

Designing of Online Shopping Store

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Abstract. Nowadays, the rapid growth of the Internet and its effect on everyday life have introduced a new customer profile, which is referred to as the 'online consumer.' These consumers are influenced by different factors and have different buying preferences concerning conventional consumers. The most noticeable commercial use of the World Wide Web is the business-to-consumer aspect of online shopping. The primary purpose of an online shopping site is to offer goods and services online. Online shopping is a mechanism in which customers directly purchase goods or services from a retailer in real-time, without an intermediary service, over the Internet. It is a kind of electronic commerce. Online commerce, shop, e-shop, internet shop, webshop, online store, or virtual store evokes the physical analogy of purchasing goods or services from a brick-and-mortar retailer or a shopping Centre. The method is called Business-to-Consumer (B2C) online shopping.

Keywords: *Online, Shopping, Web Designing*