondary data was collected through Internet, Magazines and Journal on the related topic. For this current work the sample size of 200 respondents were taken for the Age group of 16 to 40 in which 80% of the population are the frequent users of online shopping. Convenient sampling technique is used.

ONLINE SHOPPING IN INDIA: The invention has opened a whole new world of possibilities for us. Not only we can communicate with the person we love within moments but nowadays many vital tasks like jobs, shopping, socializing and many others can be done easily at the convenience of our homes. The concept of online shopping is a relatively new one and it enables us to buy all our favorite goods and accessories over the internet. This not only saves time but also we can get the products at a much discounted price and that too at our homes. There are many online stores that have developed in recent times like letsshop.in, flipcart.com and many others. These stores host a wide range of products like bags, shoes, books, gadgets and many others. To purchase any product you have to visit the site and click on the product that you would like to purchase and the product will be delivered to you within a week maximum. It's that simple. Online shopping in India is rising at fast pace over the days. This is mainly because the people are becoming more aware about the concept of online shopping and the advantages of it. So they are opting for it.

Some of the advantages of online shopping are:

1. **Saves time**: Online shopping saves us a huge amount of time. We can buy any of our favorite products from our home only and need not visit the malls.
2. **Cost Effective**: The products can be bought at a much discounted rate by shopping online. This is because online stores offer huge discounts and lucrative offers on the purchase of each and every product. This is done to attract more customers from all over the world.
3. **Other Facilities**: The products are freely shipped and delivered at our doorstep without any extra charge. Moreover if we find them not suited to our purpose we can return them without purchasing any time. Apart from that if we do purchase these items and find them to be defective then we can return them within fourteen days of the purchase and we will get all the money back.
4. **Shop any store worldwide**. Never again be limited geographically. Many merchants do not have physical stores in every state, and certainly not in every country. When you shop online, you can browse through stores around the block or around the globe! Discover amazing new items from exotic places that you perhaps have never even heard of before.
5. **Ship your gifts directly**. When you order online, you can send gifts or even have gift baskets delivered directly to their recipient. This means you can avoid long waits at the post office and you can get your gift delivered faster. Many stores even offer customized cards and gift wrapping to go along with your present.
6. **Find items you might not see in stores**. Since brick and mortar stores are limited on space, merchants usually don't carry all of the items they sell in store. Online, you can find their entire inventory, along with many choices of colors, styles, and even customization options. Shop on the Internet so you can find exactly what you want.
7. **No more waiting in line and pushing through crowds**. Malls and retail stores can be chaotic, especially during a big sale or a holiday season. Don't stress yourself out, just shop from home! You'll never have to stand in a long checkout line or weave your way through crowds just to get the items you want. Shop online and you can stay in the comfort of your own home
8. **The Internet never closes**. You can shop anytime online 24 hours a day 7 days a week. Online stores never close, so you never have to worry about making time to go to the store. Online shopping is perfect for night owls or anyone who is just too busy to make a trip to the store.

V. CONCLUSION

The proposed system can be used even by the naïve users and it does not require any educational level, experience, and technical expertise in computer field but it will be of good use if the user has the good

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knowledge of how to operate a computer. **T**he online shopping (HOME SHOP) is an easy to maintain, ready to run, scalable, affordable and reliable cost saving tool from Software Associates suited for small, medium, and large shopping complex and shopping malls. We believe that for many young Indians, Online shopping may become their primary way to shop throughout their lives. Whenever significant opportunities such as e-commerce present themselves, many market participants compete aggressively to try to emerge as undisputed leaders to gain brand recognition and customer loyalty, and oftentimes these players change their business model along the way to grow with the market.

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