

## Online Garment Shopping

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### Abstract-

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

### Introduction-

Online Garment shopping is platform to purchase garments without going to any shop and to buy any clothes. In this site you can get a great variety of attires which can be formal or casual. Online Garment shopping provides options for users to search the products he/she wants & saves his time.

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine.

### Literature Review-

Martin, Brett A. S. (2012), "A Stranger's Touch: Effects of Accidental Interpersonal Touch on Consumer Evaluations and Shopping Time"

Popcorn, Faith; Marigold, Lys (2000). EVEolution: The Eight Truths of Marketing to Women. New York: Hyperion.

### Methodology-

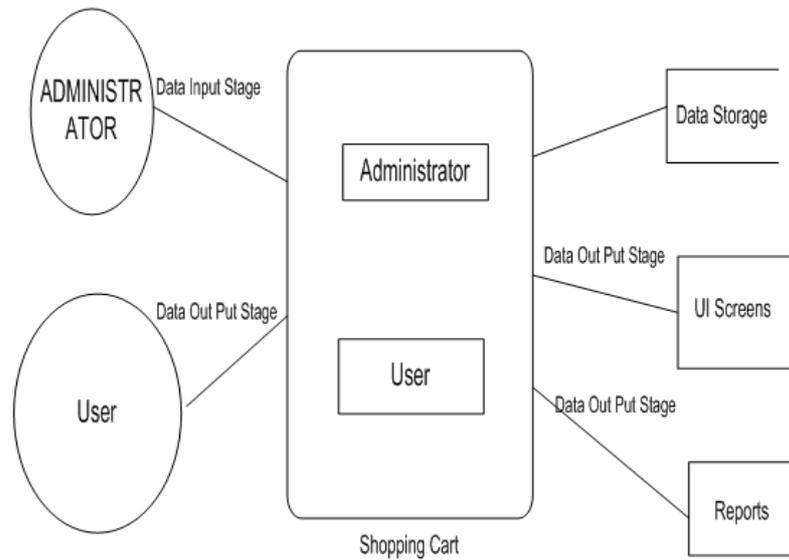
This project is used to purchase garments without going to shop & to buy any T-shirts, Jeans, etc which you like. Online garments shopping provide the options to search products by visiting sites, Give his/her a/c no & product will be delivered to home. For this website .Net Framework 4.0 and SQL server 2010 is used.

### Project Development-

Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Customers are attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to bricks and mortar stores, but also because it offers access to a world wide market, increases customer value, and builds sustainable capabilities. A successful web store is not just a good looking

website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is also about building a relationship with customers and making money. The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features

### Flowchart-



### Conclusion-

When reading articles and looking at some websites it was discovered that online clothes shopping websites lacked interactivity to help the consumer to imagine themselves in the clothing, which made clothing websites not a popular method of shopping for clothes.

The hypothesis of better interaction features in clothing websites may improve sales of the Internet is true to a certain point that it is used as another channel to do business in, but cannot fully replace the traditional brick-and-mortar store.